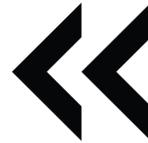


Assessment and Planning: Each of the “critical target areas” will be approached from a number of perspectives including:

- needs assessment – internal and external
- current programs and ministries
- new program and ministry strategies
- communication, media and marketing
- staffing and congregational leadership
- action teams
- property and facilities
- financial support



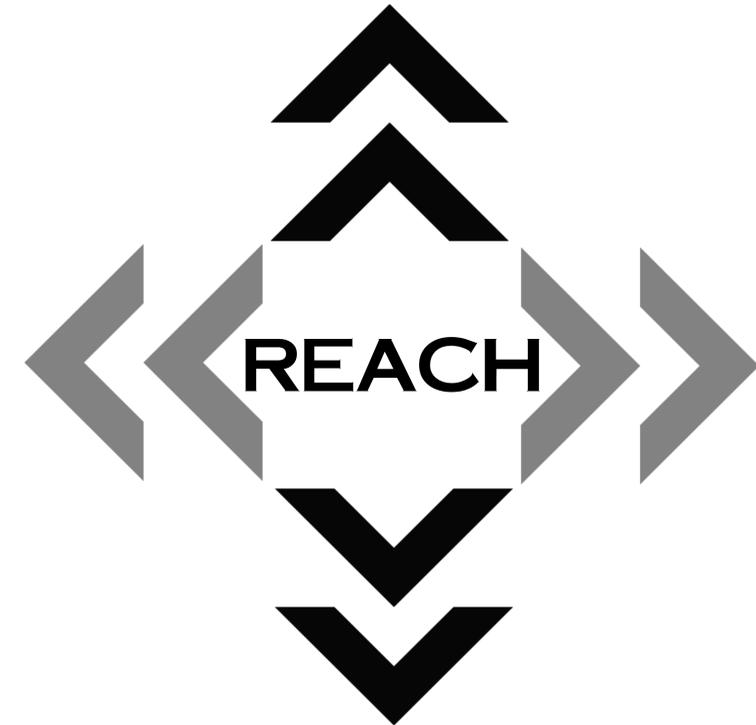
Evaluation and Measurement: It is often said that we are more likely to accomplish what we measure.

- Sunday morning worship attendance trends reflect the engagement of our members as well as success at reaching new people. Those who attend weekly worship are also more likely to connect with opportunities for spiritual growth, service, witness and financial support. Therefore, the key **REACH** goal is to **increase our average Sunday morning worship attendance by 50% in three years** from 280 (2016) to 420 (2020).
- We will also measure **participation and growth trends** in Children’s Ministries, Youth Ministries, Classes and Life Groups, Service Projects, Outreach Ministries and Financial Support.
- In addition, we will measure more **subjective outcomes** including testimonies of transformed lives, answered prayers, healings, needs being met and marriages and families being built up.

Summary: REACH will call on every member and friend of Christ Church to fully engage in this new season of mission, ministry and growth for the sake of impacting the world for Jesus Christ. Welcome to **REACH!**



Christ Church
Otsego, Minnesota
January – 2017

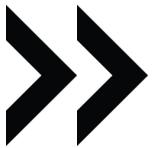


“Pressing On Towards the Goal”
Philippians 3:12-14

The **Mission of Christ Church** is to reach, equip and empower people to become passionate followers of Jesus Christ who transform our world.

The **Vision of Christ Church** is to develop Christ-centered families built upon the truth of God’s Word, leading others to Jesus, applying faith to their daily lives and transforming their spheres of influence.

REACH is a 3-year plan to grow Christ Church in fulfillment of our mission and vision by *reaching up* to God through prayer and worship, *reaching in* to others through personal relationships and spiritual growth, and *reaching out* to the world through witness and service.



REACH stands for:

- Respond-** Listen to God
- Engage** – Get connected
- Act** – Be involved
- Commit** – Keep at it
- Help** – Make a difference

Compelling Needs: **REACH** is a response to three compelling needs that have been identified by our Staff, Church Council and congregational members that require a response.

- **Biblical Mandate:** The Great Promise (John 3:16-17), The Great Commandment (Matthew 22:37-39) and The Great Commission (Matthew 28:18-20) represent the core biblical values of Christ Church. In our desire to be faithful to God’s calling and purpose for our congregation we are compelled to move forward boldly.
- **Cultural Indicators:** The world around us is changing rapidly. Participation in organized religion is declining. The Christian Church is increasingly viewed as irrelevant and out of touch. A generation of youth and families is being lost. However, there remains a hunger for truth and meaning, connection and opportunities to make a difference in the world. We are called to apply the timeless truths of the Gospel message to a hurting world in new and creative ways
- **Christ Church Trends:** While we celebrate beloved relationships and many awesome ministries and accomplishments for God’s kingdom, the reality is that on nearly every front Christ Church has been declining over the past several years. Numbers are down in worship attendance, financial support, youth and children’s ministries, Life Group participation and more. In order to reverse this trend we must embrace changes that respond to today’s culture both within our congregation and in the communities we serve. We must ask the Holy Spirit to empower us afresh in all that we say and do.



Timeframe:

- The **REACH Roll-out** will be on Sunday, January 29, at the **Annual Meeting** at 11:45 AM.
- A 9-part **REACH Sermon Series** will be offered from Sunday, February 5 – Sunday, April 2, highlighting key aspects of the initiative.
- **Talk It Over** groups will meet weekly throughout the series to engage the congregation in discussion of the Sunday morning messages, gather further input and insights, and develop action teams.
- The **implementation** of several REACH goals has already begun through the leadership of the Staff and Church Council. REACH is a “work in progress” as we will continue to pray, discuss and discern the details of God’s plans and direction for Christ Church as we move forward.
- Everyone will be encouraged to make a **3-year financial commitment to REACH** above and beyond regular weekly offerings, which will be received on Sunday, April 2.

Critical Target Areas: Following significant prayer and input from the Staff, the Church Council and the Congregation, three “critical target areas” have been identified that will provide the focus of **REACH**. While we will continue to grow, improve and expand every area of our ministry, we believe that these three areas are critical to the growth and impact of Christ Church today.

The three “critical target areas” are:

1. **Sunday Mornings:** We will pursue greater excellence in everything that already takes place on Sunday mornings, along with developing new and creative approaches to Worship Ministry, Hospitality, Childcare, Growth Opportunities and more. Our desire is that every person who walks through the doors of Christ Church will encounter a living God, experience friendship and love, grow through the Word and find support and encouragement for daily living as a follower of Jesus.
2. **Discipleship:** We will develop an effective and understandable “discipleship process,” a practical path of spiritual growth that will include Classes, Life Groups, Seminars and Special Events. This discipleship process will help people of “all ages and stages” to grow in Christ, get connected in meaningful relationships, be equipped to live effective Christian lives and share their faith in the real world.
3. **Outreach:** We will foster a “culture of invitation” where the most natural and enjoyable thing for our members to do is invite a friend to join them for worship or other “entry points” where the love of God can be experienced and relationships can be built. We will significantly upgrade our communication, media and marketing channels to enhance the sharing of our message and ministries both within the congregation and to the community and world.