
St. David's
Episcopal Church

Evangelism: Strategy & Vision
Strategic Plan Update
September 13, 2011

The Process – Phase I

Task	Deadline	Responsible Person	Other
1. DEVELOP AN UNDERSTANDING OF OUR COMMUNITY, CONGREGATION, DIOCESE AND NATIONAL CHURCH	11/8/2011		
a. REVIEW COMMUNITY ExecutiveInsite tm REPORTS (1- & 3-Mile Radii, 2010-2015)	5/10/2011		
b. REVIEW ST DAVID'S PARISH PROFILE (1999); CONDUCT UPDATE (2011)	11/8/2011		
c. REVIEW SAN DIEGO DIOCESE PAROCHIAL REPORTS (2000-2010)	11/8/2011		
d. REVIEW EPISCOPAL CONGREGATIONS OVERVIEW FACT (FAITH COMMUNITY TODAY) SURVEY (2010)	9/13/2011		
2. DEVELOP A STRATEGY BASED ON AN UNDERSTANDING OF THE COMMUNITY	1/10/2012		
3. BUILD AN IMAGE IN THE COMMUNITY	Q1, 2012		
4. IDENTIFY, TRACK AND ASSIMILATE EVANGELISTIC PROSPECTS	Q1, 2012		

The Process – Phase II?

Task	Deadline	Responsible Person	Other
1. CHURCH EVANGELIZER MODELING EVANGELISM.			
2. TRAINING MEMBERS AND NEWLY CONVERTED PROSPECTS IN EVANGELISM.			

Why Episcopal Churches are Growing or Declining

Findings from the Episcopal Church

FACT (Faith Communities Today)

2010 Survey

864 Randomly Selected Episcopal Congregations

Social & Demographic Characteristics: National Episcopal Church Community

THE 9 FINDINGS

Finding #1: Parishes and Their Settings

Finding #2: Participants and Members

Finding #3: Congregational Identity

Finding #4: Conflict

Finding #5: Worship

Finding #6: Recruitment and Evangelism

Finding #7: Programs, Practices and Ministries

Finding #8: Leadership

Finding #9: Finances



Finding #1: Parishes and Their Settings

Figure 1. Location, Location, Maybe Location

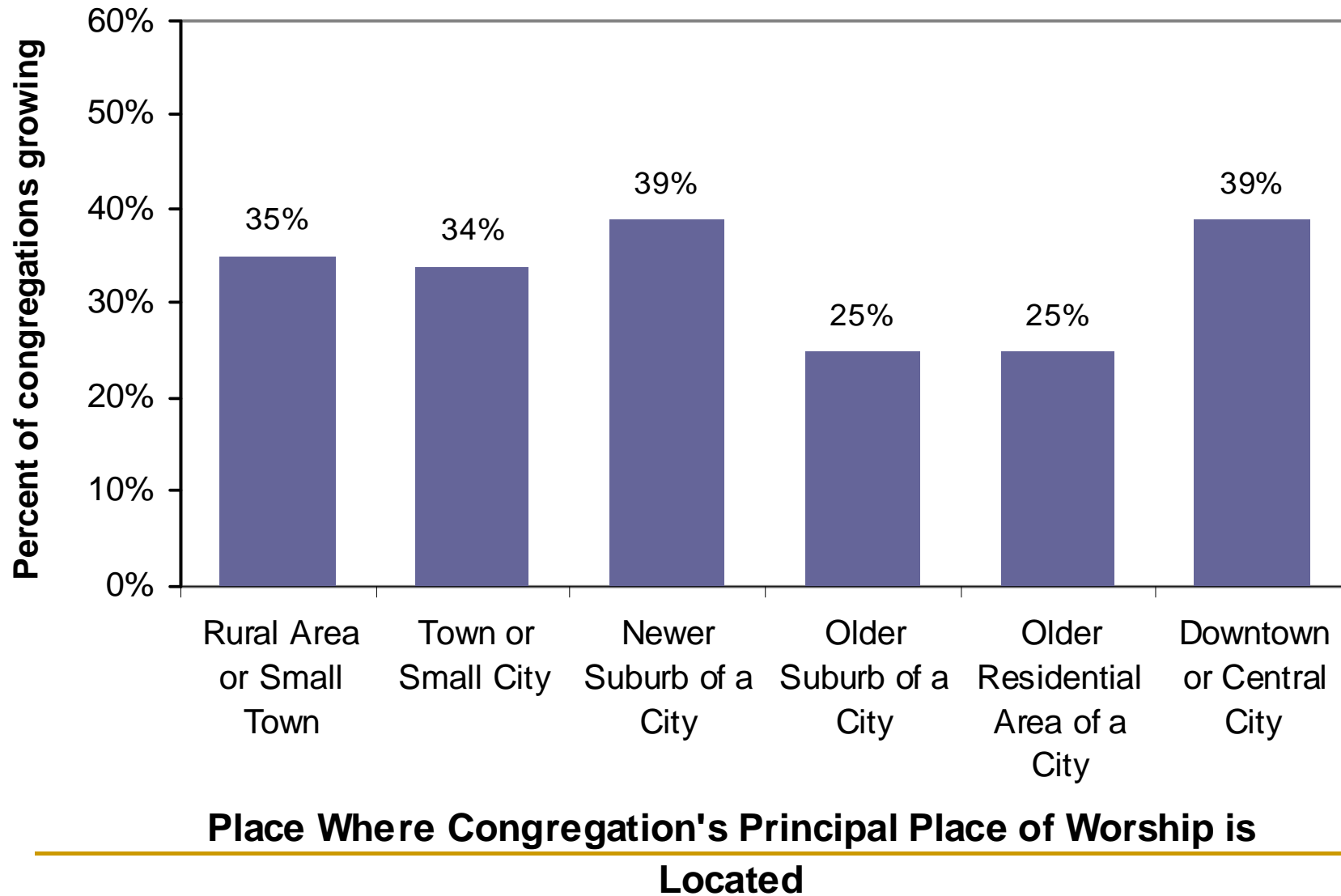
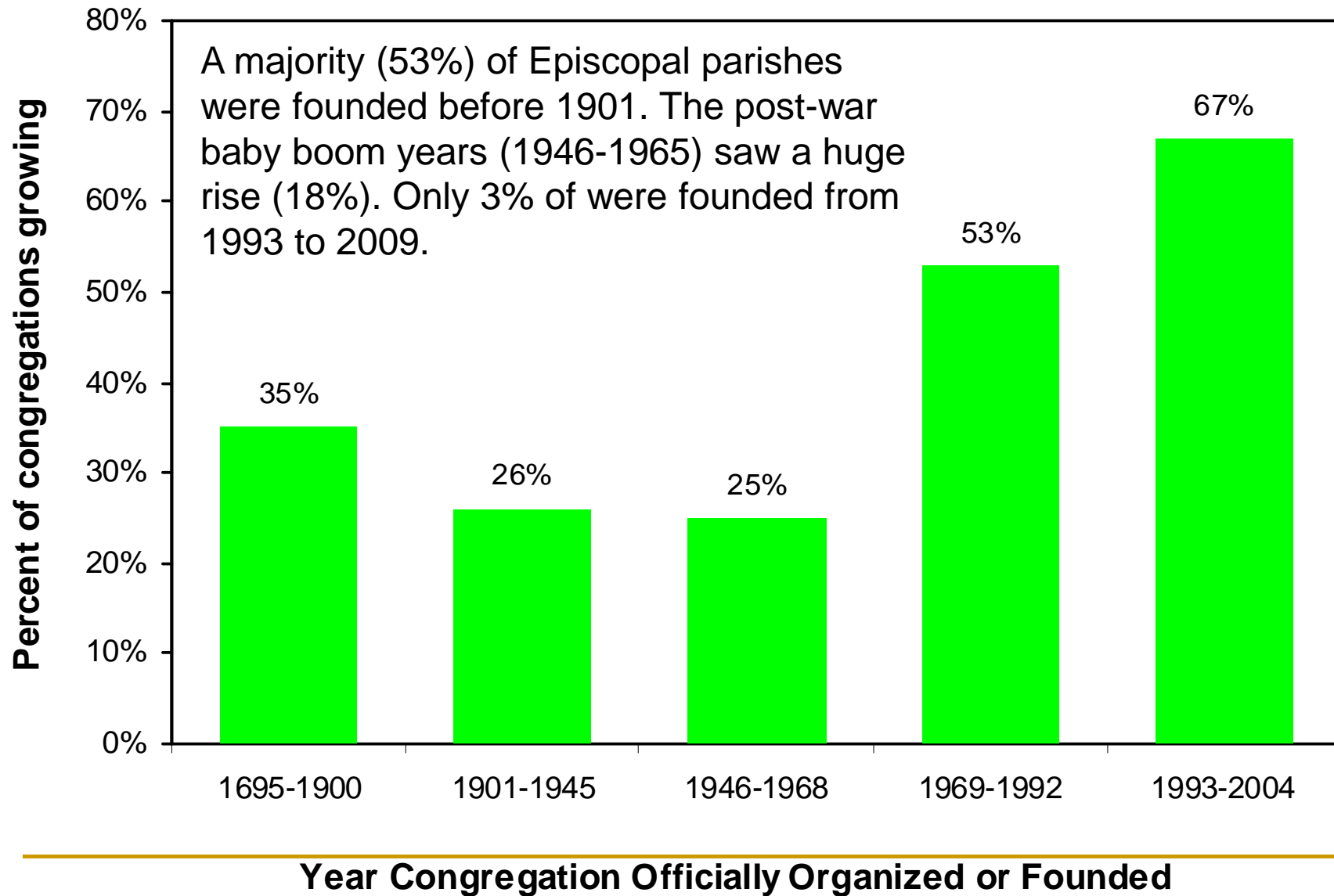


Figure 2. Youngest Congregations Grow More





Finding #2: Participants and Members

Figure A.1. Age Structure of the USA and TEC: 2010

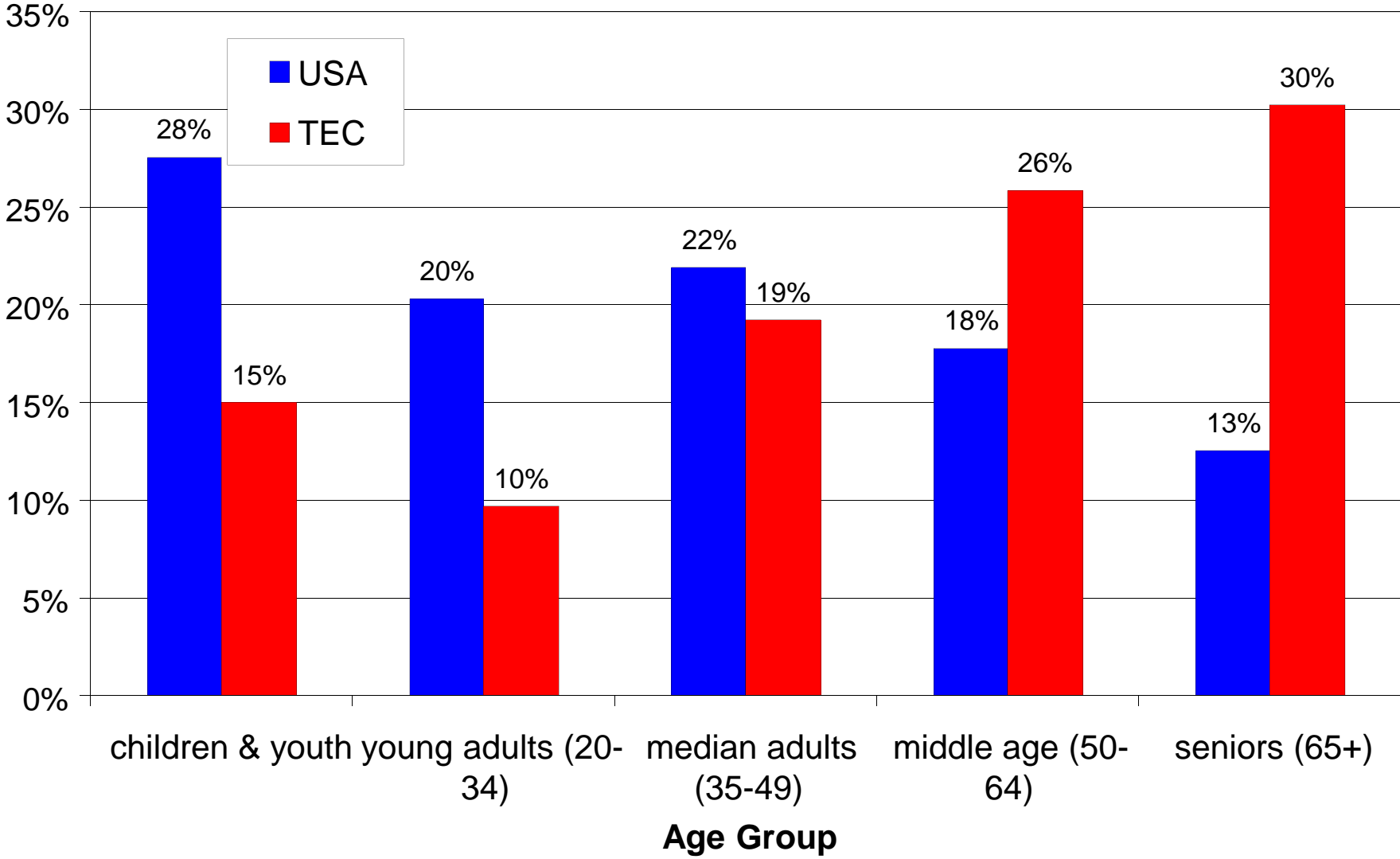
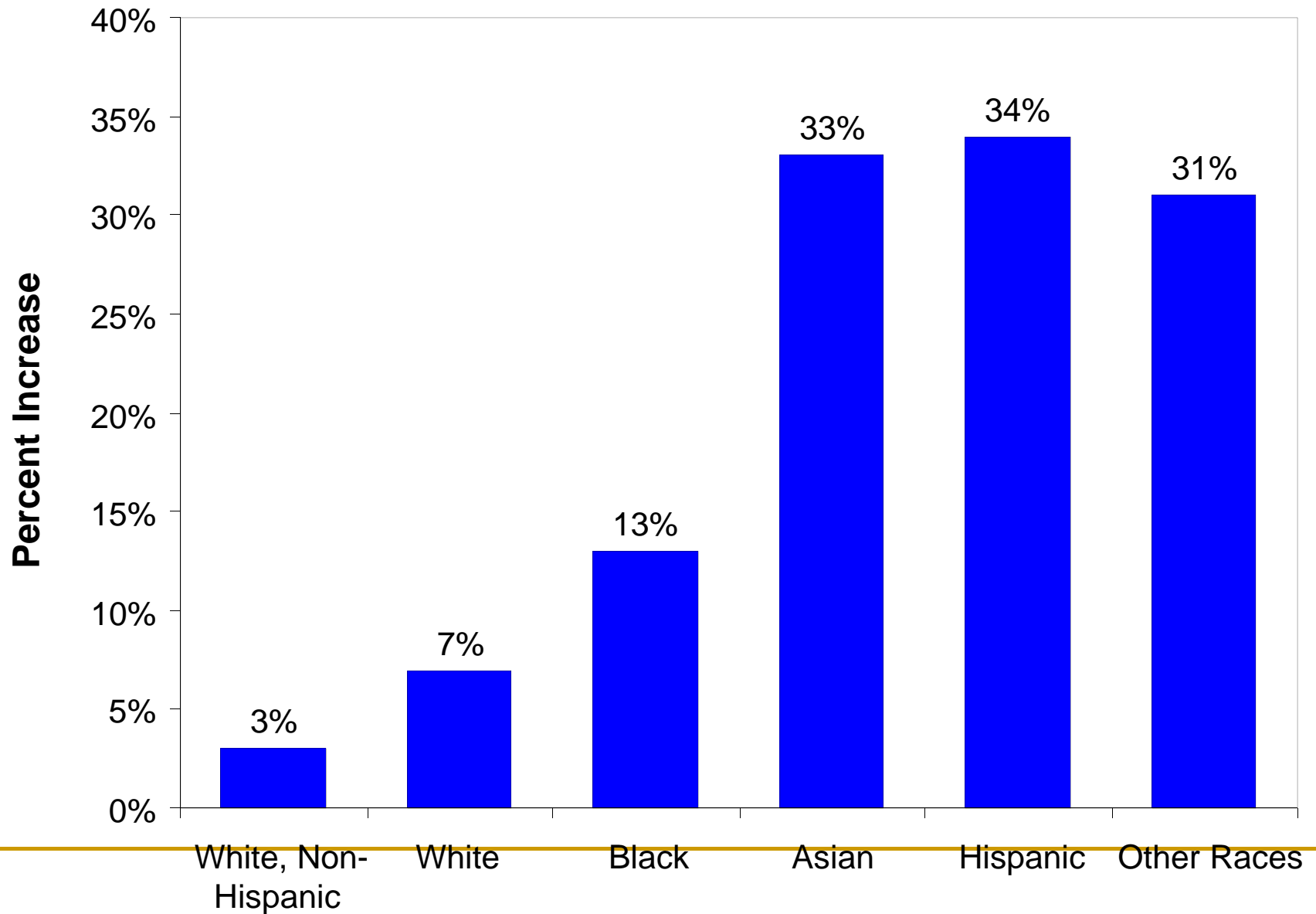


