



# PRESENTATION TO SPIRITUAL COMMUNITY

## **Community Connection and Growth**

**Design Team**

Unity<sub>of</sub>  
Walnut Creek

April 2011

## Table of Contents

<b><i>Design Team Members</i></b> _____	<b>2</b>
<b><i>Destiny Summary</i></b> _____	<b>2</b>
<b><i>Background</i></b> _____	<b>3</b>
<b><i>Provocative Possibility</i></b> _____	<b>3</b>
<b><i>Present Situation</i></b> _____	<b>4</b>
<b><i>Summary of Research Findings</i></b> _____	<b>4</b>
<b><i>The Design Plan</i></b> _____	<b>7</b>
<b><i>Design Plan Responsibility Grid</i></b> _____	<b>16</b>
<b><i>Resources Required</i></b> _____	<b>17</b>
<b><i>Evaluation Process</i></b> _____	<b>18</b>

# 2020 VISION at UNITY of WALNUT CREEK

---

## *A REPORT TO THE CONGREGATION AND THE BOARD*

### **Design Team Members**

- Leaders: Lisa Nichols and Charles Paduano
- Recorder: Dave Paulson
- Additional team members:
  - Eileen Housfeld
  - Kathy Bate
  - Mike McGarvey
  - Katherine Paulson
  - Vicky Berry
  - Peter Weiler
  - Suzanne Perry-Paige (Team Advisor)
  - Susan Galvan (Ministerial Representative)

### **Destiny Summary**

As we create a welcoming, connected and involved community, Unity of Walnut Creek will expand in numbers, in prosperity, and in radiant love. This vision of community connection and growth can be manifested through three strategies:

- Enhance the welcoming experience at Unity of Walnut Creek through the creation and support of a Host Team, regular Membership classes and Sacred Gatherings where connections can be made and people can learn more about Unity, enhanced announcements and handouts, a follow up process and the creation of a new role of Ambassador.
- Facilitate the formation and vitality of Interest Groups and Small Groups by providing opportunities for leaders to step forward and groups to be formed, primarily at two Participation Days each year; developing a leadership manual; providing leader training; communicating in new and effective ways; and supporting group participants as needed.
- Elevate volunteering to the status of conscious and joyful spiritual practice by forming a “Heart Volunteer Support Team,” holding two Participation Days a year, creating and updating a volunteer opportunities guide, developing a leadership manual, providing leader and volunteer training and promoting the consciousness of “service as a sacred activity.”

## Background

Unity of Walnut Creek was founded in 1948 as a small, intimate healing ministry meeting in rented quarters. By the mid-1960s, the community had grown enough to purchase the 1871 Geary Road property and hold services in the farmhouse on that site.

Rev. Carol Ruth Knox arrived in 1970, and Unity evolved into a reflection of her vision: “to share the ministry in ever-increasing circles of support and lay expression, thereby promoting growth and expansion both within the individual and throughout the Center’s expression of itself.

Since then, under the leadership of four senior ministers, Unity has actively and richly manifested that vision through outreach, adult and youth groups, fellowship and community, classes and speakers, retreats and special prayer services.

Cycles of expansion and internalization have characterized Unity over its 60-plus years of existence. As membership grew, the original farmhouse was replaced by a more conventional sanctuary; the book center / education building came later. In 2010, the sanctuary was remodeled and the ancillary building expanded to include a kitchen and more meeting rooms.

Focus has now shifted from the physical church to community life. We are seeking better ways to welcome newcomers, to foster robust and fulfilling opportunities to volunteer, and to help our community build strong, deep and lasting connections with each other.

## Provocative Possibility

Unity of Walnut Creek is a spiritual home of acceptance, welcome and inclusion. We invite people in, greet them with warmth and respect, and guide them to opportunities for growth, healing, and a sense of belonging.

We talk, sing, dance and break bread together. We learn from each other, uplift each other, help each other to heal, and we pray and meditate together.

- We attune to our oneness with God and all creation through worship, music and prayer.
- We build community and spark deep friendships through celebrations, volunteer opportunities, outreach, interest groups and small groups.
- We experience peace, solace, and joy through heart ministry, healing events and spiritual fellowship.
- We offer support and education through our book center, classes, workshops, children’s and youth programs, and online resources, serving people of all ages as they pursue their unique spiritual paths.

We communicate effectively so people find what they need with ease. As we welcome in the community and create connections, Unity of Walnut Creek expands its presence and its potential to help all to grow spiritually and to bring forth peace and wholeness in the world.

