

Unitarian Universalist
Congregation of Atlanta

Vision 2016



Energize. Imagine. Become.

Vision 2016

Prepared by the Long Range Planning Steering Committee

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UUCA's MISSION; UUCA is a community of faith that encourages and supports our individual spiritual quests out of which we act together for social justice.

ASPIRATION ONE:

**WE WILL BE
AMONG THE
MOST ENGAGING
AND ENRICHING
CONGREGATIONS
IN ATLANTA BY:**

INVOLVING and **VALUING** every person who steps through our doors in participation beyond Sunday services,

CREATING a process for each visitor and member to find a place within the congregational community;

INCORPORATING many communities and cultures in our worship services and programming;

EXTENDING educational offerings for congregants and the larger community;

NURTURING fellowship among congregants and providing pastoral care; and

OFFERING opportunities and experiences that nurture the spiritual growth of each congregant.

ASPIRATION TWO:

**WE WILL
INCREASE OUR
IMPACT IN THE
LARGER WORLD
BY:**

LEADING peace and justice initiatives to become a more visible justice-seeking congregation,

BUILDING UUCA in Atlanta through social justice advocacy, direct service, and social witness;

EDUCATING the congregation about unmet peace and justice needs; and

CREATING an infrastructure to empower congregants to perform, coordinate and participate with community groups working for peace and justice.

SELECTING an all-congregation social justice mission that makes a difference in the lives of Atlantans,

DEVELOPING an all-congregational process to select the mission so that all voices are heard; and

PROMOTING the mission to generate enthusiasm and widespread participation.

ESTABLISHING a social justice center to develop and support peace and justice work in Atlanta,

BUILDING a coalition of community activists based on assessed needs;

OFFERING workspaces and resources for non-profit groups; and

PROVIDING leadership, organizational development, training, mentoring, information and referrals.

ASPIRATION THREE:

**WE WILL
MOTIVATE AND
INSPIRE
OURSELVES AND
OTHERS BY:**

DEVELOPING our communication strategies to motivate and inspire congregants' personal and spiritual growth.

PUBLICIZING, through a variety of channels and formats, the weekly sermon with links to related advocacy, events, and service opportunities;
SHARING inspirational messages and resources in various venues; and
STRENGTHENING the internal focus of the website.

DOCUMENTING AND PROMOTING living our mission and our faith at UUCA,
TELLING our inspiring stories to foster engagement, promote UUCA in the wider community, and ensure that UUCA is a leading liberal religious voice in the metro Atlanta media.

EQUIPPING congregants, groups and staff with up-to-date communication technology and strategies,

DEVELOPING and updating annually a detailed communication operations plan, technology and services to carry out strategies;

INSURING consistency and UU "brand promotion"; and

TRAINING congregants to tell our UU stories, articulate our faith, and invite participation in our community.

ASPIRATION FOUR:

**WE WILL HAVE
THE RESOURCES
TO FULFILL OUR
ASPIRATIONS AND
POTENTIAL BY:**

DEVELOPING a stronger culture of generosity and stewardship that is inspiring, year-round, transparent, sets expectations for giving, and provides clear goals for funding programs, outreach, and facilities.

MAKING a home that allows us to reach our full potential in mission and membership,

IDENTIFYING and PRIORITIZING deficiencies that can be fixed in our current facility;

CREATING a plan to optimize space utilization and a facilities maintenance plan; and

FUNDING a facilities feasibility study to address long-term needs in mission and membership.

PROVIDING the human and financial resources to reach our full potential in mission and membership,

ACHIEVING UUA Fair Compensation for all staff;

ATTAINING sustainable staffing levels that meet UUCA's needs; and

IMPLEMENTING a plan for recruiting, supporting, and recognizing congregants as volunteers.

INSTITUTIONALIZING a congregational Long Range Planning process on an ongoing basis, including an annual report from the Board of Trustees to the congregation on progress toward realizing the goals of Vision 2016.