Figure A.2. Ethnic Projected Growth of the USA: 2000 to 2010



**Figure A.3. Episcopal Domestic Racial/Ethnic Membership:
2008**

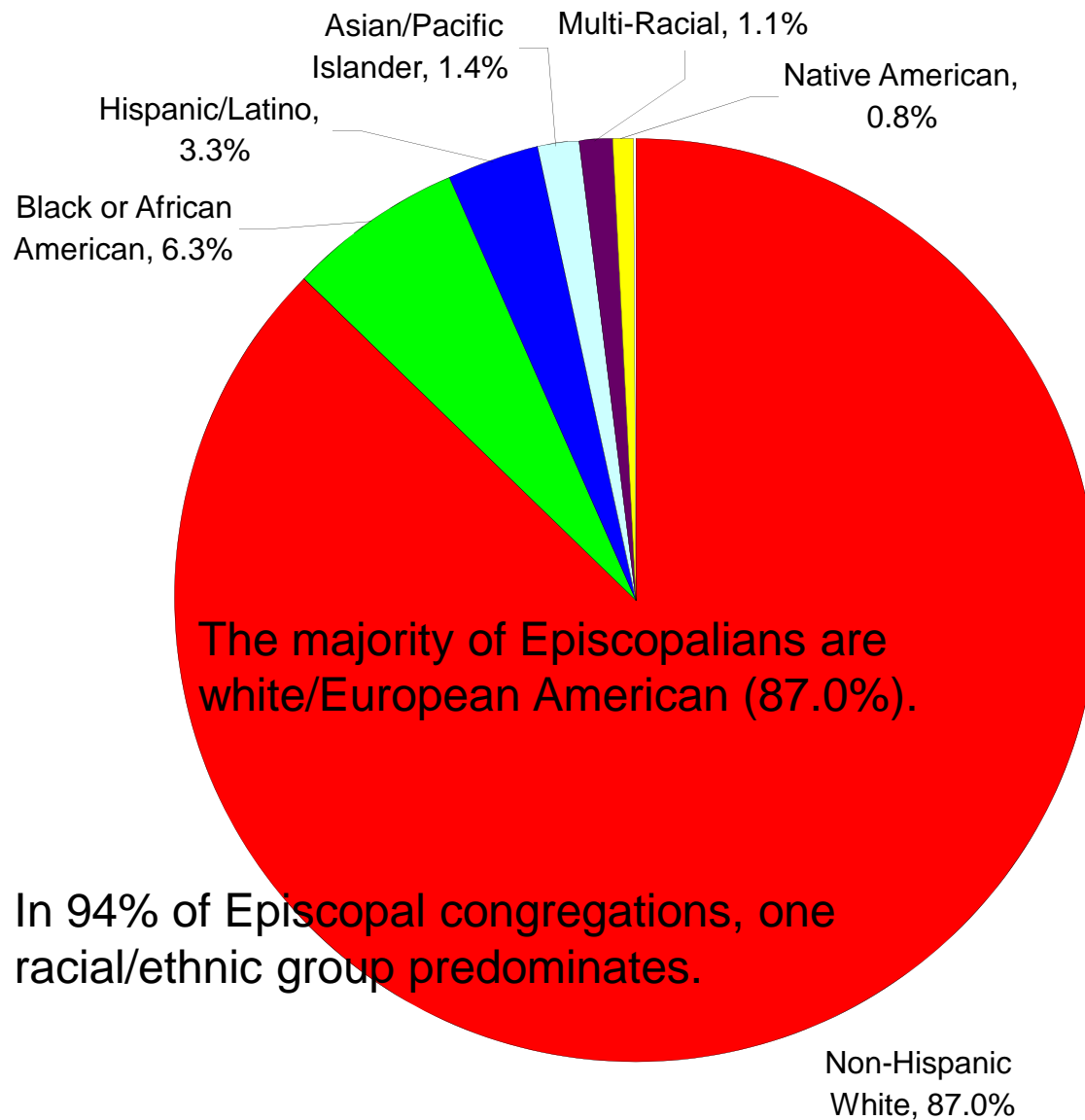


Figure 3. Race, Ethnicity and Growth

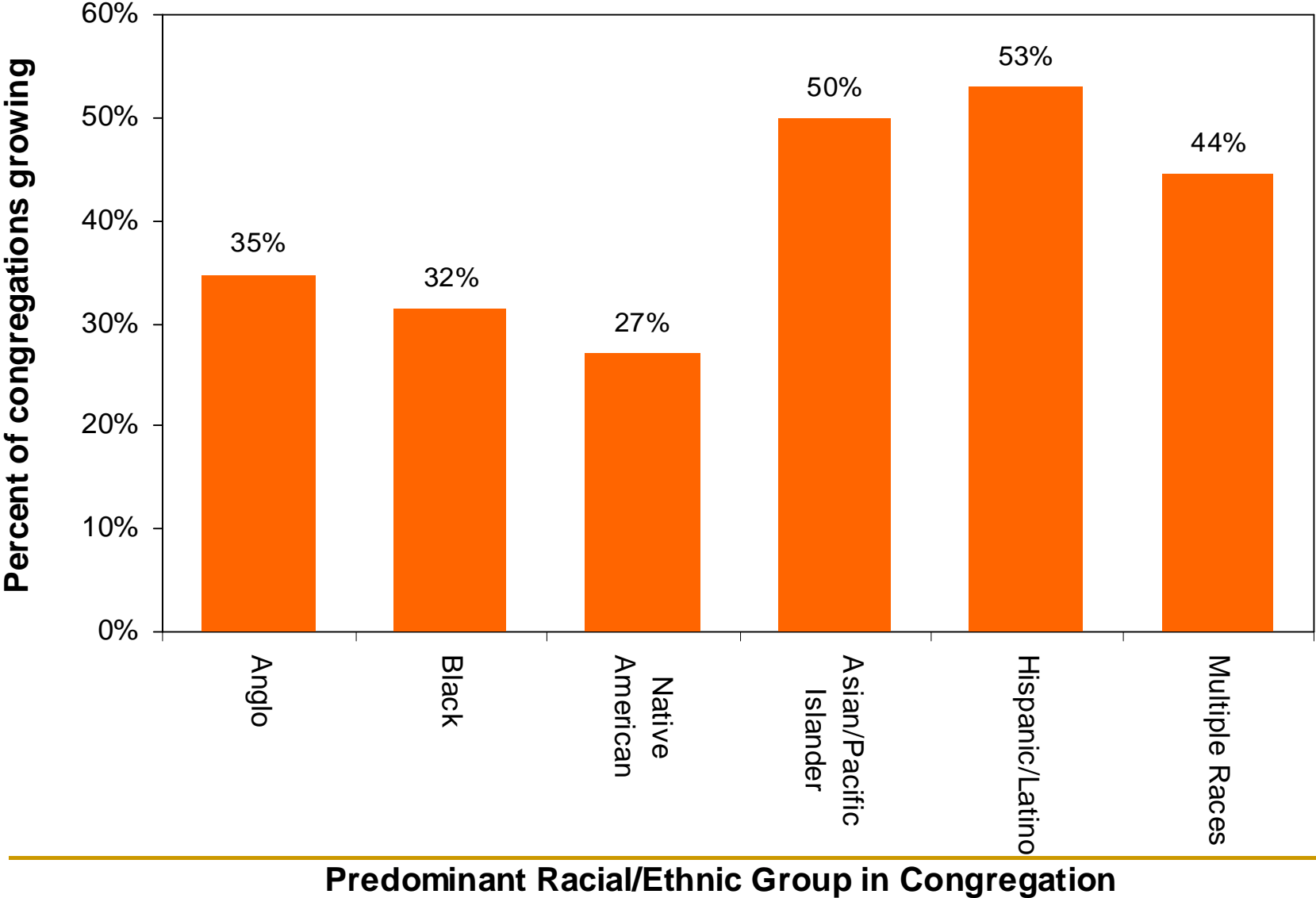


Figure 4. Congregations with Greater Proportions of Older Members are Less Likely to Grow

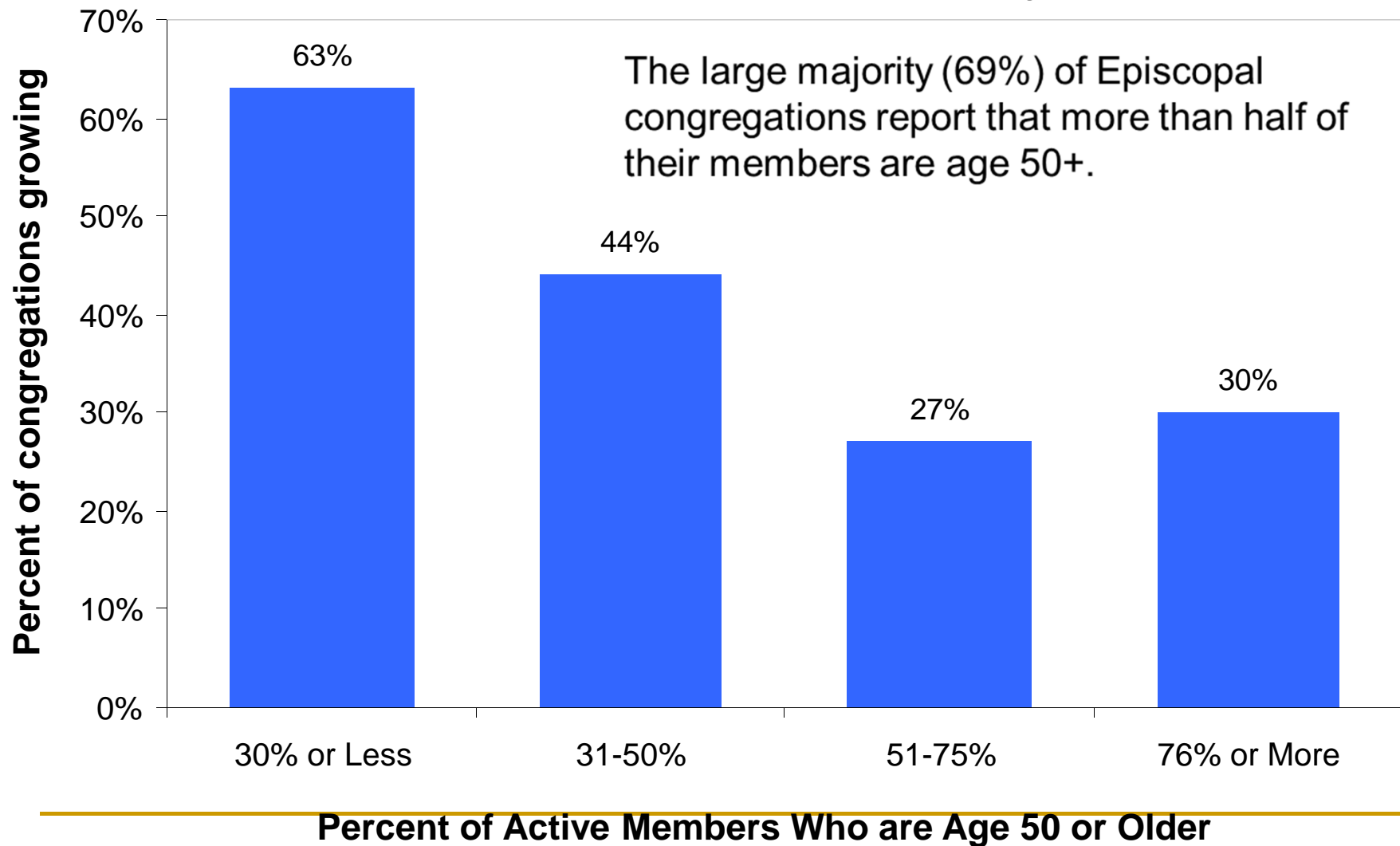


Figure 5. Churches with Lots of Newcomers are Most Likely to Have Grown (Duh)

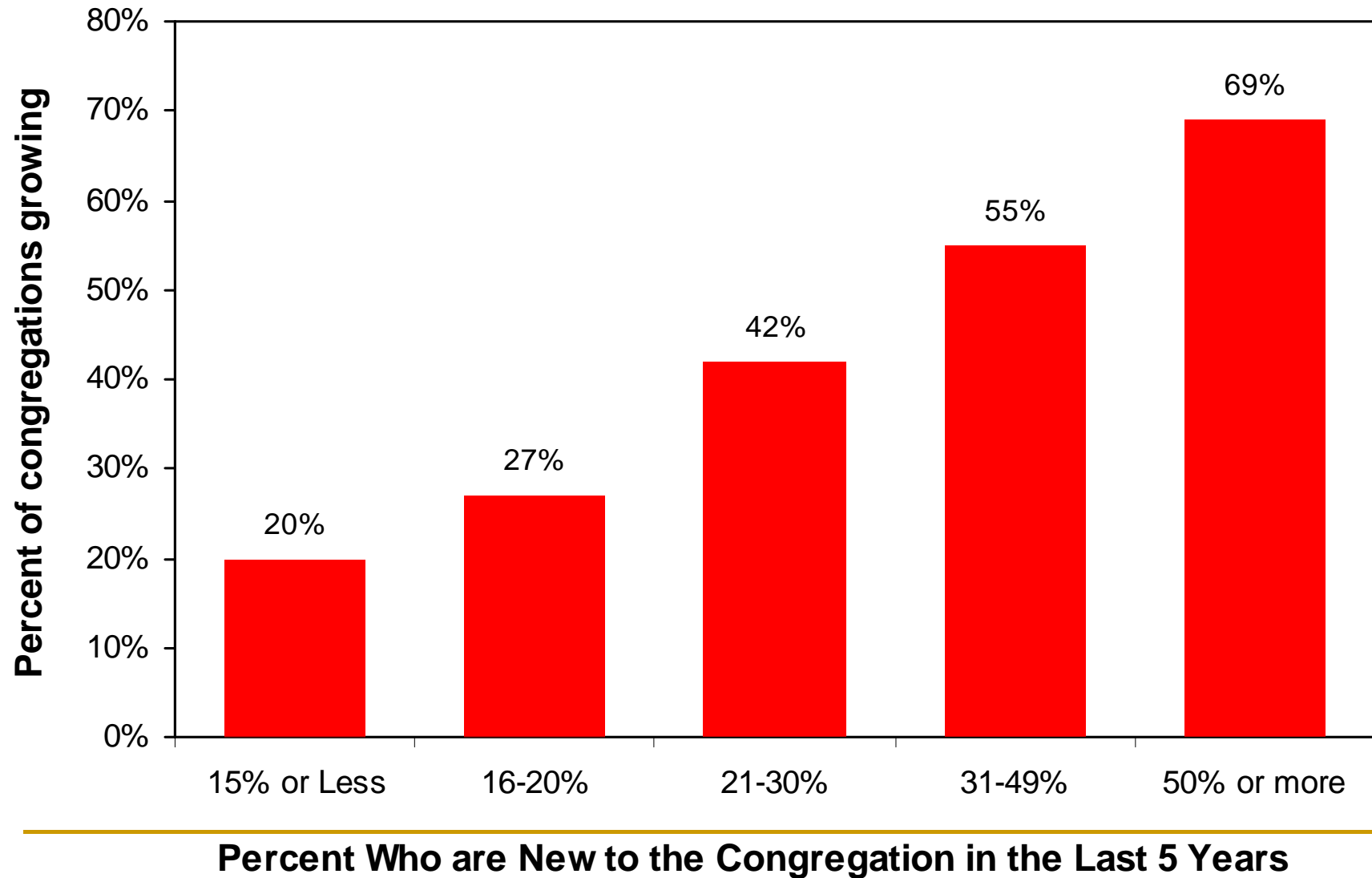
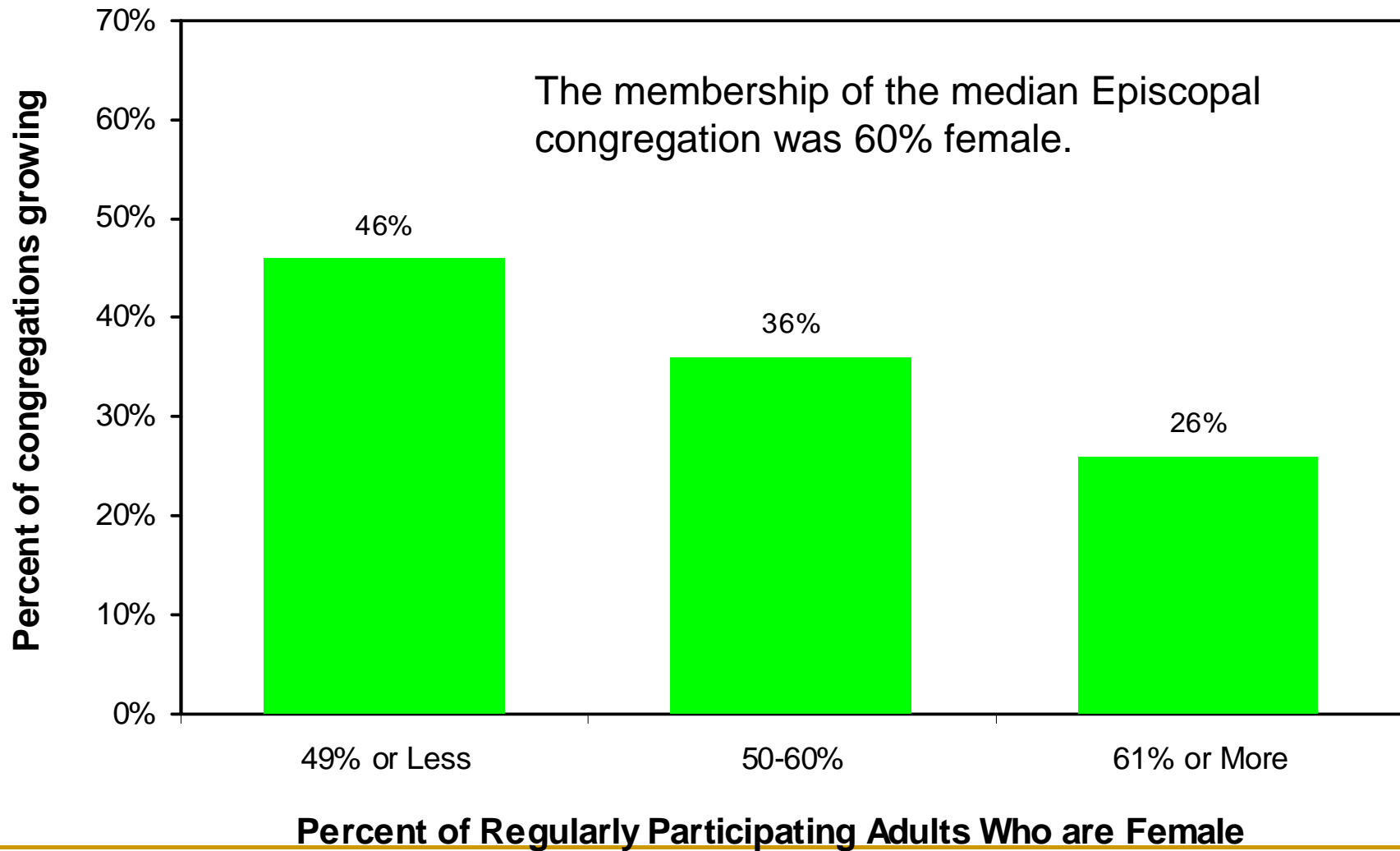
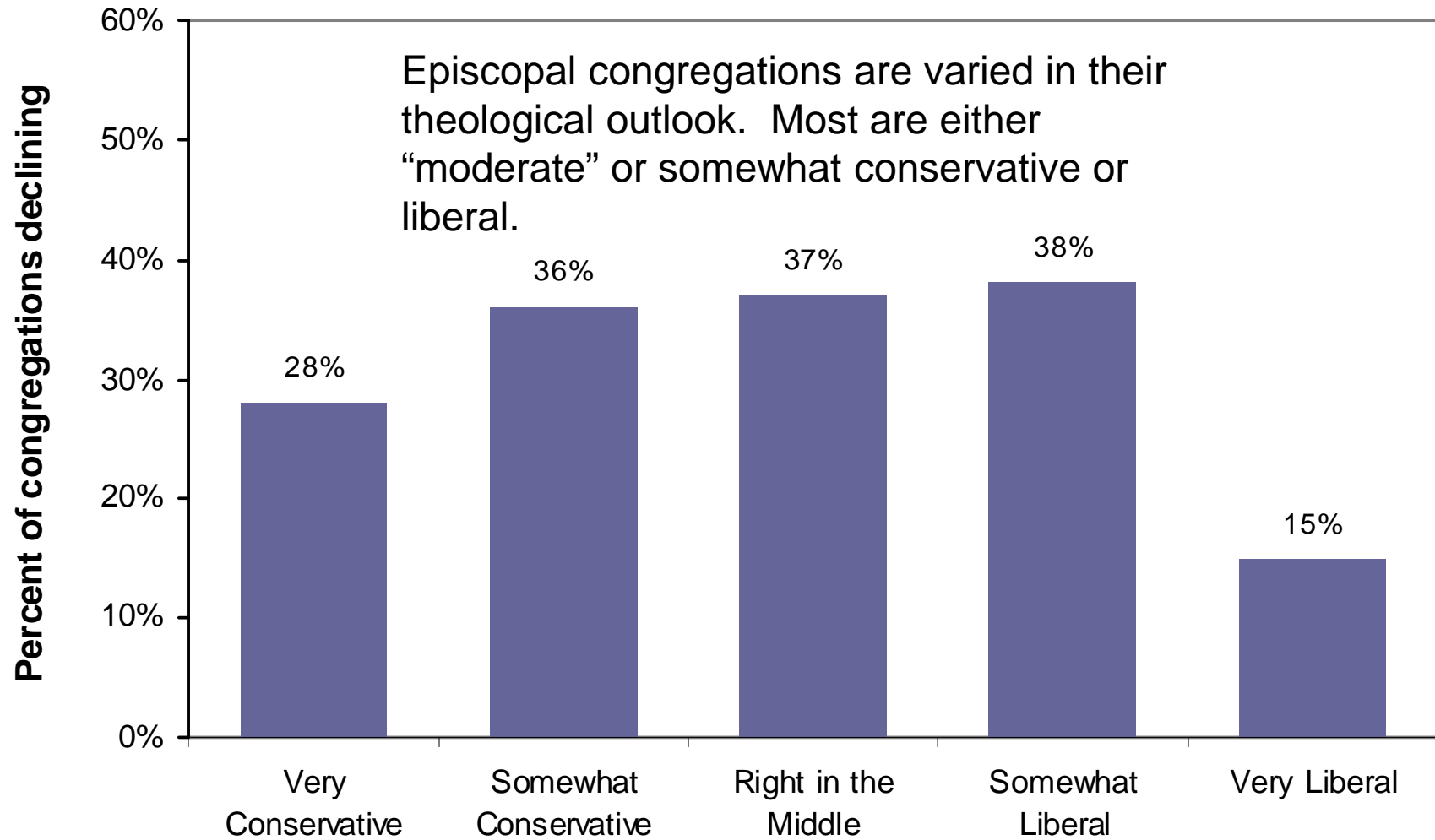