## Present Situation

Rev. David McArthur ended our 2010 annual membership meeting in November by saying, “We are a radiating center of the transforming power of love.”

Our remodeled building and its signature cupola certainly radiate a brighter, more pronounced physical presence in our locality. Now is the time to extend ourselves in more open, visible, welcoming and connected ways. We are ready to be a shining light for people seeking what we offer, both in our geographic area and virtually worldwide.

At this time, Unity’s attention to community connection and growth revolves around three focal areas: a) giving newcomers a welcoming experience, b) deepening connections through small and large groups, and c) nurturing volunteerism as a service of intention and joy.

Newcomers currently are acknowledged during the worship service by being asked to raise their hands so they can be given a shell lei. This is done only for people who are at Unity for the first time, giving us no good way to identify people who are checking us out a second or third time. Although newcomers are directed to a welcome table on the patio after services, there is no formal or consistent practice for interacting with them.

Several small groups and interest groups currently exist at Unity, and many others have come and gone. Typically, most interest groups thrive when they have a strong and committed leader. Small, intimate groups can have a long lifespan, but they are usually reluctant to welcome new members. Other than the HeartMath study groups, Unity does not have a system for regularly creating groups.

Volunteerism is strong at Unity. More than 200 community members give their time in some way – an impressive number, considering that average weekly attendance at Sunday services is about 230. Nevertheless, Unity does not have a good method for volunteer recruitment, nor do we have an adequate database to track the skills and interests of potential volunteers. There’s somewhat of a misconception that just the “in crowd” is asked to get involved in helping out, and there’s also a feeling by some that volunteering has become a duty and drudgery.

To address newcomer welcome, small and interest groups, volunteerism and related matters, Rev. Susan Galvan became the Community Life Minister in October, 2010. An active member of the lay ministry at Unity in the 1980s, Susan is responsible for communicating with and providing support to members of our community.

“Connection” has been the emphasis of this design team, although its name includes the word “growth.” For the past three years, Unity’s Sunday service attendance has remained stable. The annual gross income, which comes primarily through love offerings, has also remained the same (it continues to be about \$300,000). By creating more and better “connection” opportunities and systems, our congregation is expected to grow in numbers and in financial resources.

## Summary of Research Findings

### Conclusion #1 - First impressions are critical in greeting newcomers and keep them coming back.

Our research in the area of Community Connections and Growth included visiting several successful<sup>1</sup> churches in the area and interviewing key people about significant factors leading to their success. We also did extensive internet research regarding church communication and growth, and we looked closely at our own current processes, including their successes and short-comings. We also spent considerable time brainstorming positive ideas for making and maintaining connections and exploring the various interpretations of growth. In doing this, we found that a key to connections is relationships and doing a better job in greeting newcomers. As our Provocative Statement reads, we truly feel that if “We invite people in, greet them with warmth and respect, and guide them to opportunities for growth, healing and a sense of belonging,” they will gladly return. If we can be successful at that, growth will naturally occur, however it is manifested.

From this research, we learned several things about newcomer hosting: 1) The perceived friendliness of the congregation determines whether or not newcomers will come back. 2) There are many ways in which greeters or hosts can enhance the welcoming experience. 3) It is important to help guests meet and interact with other members of the congregation. 4) There is great value in making newcomers aware of what Unity has to offer, such as classes, Sacred Gatherings, and volunteer opportunities. 5) It is necessary to provide maps, tours, and signs designating the various points of interest on the Unity of Walnut Creek campus.

We feel the greeting and connection elements are critical initiating steps toward deepening relationships and inviting spiritual growth and participation, as well as fueling the success of all 2020 Vision strategies. By embracing strangers and inviting them to the family table, we lay the foundation for bringing greater good into Unity of Walnut Creek. As mentioned in *Thriving in Unity 1.0*, “A friendly welcome after guests enter the sanctuary = people smiling and speaking to them.”

---

<sup>1</sup>Brian Stein-Webber, Director of the Contra Costa County Interfaith Council gave us the names of several successful churches in our area to interview.

### Conclusion #2 - Deepening connections between members is a form of growth vital to the health of a church. Interest Groups and Small Groups foster and enhance these bonds.

