

# THE STRATEGIC PLAN



**P I N E   S T R E E T**  
**Presbyterian Church**

*Pine Street is a Welcoming Church,  
Glorifying God through  
Worship, Fellowship, and Service in the World.*

**OUR STRATEGIC PLAN**  
**Approved by Session on September 19, 2017**

**OUR PURPOSE**

*Pine Street is a Welcoming Church,  
Glorifying God through  
Worship, Fellowship, and Service in the World.*

**OUR GOALS**

**Goal # 1**

**Grow our congregation in ways that are intentional, inclusive,  
and purpose-driven.**

To achieve this, we will:

- a) Lift our profile and visibility by developing marketing efforts to include social media, new or updated signs, non-traditional means of advertisement, the hiring of a communications specialist or firm, and evaluating current practices, including the viability of print media.
- b) Develop an “Engage Harrisburg!” program that reaches out to downtown organizations, groups, and residents; that participates in and/or creates community events to advertise and market the church; and that creates Pine Street-sponsored events for our neighbors.
- c) Develop a visitor cultivation program ensuring contact with visitors, inviting them to join the church, and encouraging our members to invite people to church.
- d) Explore evangelistic opportunities to attract the millennial generation.

## Goal # 2

### **Build a vital and energetic Sunday morning experience.**

To achieve this, we will:

- a) Add intergenerational activities to the existing age-grouped church school.
- b) Develop strategies to increase participation in Sunday morning educational events.
- c) Offer a monthly social activity following the worship service to promote interaction in the congregation.
- d) Create a small team to focus on ministry to families with children and youth.

## Goal # 3

### **Enhance mission initiatives.**

To achieve this, we will:

- a) Re-vitalize our membership's engagement with Downtown Daily Bread and the Adult Learning Center through active recruitment and advertisement in Pine Street media.
- b) Create awareness of local mission needs and "hands-on" opportunities for members to serve.
- c) Develop a process for new member incorporation and involvement in ministry and mission activities.
- d) Develop missional partnerships with local churches and community groups.
- e) Create a team to empower people to start mission groups, projects, and teams, and give them the necessary support and resources to accomplish their dreams of how they can participate in God's renewal of the world.

- f) Create a stewardship/fundraising plan that promotes 21<sup>st</sup> century methods for giving.

#### Goal # 4

### **Develop fellowship and educational experiences that extend beyond Sunday mornings.**

To achieve this, we will:

- a) Create and organize social opportunities for members and friends with the assistance of an events coordinator.
- b) Create special worship services that reach people in times of national or local crisis and that address other spiritual needs.
- c) Create several full-day or multi-day opportunities for learning and spiritual formation.

On September 19, 2017, Session decided:

- 1) To adopt the above Strategic Plan for implementation.
- 2) To develop a process for implementation and measurement of the Plan.
- 3) To assess our current worship opportunities and report its findings to the congregation.
- 4) To choose as our first objectives: 1a, 1b, 2d, 3a, and 3e.
- 5) To dismiss the Strategic Planning Committee with thanks for its service.