Figure 6. The Gender Balance and Growth



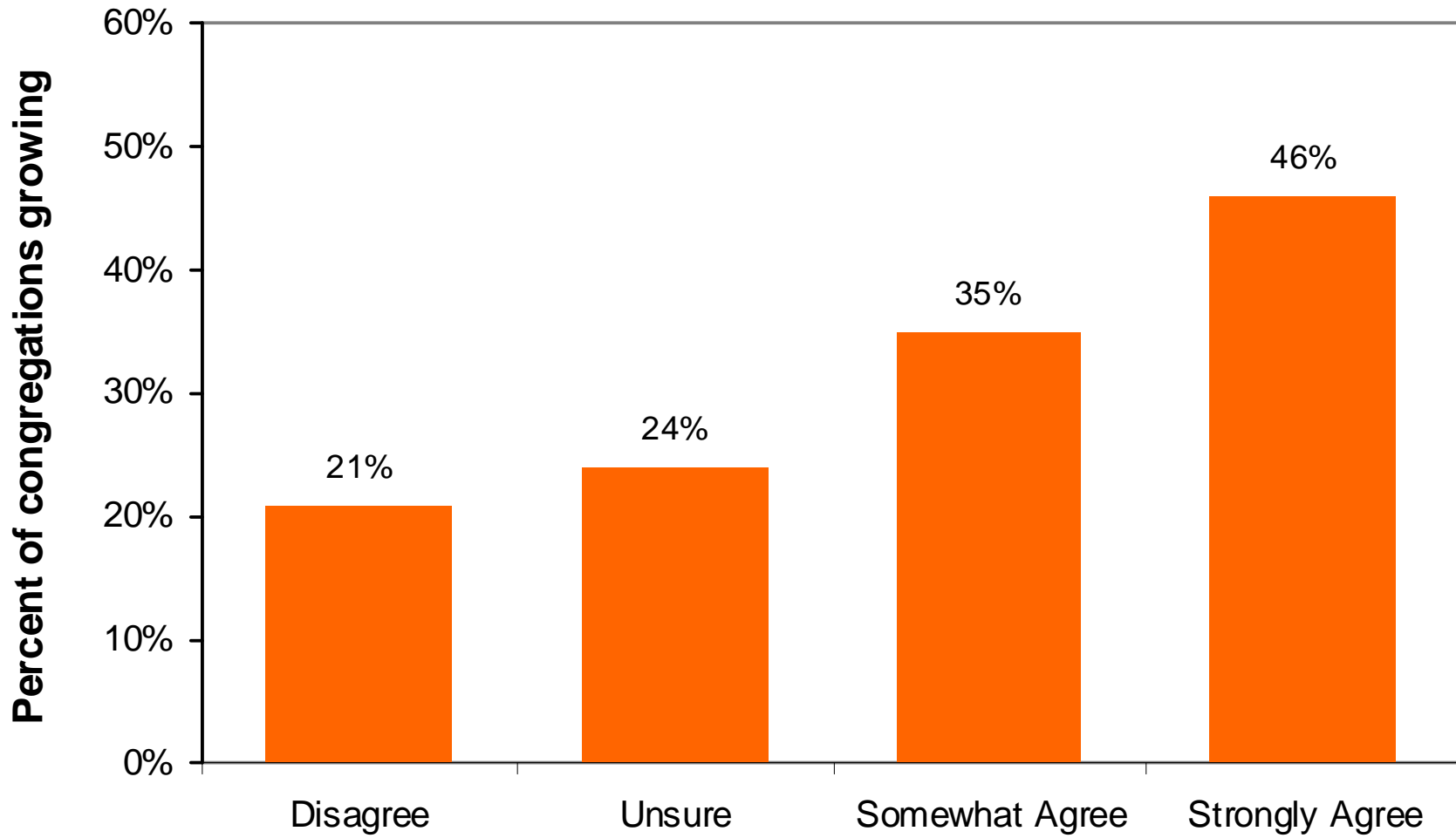
Finding #3: Congregational Identity

Figure 7. Theological Orientation and Decline



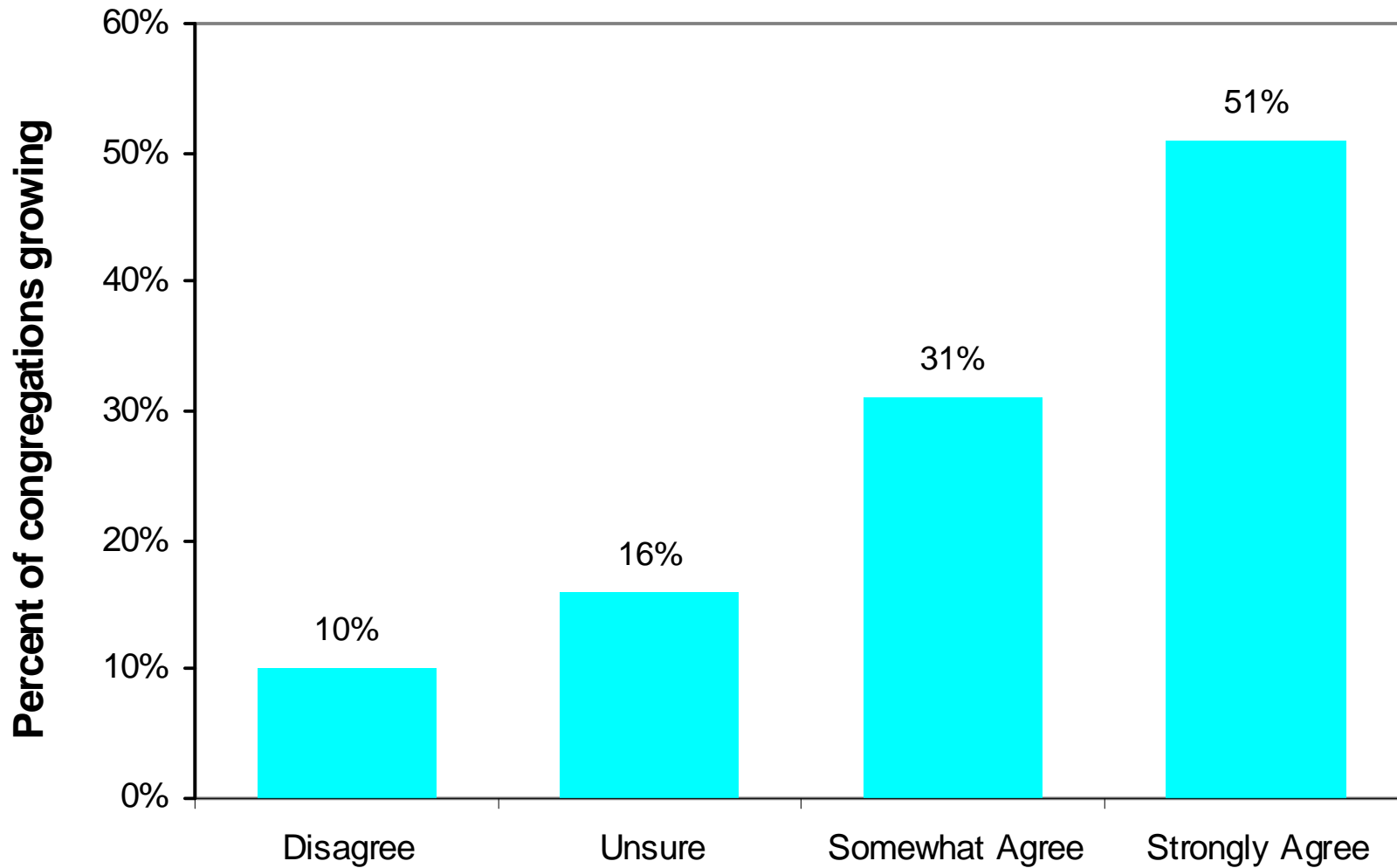
Theological Orientation of Most Active Members

Figure 8. Purpose-Driven Growth



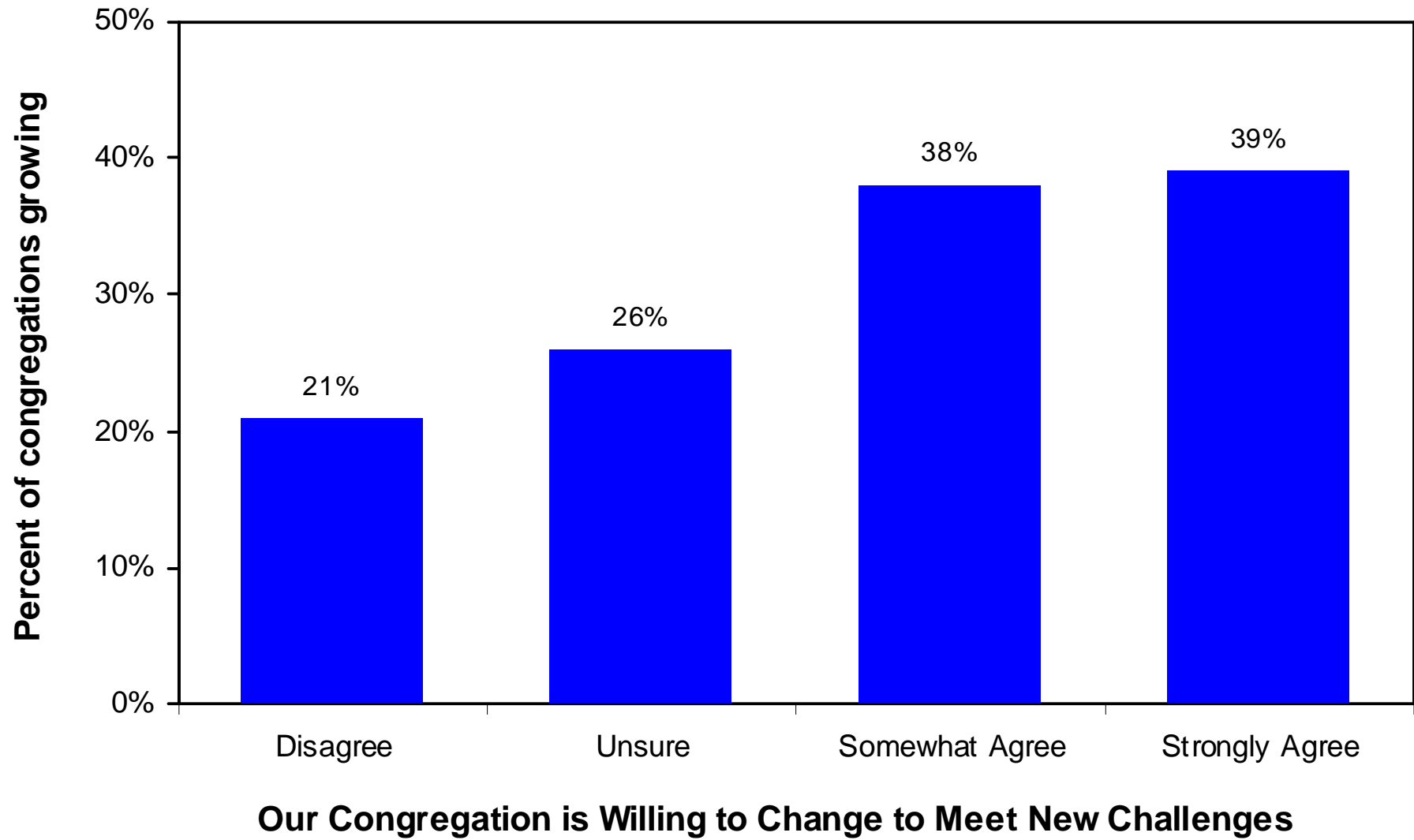
Our Congregation Has a Clear Mission and Purpose