In examining the concept of church growth, we saw a distinction between increasing the number of community members and enhancing the depth of member involvement and participation. A cornerstone of growing involvement is the number of friendships – connections – that a person has within the community. And some of the most effective ways to foster friendships is through Interest

Groups and Small Groups. As people come together and share common interests, explore new ideas or share their personal stories with each other, deep, long-lasting connections often develop.

A recurring statement throughout our research is that people need to make 6 to 7 friends in their first 6 months of attendance to adopt a church as their spiritual home. As Unity's *Small Group Ministry Overview* states, small groups (and interest groups) support individuals by helping to build relationships, giving an opportunity to minister to each other, providing time to explore and deepen spiritual awareness, and providing participants a safe place to share needs and concerns.

In support of the ministry, small groups and interest groups build community, are venues for spiritual growth and transformation, help individuals build consciousness, provide leadership opportunities and training through facilitation, put more responsibility on each individual for his or her spiritual journey, and help support ministers in caring for individuals.

### **Conclusion #3 - Volunteering is an essential way for people to feel included in the congregation.**

Increasing the sense of ownership by existing congregants does significantly more to increase a ministry's ability to thrive than simply increasing the numbers in pews, according to *Faith Communities Today 2005*, a national survey of congregations. And the two Rs of assimilation are Relationship and Responsibility. The General Council of the Assemblies of God, a 1997 article, said that a measurable sign of assimilation is "regular ministry – taking an active ministry role/task."

In addition, a frequently used indicator of organizational vitality is how easy or hard it is for congregations to find persons to serve in their organizational structures, stated the *American Congregations 2008* survey by Hartford Institute for Religion Research.

Finally, congregations that publicly recognize and thank leaders and regularly train new leaders are more than twice as likely to be spiritually vital than those that do neither, wrote Marlene Wilson in *How to Mobilize Church Volunteers*.

A great number of people in the Unity community provide an immense number of volunteer hours. What's missing are formal systems for recruitment, matching needs with interest/ability, training volunteers, and continuity of leadership.

## Design Plan

---

### Strategic Activity One - Enhance the welcoming experience at Unity of Walnut Creek.

#### Anticipated Outcome

The following describes the ways that we envision congregants (especially newer ones) are made to feel welcome so they want to come back:

Upon arrival, there is space available for parking. Congregants are warmly welcomed by trained greeters. Newcomers are recognized and directed to the welcome table, where the second greeter asks them to sign a guest registry, offers an "ID" nametag, a Welcome Packet, and other literature. They are then ushered to available seating inside the sanctuary, and are able to read info about "Welcome to Unity" in chair-back pockets while waiting for service to begin. Newcomers to Unity receive a blessing ("We are going to take a moment to hold you in our hearts and welcome you with a silent blessing"). Newcomers, distinguished by their nametags, are given another friendly welcome by members when we greet each other during the Sunday Service. Toward the end of the service we bless the children (hold out hands to embrace the kids vs. sending energy), bless the gifts in a similar manner as kids' blessing, and thank congregants (especially the newcomers) on exit at both doors. Newcomers are befriended at the end of services and personally invited out onto the patio and introduced to other congregants and/or taken for a tour of the campus. On the patio, other hosts offer newcomers coffee and refreshments, and take them to a secondary welcome table, where questions are answered and more literature is available.

#### Approaches

Improving the welcoming experience at Unity of Walnut Creek would be accomplished through the following activities:

- Host Team Process and Staffing
  - Redoing the welcome packet
    - Personalized info about "Welcome to Unity of Walnut Creek"
    - Welcoming letter from minister
    - Collect info/guest registry cards
    - DVD about "Unity of Walnut Creek"
    - Map of campus
  - Create 2 welcome tables with Welcome Packets, literature, guest registry, etc.
  - Sunday Roles
    - Define Host Team roles
    - Develop training plan
    - Train/cross-train volunteers

- Tours of campus
  - Develop staffing plan (based on attendance levels)
- Train greeters
- Develop coffee and refreshments hosting process and staffing plans
- Info regarding ways to connect
  - Info about Unity of WC in pocket behind seats in sanctuary
  - Facebook
- Develop follow up process with newcomers via registry (e-mail, phone, letter)
- Announcements
  - Review/revise current script/method
  - Congregational Awareness - Make congregation aware of changes
  - Advise newcomers where to meet the minister after the service
- Sacred Gatherings – informal gathering every other month at someone’s home to discuss Unity of Walnut Creek principles, events, activities, etc.
- Membership classes- Two classes given per year
- Church Ambassadors –Informal (volunteer ) hosts who seek out and greet newer people before and after the services (training required but no formal schedule would be given)

### Options

Staffing of Host Team positions will be based on available volunteers and the number of congregants per service (e.g. the 8 a.m. service may require only one greeter, while the 9:30 service may require 2 at the front door and one at the back, and the 11:30 service may need 2 at the front and 2 at the back, plus a parking lot greeter to find space). The Host Team leader should look at coordinating Host Team volunteers in a way that would maximize efficiency and at the same time provide variety, such as having them work the welcome table before the 9:30 service and then work the coffee and refreshments table after the 9:30 or work the parking lot before the 11:30 service.

