

# 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.