Figure 9. Spiritual Vitality and Growth



Our Congregation is Spiritually Vital and Alive

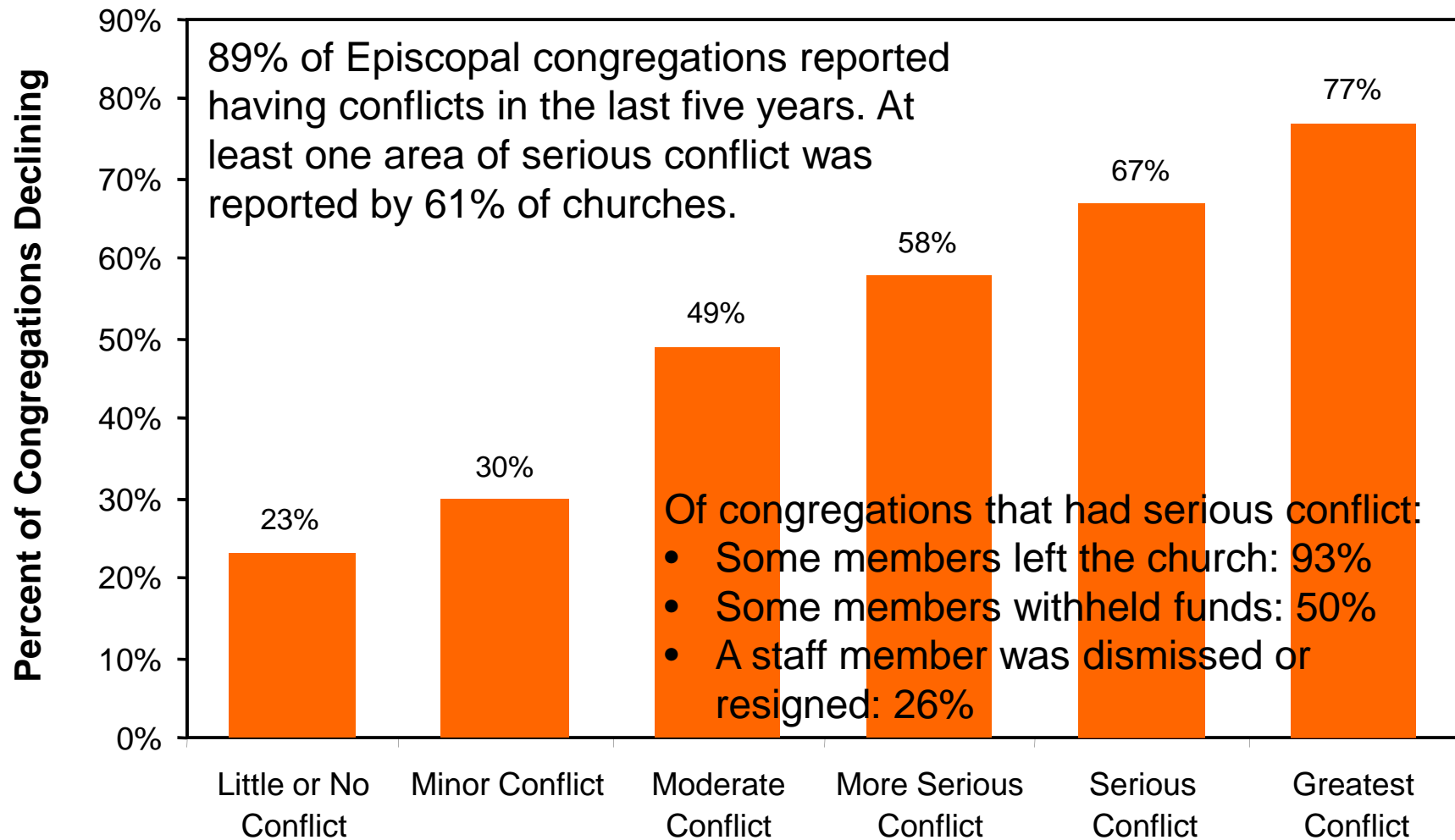
Figure 10. Living Things Change





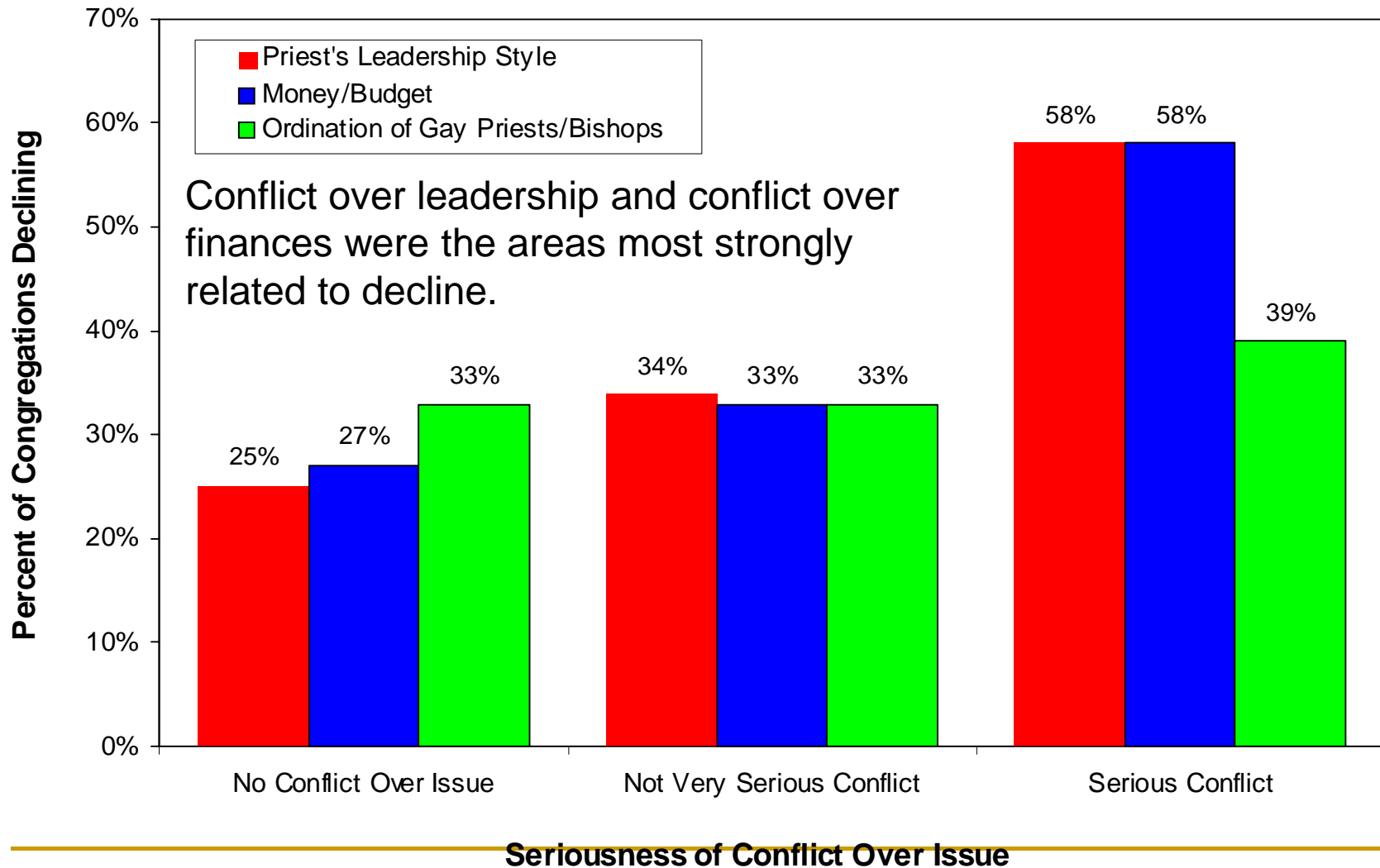
Finding #4: Conflict

Figure 11. Conflict and Declining Attendance



Conflict in Congregation in Past Five Years

Figure 12. Source and Seriousness of Conflict and Decline





Finding #5: Worship

Figure 13. Worship Services and Growth

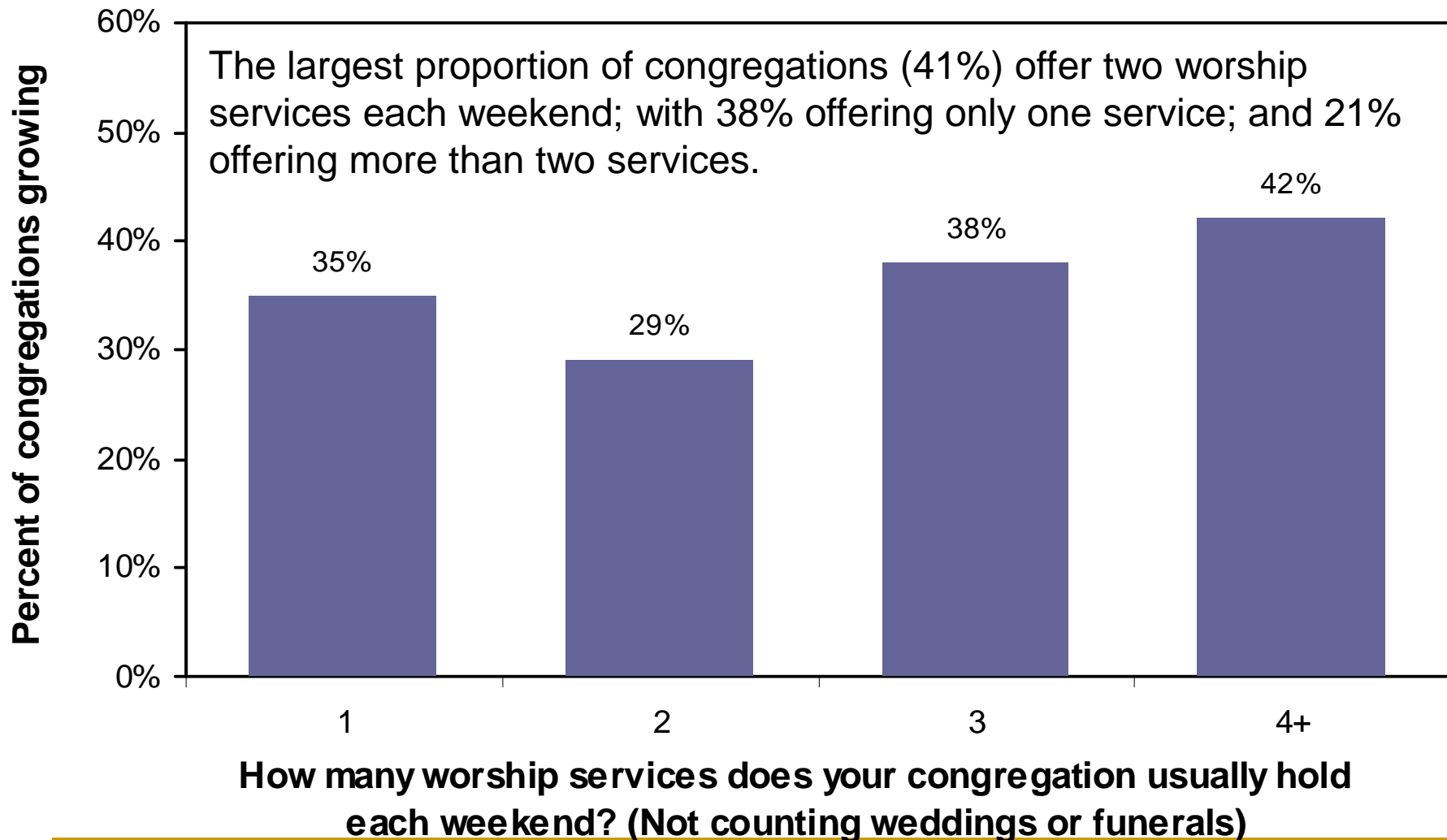


Figure 14. Making a Joyful Noise

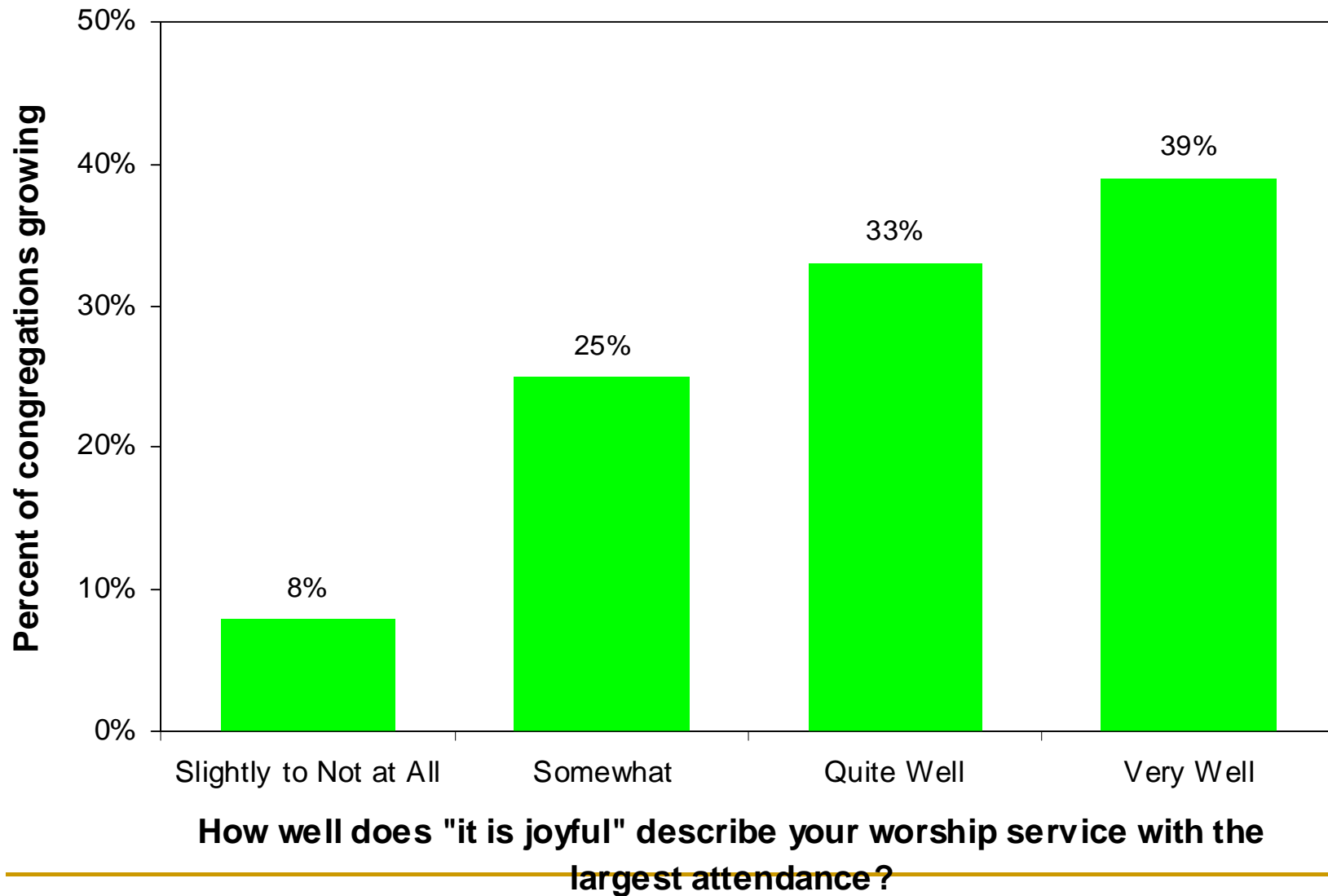
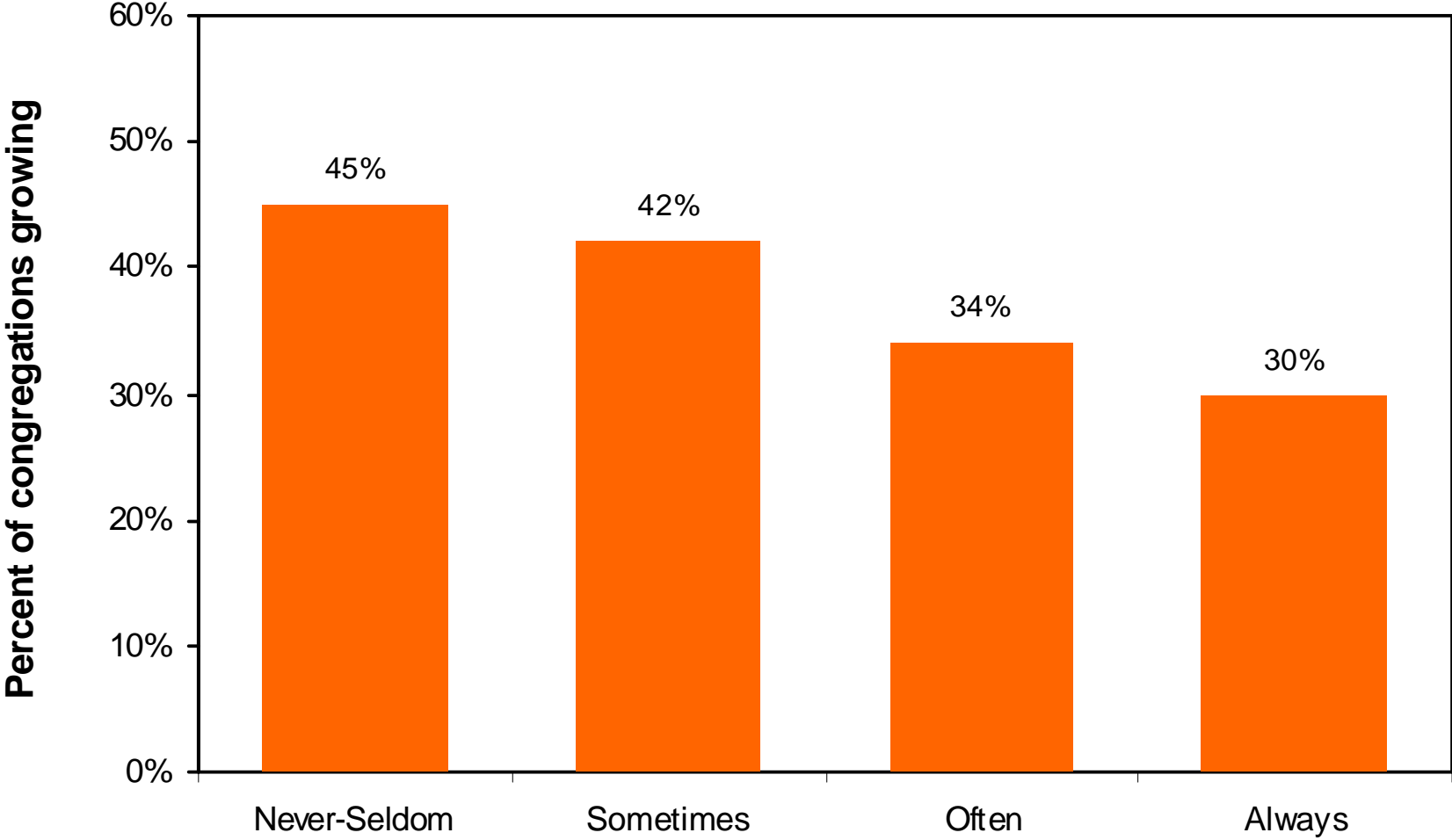
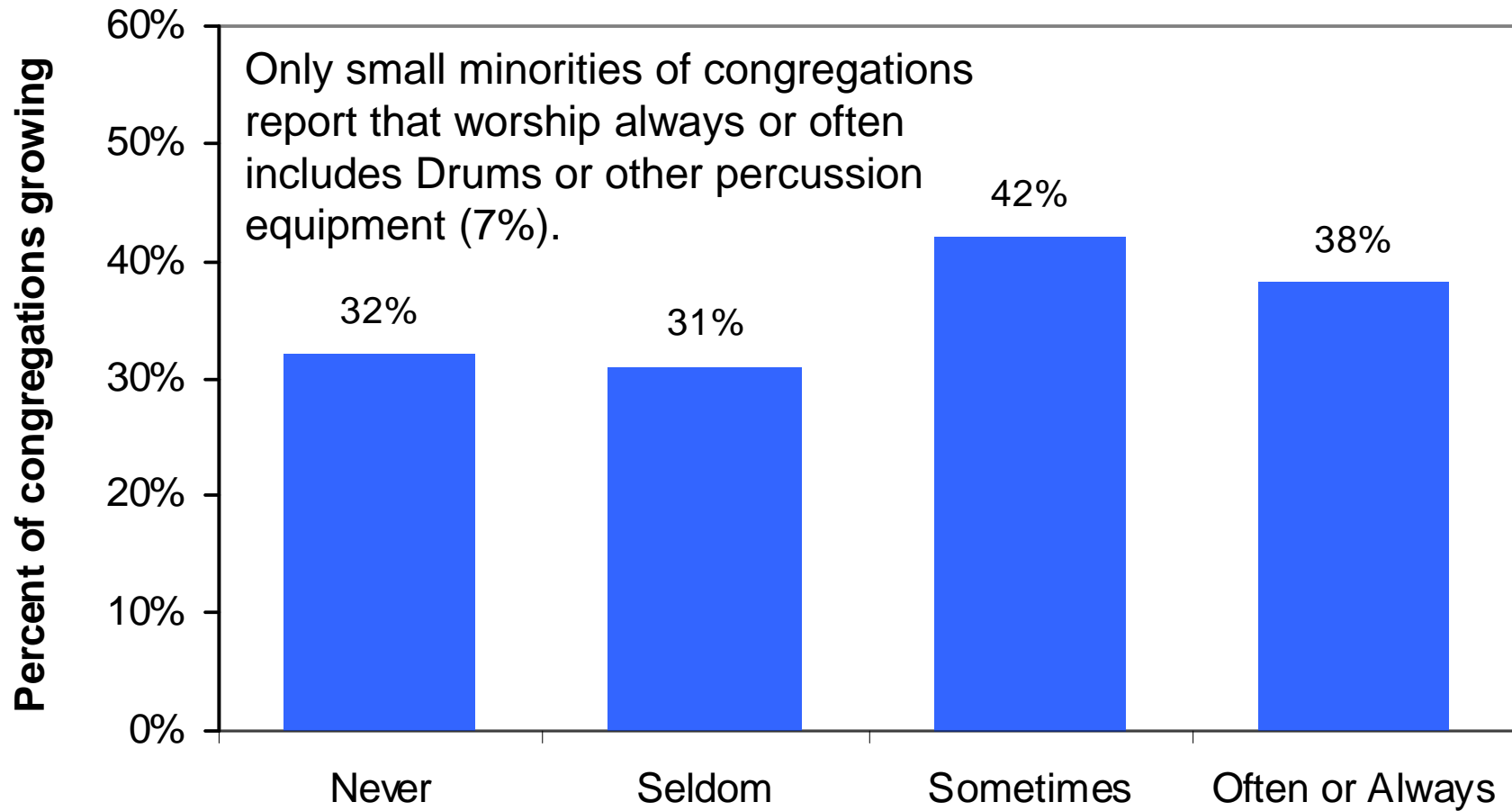