Producing a DVD to put into the Welcome Packet could be done at a later date, depending on the number of volunteers with the appropriate skillsets available.

### Roles / Person(s) Responsible

The Host Team would be an addition to the current staff of greeters (the greeters continue to be led by Mike McGarvey, the Sunday Services Coordinator).

- The Host Team Coordinator would work closely with the Sunday Services Coordinator and would be responsible for coordinating Host Team activities and staffing the Host Team members



- The Host Team members would be responsible for staffing the 2 welcome tables
- The Community Life Minister will oversee the development of the training plan and conduct training
- Two volunteers (plus the Community Life Minister) to develop Host Team roles (one-time process)
- Two volunteers (plus the Community Life Minister) to update the welcome packet (one-time process plus periodic review)
- Heart Ministers to use the welcome table in the rear as a home base so people know where to find them
- One paid staff and two volunteers to assist with providing coffee and refreshments
- Church Ambassadors – as many as are willing to participate

### Resources

The following are the human, financial, communication/marketing, and other anticipated resources:

- Paid Staff: Coffee & refreshments - 8 hours x \$8 = \$64/week or \$3,328/year (could be partly offset by the sale of refreshments). Anything beyond the current financial commitment must be budgeted and approved by the Board. Option: continue with existing budgeted amount plus volunteer efforts until funding becomes available and/or sales of refreshments offset the difference.
- Volunteers, one-time: Develop Host Team and Ambassador roles and welcome packet - 4 volunteers x 10 hours = 40 hrs
- Volunteers, ongoing:
  - Existing – Sunday Services Coordinator and two greeters for each service
  - New – Host Team Coordinator plus two Host Team members at 9:30 and 11:30 services. The Host Team works as a unit to assess and review its needs and adjust over time as needs increase and resources become available
  - Optional – One Host Team member to assist in facilitating parking before the 11:30 service, expanding to the 9:30 service in the future as needed
- Six volunteers would be needed to host the Sacred Gatherings during the year

- In addition to the paid staff cost mentioned above, this activity would require an increase of \$500 over the current budget for producing the materials that will go into the Welcome Packet.
- Communication to the congregation would begin at Destiny Day (April 16<sup>th</sup>) and at the first Participation Day in May, where recruiting would begin
- Assets required would include the kitchen and equipment (for coffee and refreshments), meeting space for training and quarterly meetings of the greeters, and AV equipment for the development and playing of a DVD.
- Estimated financial cost annually:

	<u>First year</u>	<u>Ongoing</u>
Paid Staff	\$1,664	\$3,328
Welcome Packet	<u>\$ 500</u>	<u>\$ 500</u>
Total Costs	\$2,164	\$3,828

### Timetable

- Development of the roles should be completed by 4/25/2011
- Development of the welcome packet changes should be completed by 6 /15/2011
- Recruiting and training the Host Team members should be completed by 6/15/2011 and implemented by 7/1/2011
- Once the Host Team is established they should set a schedule for annual meetings to discuss successes, challenges, and proposed changes, such as increasing the number of Host Team members per service.

## Strategic Activity Two - Facilitate the formation and vitality of Interest Groups and Small Groups.

### Anticipated Outcome

A variety of Interest Groups are available and new Small Groups continuously form as individuals first come to Unity, as their life situations change so that they are able to participate in new activities, or as their journey on their spiritual path leads them to seek new experiences.

Interest Groups are active and welcoming. They are based on a number of commonalities – men, women, young mothers, couples, singles, etc. – and new ones form as individuals step into leadership roles. Leadership transitions are anticipated and planned for, positioning the group to continue and minimizing burn out of the leaders.

Small Groups are a powerful way to support people on their spiritual paths and to form valued relationships. As the bonds and connections of members grow and deepen, groups may choose to close themselves to new members. This is not a discourtesy or an indication of lack of interest in others; it is a normal part of the evolution of such groups.

