

# SECTION 1 - Executive Overview

First Unitarian Church of Dallas (First Church) is at a moment of strong congregational engagement, generosity, and visibility—amid rising societal, political, and financial complexity. This plan provides a focused framework to **deepen faith, expand access, strengthen impact, and secure long-term sustainability.**

## Growing and Deepening Together (2025–2030)

Our new Strategic Plan is about **belonging, faith, and impact.** Over the next five years, First Church will deepen spiritual life, widen access, strengthen justice work, and ensure long-term sustainability.

### What does this mean for our beloved community?

We need more ways to connect—online and in person. First Church is primed for stronger support for racial equity learning, healing, and clearer opportunities to serve and make a difference. In 2030, we will be a church ready to thrive for generations. This plan is not just a document—it’s an invitation to participate, lead, and grow together.

### What We Will Build Together:

- Sustainable racial equity education and community leadership
- A scalable online campus extending UU learning nationwide
- Focused, measurable community impact through partnerships and benevolence
- Long-term financial stability through endowment growth and diversified revenue

## Strategic Framework (2025–2030)

Goals	Initiatives
1. Create sustainable solutions for Racial Equity in our community.	1. Establish a Center for racial equity dialogue and collaboration 2. Deepen our commitment to learning, reconciliation, healing, and joy 3. Integrate racial equity into faith formation to connect spiritual growth with racial equity 4. Own and tell our racial equity story
2. Create opportunities and capacity for engagement.	1. Invest in a comprehensive online First Unitarian University (in-person and virtual) 2. Meet multi-generational needs, including Spanish language, and ADA accessibility 3. Expand First Church’s public presence 4. Increase organizational accountability for onboarding new members and families
3. Align our ministry and outreach efforts to achieve meaningful community impact.	1. Develop a “UU service in action” curriculum 2. Prioritize, coordinate, and intentionally plan community service/giving efforts 3. Online Community Service Resource Guide 4. Measure, track, and report our impact
4. Create financial stability for decades.	1. Double the Endowment Fund 2. Enhance recognition and education for giving with an ongoing Stewardship Program 3. Develop a “Giving Ambassador” program 4. Explore alternative sources of revenue