



5-Year Action Strategy

- A *Strategic Action Plan* is a blueprint or roadmap that establishes goals which satisfy the role of an organization and utilizes various tactics to accomplish those goals.
- It is the ultimate but basic planning document that most successful organizations utilize.
- At the *Church of the Ascension* as we grow from a pastoral size into a program size church the need for a formal plan to best utilize our human and financial resources has become most essential.



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- The *Church of the Ascension's Strategic Action Plan* can be viewed as our blueprint or roadmap that establishes initiatives or objectives that enable us to satisfy our Mission Statement, "*To passionately celebrate and share the love, life and hope of Jesus Christ*" via various ministerial action items.
- The *Church of the Ascension's Strategic Action Plan* was created in a collaborative way after consultations with members of the congregation and input from the various *Church of the Ascension* ministries which led to a realization of what the *Church of the Ascension* represents to its membership today; and, how that realization will help achieve the vision for tomorrow.



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- This document tries to capture and summarize the information provided by all levels of the *Church of the Ascension* congregation throughout the process to date.
- To become reality this *Strategic Action Plan* must therefore be supported by each of these levels. Successful implementation of each phase of this plan will rely on the cooperative efforts of all members of the congregation in response to *His* leadership and *His* guidance.
- The 20 page *Draft Document* took many hours to produce, was delivered to the advisory board on January 19th 2010 and will be reviewed in point form today.

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- Direction for the *Church of the Ascension's* future is found through consideration of the mandate given the corporation by Ascension parishioners at the 2009 September Vestry.
- The *Church of the Ascension's Strategic Plan* is a natural extension of this vision.
- The objectives and strategic enablers identified here will help us to transform the aspirational goals of the mandate into concrete and achievable goals.



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- Achieving these goals will in turn transform the mandate into a living reality.
- The corporation identified the following ten (10) objectives which are key to achieving our vision and mandate.

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- ***Objective #1: To promote prayer/prayer gatherings discipleship, pastoral care, small groups, and integration of newcomers***
- As our Church continues to grow, so does our need to come together in small groups so that we may “Passionately Celebrate and Share the Love, Life and Hope of Jesus Christ”, **with each other**. The term “small group” simply means the gathering of more than one individual and it includes the lay pastoral team, staff, executive board, advisory board, music ministry, junior youth ministry, Sunday school teachers, senior youth ministry, steward committee, newcomers committee, bible study groups, a Christianity ‘101’ course, ALPHA, etc.



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- ***Objective #2: To promote excellence in the preparation of worship including preaching and teaching, music and the enhancement of the arts to the glory of God.***
- The worship vision is to continue to grow as an incarnational community that invites all people into the intimate adoration of the Almighty -- Father, Son and Holy Spirit -- through worship music and the celebration and receiving of the biblical word and sacrament; in ways that lead people into a deeper and active realization that Jesus is their Lord and Master of all of life.

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- ***Objective #3: To promote children and youth programs***
- To promote the growth and development of both congregationally and missionally focused youth and children's ministry at the Ascension in a manner that engages the full spectrum of youth and children associated with the church.



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- ***Objective #4: To promote mission mindedness in evangelism and social justice***
- To develop and support Mission and Outreach programs and initiatives that are:
 - 1) In line with the parish mission statement *'To passionately celebrate and share the love, life and hope of Jesus Christ'* ;
 - 2) Balanced between international, regional and local community efforts; and,
 - 3) Narrow and deep – limit number of initiatives to ensure parishioners awareness and develop deeper relationships and stronger programs.



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- ***Objective #5: To identify the right volunteers to lead the various committees and task forces and to identify administration and staffing requirements; conducting regular assessment, policy development and volunteers/ staff screening.***
- The number one resource for the Church of the Ascension to pursue its vision and achieve its mission is having enough of the right people willing to commit themselves to the church's ministries. Money is a commodity; time and talent are not. Time and talent will often compensate for the lack of money, but money cannot ever compensate for the lack of the right people contributing their time and talents.

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- ***Objective #6: To review all communication options of the church for addressing the changing demographics including the website, blogs, social networking and arranging regular visits to non attendees to solicit feedback.***
- Currently the *Church of the Ascension* relies heavily on weekly service inserts, weekly e-blasts, and the church website (www.ascensionportperry.com) as the main communication vehicles to parishioners and the general public. In an every changing, 'real-time' society, the *Church of the Ascension* must assess and develop all the available communication options to evaluate the effectiveness of each in reaching today's younger generation. The *Church of the Ascension* recognizes the importance of ongoing visits to both active and non active parishioners.



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- ***Objective #7: To re-evaluate all activities and key ministries within the church on an annual basis***
- As our church continues to grow, so do the ministry needs. Historically parish ministries without ongoing reviews tend to stagnate into ineffective redundancy, becoming counterproductive to their missions. By instituting an annual re-evaluation process, our parish intends to remain focused on its mission. Each year as part of the annual budgeting process, all church ministries will now participate in a review process.

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- ***Objective #8: In an attempt to develop new ministerial initiatives and in keeping with our mission by partnering with the Markham Institute, the Church of the Ascension is working towards offering Family Wellness Now! (FWN!). This is a service for children and families in the Scugog area. Its goal is to develop and offer a new and holistic wellness ministry that helps families identify and achieve wellness goals.***
- This will be accomplished in consultation with local community services and through training volunteers and professionals using the wellness rainbow (www.familycybermall.com). This is an initial two (2) year commitment which will have ongoing assessment from its policy group, team leader and community professional consultants.



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- ***Objective #9: To promote stewardship including heritage funds and trusts.***
- In 2009, a Stewardship Committee was formed with the mandate ‘*to focus the congregation’s attention on the merits of sacrificial giving*’ in order to afford everyone the opportunity to genuinely and thoughtfully discuss the theology behind why giving is a necessary and reasonable practice of Christian life. Realizing that our material goods are often the greatest barrier to our trust in God, it is important to take the time to teach how and why we must change our attitude to wealth. By taking this time and through careful teaching it is hopeful that we can wean people away from the materialism of modern life to a true understanding of Christian generosity. In addition, the committee was mandated to also reach out to those parishioners who do not attend services on a regular basis.



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- ***Objective #10: To support the property group to maintain the physical plant and rectory and to source properties & building requirements.***
- The current church building cannot accommodate the needs of our parish. In order to continue to grow, the church property group will explore the purchase of an alternative site with sufficient acreage to build a new church of greater seating capacity and greater functional capabilities. The current church building will be relocated, if possible, to the new site as part of the overall church complex. During this process, the property group will continue to maintain the current building and rectory.



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- ***Next Steps Going Forward: As previously mentioned, successful implementation of each phase of this plan will rely on the cooperative efforts of all members of the congregation in response to His leadership and His guidance***
- Where needed, new leaders must be recruited and trained for all functions that have been identified with corresponding committees/task forces established.
- A 'Business Case' for expansion must be prepared by the corporation and the building fund committee.
- A Building Fund must be established and fundraising begun
- Available properties must be sourced and brought to the congregation for approval.