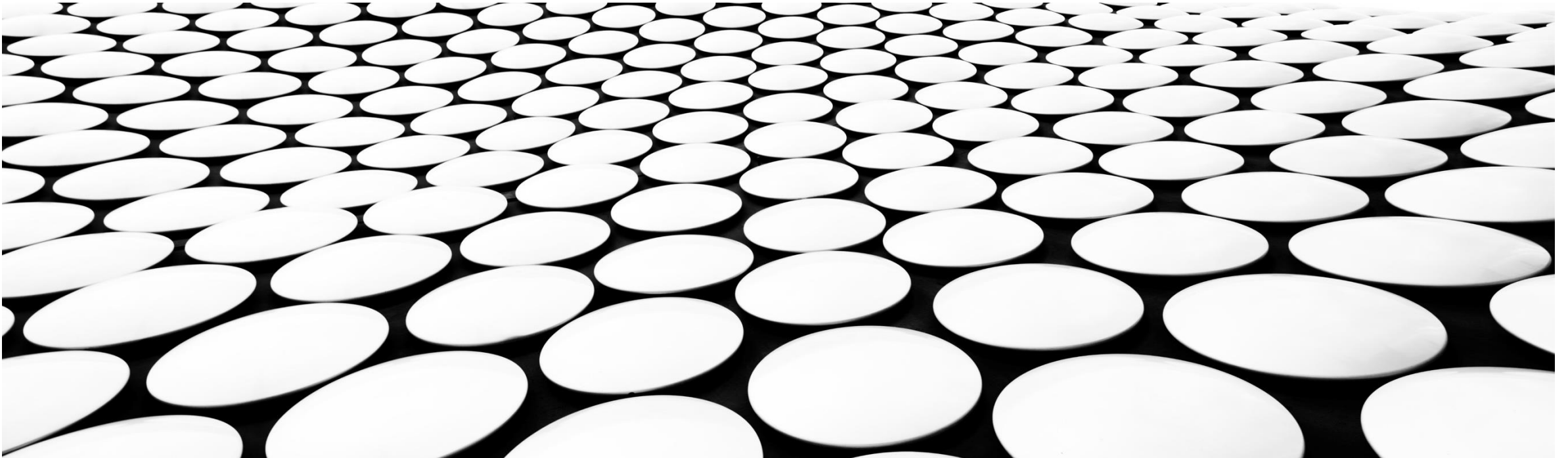

UU DALLAS STRATEGIC PLANNING STEERING TEAM

KEY COMMUNICATIONS INFORMATION



STRATEGIC PLANNING
KEY COMMUNICATION MESSAGES
LOOKING FORWARD - THE NEXT 125 YEARS



LOOKING FORWARD 

THE NEXT 125 YEARS
FIRST UNITARIAN CHURCH OF DALLAS

- Every 5 years, our church develops a new strategic plan to envision the next steps of our future path, and now is the time.
- A Strategic Planning Steering Team has been formed and began working in April 2024 and is starting to engage strategic questions.
- The planning process is expected to continue for 18 months, completing the work by the 2025 December Parish meeting and celebrating 125th birthday.
- Members will be invited to participate and give input during the planning process, as we continue to use the input the congregation has given over the recent years in their survey responses.

STRATEGIC PLANNING STEERING TEAM MEMBERS

Strategic Planning Steering Team (SPST)

- Executive Sponsor: Rev. Dr. Daniel Kanter
- Co-chairs: Jae Schmidt and Gayle Watson
- Team:
 - Darryl Brown
 - Dean Castelhano
 - Emily Gould
 - Drayton Graham
 - Susan Hamilton
 - Tricia Walker

