

**First Presbyterian Church Evanston**  
**2022 GOALS**  
**Benchmarks for 2020**

*January 21, 2019*  
*Updated June 17, 2019*

*The information below includes the draft that resulted from the two-day visioning process led by Ministry Architects consultants and experienced by around 60 FPCE leaders at the annual Leadership Retreat held January 11-12, 2019. Goal #6 was developed from the two-day Stewardship Summit held on May 17-18, 2019.*

*Action steps listed below, if adopted, will be worked into the current timeline being follow during our strategic process. The Design Team, staff and Session will need to collaborate to implement the work needed to achieve these benchmarks.*

**GOAL #1:** By January 2022, church membership has increased by 300 and 225, or 75% of the new members, are under 40 years old.

**BENCHMARK:** By January 2020, FPCE has increased church membership by 100.

Action Steps:

1. Establish a team/task force (including a staff member) to lead charge
2. Research and develop an intentional strategy to reach <40 that informs event planning, hospitality and follow up processes, and includes training members on how to extend hospitality to newcomers.
3. Create a comprehensive game plan for taking a person from visitor to membership.
4. Establish universal and accessible church infrastructures (e.g. calendar)
5. Publicize events at the church through existing resources:  
Pastor Ray's weekly newsletter  
School for Little Children  
Souper Saturday  
Links to Northwestern Students

---

**GOAL #2:** By January 2022, two thirds of the FPCE members have joined a small group.

**BENCHMARK:** By January 2020 20% more of the membership is involved in small groups than were involved January 2019.

*Note: Need to get the current numbers and do the math to have a clearer metric.*

Action Steps:

1. Define strategy for growing small group participation with staff and member team:
  - Survey current congregation to identify who is not in group and why
  - Create marketing plan for small groups to increase visibility and accessibility
  - Take inventory on all small groups in church and evaluate whether to add more groups or bring more attendees to existing groups or both

- When open new groups, create an emphasis on leadership development
  - Clarify and refine small group initiatives to reduce duplication or confusion
  - Try short term thematic small groups to introduce others
  - Explore hybrid models that include virtual and in person components.
- (more ideas on the pages from the workshops)

**GOAL #3:** By January 2022, 100 FPCE members have experienced a robust training and development program for lay leadership that resulted in new lay leaders, mentors, and volunteers.

**BENCHMARK:** By January 2020, build an intentional program of discipleship opportunities based on stages of spiritual maturity utilizing inventory of spiritual gifts and mentorship opportunities.

Actions Steps:

1. Identify a spiritual gifts assessment tool to be completed by all current church members and also integrated into the membership process for new members.
  2. Clarify how and where leaders will be deployed after spiritual gifts are assessed.
  3. Explore hosting an Enneagram workshop for lay leaders and potential lay leaders.
  4. Research what leadership training and development has been effective elsewhere
- 

**GOAL #4:** By January 2022, 100 kids have regularly attended PYGS and 100 kids have regularly attended NUBS.

**BENCHMARK:** By January 2020, 25 more kids have regularly attended PYGS and 25 more kids have regularly attended NUBS than in January 2019.

**BENCHMARK:** By January 2020, \_\_\_\_\_ (specific # TBD) fourth and fifth graders are actively involved in FPCE.

Action Steps:

1. Establish a Game Plan for 5<sup>th</sup> Grade Transition to NUBS resulting in 80% coming up.
  2. Create a digital community presence showing what FPCE youth group does and highlighting its value to teens.
  3. Explore an internship program with North Park, Moody, Trinity, and McCormick to supplement church volunteers.
  4. Increase the intergenerational opportunities for the whole church family to create relationships and serve together with children and youth.
  5. Build and nurture current and future leaders in children's and youth ministry.
- 

**GOAL #5:** FPCE has developed a comprehensive Christian education program to promote biblical literacy and mature Christian faith for all children and youth.

**BENCHMARK:** By the end of March 2019, FPCE has made a decision regarding the staffing structure for children's ministry.

Action Steps:

1. Clarify the timeline for the current interim children's ministry director.
2. Confirm with trustees the budget allocations available for staffing children's and youth ministries.

3. Consult with Ministry Architects for staffing structure recommendations and potential job descriptions.

**BENCHMARK:** FPCE has held a Christian Formation Summit for children's and youth ministry.

---

**GOAL #6:** By January 2022, **FPCE will implement an intentional year-round approach to teaching the biblical principles and modern-day practices of stewardship and discipleship. Moving the church narrative from scarcity to abundance**

**BENCHMARK:** By September 2019, FPCE has created a new stewardship committee tasked with implementing year-round stewardship calendar initiatives.

**BENCHMARK:** Immediately, FPCE leaders will develop stewardship strategies to have an impact on this fall's stewardship drive. Such strategies will be consistent with principles gained from Stewardship Summit.

**BENCHMARK:** By January 2020, FPCE will divide the 12-month calendar into four natural stewardship "Emphasis Sunday" teaching times.

*Note: This benchmark could be addressed without delay with availability of leadership and interest.*

Action Steps:

1. Staff and lay leadership of FPCE will form a new stewardship committee subject to the guidance of Session.
2. Integrate "stewardship and discipleship" emphases to have an impact on 2019 fall stewardship drive.