### Approaches

- Continuously form new Small Groups and Interest Groups.
  - Hold two Participation Days each year (in conjunction with the Heart Volunteer Support Team)
    - Existing Interest and Small Groups would be provided an opportunity to expand membership
    - Encourage “brainstorming” of new group possibilities
    - Identify leaders for these new groups
    - Provide overview of training and support classes for new leaders
  - At each Participation Day, make available a guide that would include a list of the Interest Groups, who to contact for more information for each Interest Group and who to contact about becoming involved in a Small Group. (This guide will also include volunteer opportunities.)
    - Have the guide readily available at Sunday services, in the book center and at various Unity events
  - Announce upcoming Interest Group meetings and opportunities to join Small Groups in appropriate venues:
    - “Centerpoint Weekly” (e-newsletter), Sunday bulletins, postings around the campus, etc.
    - A page on the Unity website
    - A community newsletter inserted quarterly in the monthly *Centerpoint* newsletter (in conjunction with the Heart Volunteer Support Team)
    - Social media including Facebook and Meetup
  - Run information videos on the website, a monitor by the CommUnity Room and a Wireless Interactive Information Kiosk in front of the book center
- Establish a support structure for Interest Groups and Small Groups.
  - Develop a Leadership Manual (also for use with volunteer leaders)
  - Offer leadership training classes on a regular basis (twice each year)
  - Provide assistance when issues arise within groups; the Community Life Minister will facilitate group dynamics coaching and healing as needed

### Options

- Solicit a volunteer Interest Group Coordinator to work in partnership with the Community Life Minister

## Roles / Person(s) Responsible

- Community Life Minister (or Interest Group Coordinator) oversees program information, training and final content approval of literature and information.
- Layout and Design person to provide editorial, design and layout for the quarterly *Centerpoint* community newsletter

## Resources

- See the Volunteer section for minimum person-hours annually (number of people including volunteers and the Community Life Minister) to support the combined activities.
- See the Volunteer section for estimated costs for the combined activities. In addition, there will be additional expenses:
  - Staff time for coordination and communication (2 hours/month):
    - First year: \$300
    - Ongoing years: \$384 plus pay raises
  - Installing an outdoor monitor with weatherproof cover outside Community Room, approximately \$400
  - Installing a Wireless Interactive Information Kiosk, \$3,500
  - Ongoing annual costs of \$500 to maintain the kiosk, create videos and upload new videos to the kiosk.
- Potential funding sources include collecting of love offerings at meetings and trainings.
- Communication
  - Quarterly insert into *Centerpoint* newsletter (for all community activities) – January, April, July, October
  - Regular communications in *Centerpoint* Weekly e-newsletter
  - Website page
  - Flyers, posters, Sunday bulletins, signs
  - Participation Day announcements
  - Follow up phone calls
  - Facebook and Meetup posts
- Assets that may be required:
  - Space for meetings and periodic training sessions
  - Participation Day space, tables, signs, clipboards, pens, food
  - Printing and copying
  - Gifts, awards, food at recognition events for leaders
  - Computer support for website, monitor and kiosk

## Timetable

- By the first Participation Day in May:
  - Provide flip charts for “brainstorming” and sign-up sheets for new groups and leaders
- By July 31:

- Develop and print leader manuals.
- Design and hold first training sessions for leaders.
- Create information video or PowerPoint presentation of existing Interest Groups and upload on website
- By December 31, 2011:
  - Install an outdoor monitor with weatherproof cover outside Community Room
  - Create and run the first one-minute “infomercial” for an existing Interest Group
- By June 2012:
  - Install a Wireless Interactive Information Kiosk by the book center

## **Strategic Activity Three: Elevate volunteering to the status of conscious and joyful spiritual practice.**

### **Anticipated Outcome**

Through volunteering, we at Unity grow inwardly and spiritually by extending our hands outward with heart. Volunteering is not a task, a chore or drudgery. Rather, it is intentional service that we hold as a privilege, an opportunity, a delight.

Volunteering at Unity feeds our souls. It is a simple, grounded way to practice spirituality with like-minded companions who remind each other that what we do is a sacred ministry. It is a matter of willingness, not worthiness. As we share ourselves in service, we also honor those among us who are not ready or able to volunteer.