FOUR PILLARS - KEY STRATEGIC AREAS

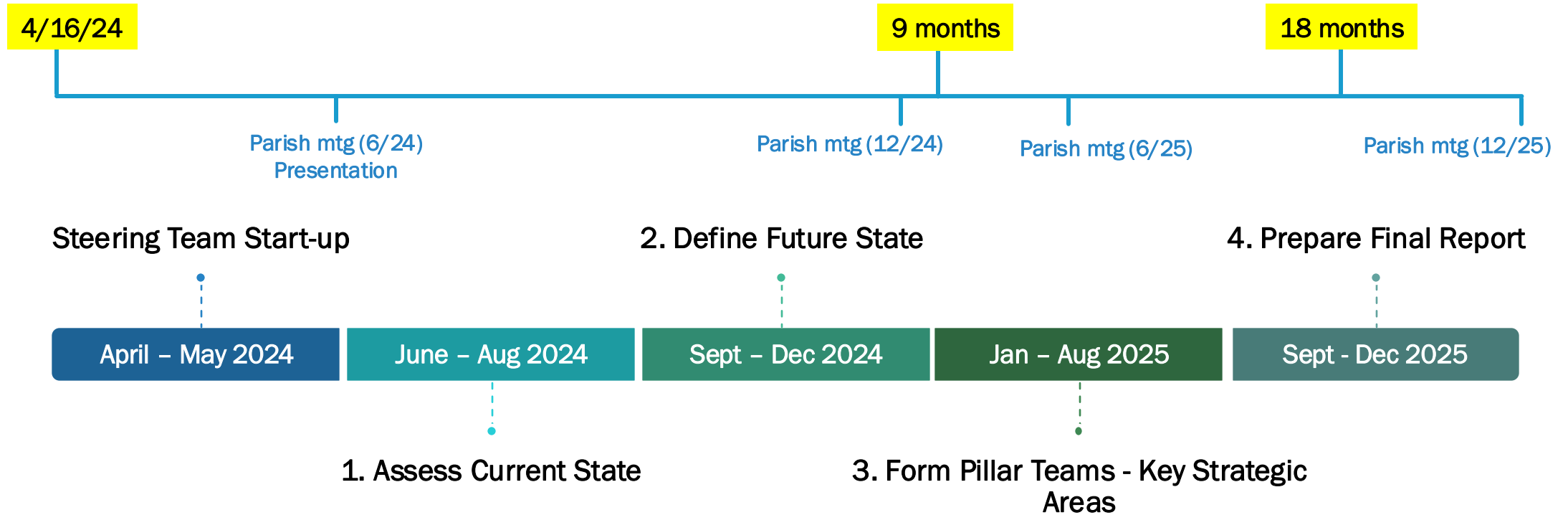
SPST WORK GROUPS ASSIGNED 6/18/24

- 1. Impact** - (Pillar Leader: Tricia Walker) aligning our ministry and outreach efforts with current social issues and needs of the communities that we live in and care about. *Consider questions such as:*
 - *beyond our church's physical and digital boundaries, how might we transform, influence, and impact our community in alignment with our values?*
 - *what is the right way for us to focus our efforts in the next five years?*
- 2. Financial Sustainability** — (Pillar Leader: Dean Castelhana) assess our current financial health and develop strategies that ensure long-term sustainability and resource optimization.
 - *Given the changes in giving patterns, how might we ensure long-term financial sustainability so that we can carry our mission on for the next 125 years?*
- 3. Membership & Engagement** - (Pillar Leader: Susan Hamilton) evaluate our hybrid, in-person, digital reach and strategies to engage existing members while attracting new congregants.
 - *what might the future of a multi-generational church look like?*
 - *how might a robust digital experience fuel and enhance connectedness and in person experiences*
 - *How might we rethink engagement and volunteerism to maximize connections and purpose?*
- 4. Racial Equity** — (Pillar Leader: Darryl Brown): reinforce our commitment to racial justice and equity and continuing to support an inclusive environment where all individuals feel valued and included.
 - *how might we build a radically inclusive community?*
 - *How might the structure of our organization reflect our values and principles?*
 - *what is the best way for us to advocate for and influence racial equity beyond our church?*

❖ **Communications Team** — (Comm Team Leader: Emily Gould)

*Excerpt from First UU Strategic Planning Charge, Nov 2023
by First Unitarian Church of Dallas, Board of Directors*

