

Three Years from Now

CENTRAL UNITED METHODIST CHURCH MISSION & VISION

*Helping People **Find** and **Follow** Jesus*

Church Leadership Team

Steve Abercrombie

Serve Lay Leader

Janine Bateson

Grow Lay Leader

Hannah Collins

Director Children's Ministry

Michelle Garcia

Director of Youth Ministry

John Ginn

Missions Chair

Dustin Kirby

Trustees Chair

Danny Lantz

Staff Parish Chair

Scott Layer

Lead Pastor

Audrey Madigan

Associate Pastor

Joel Malone

Chief Operating Officer

Dan McCammon

Give Lay Leader

Tyler Owens

Director of Music & Worship

Debbie Pratt

Connect Lay Leader

Rebecca Smith

Director of Digital Ministry & Communications

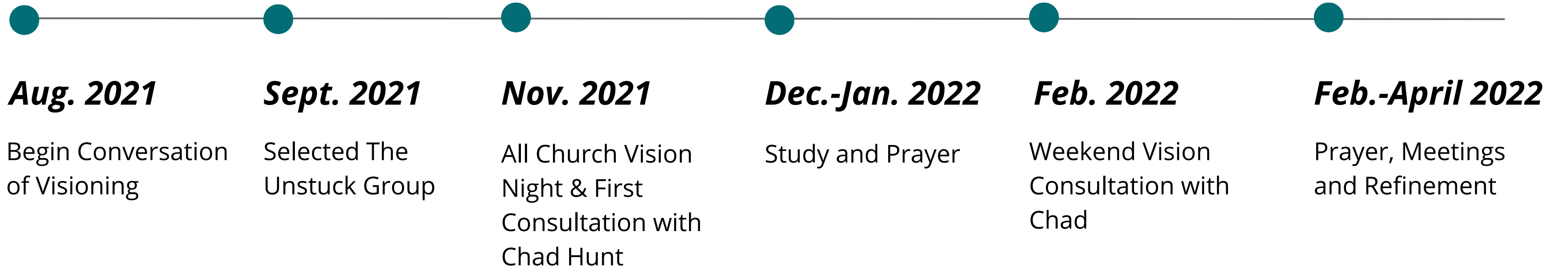
Charlie & Sandy Valentine

Lay Members to Annual Conference

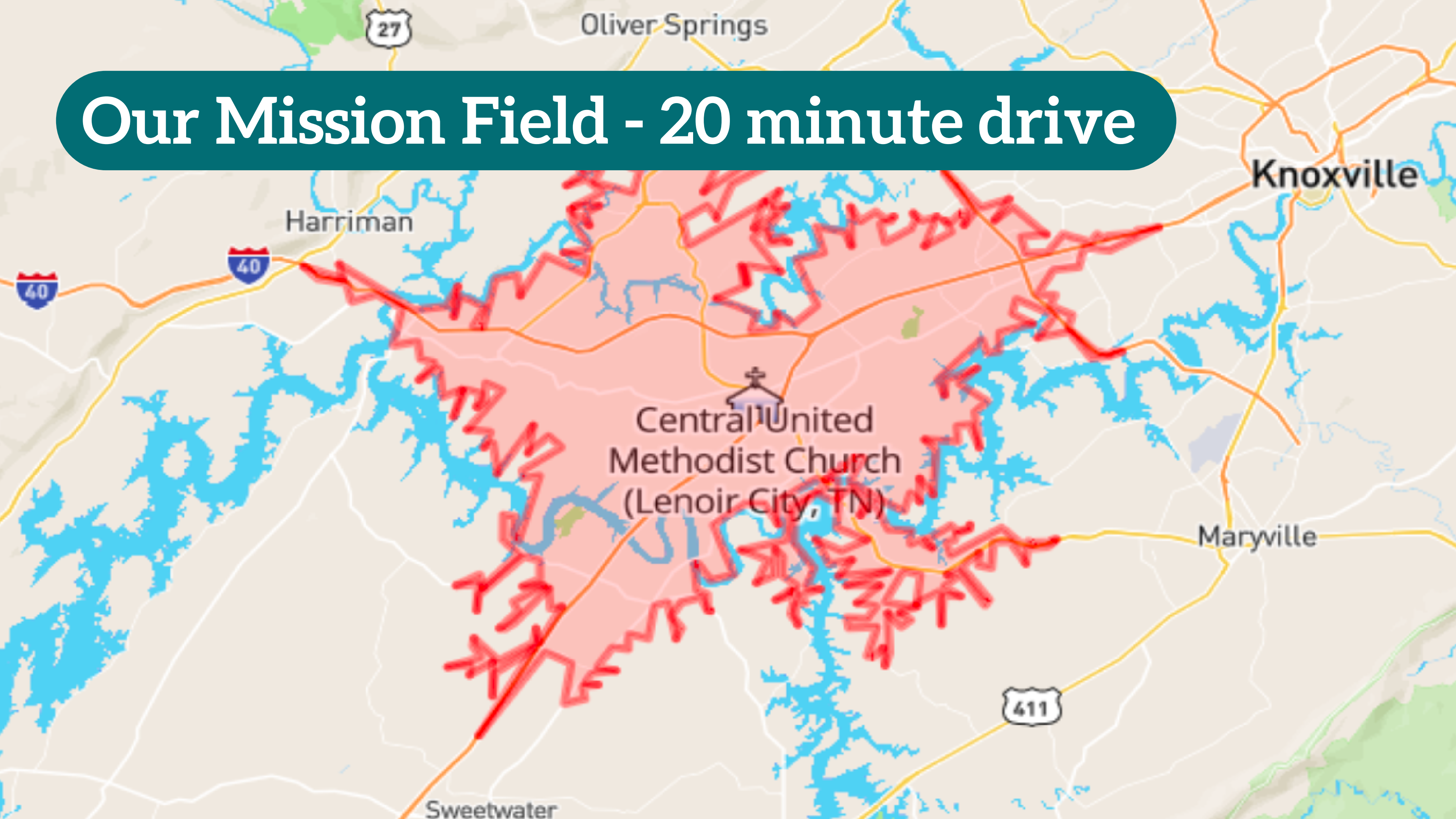
Phyllis Wilburn

Administrative Council Chair

Timeline



Our Mission Field - 20 minute drive



Oliver Springs

Knoxville

Harriman

Central United Methodist Church
(Lenoir City, TN)

Maryville

Sweetwater

Our Mission Field

112,469 people within 20 minutes drive of church
(grow 6% in next 5 years)

- **3% Asian**
- **6% Hispanic**
- **88% White**
- **Average Age: 43**
- **Median Income: \$80,000**

Top Population Groups

- **78%** of Families Married
- **22%** Single Parents
- **69%** White Collar
- **31%** Blue Collar

	2021	2026
35-54	23.4%	21.1%
65+	21.9%	24.4%
55-64	15.8%	14.6%
25-34	11.4%	14.1%

