



GLC Strategic Plan

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Summary

Georgetown Lutheran Church has experienced several years of profound change – welcoming a new pastor, growing our congregation, and weathering the operational and personal impacts of a pandemic, to name just a few. We have emerged in many ways a much more vibrant and stable church than we were before. The strategic planning project is meant to give time and space for both grounding ourselves in the current identity of the church while considering a future to build toward.

Process

The Mission & Strategic Planning team arrived at this structure of ideas following months of intentional listening and consensus-building amongst our leadership, congregation, and our most committed partner organizations. We have been informed by online surveys, live discussions, targeted retreats, and many hours of prayerful thought and consideration. Synthesizing the results of many viewpoints, we believe GLC has 4 key values: Community, Discipleship, Tradition, and Serving. Those values are reflected in the goals and ideas and will be incorporated into further work refreshing our mission statement and church “brand.”

Questions for Consideration

While there is a lot of information in this summary (and many background details not included), it can be helpful to read with a few guiding questions. Engage by considering:

- What activities or projects are you most excited to see? Where should we be prioritizing efforts and resources?
- How closely do these ideas align with your vision of GLC as a community, as a church, and as an organization?

Areas of Focus

Once we had significant consensus on GLC’s identity and core values, the M&SP team broke into segments with four primary areas of focus: Financial Resources, Property, Faith Development, and Fellowship. In the course of those sessions, several ideas overlapped among areas, or built off each other. Therefore, the strategic plan goals are structured as a single timeline, rather than broken into content zones.



Strategic Plan Timeline

Now (<18 months)

- ★ Keep doing what works
 - Continue our children's ministries - Little Lutherans, Sunday School
 - Restarting former GLC fellowship activities based on interest of "host" and participants - ex. Brunch, pub theology, trivia (keep virtual options)
 - Complete the identified 250th anniversary projects (stormwater management, accessible front ramp, bell tower steps)
 - Expand bible study with seasonal programming for adult faith education
- ★ Step outside our walls
 - Host an offsite congregational connection retreat for community and faith building
 - Invite our neighbors onto our grounds and into our spaces to re-establish GLC as a thriving, open hub for service and culture
 - Begin opening the church to the public on weekends with volunteer docents
- ★ Grow sustainably and responsibly
 - Organize a workshop on how to support and interface with unhoused people, both within the GLC space and out in the world; in partnership with GMC/Friendship Place
 - Set measurable goals to reduce or eliminate reliance on rental income from NCDA
 - Leverage recent increase in donors and funding to encourage habits of stewardship
 - Create a master site plan for recurring or ongoing building maintenance and inspection, with handbook or other knowledge-transfer mechanism

Next (2-3 years)

- ★ Take the next educational step
 - Host mini-series for adult religious learning (Bible background, history of liturgical practice, Luther's Catechism)
 - Offer faithful and fellowship retreats to locations around the DMV
 - Assess need for childrens' milestone moments like 1st communion and catechism
- ★ Strengthen connections across DC
 - Explore more opportunities for representing GLC at DC events - DC Pride, farmers markets, mission-aligned advocacy events, neighborhood festivals
 - Create information sharing and partnership among DC churches on social and service activities
 - Host additional community, faith-based, and cultural events
- ★ Stretch longevity of our resources
 - Establish a GLC Endowment Fund (possibly through ELCA Mission Investment Fund) to receive and invest unexpected gifts, bequests, etc. to support long-range ministry
 - Explore alternate uses of building spaces for future GLC needs
 - Review, prioritize, and take next steps for capital improvements, to possibly include entryway, restrooms, and/or sanctuary lighting/tech renovation

Later (3-5 years)

- ★ Think about the next big thing
 - Launch a Meals on Wheels/Wheels program for community members in need of both food and companionship
 - Identify larger gatherings and conferences for faith expression and development (e.g. ELCA national conference, Why Church)
 - Conduct a capital campaign for ongoing building projects that embody our core values and



vital mission areas

- ★ Shift our culture and attitude
 - Shift our planning toward proactive planning for renovation rather than reactive adapting to urgent repairs, including cost estimation
 - Council and congregation discussions on which projects to tackle each year
 - Establish our “mighty little fortress” on Volta and Wisconsin as a faith and cultural hub for Georgetown that is regularly open to the community
 - Grow an ethos of faith sharing and leadership among the ordained and lay communities, aligned with ELCA’s 2028 goals to broaden the church
 - Grow engagement for ecumenical and interfaith fellowship and service (disaster response, learning and sharing events, volunteering)