Figure 15. Kneeling and Lack of Growth



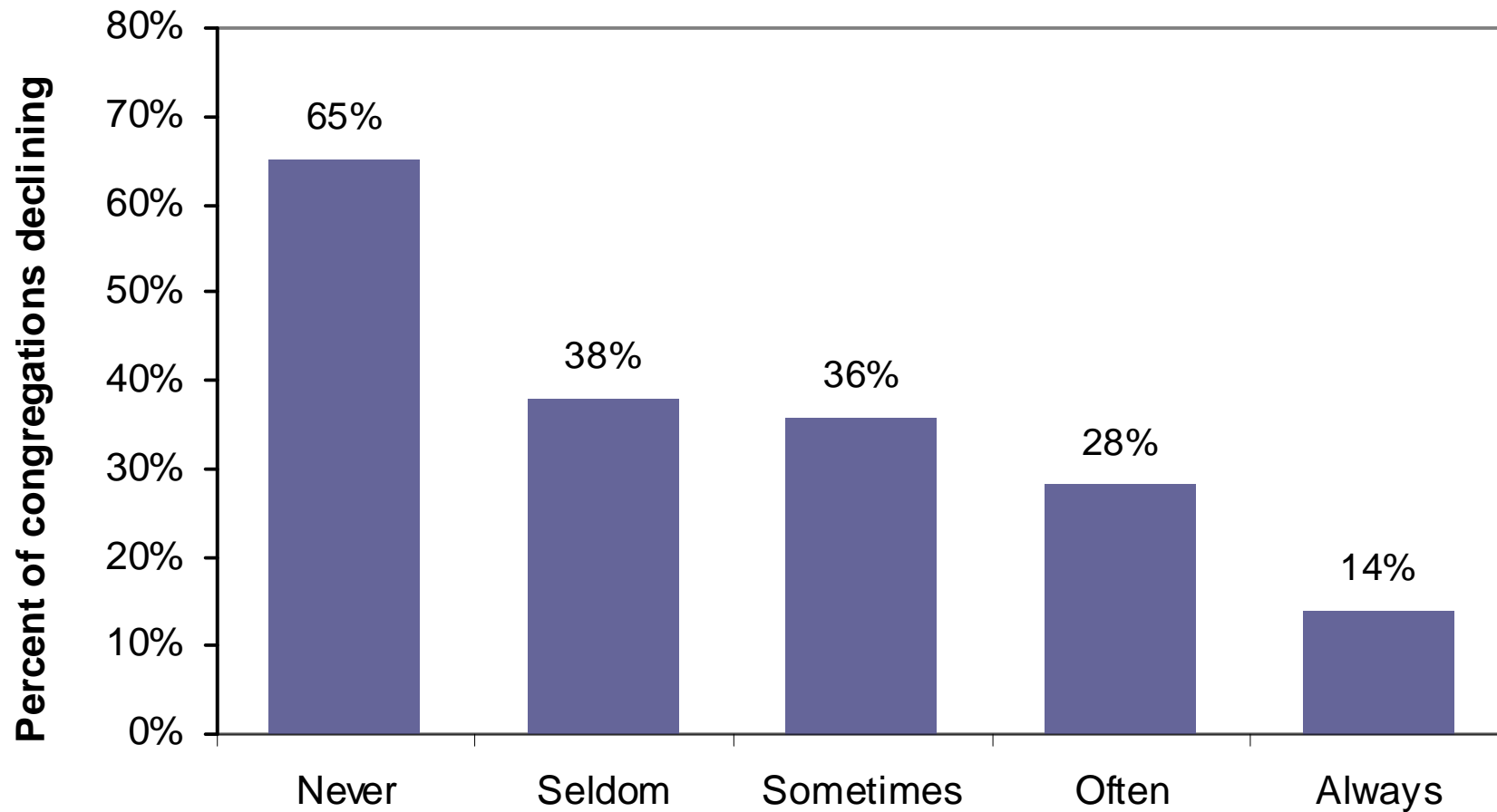
How often is kneeling by the congregation part of your congregation's regular weekend worship services?

Figure 16. Drums, Percussion and Growth



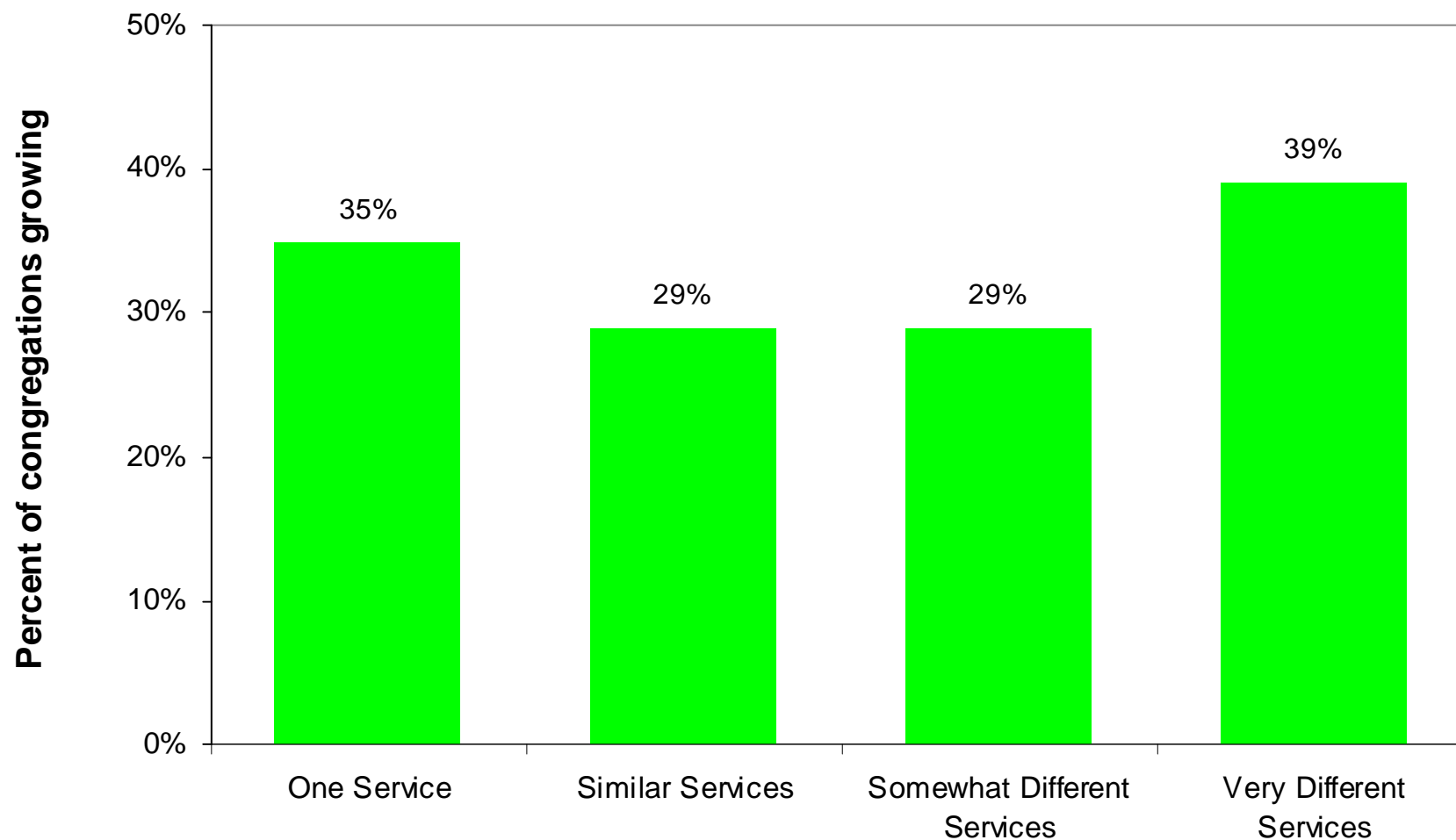
How often are drums or other percussion instruments a part of your congregation's worship services?

Figure 17. Seen But Not Heard?



How often do children or youth speak, read or perform during your congregations worship services?

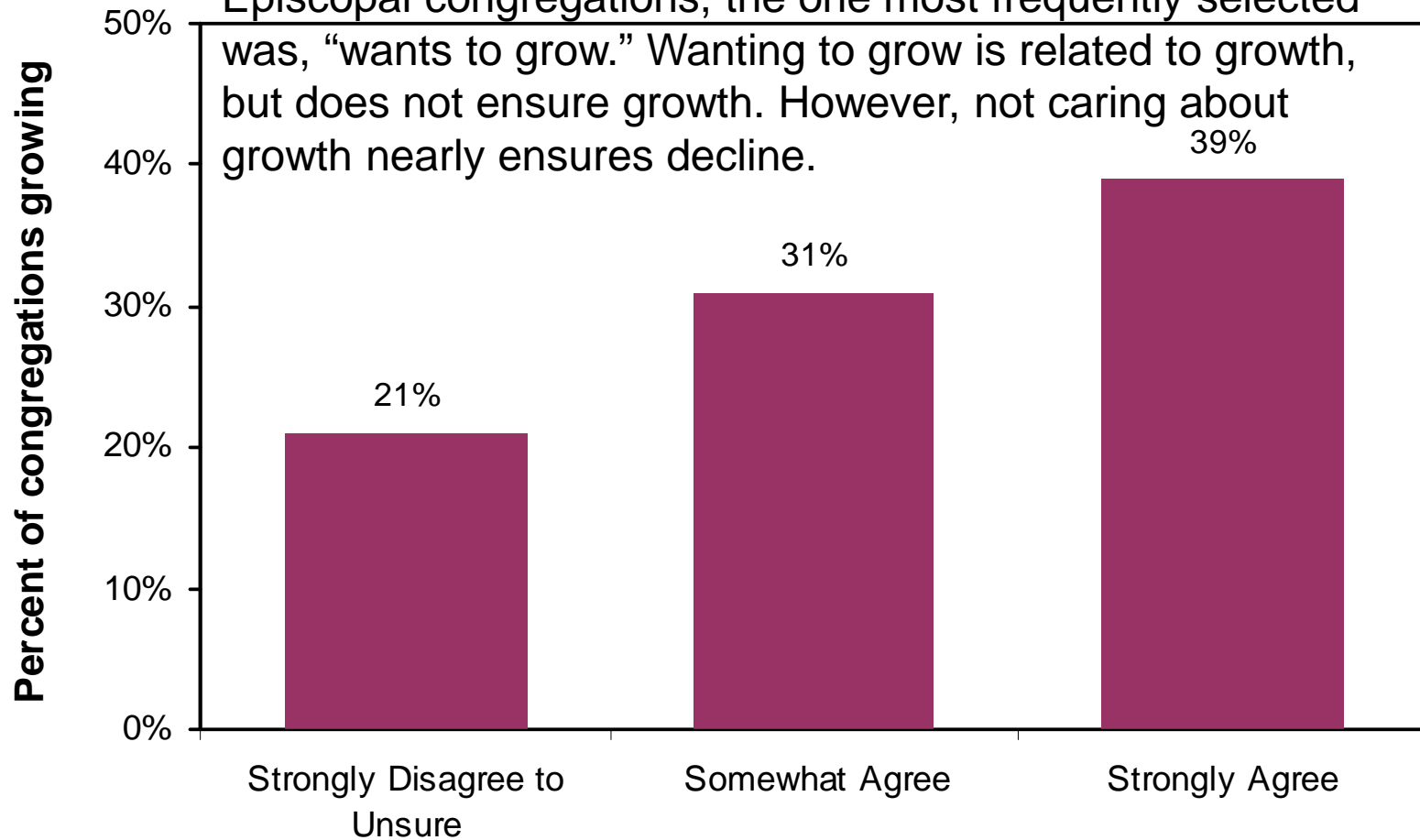
Figure 18. Doing Things Differently and Growing a Little More



Are Weekend Worship Services Similar, Somewhat Different or Very Different?

