

# FRUITS OF THE VINEYARD

ST. JOHN'S EPISCOPAL CHURCH &  
ST. JOHN'S FOUNDATION STRATEGIC PLAN  
2019-2023





## Vision

In 2023, St. John's is a vibrant spiritual home with open doors to all leading a joyful revolution to share the abundant grace of God.

Growing Our Faith Community	Growing in Spiritual Depth and Outreach	Growing in Resources
<p>In 2023, St. John's Episcopal Church is a thriving and inclusive faith community that connects Tallahassee's diverse population with God and one another.</p>	<p>In 2023, St. John's Episcopal Church is a downtown spiritual home drawing people into the light and love of Christ.</p>	<p>In 2023, St. John's Episcopal Church members give joyfully and use resources effectively.</p>
<p><i>In order to achieve this goal we will:</i></p> <ul style="list-style-type: none"> <li>Expand efforts to build a congregation where everyone has a voice, is invited, welcomed and connected.</li> <li>Develop diverse and relevant programming and content for currently engaged parishioners.</li> <li>Strengthen existing and create new programs to motivate members and non-members in the larger community who are religious but not engaged to participate in active ministry.</li> <li>Develop and implement ministries for the spiritual but not religious.</li> <li>Utilize technology to better engage and connect with the parish and beyond.</li> </ul>	<p><i>In order to achieve this goal we will:</i></p> <ul style="list-style-type: none"> <li>Grow our advocacy for the dignity of every human being.</li> <li>Build internal capacity and external awareness of St. John's as a catalyst for spiritual growth and service to others.</li> <li>Prioritize and deepen community collaborations and partnerships.</li> <li>Improve the quality, variety, and reach of current worship, study, and prayer programs.</li> </ul>	<p><i>In order to achieve this goal we will:</i></p> <ul style="list-style-type: none"> <li>Transform stewardship into a joyful act of giving and celebration of our abundance.</li> <li>Develop a system to identify, record, and consistently manage time and talent resources within St. John's.</li> <li>Strengthen existing and create new activities to fund the vision through non-traditional means.</li> <li>Implement a comprehensive plan to enhance financial, physical, and human resources for a sustainable future with a balanced budget.</li> <li>Optimize use of new facilities by art, cultural, and community organizations.</li> </ul>

### Core Values

Worship | Compassion | Openness | Community | Stewardship

### Mission

Loving and serving Christ and our neighbors in Tallahassee and the world.

# Our Vision:

*In 2023, St. John's is a vibrant spiritual home with open doors to all leading a joyful revolution to share the abundant grace of God.*

## GOAL 1

### Growing our Faith Community

**In 2023, St. John's Episcopal Church is a thriving and inclusive faith community that connects Tallahassee's diverse population with God and one another.**

## STRATEGIES

- A. Expand efforts to build a congregation where everyone has a voice, is invited, welcomed and connected.
- B. Develop diverse and relevant programming and content for currently engaged parishioners.
- C. Strengthen existing and create new programs to motivate members and non-members in the larger community who are religious but not engaged to participate in active ministry.
- D. Develop and implement ministries for the spiritual but not religious.
- E. Utilize technology to better engage and connect with the parish and beyond.

## INITIATIVES

1. Rebrand Sunday school as a more intimate, youth-led program to explore Christian themes and teenage-hood.
2. Establish the premier youth leadership program to harness the wisdom of youth.
3. Support a weekly Bible Study/snack time in outreach to our downtown neighbors (homeless and otherwise).
4. Assess our consistent use of social media and increase our visibility through other channels (Tumblr, Instagram, Twitter, etc.).

5. Host local schools and organizations to enhance adult education offerings (e.g. Olli, TCC, FAMU, FSU, Senior Center)
6. Initiate a "faithful writers" series - perhaps in partnership with local universities - to bring writers/poets to St. John's for reading, classes, etc.
7. Enhance the quality and availability of pastoral care ministries, including strengthening visitation ministry for the homebound and senior care facilities.
8. Educate and inform parishioners concerning the ACS/My St. John's database and mobile app.
9. Publish a weekly/monthly podcast with news, music, sermons, interviews, etc. from St. John's.
10. Expand the reach of main Sunday services and classes by providing a live video stream via Internet to allow remote members and non-members the ability to worship and learn even if they are not in the physical church; to be recorded and available on the website for further viewing.
11. Investigate inviting Grace Mission to join us quarterly.
12. Find ways to involve our in-town neighbors to participate in activities such as candlelight walking tours.
13. Enhance communication between adult education and outreach.
14. Survey interests of parish on programming topics.
15. Create a pool of volunteer videographers and photographers to record and disseminate St. John's activities to the community.
16. Be more intentional about inviting youth to appropriate church services.
17. Strengthen our Westminster Oaks ministry by getting more people involved.
18. Establish a book/movie review club that addresses spiritual issues for those who may or may not attend community churches.