By allowing Spirit to flow through us to others, we at Unity hold volunteering as a path to deepening friendships, contributing our energies, and developing new skills. It is a path to joy.

### **Approaches**

Opportunities for heartfelt volunteering will be more accessible at Unity through the following:

- Establish a support structure for volunteer activities
  - Form a Heart Volunteer Support Team to build and maintain robust volunteering at Unity
  - Develop a Heart Volunteer Leadership Manual
  - Offer leadership training classes on a regular basis (twice each year)
  - Offer general volunteer training classes on a regular basis (twice each year)
- Enhance opportunities to sign up for volunteer activities
  - Hold two Participation Days each year
    - At each, make available a guide that would include a list of
      - Committees, events and other categories where volunteers are needed
      - A paragraph about each category and the kinds of help needed
      - If known, the amount of time required for various tasks
      - A contact person’s name, phone number and/or e-address

- Have the guide readily available at Sunday services, in the book center and at various Unity events
- Announce upcoming volunteer opportunities in appropriate venues:
  - “Centerpoint Weekly” (e-newsletter), Sunday bulletins, postings around the campus, etc.
  - A page on the Unity website
  - A community newsletter inserted quarterly in the monthly *Centerpoint* newsletter
  - Social media including Facebook
- Make name/volunteer team badges for members to wear at Sunday services
- Bring sacredness into volunteering
  - Promote the consciousness of “service as a sacred activity”
  - Create a volunteer “affirmation” or catch phrase that appears in many forms
    - In Sunday bulletin, on website, on other published materials
    - Imprint on objects (bookmarks, paperweights, etc.) sold in the book center
  - Provide sample prayers for leaders to use at meetings and work sessions
  - Acknowledge volunteers regularly in a holy and consistent manner.

### Options

- Long term goal is to hire a part-time or full-time volunteer coordinator.
- Establish and maintain a searchable database that would feature
  - Unity community members’ interests, skills and availability to serve
  - A way to match needs with persons who can oblige

### Roles / Person(s) Responsible

- Heart Volunteer Support Team
  - Three to five members
  - Coordinates with Community Life Minister
  - Facilitates all volunteer activities
  - Supports committee and event leaders
  - Holds the space to invite in a volunteer coordinator
- Eventually, a volunteer coordinator

### Resources

- Minimum person-hours annually (number of people includes the volunteer committee and the Community Life Minister):

	<u>5 people</u>	<u>6 people</u>
○ Develop Guide	25	25
○ Develop Leadership Manual	25	25
○ Develop leadership and volunteer training	4	4

○ Monthly Meeting	120	144
○ Annual guide update	10	10
○ Participation Day (2ce/year)	40	48
○ Committee Member Training	8	10
○ Training (2 trainings 2ce/year)	32	32
○ Communications/website updates	50	50
○ Acknowledgements/recognition	<u>25</u>	<u>30</u>
	339	378

- Estimated financial cost annually:
  - Copying (including guides)
    - First year: \$400
    - Ongoing years: \$250
  - Newsletters inserts: \$1200
  - Name badges/lanyards:
    - First year: \$125
    - Ongoing years: \$30
  - Participation Day (2ce year): \$200
  - Gifts/Awards/branded collateral: \$250
  - Staff time for coordination and communication (2 hours/month):
    - First year: \$300
    - Ongoing years: \$384 plus pay raises

Total: First Year: \$2,475

Total: Ongoing Years: \$2,314

- Potential funding sources include collecting of love offerings at trainings.
- Communication
  - Quarterly insert into *Centerpoint* newsletter (for all community activities) – January, April, July, October
  - Regular communications in *Centerpoint* Weekly e-newsletter
  - Website page
  - Flyers, posters, Sunday bulletins, signs
  - Participation Day announcements
  - Follow up phone calls
  - Facebook posts
- Assets that may be required:
  - Space for monthly meetings and periodic training sessions
  - Participation Day space, tables, signs, clipboards, pens, food
  - Printing and copying
  - Name badges, lanyards
  - Gifts, awards, food at recognition events
  - Computer support for website and database needs

## Timetable

- By the first Participation Day in May:
  - Develop and publish volunteer guides
  - Begin recruitment of Heart Volunteer Support Team
- By July 31:
  - Form the Heart Volunteer Support Team.
  - Develop and print 40 leader manuals.
  - Design and hold first training sessions for heart volunteers and leaders.
- By September 31, 2011:
  - Create and print a manual for ongoing duties of Heart Volunteer Support Team
- By June 2012:
  - Hire a part-time or full-time heart volunteer coordinator

