



Covid Recovery
CUMC Community
Outreach for 2022 - 2023

February 24 & 27, 2022

WELCOME & THANK YOU!



- Welcome to our Community Outreach Information Session.
- Thank you for caring about the mission Jesus has set before us and for caring about our community.
- Opening prayer

Purpose of this Information Session



To share with you:

- Some of the challenges our church family is facing
- What the CUMC Leadership team learned
- Our initial plan to address these challenges
- How you can help our church family

By the end of the session, we hope you will have ideas on Community Outreach opportunities and feel called to help with our Community Outreach mission. **Questions are welcome!**

The Challenge



- Covid-19, social distancing, and isolation
- Increasing numbers of people are not engaged with organized religion
 - “Busy”ness & schedules
 - Lack of relevance of church to everyday life
 - People’s evolving beliefs
 - Damaged relationships
- Aging church family
- Differing opinions and divided society

So, how do we grow our church family?

What the Leadership Team Learned ...



- The need to expand geography beyond Monticello given locations of church family. Adjusted geographic span to 15 miles from CUMC.
- The two largest demographic groups in our geography now and in the next five years are:
 - Adults aged 35 – 54
 - Teenagers (aged 13-19 and moving into their 20s)
- People's preference in worship has changed
- *What other churches and non-profits are engaging with*
- *What our church has done successfully, unsuccessfully, and how have those activities increased church family*

What Leadership Has Learned: Religious Needs/Preferences



- Personal Growth:
 - Addiction support groups
 - Practical training seminars
- Family Support and Intervention Services
 - Family-oriented activities
 - Crisis support groups/personal family support groups
- Community Involvement and Advocacy Programs
 - Opportunities for volunteering in the community
 - Involvement in social causes
- Community Activities or Cultural Programs
 - programs/activities to create diverse connection
 - Cultural programs (music, drama, art)
- Religious/Spiritual Programs
 - Warm and friendly encounters
 - Quality of sermons
 - Traditional worship experiences vs. contemporary worships experiences

What Leadership Has Learned: Other Churches



- There are 13 churches in Monticello.
- There are approximately 79 churches in our geographic area.
- Lutheran churches make up the largest percentage of churches in our area.
- What these churches doing to reach out:
 - Online education and activities for children
 - Children & Youth activities (volunteer activities, retreats, mission service)
 - Bible studies (in person and online curriculum)
 - Women's and men's groups
 - Life challenges coaching (loss/grief, financial, marriage, divorce)
 - Working with non-profits (Meals on Wheels, food shelf support)
 - Rock band concert (religious music)
 - Musicals/plays

What Leadership Has Learned:

CUMC Activities - current & past

- Children & Youth activities (WNP, volunteer activities, retreats, mission service, VBS)
- Bible studies
- Women's and men's groups (Christmas Tea, Bazaar, gingerbread houses, plant sale, etc.)
- Life challenges coaching/groups (Care Ministries, Blue Christmas)
- Working with non-profits/local missions (Meals on Wheels, food shelf support, disaster assistance, Monti Help Center)
- Partnership with schools
- Drama & Art events
- Music groups (barbershop quartet, brass band, orchestra, music lessons, community caroling, nursing home sing-a-longs)
- Family games nights, family dance nights, school tutoring
- Misc. events: Trunk or Treat, Live Nativity, Ninja, Triad, Luau, Riverfest, Stations of the Cross, Gas cards, Pumpkin Palooza, etc.)



What Leadership Has Learned: Updated Mission



CUMC is a beacon on a hill filled with loving people who follow the principles of grace. We are an open-minded church in Monticello that seeks to share the gospel message, offers spiritual education, welcomes diversity, builds relationships, fosters families and singles, collaborates with local non-profits, and sponsors relationship building events for all ages in our central Minnesota communities.