19. Review/refresh core values descriptions and communicate inclusivity.
  20. Improve follow-up with Growing in Grace participants and new members to assist with “finding a place” in our community.
  21. Enhance quality of technology, build applications and social media presence.
  22. Invest in building more captivating and faith-based programs for the youth.
6. Explore expanding the Living Waters Program by helping other U.S. churches install and maintain community water treatment systems in their companion churches in Cuba.
  7. Explore partnering with local business and/or social service agencies to develop a program to provide showers and laundry for those downtown neighbors without access to such.

## **GOAL 2**

### **Growing in Spiritual Depth and Outreach**

**In 2023, St. John’s Episcopal Church is a downtown spiritual home drawing people into the light and love of Christ.**

### **STRATEGIES**

- A. Grow our advocacy for the dignity of every human being.
- B. Build internal capacity and external awareness of St. John’s as a catalyst for spiritual growth and service to others.
- C. Prioritize and deepen community collaborations and partnerships.
- D. Improve the quality, variety, and reach of current worship, study, and prayer programs.

### **INITIATIVES**

1. Explore founding a Center for Christian Spirituality at which members and non-members alike could be fed spiritually.
  2. Promote engagement, communication, and partnership with area African-American churches.
  3. Align support for our companion parish, San Pedro Apostol, to help implement their plans to improve the church garden, provide breakfast to the poor, and modify the worship space to accommodate their growing congregation.
  4. Organize a St. John’s Day of Service.
  5. Expand, enrich, and evaluate mentoring, including growing the existing mentor program to include middle and high school students at various Leon County schools.
8. Open discussion with Grace Mission about coordinating help for the homeless.
  9. Expand the Visioning the Vineyard initiative, a Full Summer, by implementing a canned food drive during the month of May to supplement the meal assembly held on the first Saturday of June.
  10. Expand adult education small groups for theological study.
  11. Locate a safe space for music creativity, support and collaboration with LGBTQ+ individuals in our community.
  12. Create a vetted clearinghouse for outreach volunteer opportunities on St. John’s website or My St. John’s.
  13. Develop and implement contemplative practices as a spiritual opportunity.
  14. Maximize collaboration between St. John’s and other places of worship, such as Temple Israel and the local Muslim communities.
  15. Assess interest in/need for developing a program for helping veterans and their families.
  16. Grow team of trained spiritual directors (clergy and lay leaders) who offer ongoing spiritual support to St. John’s members and community.
  17. Expand existing worship, study, and prayer programs to accommodate working professionals and parents (more evening and weekend options).
  18. Explore expanding and diversifying foyers and develop small group spirituality circles for members to grow in depth of faith.

19. Assess needs and interest for a parish-wide wellness program (possibly Living Compass). Develop, implement, and deliver it to our parish, others in town, other faith communities, and business organizations.
20. Create an educational offering for parents of LGBTQ+ youth so they can share experiences, seek support, and therefore support their children.
21. Create afterschool choir program at St. John's to serve the church and greater community.

### GOAL 3

#### Growing in Resources

**In 2023, the members St. John's Episcopal Church give joyfully and use resources effectively.**

#### STRATEGIES

- A. Transform stewardship into a joyful act of giving and celebration of our abundance.
- B. Develop a system to identify, record, and consistently manage time and talent resources within St. John's.
- C. Strengthen existing and create new activities to fund the vision through non-traditional means.
- D. Implement a comprehensive plan to enhance financial, physical, and human resources for a sustainable future with a balanced budget.
- E. Optimize use of new facilities by arts, cultural, and community organizations.

#### INITIATIVES

1. Implement and publicize text giving at St. John's (text STJOHNS to 732-56).
2. Develop a staffing plan that aligns long-term budgeting with implementation of the Fruits of the Vineyard strategic plan.
3. Invite a large group of representatives of arts/cultural/community organizations to a post-construction event to show them our new facilities, familiarize them with the availability of the facilities.