Our Mission Field



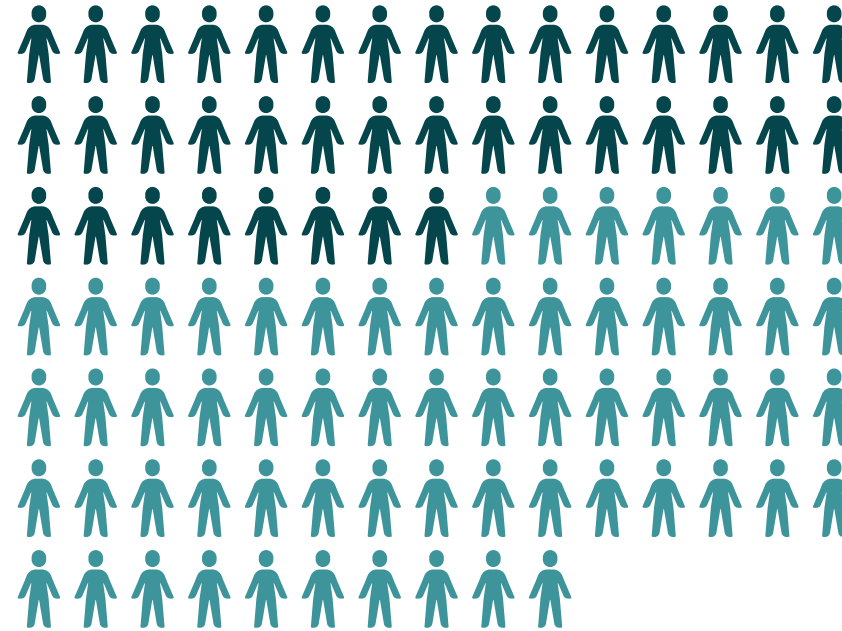
31.6%

Don't Believe in God



49.7%

Faith Wasn't relevant to
life



38%

Church was boring and
uninteresting

Top Concerns: Covid Impact, Social/Political Impact & Racism/Injustice

Top Reasons Not Involved in Faith Community

1. Time
2. Couldn't find the right faith community
3. Moved - to an area and haven't found time or interest to find a church
4. Demands of raising children

Top 5 ministry recommendations based on ministry area

1. Warm and Friendly Encounters (3.7)
2. Quality Sermons (1.8)
3. Opportunities to develop personal relationships (1.4)
4. Opportunity to volunteer in the community (1.3)
5. Holiday programs/activities (1.3)

Focus Questions

- Who are we?
- Why do we exist as a church?
- What is God calling our church to during this next season of ministry?
- What strategy will we engage with to live into God's vision for our church?

VISION

Where We are
Headed

MISSION

Why We Exist

STRATEGY

How We Will
Get There

OUR THREE YEAR VISION:

Helping People Find and Follow Jesus

FIND

Our objective is to help people regardless of their spiritual background (not interested, spiritually curious, being disciplined or mature follower) to experience a **life-changing encounter with Jesus**. We believe life change happens through a relationship with Jesus; therefore, the gospel is the centerpiece of our mission to reach people.