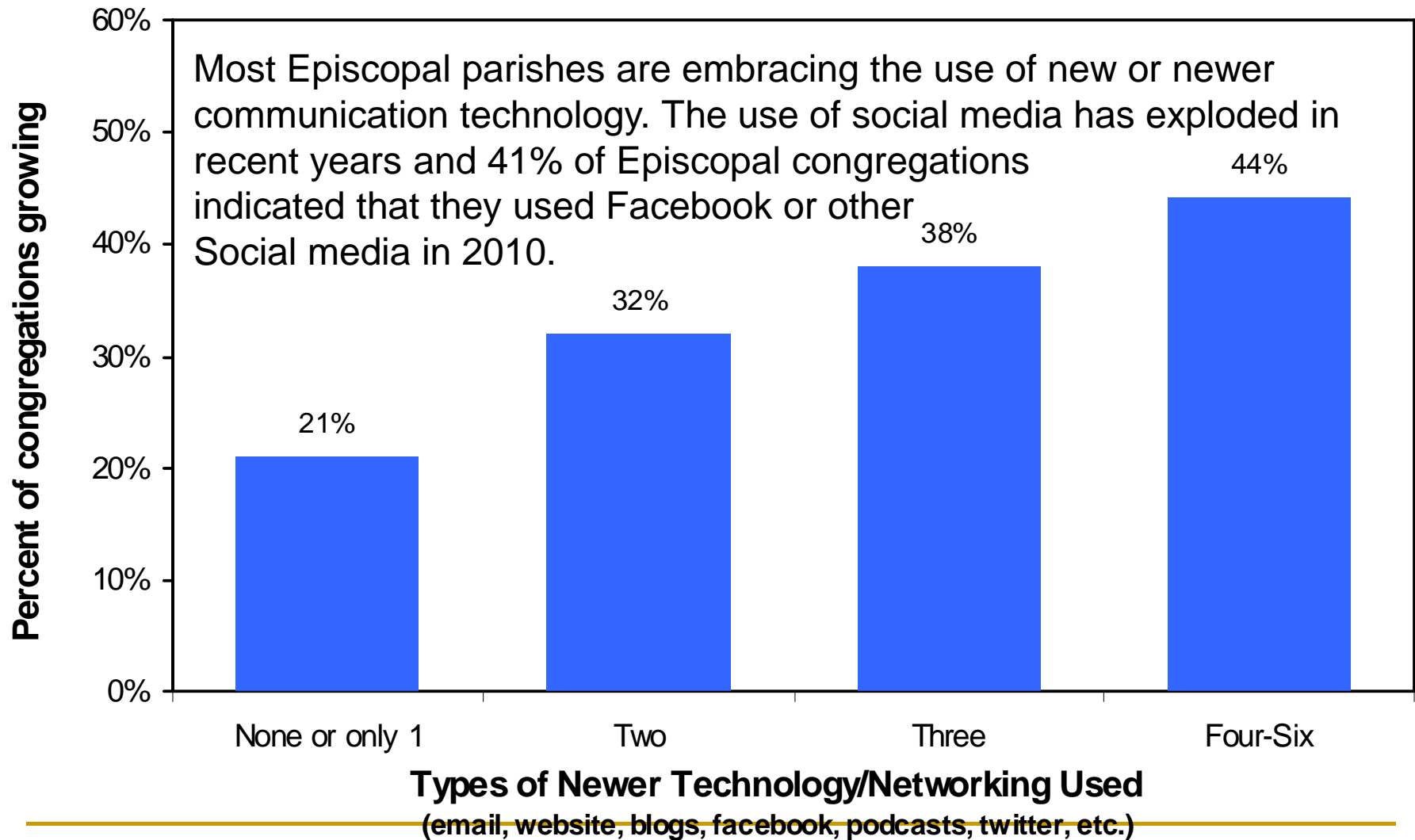
Figure 19. Wishing Doesn't Make it So, But it Helps

Among the characteristics that can be used to describe Episcopal congregations, the one most frequently selected was, "wants to grow." Wanting to grow is related to growth, but does not ensure growth. However, not caring about growth nearly ensures decline.



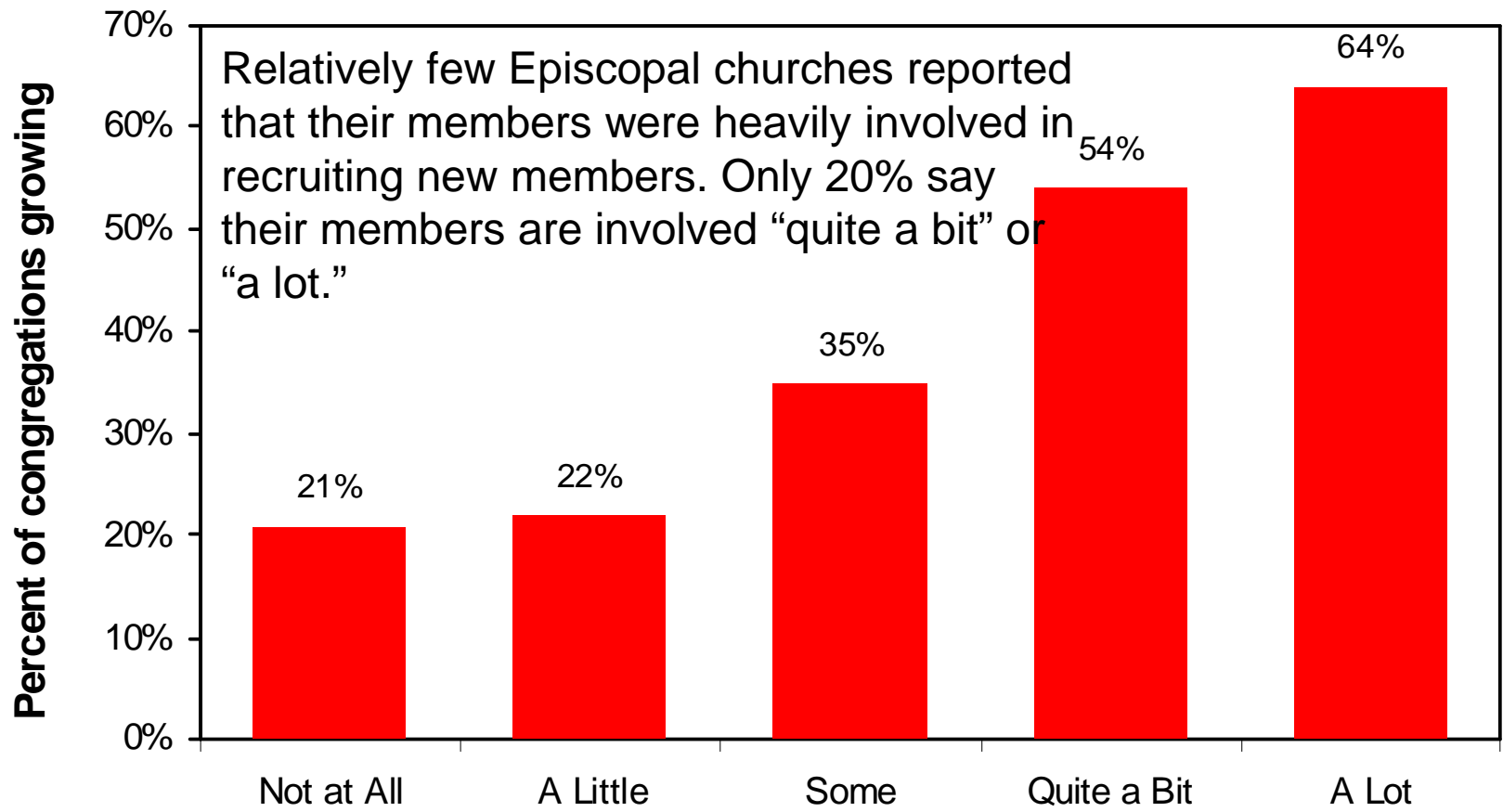
Our Congregation Wants More Members

Figure 20. Luddites Beware!



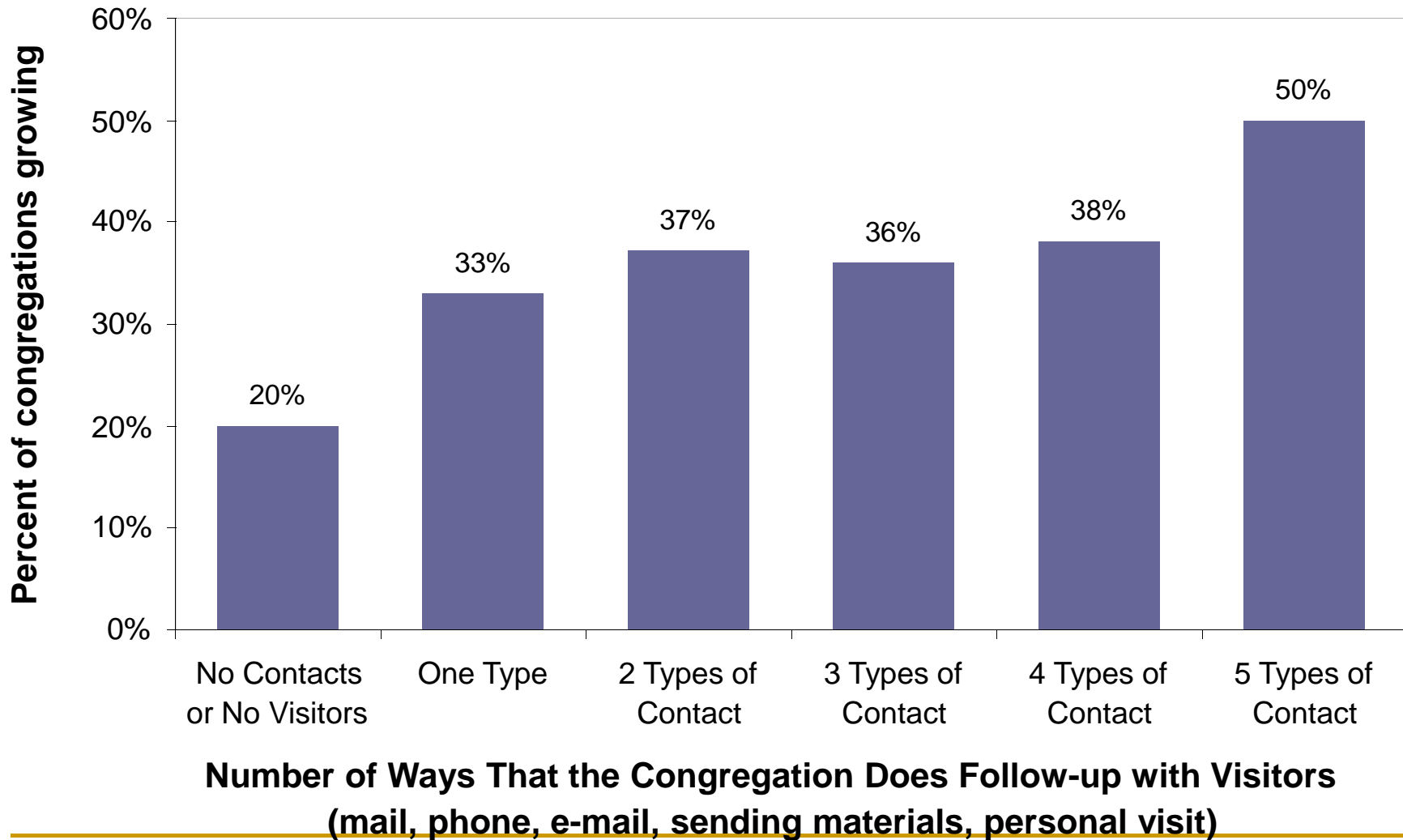
Finding #6: Recruitment and Evangelism

Figure 21. Recruiting New Members



To what extent are your congregation's members involved in recruiting new members?

