2024-2029 STRATEGIC PLAN

UNITARIAN UNIVERSALIST FELLOWSHIP OF RALEIGH

This five-year Strategic Plan is based on two years of intensive work by UUFR's Board of Directors, Strategic Plan Task Force members, congregation, and Staff. The Plan is aspirational and forward thinking. The goals, objectives and strategies are priorities for the next five years and do not reflect all of the current and future activities of the Fellowship. For this Plan to be achieved, the congregation will vote to use it as a guide for the work of the congregation, lay leaders, Board members, and staff at UUFR.

The Committee on Ministry hosted nine (9) Visioning Sessions to gather initial ideas and concerns from the congregation, which led to a first draft. The Strategic Plan Task force hosted eleven (11) Congregational Conversations to obtain feedback on the first draft and create the final Proposed 2024-2029 UUFR Strategic Plan. One hundred and forty participants provided one hundred and ninety six (196) interactions during the strategic planning process. This equates to thirty percent (30%) of the congregation developing the Strategic Plan. The Strategic Plan Team consolidated over 500 comments from the listening sessions into the first and final drafts of the Plan. The Addressing Institutional Racism (AIR) Board Committee and the Environmental Justice Ministry Team (EJMT) contributed recommendations to the Strategic Plan.

VISION

UUFR aspires to be a loving community that is intentionally inclusive, spiritually nourishing, and committed to leading social justice.

Goal 1: Be welcoming to all who seek a liberal religious community and integrate them into the life of the Fellowship.

Objective 1: Actively invite and welcome newcomers to UUFR.

Strategies:

a. Create a culture of intentional hospitality and provide training for UUFR members on intercultural competence with historically marginalized groups.
b. Train, equip and encourage the congregation to invite people to UUFR.
c. Transition to two worship services on Sunday morning to grow our congregation by expanding our capacity and parking for visitors and members during services.

Objective 2: Actively integrate new and established members into the life of the congregation.

Strategies:

a. Expand our efforts to guide people from visitors to regular attendees to engaged members to lay leaders and mentors.
b. Provide volunteers and lay leaders with a clear path for involvement (e.g., written job descriptions, orientation).
c. Develop on-going leadership development training for potential, new, and established lay leaders (including Board positions, Board Committees, Ministry Team Leaders).

d. Offer a resource guide of UUFR activities to both new and current members.

Objective 3: Create partnerships with other UU churches and diverse faith communities in North Carolina, and with the Unitarian Universalist Association.

Strategies:

a. Communicate and engage with ministers, board members, lay leaders and congregants in Triangle area UU congregations.
b. Network with small UU congregations in North Carolina experiencing declining membership and offer avenues for shared ministry.
c. Build partnerships and opportunities for interaction with diverse faith communities within Wake County.
d. Create opportunities for the UUFR Board of Directors to update the congregation on UUA developments.

Goal 2: Inspire our spirits.

Objective 1: Ensure worship services provide diverse theological, spiritual, and cultural perspectives, and non-traditional formats.

Strategies:

a. Vary the format and content of worship services to include spiritual messages about the relationship between UUism, world religions and earth-centered practices.
b. Energize the services through congregant participation and various forms of musical and artistic expression.
c. Invigorate services by incorporating lay-led services, and involving speakers from other UU congregations and other faith traditions.
d. Explore offering worship services with different formats and content.
e. Invite musicians from diverse backgrounds.

Objective 2: Invigorate our faith formation and special ministry opportunities for children, youth and adults.

Strategies:

a. Identify, develop, and offer stimulating classes for all ages and small group discussions on secular and spiritual topics.
b. Expand OWL classes to the broader community.
c. Initiate a college campus ministry.
d. Encourage intercultural competence for all lay leaders (see Addressing Institutional Racism Report).

Goal 3: Nurture connections at all stages of life.

Objective 1: Revitalize our pastoral care ministry to be proactive during life transitions.

Strategies:

a. Recruit staff and train volunteers to increase our level of care to members.
b. Increase ministry to members who are disabled, aging, homebound, or experiencing trauma.

Objective 2: Increase meaningful connections between people.

Strategies:

a. Create additional small group discussion and support groups to help members intentionally deepen relationships during different life stages (e.g., singles, working parents, divorced, new moms).
b. Increase avenues for people with disabilities to participate meaningfully in the life of the congregation.
c. Develop intergenerational programs and activities to deepen relationships (e.g., mentoring programs, senior involvement with family ministry programs).
d. Facilitate on-line gatherings for those who live further away.

Goal 4: Champion social justice at UUFR and be a leader in our broader community.

Objective 1: Focus on the climate crisis and reducing UUFR's carbon footprint (see Environmental Justice Ministry Team's UUA Green Sanctuary Report).

Strategies:

a. Reduce UUFR's 2018 total greenhouse gas emissions from our campus buildings by 50% by 2030 and achieve net zero by 2050, in alignment with the goals of the UN Paris Agreement of 2015 and UUA's Green Sanctuary initiative.
b. Raise awareness and establish unity of purpose and action to fight climate change within UUFR and the broader community.
c. Sustain our UUA Green Sanctuary accreditation, uphold its obligations, and carry out its initiatives.
d. Recognize and incorporate environmental justice into all UUFR ministries.

Objective 2: Expand our strong social justice ministry.

Strategies:

a. Recruit, retain, and support volunteers to offer their time and talents through our social justice activities.
b. Increase opportunities for children and youth to participate in social justice work.
c. Revitalize support and advocacy for the LGBTQ+ community.

Objective 3: Build a diverse multicultural community that dismantles racism and other oppressions in our institutions.

Strategies:

a. Adopt recommendations from the Addressing Institutional Racism (AIR) Committee.
b. Create policies to formalize inclusion in hiring and business practices.

Goal 5: Communicate effectively through UUFR's social media, website, email and in person.

Objective 1: Ensure information is accessible and understandable to visitors and members to increase knowledge and understanding of UUFR's culture and activities.

Strategies:

a. Redesign our website to improve accessibility, including ADA compliance and increasing inclusionary language (e.g.,hire website consultants).
b. Provide adequate staffing to manage all forms of communication.
c. Offer more in-person opportunities for sharing and discussing information between lay leaders, congregants, and staff.

Goal 6: Create a dynamic campus and robust staff infrastructure at UUFR.

Objective 1: Maintain beautiful and inviting facilities and grounds to serve our community.

Strategies:

a. Develop a multi-year plan to improve and maintain our buildings and grounds and increase accessibility for people with disabilities.
b. Open our buildings and campus up to serve the community.
c. Focus on creating and sustaining a safe physical and emotional environment at UUFR.
d. Explore opening a UUFR pre-school or after school program, with grants to those who need financial assistance.
e. Review our policy to do business with BIPOC-owned businesses and suppliers (see Addressing Institutional Racism Report).

Objective 2: Expand UUFR staff to align with the goals established in this Strategic Plan.

Strategies:

a. Build financial capacity to attract and retain our staff.
b. Create a multi-year plan to provide competitive staff salaries and compensation that is commensurate with the size of our congregation.
c. Create a written policy regarding staff hiring with a commitment to increasing racial diversity (see Addressing Institutional Racism Report).

Objective 3: Increase financial giving to UUFR to achieve its vision, goals. objectives, and strategies.

Strategy:

a. Promote special giving beyond pledging to UUFR.