

WIN TEAM UPDATE: WORSHIP

July 2018 – Manchester UMC

PRIORITY:	Shape our worship experiences to reach a broad demographic.
GOAL:	By the end of 2021, our worship attendance will increase to at least 1,350.
LEADER:	Pastor Greg Weeks
WIN TEAM:	Marty Dauer, Gary Ford, Pastor Stephanie Lendt, Kevin McBeth, Chris Reiss, Kiersten Rose, Carol Schuth, Tara Sintek, Pastor Jim Peich

A. Briefly describe the most helpful resources your WIN Team is using to gain relevant information:

- Vitality study findings from 2016, including ongoing phone calls to those not attending.
- Survey from Carol Schuth.
- Modern Worship survey from April, 2018.
- Ongoing conversations with worship staff, broader staff, Leadership Board, and WIN team members.
- Surveys of new members.
- Survey of Professional Worship Leaders, by Kiersten.

B. Based on your learnings, briefly describe what trends/realities your WIN Team sees working in our favor:

- Excellent communication resources.
- Felt need by congregation to increase attendance.
- Multiple demographics with multiple channels to reach them.
- Talented worship staff with multiple worship formats.
- Attracting new members because of worship.
- Attracting new members because of direction of church.
- Multiple small groups/classes.
- Visibility through community events (i.e., fall festival, concerts, ESL, special themed programs).
- Great geographic location/visibility.

C. Based on your learnings, briefly describe what trends/realities your WIN Team sees working against us:

- Competing time priorities, especially for young families with children.
- National trend of decreased church attendance.
- Consumerist outlook by some.
- Multiple worship formats fostering feeling of dis-unity.
- Smaller youth group than before.
- Disagreements by some on direction of church.
- Mobile congregation (traveling; snowbirds).
- At the mercy of the school districts' calendaring (i.e., spring break).
- Possible feeling of lack of community among various demographics.

D. Briefly describe the 5 most impactful insights/discoveries/lessons your WIN Team has uncovered so far:

Insight #1	Need to create invitational culture of all, not just hospitality team. <u>Everyone</u> is on the hospitality team.
Insight #2	Need to create sense of unity and excitement around shared vision.
Insight #3	Need to increase connections/relationships within the church.

E. Describe how your WIN Team recommends that we define/measure/count progress toward the goal:

- Use data collected monthly by database administrator to chart overall attendance.
- Monitor number of youth in 9:30 service; goal of 30 by end of 2018.
- Develop way of capturing images of congregation for: count verification; demographics.

F. Does your WIN Team feel the goal is achievable or does it need to be adjusted up or down? Why?
YES!

G. Provide 5 strategies your WIN Team has identified (or seriously considering) to help achieve the goal:

Strategy 1:	Facebook Live	Due Date:	9/1/18
Strategy 2:	Increased youth involvement: 9:30; evening worship	Due Date:	6/15/18
Strategy 3:	Explore off-site venues (shared streets; nursing homes)	Due Date:	12/31/18
Strategy 4:	Increase welcoming culture: i.e., all-church “Invite neighbor to church” weekends	Due Date:	8/15/18
Strategy 5:	Intergenerational/cross demographic lay readers/ushers/greeters.	Due Date:	12/31/18

H. Describe how your WIN Team will monitor/measure each strategy to see if it is successful (LEAD Measures)

Strategy 1:	Track viewers.
Strategy 2:	Track through Beth and Kiersten.
Strategy 3:	Track through Winter and young adult interns. Worship leaders in other off site services.
Strategy 4:	Possibly through new “connect” cards, and through “How’d We Do?” cards we give to new worshippers.
Strategy 5:	Track through leaders of these groups.

I. What are some “quick wins” (easy steps), if any, that your WIN Team suggests we take now?

Taking steps now to implement Facebook Live by 9/1. Kiersten is overhauling music in youth worship, as Beth Boemler is revitalizing youth ministry. Phil Wiseman is working on inserts that congregation can give to neighbors.

J. What else would your WIN Team like the Leadership Board to know about your efforts?

1. Sponsors for new members.
2. Van pickups at selected residential care facilities.
3. Promote under-publicized fellowship groups, like sports.
4. Improve interior/exterior directional signage.
5. Install speaker system in nursery.
6. Explore availability of childcare for 8 a.m. service.
7. Explore variety of ways of building up sense of community in church.