Through personal relationships, we will **engage in mission** across the street and around the world to **find** people and help them **find** Jesus.

FOLLOW

We will help people grow in their faith journey by providing relational environments with intentional discipleship. We will provide resources for engaging in a growing, daily personal walk with Christ.

Our desire is to see people inviting their family, friends and neighbors join them as they **follow** Jesus.

Our Mission

"We exist to connect, grow, serve, give and go so that all people may know God's love through Jesus Christ."

CONNECT | GROW | SERVE | GIVE | GO

CONNECT - Connecting to Christ through Worship

GROW - Deepening our Relationship with God & with One Another

SERVE - Using our Gifts for Ministry within the Body of Christ

GIVE - Practicing Sacrificial Giving and Moving to Generosity

GO - Be a Witness to my Faith in Christ

**What will God *DO* through Central
UMC in the next Three Years?**

What will God *DO* through Central UMC in the next Three Years?

- We will impact 401 people each weekend.
- Central Kids will serve 81 kids each Sunday.
- Central Students will grow to 41 students.
- 70% will participate in small groups.
- 70% will use their gifts to serve.
- Give \$75,000 in mission partnerships.

OUR REACH: Enlarging Our Front Door

In order to meet our objective, we must increase our reach rate. To do this, we need to answer the question, "**What does our curb appeal need to look like in order to reach people who are spiritually curious or not interested in Christ?**"

A church must average the same amount of first-time guests as their average attendance to grow at a 6% rate. For Central UMC, our true in-person average attendance as of April 3, 2021 is **254**.

A Snapshot of Today

2021

- 171 In-Person Weekly Worship Attendance
- 117 Sunday School Weekly Attendance
- 28 New Members
- 8 Professions of Faith

2022 *(Quarter 1)*

- 254 In-Person Weekly Worship Attendance
- 120 Sunday School Weekly Attendance
- 109 Average Online Worship Attendance

OUR STRATEGY: How Do We Get There?

OUR CORE GROWTH ENGINES: REACHING THE SPIRITUALLY
CURIOUS AND NOT INTERESTED

1. Invite Strategies
2. Sunday Worship
3. Events/Outreach
4. Social Media/Digital Strategy

OUR RETENTION STRATEGY:

Closing the Back Door

1. First Time Guest Strategy
2. Returning Guest Strategy
3. Discipleship Path
4. New Groups for New People
5. Communication Strategy

OUR ACTION PLANS FOR THE NEXT 12 MONTHS: **Vision Execution**

- A. Become an Invitational Church
- B. Our Growth Path
- C. Central Kids
- D. Communication
- E. Improve our Campus Curb Appeal

METRIC	FEBRUARY 3, 2022	JANUARY 28, 2023	2023 GOALS	2024
Online	100	88	250	350
New People in Our Database	294	171	300	450
In-Person Attendance	250	299	291	341
Kids Attendance	17	35	25	50
Baptisms	7	7	11	16
Students	11	12	18	30
# of Adults & Students in Groups	109	133	161	204
# of Adults & Students Serving Monthly	109	130	161	204
Giving Units	235	285	262	299
Professions of Faith	8	8		

Continue Leaning into Enlarging Our Front Door and Core Grow Engines

1. Invite Strategies
2. Sunday Worship
3. Events/Outreach
4. Social Media/Digital Strategy

Discipleship Path Clarity

"We exist to connect, grow, serve, give and go so that all people may know God's love through Jesus Christ."

CONNECT | GROW | SERVE | GIVE | GO

CONNECT - Come Worship as You Are

GROW - Find Spiritual Friendships

SERVE - Make a Difference

GIVE - Live Generously

GO - Go and Tell

Invite Strategy

- Develop calendar to invite folks (March)
- Created business card to invite people to church (May)
- Camp in the Community (June) - One Day VBS (Aug)
- Curb appeal improvement (signage)
- Falloween (Oct)
- Welcome to the Neighborhood (November)
- Online Content helpful/fun for people/ marketing where our target sees

Weekend Experience

- Mothers Day - Photo Booth - Cookies to Moms
- Experimented with Summer Worship Times 9 and 11
- Father's Day /Christmas Photo Booth
- New Worship Times Signage Outside
- Summer Playlist / Prescription for Loneliness Series
- Launched Wiggle church (Sept)
- Improve Online Experience (Fall)
- Give end of service invitation on Sundays
- Finish Sound Improvements

Small Groups

- Did congregational growth survey (April 2023)
- Training for Small Group Leaders (Summer 2023)
- Launched Fall Groups (4 Sermon Based, 1 Women, 1 Bible Study, 2 Topical, 1 Bi-Monthly)
- Result: 87 people participated in those groups, 27 of which were not in a group before.
- Roster of 199 in Adult Sunday School, 40 in Children's SS, 20 in Youth SS

Discipleship at Central 2024



Ministry Snapshot for 2024

**WHAT'S
HEALTHY?**

**WHAT'S
STUCK?**

**WHAT'S
UNCLEAR?**

**WHAT'S
MISSING?**