

A community of believers seeking to transform lives through Jesus Christ



Pell City First United Methodist Church Antioch Project Recommendations:

Clarify and Live into our Vision – Mission - Values:

Vision = *our primary goal or reason PCFUMC exists.*

Mission = *what PCFUMC does to live into that vision.*

Values = *are the non-negotiable principles embedded in our culture that guide our mission.*

A. Define and begin teaching your compelling Vision and Mission no later than March 1, 2018.

-Provide multiple ways to educate PCFUMC to remember Vision & Mission.

-Create awareness by repeatedly naming current examples of your Mission in action.

-Leaders and staff should know and lead the Vision & Mission.

B. By August 1, 2018 begin to identify your primary ministries, supporting ministries and less essential ministries relative to your Vision and Mission.

C. In the fall of 2018, begin shaping your 2019 budget around vision and mission priorities. It doesn't have to be complete nor perfect. The goal is to begin practicing alignment in 2019 so you become better each succeeding year.

D. By January 1, 2020 the vision and mission should align strategically so that the general budget supports ways you have discerned God's calling into actions.

Strengthen Outreach & Discipleship:

A. Revise and upgrade the current plan for welcome and follow up with visitors as soon as possible but no later than April 1, 2018.

B. Consider planning at least two big service events each year that draw beyond typical attendance (four is better).

C. Develop ways for connecting yet-to-be Christians through mission outreach programs, daycare, scouting, or community events.

D. Develop plans to increase the number of people participating in small groups. Consider affinity groups on short term basis. (These often work best at the beginning of a school year and the beginning of a new year.)

E. Create a culture of inviting people to worship.

F. Create a culture of inviting unchurched people to join outreach and mission ministry with PCFUMC.

Revamp All Communications:

- A. Provide trained greeters at primary entrances of the church and possibly in the parking lot no later than March 1, 2018 and preferably by December 3, 2017 (1st Advent). The goal is to identify and assist guests to locations and offer assistance as needed.
- B. Complete an audit of signage inside and outside the buildings by April 1, 2018. Complete installations by December 1, 2018 or earlier.
- C. Create a master plan for advertising ministry opportunities using your website, email, text messages, social media, signs, etc.
- D. Consider providing live-streaming of your worship services (this is a low-cost item that a person with an iPad or upgraded camera can provide live video on Facebook live, google hangouts, skype, etc...).
- E. Provide plenty of brochures in strategic places that will help first-time guests learn about the church as soon as possible.

Address Parking Accessibility:

The following should be done within the next 12 -14 months, if possible:

- A. Do an assessment on all current parking and develop a master plan guided by traffic patterns for worship, Sunday school and building accessibility needs.
- B. Level the entrance to the north parking as it appears cars drag when entering / exiting.
- C. Designate parking places per the "*The Ten Commandments of Church Parking Lots*" article by Thom Rainer:

1. **You shall have at least one greeter in the parking lot.** That person makes an immediate impression on guests.
2. **You shall understand the 80% rule applies to parking lots.** When the parking lot is 80% full, it appears totally full to a guest.
3. **You shall calculate your attendees per car ratio.** On the average, two persons come together in a car to church. But that number can vary significantly by church, and it definitely affects how many spaces a lot should have.
4. **You shall have more than adequate handicap spaces.** Do not limit these spaces to code requirements; exceed the requirements.
5. **You shall have more than adequate guest parking.** Make certain you have at least one more guest spot than the highest number of guest cars you have for a given worship service.
6. **You shall have parking for needy groups in the church.** Those groups vary by church. One church has several places for expectant mothers. Another church has spots for the "over 80" attendees.
7. **You shall not have an ugly, poorly marked parking lot.** Remember, the parking lot is the first place your guests will see when they visit your church. What kind of first impression do you want to make?
8. **You shall not require guests to park in an obscure, far place.** I preached at a church where the pastor told me to park in guest parking. I was blown away when I saw it was the furthest place from the church facilities, and it was poorly marked.
9. **You shall not have reserve parking for the pastor and staff.** Those parking spots communicate privilege instead of service.
10. **You shall have clear and prominent signs in the parking lot.** Good signage makes a good first impression. Bad signage does the opposite.

<http://thomrainer.com/2016/03/ten-commandments-church-parking-lots/>