What Leadership Has Learned: Updated Vision



CUMC strives to be an inclusive, accepting, and nurturing Christ-centered environment that:

- ▶ Serves as the church of choice for 5-12 year olds in Central Minnesota because of relational and educational offerings
- ▶ Serves as a safe social and spiritual gathering place for teens offering activity-driven experiences to enrich a growing faith
- ▶ Offers experiences that allow young adults to belong to a faith community that positively impacts and serves others through empowerment and support
- ▶ Offers human and social services for married and single adults that include relational, support, and networking for people with life stage changes
- ▶ Offers comfortable worship experiences and rewarding opportunities to empower individuals to use their talents, knowledge, and resources to serve others

What Leadership Has Learned: Goals and Objectives for 2022 & 2023



- Goals & Objectives for 5-12 Year Olds
 - Goal: CUMC Team will research and recommend inspiring activities for children.
 - Objective: CUMC Team will determine five activities, three of which are sustainable/repeatable.
- Goals & Objectives for 13-19 Year Olds
 - Goal: CUMC Team will research and recommend fun and inspiring youth activities.
 - Objective: CUMC Team will determine five activities, three of which are sustainable/repeatable.
- Goals & Objectives for 35-54 Year Olds
 - Goal: CUMC Team will research and recommend opportunities that support human and social needs for families and singles.
 - Objective: CUMC Team will develop three programs /collaborations that meet stated needs.
- Special Considerations/Needs
 - Goal: CUMC Team will research and recommend vital crisis support needs that can be fulfilled by CUMC
 - Objective: CUMC Team will develop three crisis support events followed by four additional support meetings

How Leadership Recommends Moving Forward



- We will be rolling out efforts to enlarge our church family in two phases:

Phase 1:

Further research the ways and means to engage our community in faith-based actions and activities for both Youth and Adult segments. Done through additional research, examination of existing successful programs in other churches, interviews, focus groups, or other means needed to obtain information. Determine criteria to use/how to measure success of actions/activities.

This phase should last approximately 3 months. We will hold a kickoff for the volunteers for each segment in late March. For convenience and safety, meetings will be held virtually. Recommendations and plan due to leadership in late June.

Phase 2:

Follow plan to purchase or develop, roll out (advertise, engage with community), and conduct faith-based actions and activities for both Youth and Adults segments. Measure and evaluate success of actions/activities and adjust as needed. Report to leadership team on success.

This phase should last 3 months for development, etc., and 3 months of conducting the actions and activities. Begin in late July/early August.

How You Can Help



- ▶ Volunteers needed for Phase 1
 - ▶ Advocate (one for each segment for a total of 2)
Serves as the coordinator/leader for the phase and segment, calls meetings, helps other volunteers with research, interviews, etc.
Helps guide and develop the Plan. Attends the “Check Ins” with the leadership team to report on progress & challenges.
3-4 hours per week
 - ▶ Researchers (as many as we can get)
Performs the research and provides research results, attends any meetings needed Performs any interviews, leads focus groups, develops and submits survey (marketing coach is available). Provides guidance on the Plan.
1-2 hours per week
 - ▶ Plan Developer & Marketing Coach – *volunteer already identified*
Responsible for developing the Plan
Responsible for any coaching

How You Can Help



- ▶ Volunteers needed for Phase 2
 - ▶ Advocate (one for each segment for a total of 2)
Serves as the coordinator/leader for the phase and segment, calls meetings, helps other volunteers with building and/or implementing actions/activities, guides advertising, adjusts plan as needed. Attends the “Check Ins” with the leadership team to report on progress, challenges, and evaluation results.
3-4 hours per week
 - ▶ Developers/Implementers/Host-Hostess (as many as we can get)
Builds or implements actions/activities, develops advertising or other communications, hosts actions/activities, performs evaluation/measurements.
1-2 hours per week
 - ▶ Marketing/Advertising Coach – *volunteer already identified*
Responsible for any coaching

Questions and Next Steps



- Let Pastor Ralph or the leadership team know if you feel called to help with this important mission and what you would be interested in doing.

Leadership Team:

- Bryan Tunglund
 - Brad Johnson
 - Holly Herman
 - Tom Hanson
 - Ben James
 - Kris Levanduski
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- Look for an invitation to attend a virtual kickoff meeting in late March