## Design Plan Responsibility Grid

Strategic Plan	Person/Role Responsible	Date Due	Budget
Activity #1 - Host Team creation and development	Host Team Coordinator	July 1, 2011	\$500 minimal \$2,164 optimal
Activity #2 - Form Interest Groups and Small Groups and create a structure to support and continuously form new ones	Community Life Minister	July 31, 2011	Shared with volunteer team; \$700 additional first year
Activity #3 - Elevate volunteering to the status of conscious and joyful spiritual practice	<ul style="list-style-type: none"> <li>• Community Life Minister</li> <li>• Heart Volunteer Support Team</li> </ul>	July 31, 2011	\$2,475 1 <sup>st</sup> year

## Resources Required

Design Team #1: Name of Team	2011	2012	2013
<b>Human Resource Costs</b>			
Activity #1: Paid Refreshment Host	\$1,664	\$3,328	\$ 3,328
Activity #2: Staff Time	\$ 300	\$384	\$ 384
Activity #3: Staff Time	\$ 300	\$6,384	\$12,384
<i>Human Resources Subtotal</i>	\$2,264	\$13,746	\$16,096
<b>Financial</b>			
Activity #1	-	-	-
Activity #2: See activity #3	-	-	-
Activity #3: Materials and supplies	\$ 975	\$ 730	\$ 730
<i>Financial Subtotal</i>	\$ 975	\$ 730	\$ 730
<b>Communication/Marketing</b>			
Activity #1: Welcome packet materials	\$ 500	\$ 500	\$ 500
Activity #2: Newsletter inserts shared with Activity #3; installing and updating of kiosk	\$ 600	\$4,100	\$1,100
Activity #3: Newsletter Inserts	\$ 600	\$1,200	\$1,200
<i>Communication/Marketing Subtotal</i>	\$1,700	\$5,800	\$2,800
<b>Other</b>			
Activity #1	-	-	-
Activity #2	-	-	-
Activity #3	-	-	-
<i>Other Subtotal</i>			
<b>TOTAL DESIGN</b>	\$ 3,275	\$16,626	\$19,626

## Evaluation Process

Strategic Activity 1	Anticipated Outcome	Evaluation	Adjustment
4/25/2011	Roles developed for Host Team	Roles reviewed	Any final edits before publication in Volunteer Guide
6/15/2011	Welcome packet prototype finished and ready for reproduction. Training completed for Host Team.	Welcome packet reviewed. Survey Host Team trainees regarding training.	Make minor changes to Welcome Packet content. Re-write training based on survey feedback.
7/1/2011	Host Team implementation	Are all tasks in the design plan for task 1 completed?	Complete any unfinished tasks.
7/1/2012	Annual Program Evaluation	Annual Host Team Meeting to discuss successes, shortcomings, and proposals for change	Make adjustments to the program as needed, submit changes to the Board that require their approval.

Strategic Activity 2	Anticipated Outcome	Evaluation	Adjustment
7/31/11	80% or higher	Group leaders think that the training was "useful" or "very useful"	Re-write training
1/15/12 (and every six months thereafter)	80% or higher	Group leaders think that the training was "useful" or "very useful"	1/15/12 (and every six months thereafter)
1/31/2012 (and semi-annually thereafter)	Variety of Interest Groups are active	Informal review of groups, asking people at church if their needs are being met	Recruit leaders to form new groups
7/31/2012 (and annually thereafter)	Small Groups form continuously and support individuals' needs for spiritual growth and relationship building	Informal and formal feedback (anonymous surveys) from Small Group participants	<ul style="list-style-type: none"> <li>- Support/mediation for individual small groups</li> <li>- Reformat Small Group structure and/or</li> <li>- Develop new ways to form/announce new groups</li> </ul>

2020 VISION at UNITY of WALNUT CREEK, March 2011

Strategic Activity 3	Anticipated Outcome	Evaluation	Adjustment
7/31/11	80% or higher	Volunteers and leaders think that the training was "useful" or "very useful"	Re-write training
1/15/12 (and every six months thereafter)	80% or higher	Volunteers and leaders think that the training was "useful" or "very useful"	Re-write training
Annually	Volunteer satisfaction	Informally and formally request insight and evaluation from various volunteer teams	Coordinate with volunteer teams to modify/enhance duties, leadership and process