4. Partner with the St. John's Foundation to implement strategies for planned giving to the 1829 Legacy Society.
5. Evaluate budget process and consider moving timeline to early summer.
6. Make progress toward achieving a consistent balanced budget year-to-year.
7. Support Foundation in a fundraising event, such as a sports tournament, that helps build awareness and funds for the Foundation in its support of the Church.
8. Coordinate a parish work day to do maintenance work on St. John's grounds and buildings.
9. Reorient the congregation to the stewardship needs in our parish by hosting a day of shadowing and exploring all the ministries (large and small) of our church.
10. Implement casual fundraising dinners for families, such as "Taco Tuesday," "Sushi Sunday," "Pizza Fridays," and "Saucy (BBQ) Saturday."
11. Develop and implement a time and talent system to identify and organize ways for everyone to get involved with the various ministries and services at St. John's.
12. Put in place a plan to recognize and thank those who routinely offer their time and talent to our church and the community.
13. Create a space and guidelines for exhibiting local art on campus.
14. Develop, implement, and fund a marketing plan to promote the entire campus for potential meeting space for arts, cultural, and community organizations.
15. Explore and evaluate the benefits and risks of land lease opportunities with private developers.
16. Complete construction and aspire to retire the debt on Phase I For All the Saints' construction.
17. Initiate planning for Phase 2 construction and fundraising For All the Saints master plan.





# St. John's Foundation's Mission

*The Foundation's purpose is to support the activities of St. John's Episcopal Church in its mission with the following, while growing and protecting its endowment: to protect the building and grounds, to fund special projects for Christian ministry, to promote Christian education, and to support worship and music.*



## **St. John's Foundation's Long Range Vision**

By 2029, St. John's Foundation will have 200 members of the St. John's Episcopal Church 1829 Legacy Society.

## **St. John's Foundation's 5-Year Vision**

By 2023, the Foundation will have inspired the congregation to give joyfully for the future well-being of St. John's Episcopal Church.

## **GOAL 1**

**St. John's Foundation is known throughout the church as a trusted partner in mission and ministry.**

## **STRATEGIES**

- A. Build awareness, understanding, and support through communication.
  - 1. Continue to explore and expand ways to communicate Legacy and Cornerstone giving opportunities.
  - 2. Enhance visibility of Foundation-funded projects.
  - 3. Recognize Legacy Society members in the Annual Report and/or Chimes annually.
  - 4. Recognize new Cornerstone givers in the Annual Report and/or Chimes annually.
  - 5. Update the 1829 Legacy Society information portfolio annually.
  - 6. Explore the possibility of a Spring parish-wide mailing inviting parish members to join the 1829 Legacy Society.
- B. Partner with the church to educate the congregation about the Foundation's role in all elements of stewardship.
  - 1. Host a Sunday breakfast forum on St. John's Sunday.
  - 2. Update Vestry on a periodic basis.
  - 3. Host a booth for the Foundation at the Ministry Fair.
  - 4. Coordinate with the Adult Education Commission to help plan educational opportunities.

C. Build trust and confidence in the stability of the Foundation and the church.

1. Partner with the church to produce an annual report.
2. Plan donor appreciation events.

## GOAL 2

**St. John's Foundation's sustainability is ensured through ongoing strategic thinking about the future.**

### STRATEGIES

- A. Review and monitor investments and investment management for portfolio growth.
1. Finance and Investment Committee continue quarterly meetings with investment manager.
- B. Review Foundation bylaws to ensure they are consistent with the Foundation's strategic plan.
1. Develop and adopt a philosophy for selection and succession planning for Foundation board membership.
  2. Consider developing a procedure allowing for parish nominations for board positions.
- C. Attract, retain and develop the talent and expertise necessary to accomplish the Foundation's mission and vision.
1. Explore opportunities for lay and clergy leadership development.
  2. Conduct a board orientation for new members.
  3. Equip board members to tell the Foundation's story and to invite parishioners to make a planned gift.
- D. Explore new fundraising opportunities.
1. Explore possibilities of a fundraiser to cover operating costs.
  2. Assess expanding promotion of non-legacy gifts.

## GOAL 3

**Through partnership with St. John's Episcopal Church, St. John's Foundation is a model of best practices in building and managing endowments.**

### STRATEGIES

- A. Research and consider relevant best practices of successful Church/Foundation partnerships.
1. Work with Foundation and Vestry leadership to clarify a procedure for communicating Vestry project priorities and available Foundation resources.
  2. Maximize benefit of Consortium of Endowed Parishes membership by encouraging Board members to attend annual conference.
- B. Learn more from other endowments modeling best practices.
1. Research generational giving habits, behaviors, and trends.



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*We are grateful to the St. John's Episcopal Church  
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