Figure 22. Letting Them Know You Care



Finding #7: Programs, Practices and Ministries

Figure 23. Special Events or Programs and Growth

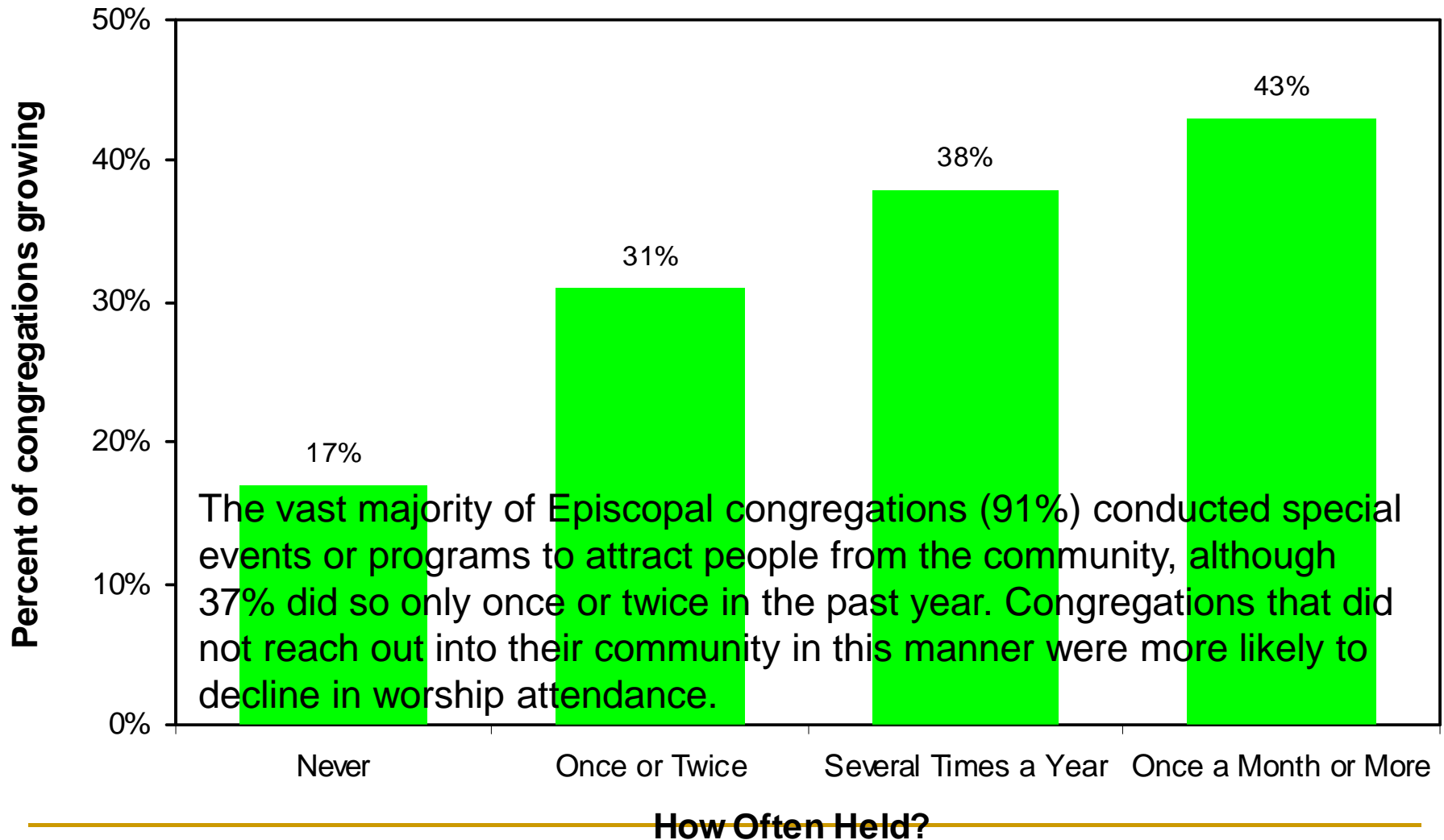


Figure 24. Emphasis on Adult Formation and Growth

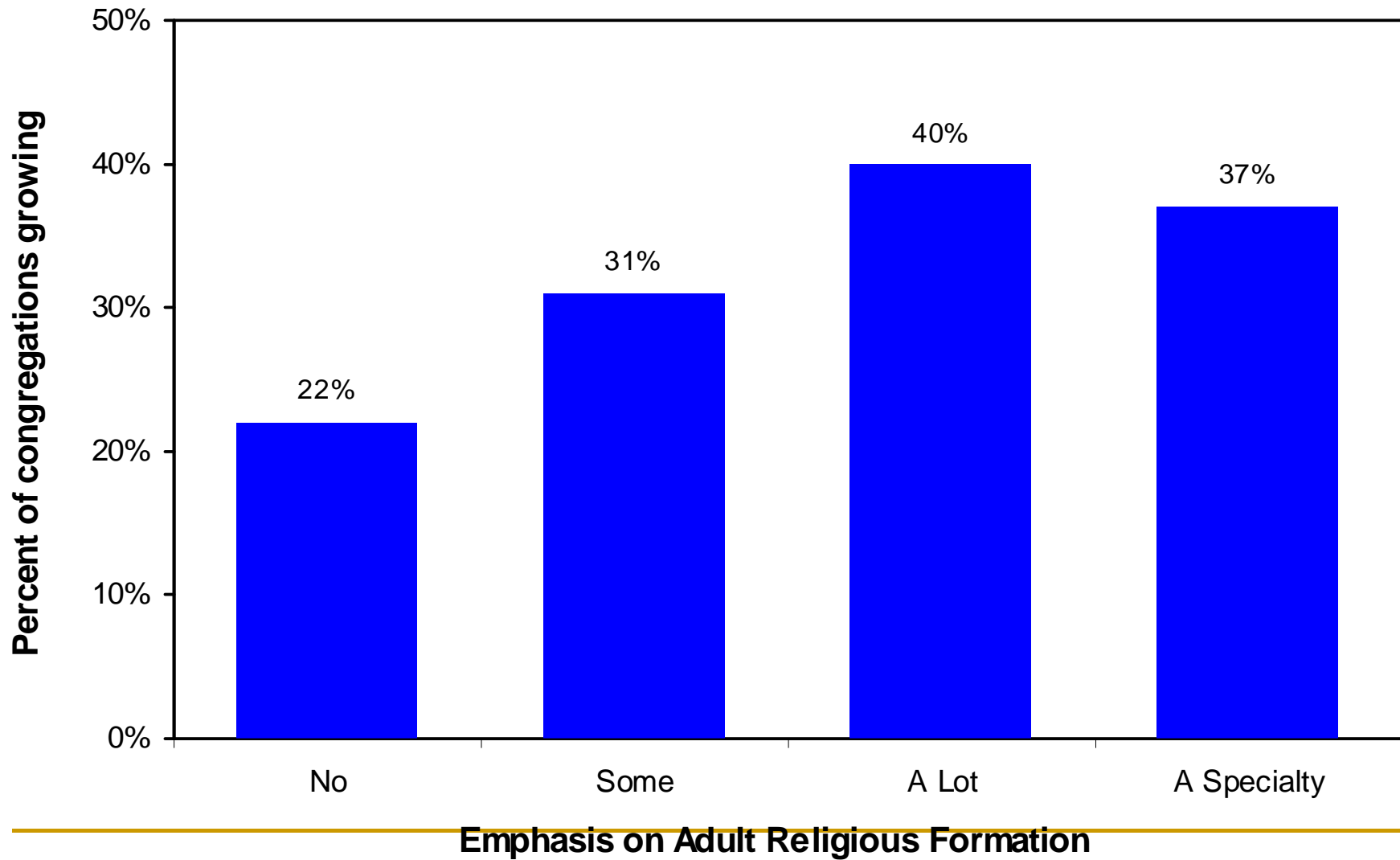


Figure 25. Emphasis on Young Adult Activities and Growth

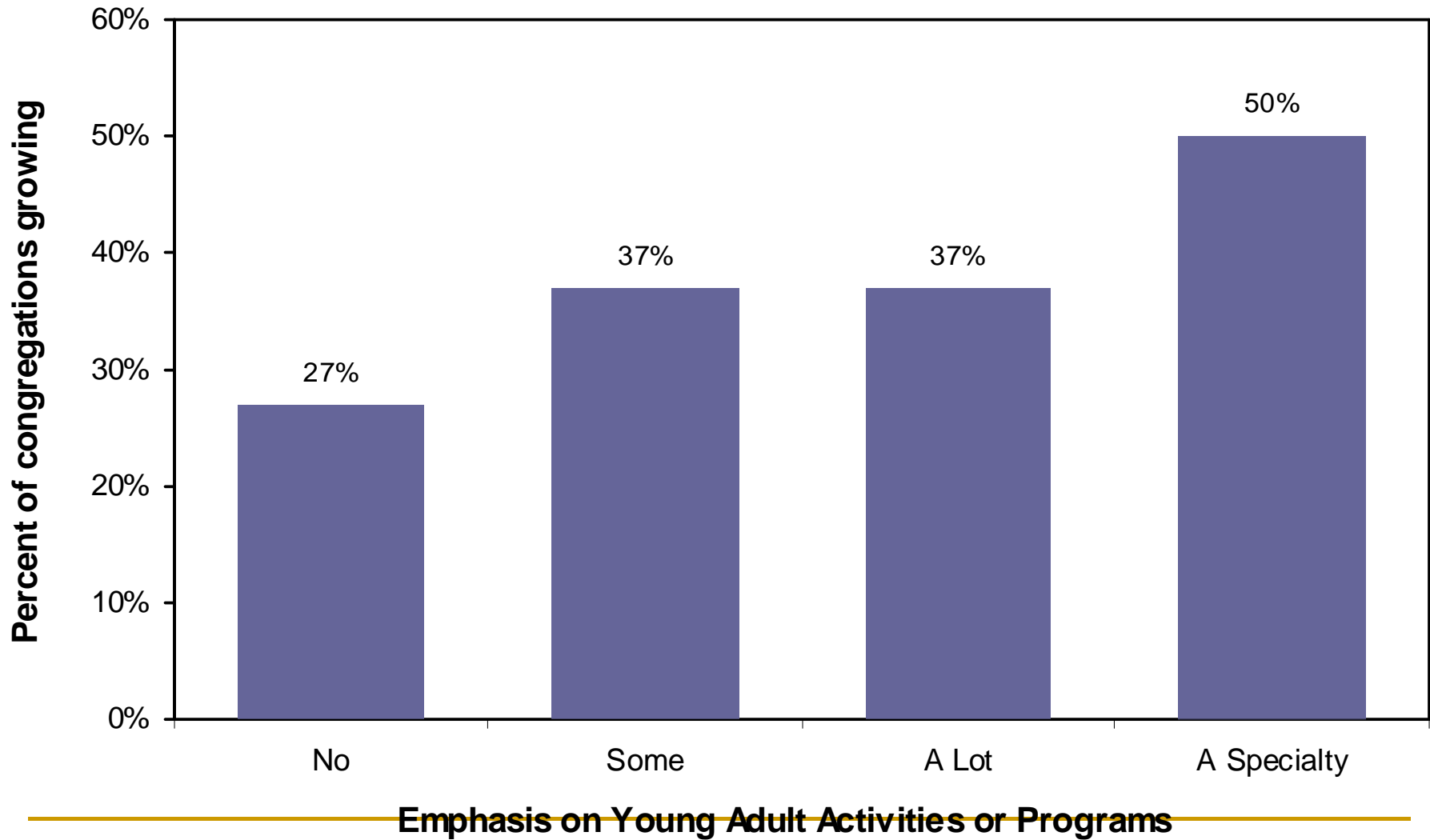


Figure 26. Emphasis on Personal Prayer, Devotions or Other Spiritual Practices

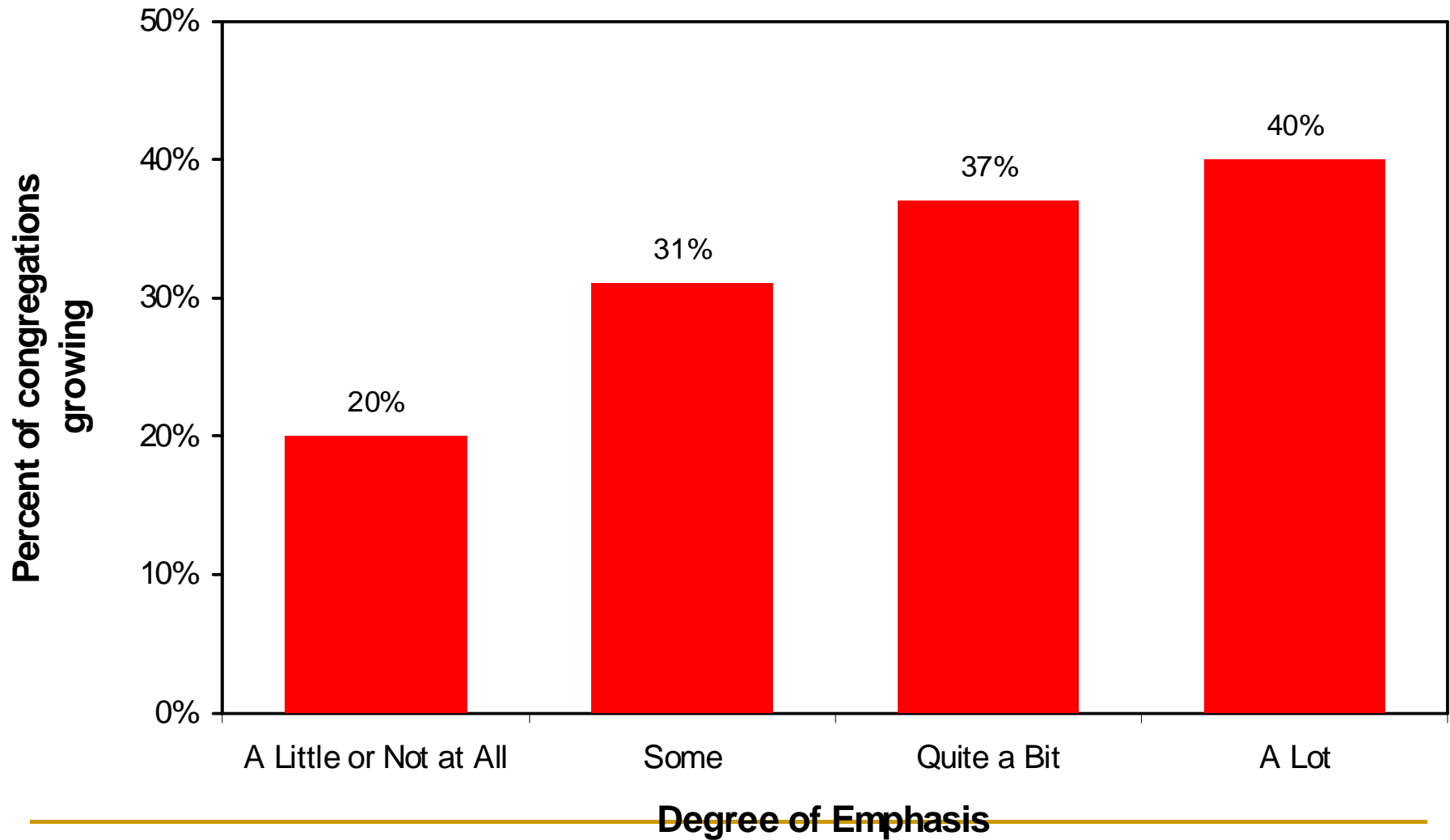
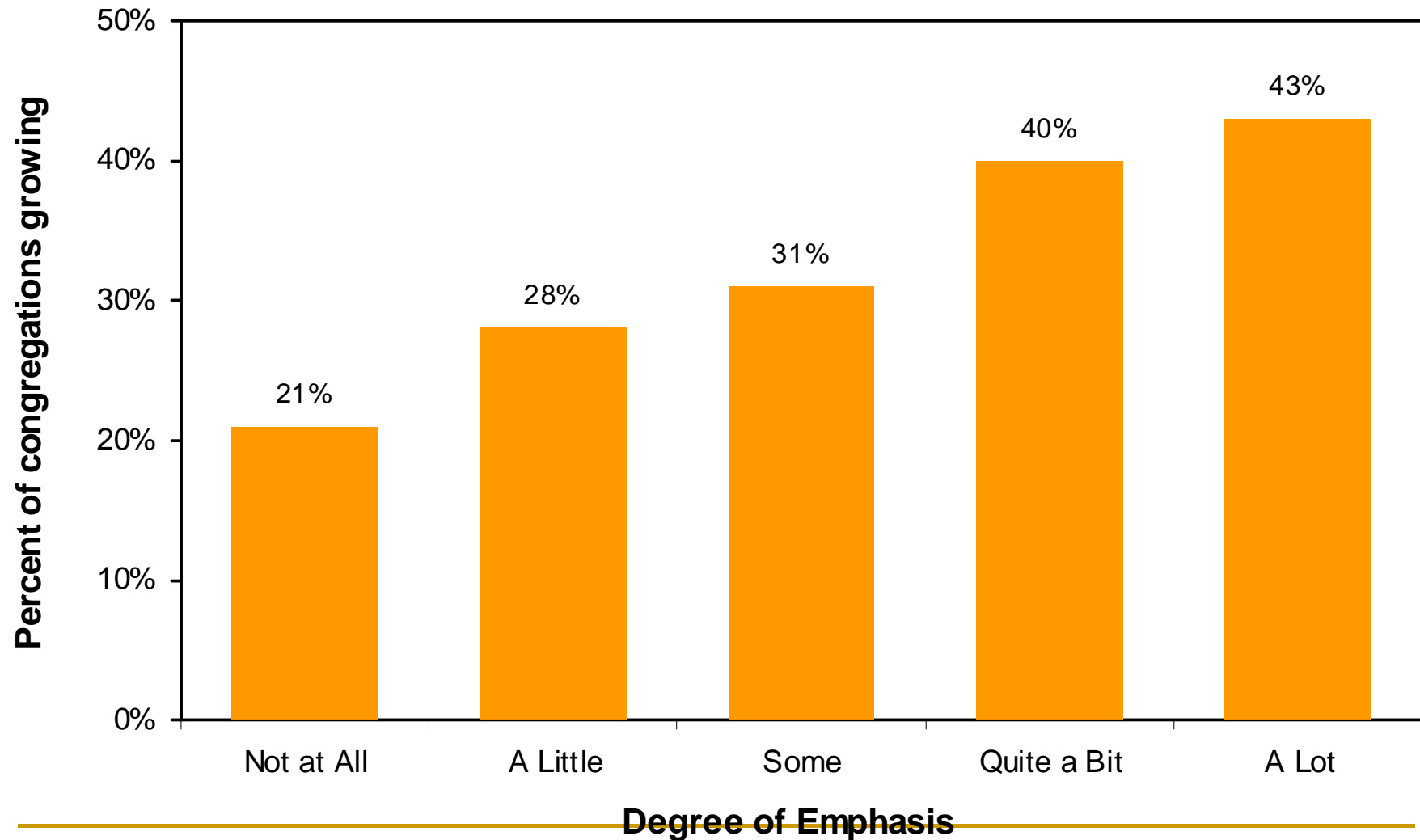


