



CHRIST the KING LUTHERAN CHURCH



Strategic Plan 2024–2026

Mission Statement

As the body of Christ, we are called and sent to love and serve the world.

Vision Statement

Guided by faith, we will continue to grow a community
that is welcoming, healing, and supportive for all.

Congregational Values

Welcoming • Inclusive • Authentic • Missional • Generous •
Family-focused • Intergenerational



Dear Friends,

For 55 years, Christ the King Lutheran Church has stood on a firm foundation — Christ, the solid rock. Our congregation has persevered through recessions, a fire, a pandemic, and more. As the result of decades of strong, dedicated, visionary pastoral and lay leadership, CtK enters 2024 in a position of strength — and with the opportunity to take steps in the next few years that will prepare the congregation to thrive through its next half-century.

Our congregation continues to grow — we added more than 40 new members in 2023 — and we are richly blessed with strong financial support from our membership. These gains have been largely organic, however, and reliant on word-of-mouth buzz. Over the next three years, we hope to reach even more people who are looking for a community of faith, but may not have found us because they hadn't heard about us or didn't understand what we are all about.

We believe our new vision statement will make that clear:
Guided by faith, we will continue to grow a community of faith that is welcoming, healing, and supportive for all.

As a congregation, we've identified seven key values that unite us all: **Welcoming • Inclusive • Authentic • Missional • Generous • Family-focused • Intergenerational.**

This vision and values, developed from a survey submitted by nearly 100 CtK members and refined by our pastors, church council, and the Strategic Vision Committee, describes what is special about this place — from what we hear in the pulpit on Sundays, to how we talk with each other in the narthex, to the types of things that happen in this building throughout the week. It's what we want to become known for.

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Spending the next three years spreading the word about who we are, and refocusing our time, talent, and treasure around these ideals will only help us better live out our mission.

The Strategic Plan, which you can read more about in the following pages, will help us focus on three key areas:

Congregational Involvement and Care — more fully weaving the people of our community together and making the most of the time and talent everyone has to share with CtK.

Community Mission and Identity — making it more known throughout the area that we are a welcoming, healing and supportive community of faith that is open to all.

Youth Empowerment and Engagement — fostering an environment in which children and youth feel they are welcomed, known, loved, and supported — and are excited to be a part of our faith community.

Something special has been happening at Christ the King. And if we spend the next three years making an intentional effort to let others know who we are, what we value, and what we have to offer people of all ages, how vital might we become to this community?

The pastors, staff, Church Council, and Vision Committee can't do it alone. We need YOU to make that happen — and we hope you join us on the journey and be part of it all.

Sincerely,
CtK Strategic Vision Committee Members:

Paul Gifford, Co-Chair
Josh Weinhold, Co-Chair
Melissa Douhan
Sarah Felde
Augie Freda

Tammi Freehling
Jeremy Pinckert
Caroline Satre
Eric Schopmeyer
Emily Turner

Congregational Involvement and Care

Key Initiative

To help people feel known and loved and freely offer their gifts.

Objective #1: We will be known as the church where all are actively welcomed and included in the life of the congregation.

Action steps:

- Explore better ways to engage and introduce people to those they don't already know.
- Develop additional programming and/or approach fellowship activities in such a way that welcomes and includes people from multiple generations.
- Conduct research to better understand what motivates members' attendance and participation on Sundays and throughout the week.

Objective #2: We will have a governance and staff structure that empowers servant leaders to model, inspire, and challenge others to faithful living.

Action Steps:

- Review roles and responsibilities of current staff, identifying needs and potential change to structure in advance of a capital campaign.
- Engage peoples' time and talent in a more effective way, allowing them to feel comfortable and effective without feeling overwhelmed offering their gifts.
- Review council structure and committees.

What excites me about this key initiative is...

I can help move this key initiative forward by...

Youth Engagement and Empowerment

Key Initiative

Expand and develop opportunities for youth participation and service engagement, fostering an environment in which children and youth feel they are welcomed, known, loved, and supported — and are excited to be a part of our faith community.

Objective #1: We will cultivate appropriate leadership at all levels of the youth program — including staff, volunteers, and our youth themselves.

Action steps:

- Develop long-range staffing goals to support youth programs.
 - Engage volunteers with youth-focused leadership gifts and passion through outreach.
 - Encourage and empower youth to take greater ownership of programming (both planning and execution).
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Objective #2: We will cultivate and expand programming opportunities for children, youth, and their families to be actively involved in mission, service, education, leadership, and social activities.

Action Steps:

- Strategically evaluate congregation and community to meet current trends (i.e., ensure programming works with people's lives).
 - Evaluate current opportunities for engagement (i.e., figure out what to stop, start, or continue).
 - Implement updated youth programming plan to optimize youth engagement.
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Objective #3: We will cultivate internal and external communication regarding our children/youth/family opportunities and overall philosophy at CtK.

Action Steps:

- Evaluate current internal communication to ensure efficient, effective, and consistent messaging around youth/children/family programs and opportunities.
- Work with the Community Mission and Identity strategic planning team to ensure their branding and communications plan highlights elements related to youth/children/families.
- Create and implement a holistic communication strategy.

What excites me about this key initiative is...

I can help move this key initiative forward by...



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