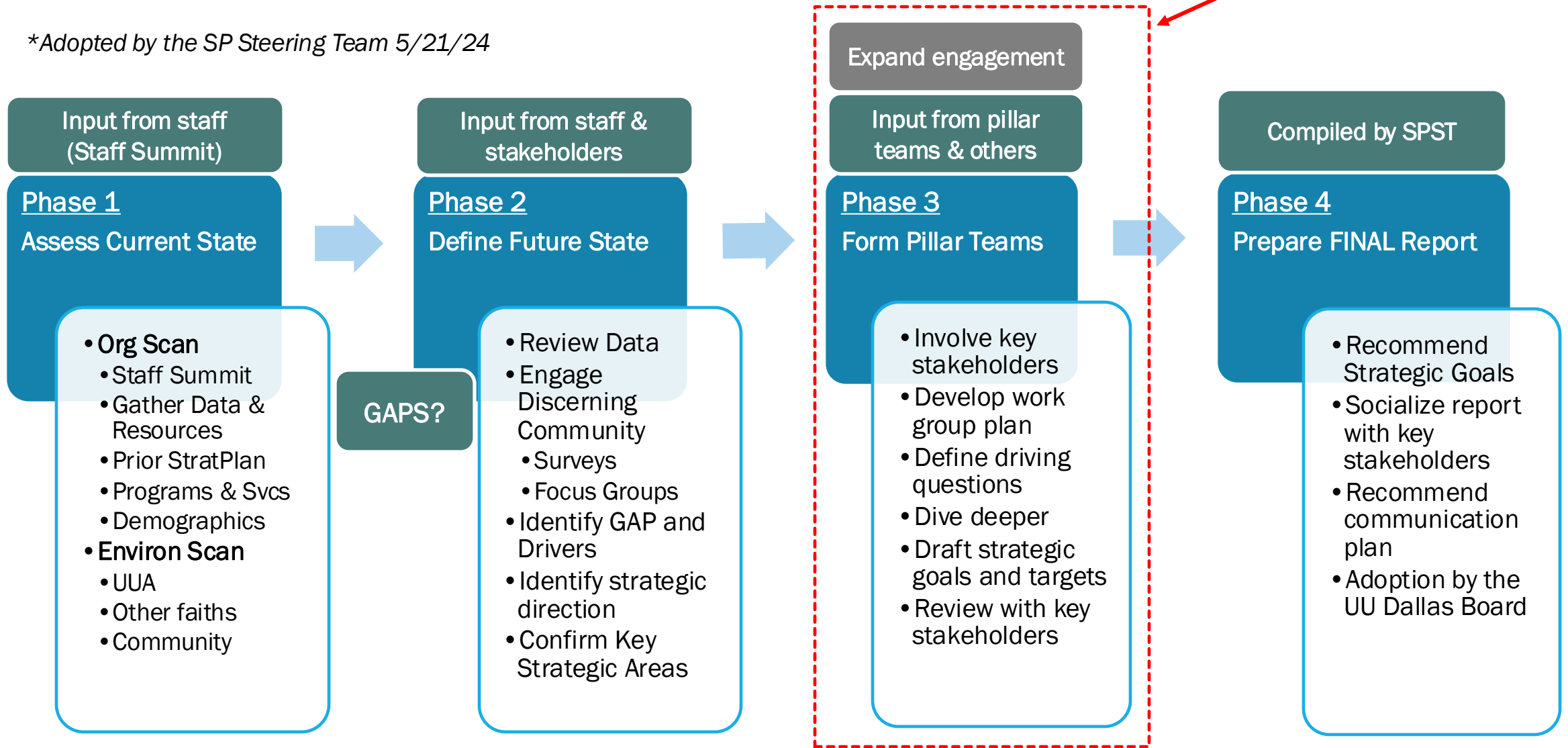
UU DALLAS STRATEGIC PLANNING TIMELINE



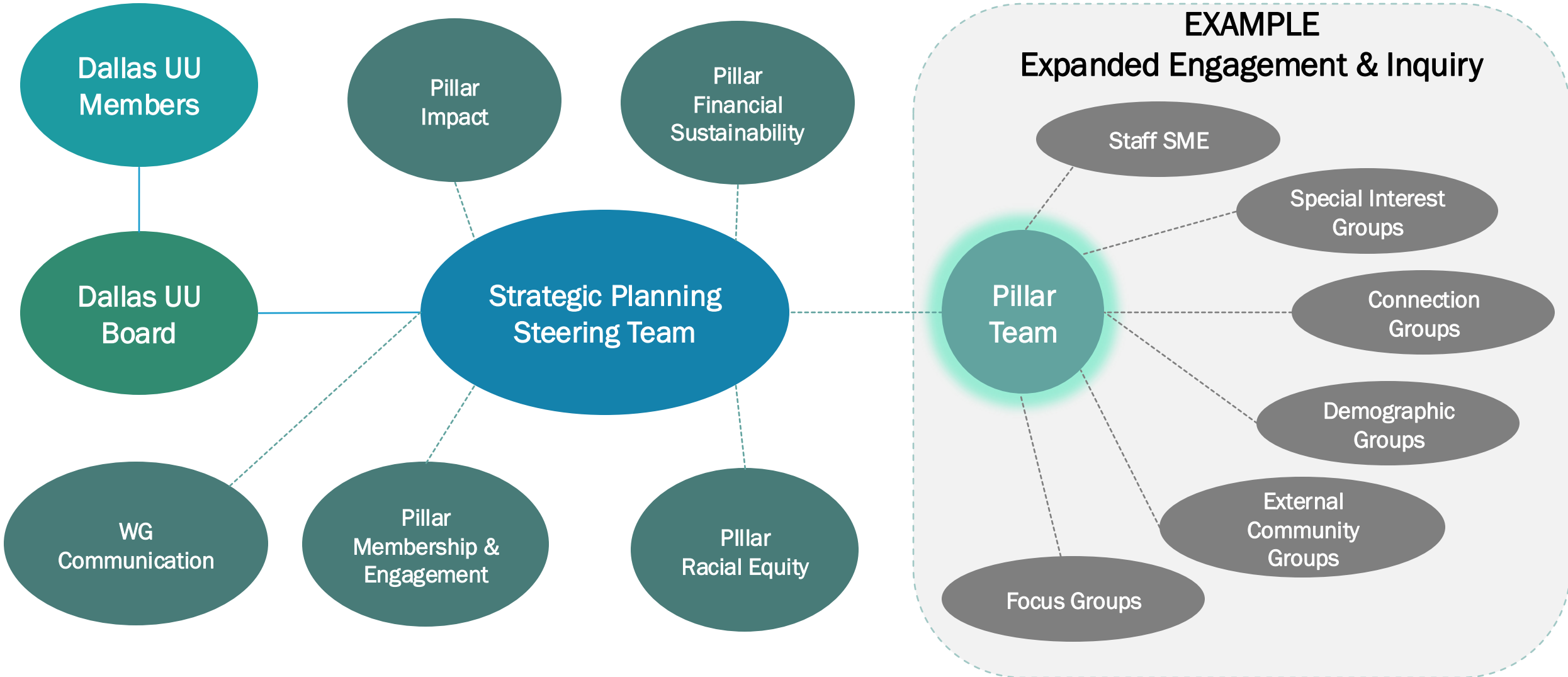
UU DALLAS STRATEGIC PLANNING PROCESS*

*Adopted by the SP Steering Team 5/21/24

We are here in the Process



PHASE 3 – PILLAR TEAMS



STRATEGIC PLANNING STEERING TEAM (SPST) - OPERATING PRINCIPLES*

**Adopted by the SP Steering Team 5/21/24*

The SPST will fulfill its charge in accordance with these principles:

Accountable

Respond to the UU Dallas Board of Directors TF Charge.

Keep aligned with the Seven Principles of Unitarian Universalism, the UU Dallas Covenant and Ends Policies.

Engage

Involve key stakeholders in the strategic conversation and discernment process.

Seek and welcome and outside perspectives.

Forward Thinking

Embrace new ideas.

Rethink traditional frameworks.

Challenge the status quo.

Communicate

Keep stakeholders informed of TF progress and seek input.

Provide reports to and seek confirmation from the UU Dallas Board of Directors regularly.

MISSION STATEMENT (GLOBAL ENDS)

Love inspires us to nurture souls, deepen connection, and advance compassion and justice in the world.

ENDS STATEMENTS

The people of First Unitarian Church Dallas, join together to:

1. Worship, experience the holy, engage in spiritual and personal growth, and live out Unitarian Universalist values.
2. Develop meaningful and caring relationships, with ourselves, each other, and the holy throughout our lives.
3. Widen the circle of inclusivity, commit to racial equity, and ensure that our human diversity in all its many dimensions is reflected in worship, leadership, and the work of our church.
4. Sustain and steward our church and our larger Unitarian Universalist movement for the future.
5. Create opportunities for open, informed dialogue that addresses complex issues of our society and our lives.
6. Proclaim our progressive religious faith to grow wider connection and engagement.
7. Embrace the pursuit of justice as a spiritual practice connected to our Unitarian Universalist values and faith development and continue to build on the legacy of justice work in our church.