Figure 27. Emphasis on Parents Talking with their Children About Faith





Finding #8: Leadership

Figure 28. Clergy Situation and Decline

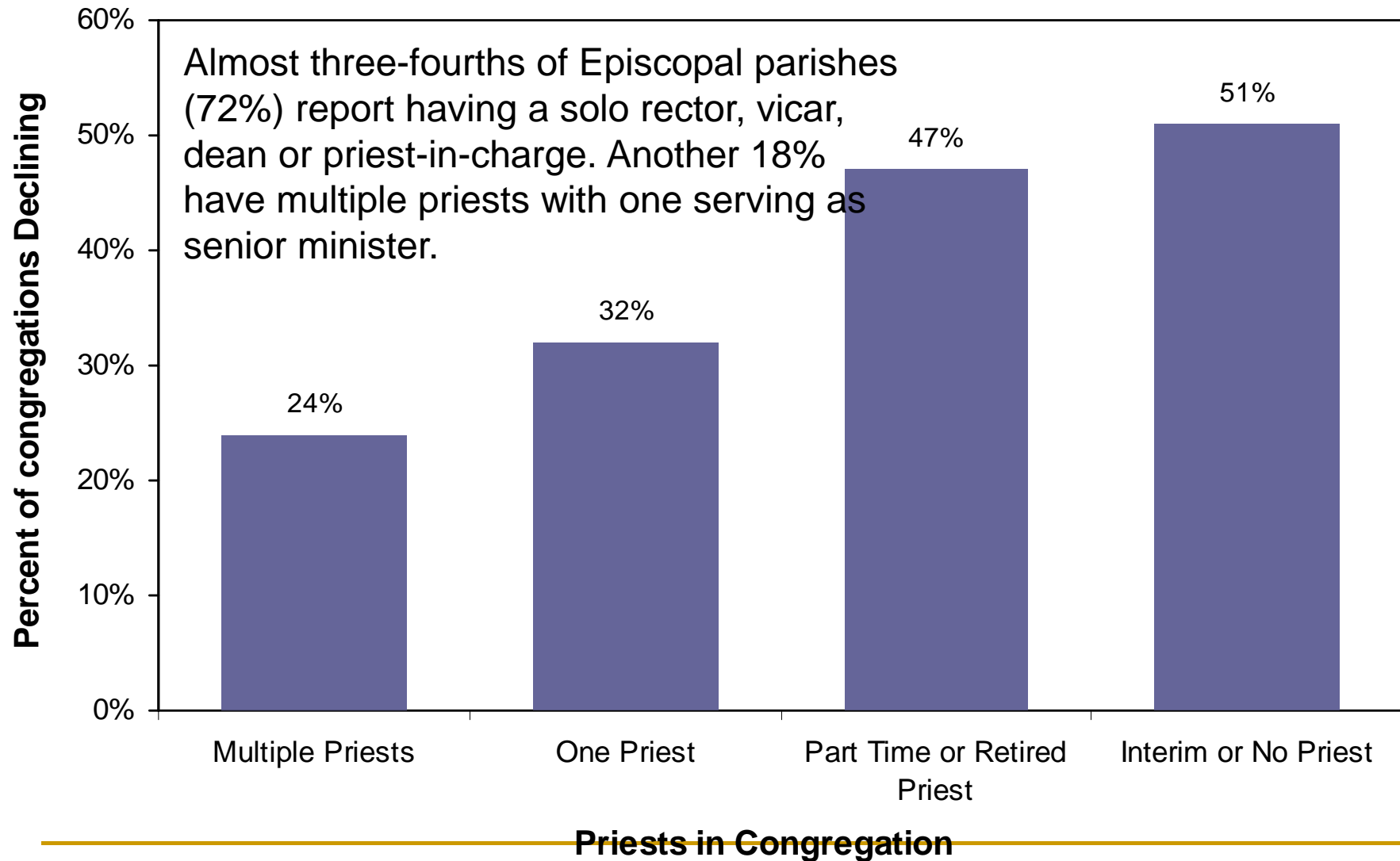


Figure 29. Clergy Tenure and Growth

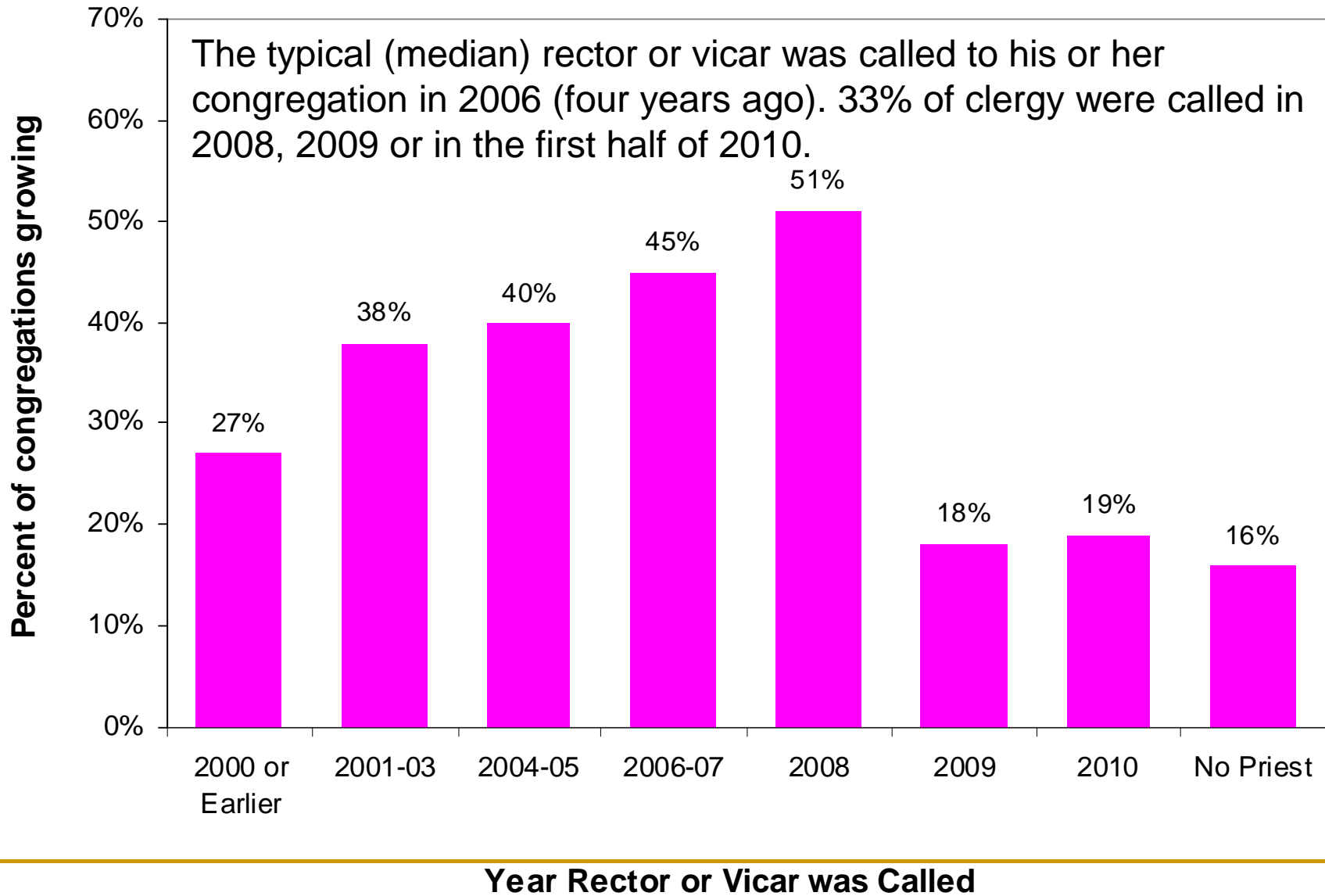


Figure 30: Time Priest Spends in Evangelism or Recruitment and Growth

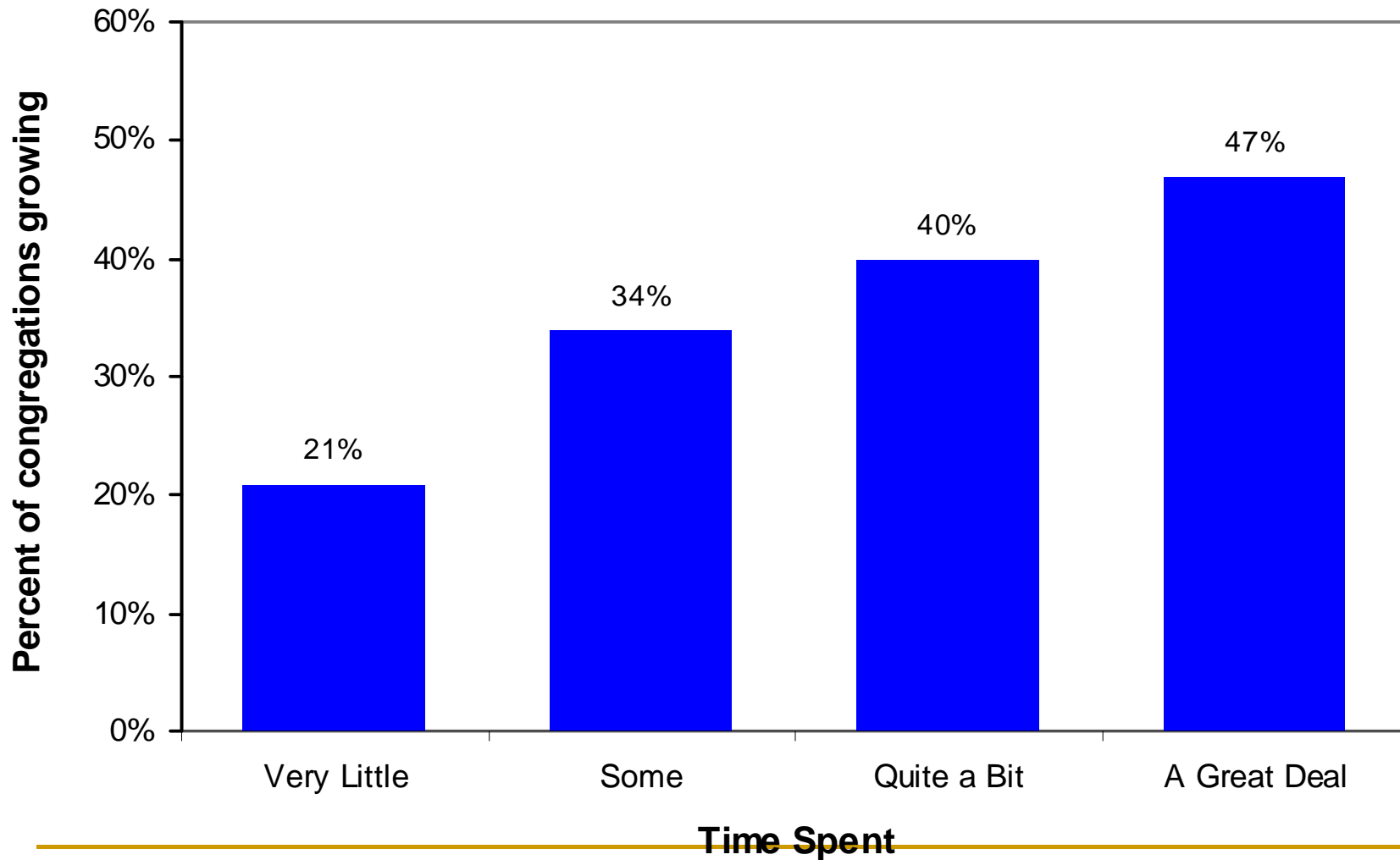


Figure 31: Time Priest Spends Representing Congregation in the Community

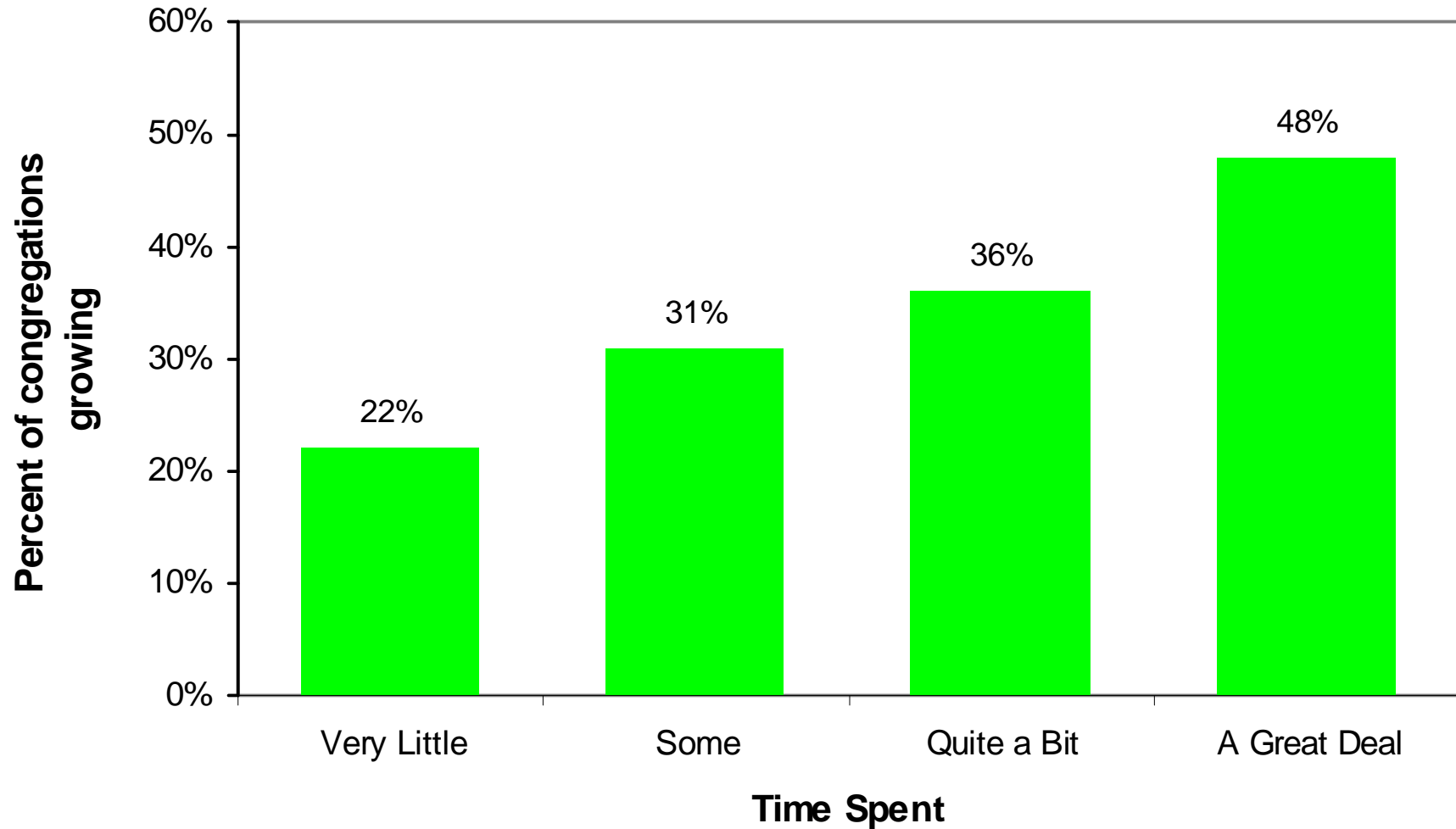
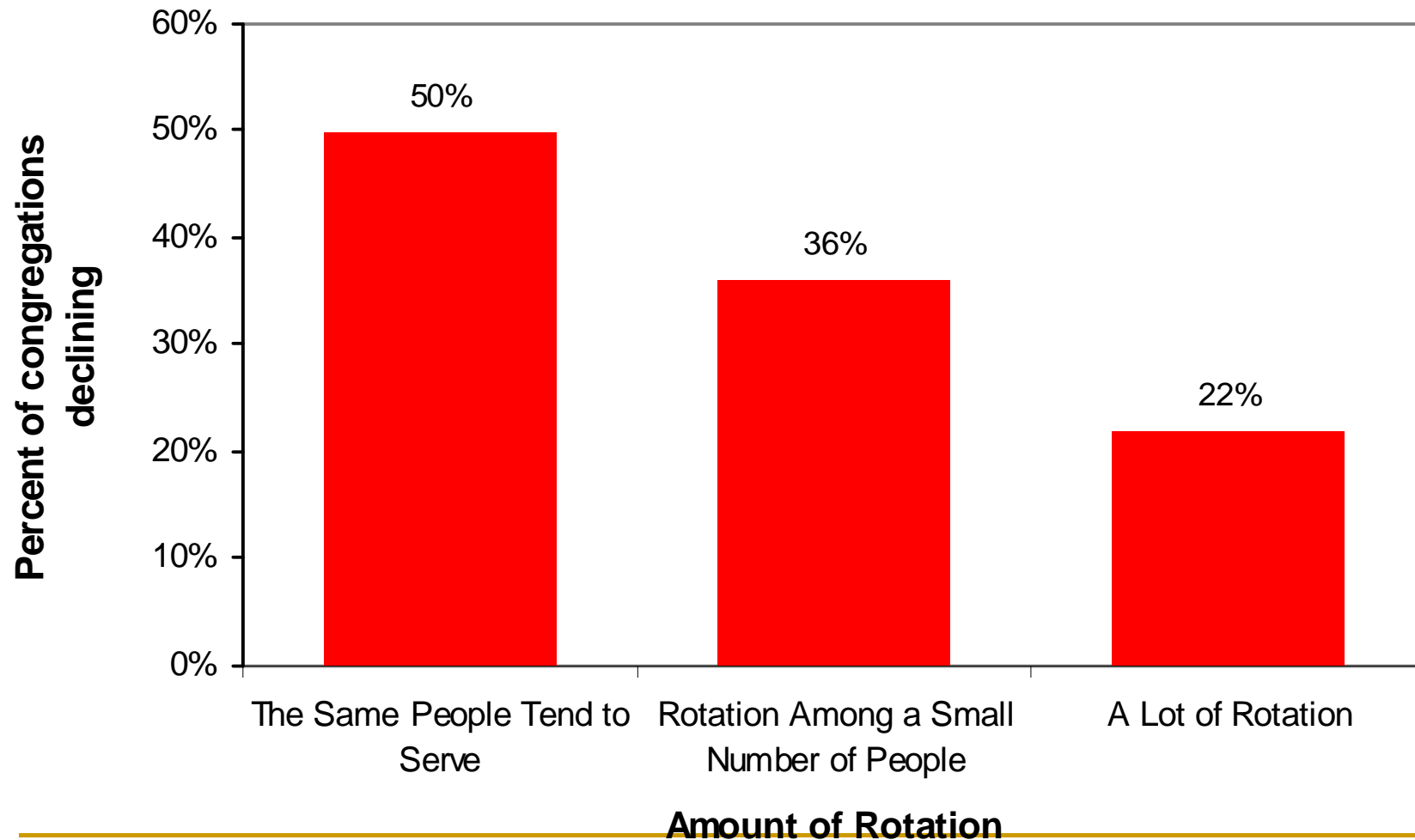



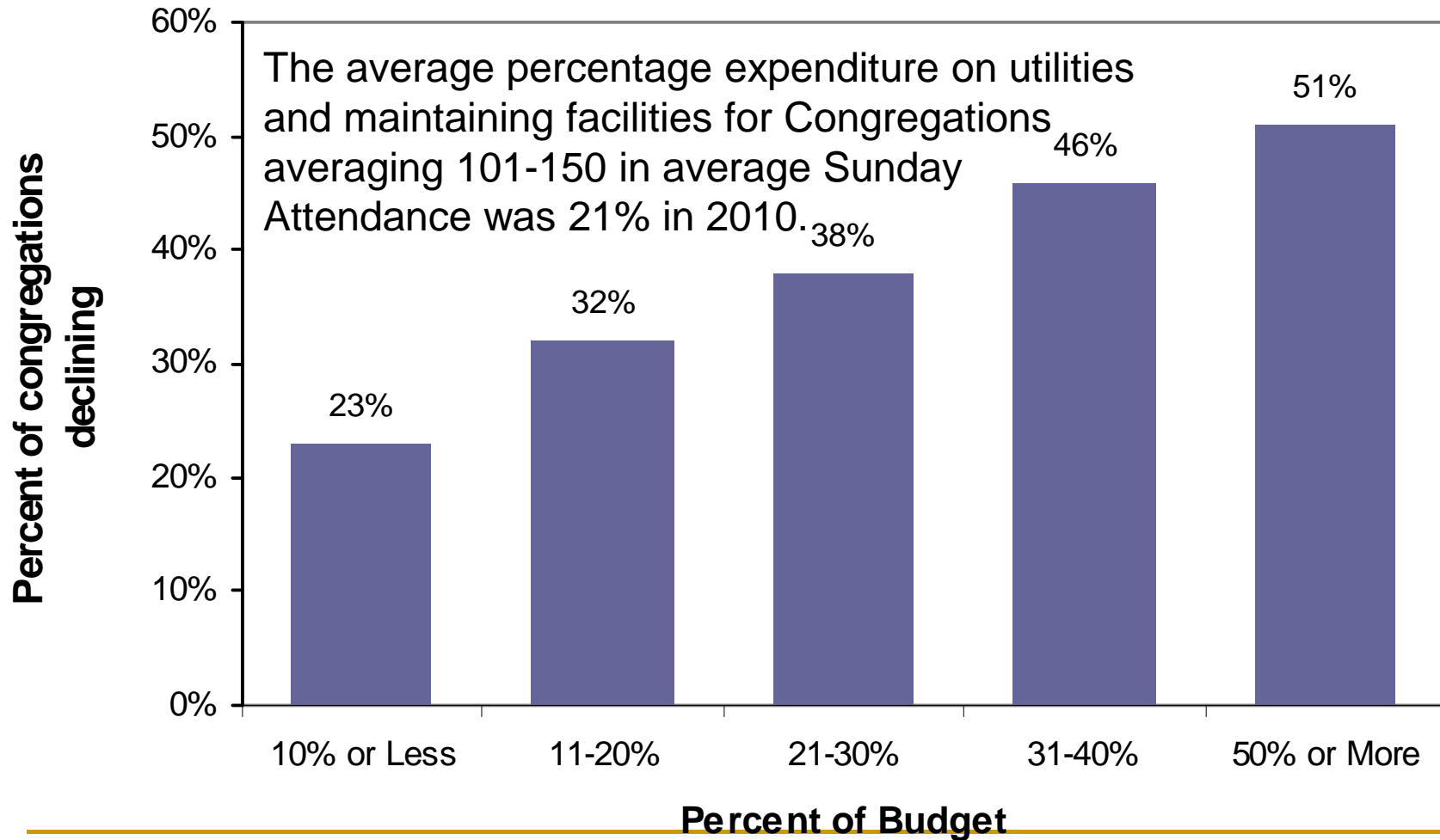
Figure 32: Rotation of Volunteer Leaders and Decline





Finding #9: Finances

Figure 33: Percent of Budget for Building Operations and Decline



Questions?
