



October 19, 2009

ChristWay Family,

For over nine months, myself, the pastoral staff and numerous volunteer leaders have worked together to accomplish specific goals which were first defined in ChristWay's Strategic Plan. Within these nine months, many goals have been reached as well as new goals identified. The pastoral staff has also chosen a name to identify our strategic plan, a name in which we hope that the entire ChristWay family will take hold of – *ChristWay's Growth Map*. With this plan, we intend to support our purpose of reaching "our families, our community and our region for Christ." As Pastor, I would like to share with you what we have accomplished in this short nine month period.

Goal A: ChristWay will create ministry opportunities that touch the lives of the entire Church family through the empowerment of an effective team of volunteers.

- ✓ Emphasized Prayer in the daily life of the ChristWay Family by publishing weekly Prayer Lists.
- ✓ Created diversity in the delivery of the Sunday Morning Worship Experience.
- ✓ Developed a hospital, nursing home and assisted living center visitation team.
- ✓ Implemented "The Sunday Experience" each Sunday with relevant topics that address the contemporary needs of the people in our region.
- ✓ Continues to promote our Pentecostal Heritage as a Value and Strength.
- ✓ Expanded Wednesday Program offerings to touch all ages, especially those individuals between the ages of 25-50.
- ✓ Established a Missions/Benevolence Team, under the auspices of the **Women's Ministry**.
- ✓ Provided meals to families in response to the death of an immediate member of the family.
- ✓ Provided support to various mission projects, including Hope House, Teen Challenge, and the North Jefferson Women's Center.
- ✓ The **O.A.S.I.S.** (Older Adults Still in Service) ministry has identified, communicated with, organized and involved people in its ministry.
- ✓ **One Love Couples Ministry** has hosted events for couples married less than 10 years, including couples only and family-gear activities.
- ✓ Promoted **Financial Peace Ministry** to help people focus higher pursuits rather than on their bills and debt.
- ✓ **ChristWay in the Commons** has been fully staffed with individuals who put on a smile and positively interact with every individual served – with the primary focus to provide an atmosphere that encourages conversation, community, and friendship.
- ✓ The nursery and toddler classes have been fully staffed by individuals who care and love the children.
- ✓ **FOCUS** continues to develop new areas of ministry such as Amplify (worship band), Drama Ministry, and other new ministries.
- ✓ The **Music and Fine Arts** Department continues to utilize children and youth in Easter/Christmas productions and provides opportunities for individuals 25-50 to participate in productions.

Goal B: ChristWay will develop and improve the variety, quality, and delivery methods of Communications both internally and externally.

- ✓ Relocated Kiosk in the Commons to the side wall next to the Coffey Bar.
- ✓ Placed Staff Photos behind the Kiosk for easy identification.
- ✓ **ChristWay in the Commons** leaders have ensured that volunteers are notified of their scheduled shifts using methods such as the website, phone, and email.
- ✓ **FOCUS** has a greater presence online through the ChristWay website, Facebook and other social networking opportunities.
- ✓ **FOCUS** utilizes email blasts to connect with parents, along with mass text messaging and Facebook messages to connect with students.
- ✓ **Music and Fine Arts** ministry continues to produce the INCHOIRER weekly to choir and band members.

Goal C: ChristWay will be proactive in its approach to welcoming visitors/newcomers through a well coordinated and trained *First Impressions Team*.

- ✓ Continuous training of ushers to become more active as “tour guides” – by directing visitors and newcomers to a seat in the Sanctuary and by conversing with them and making them feel welcome and comfortable.
- ✓ Developed a high-energy, well trained **Greeters Team** to meet visitors as well as the congregation (both outside and inside) as they enter our facility.
- ✓ Effectively followed-up with all visitors/new comers through the **Meet the Staff Reception**, follow-up letter, gift bag, phone contact, and pastor’s welcome letter.
- ✓ Created designated Visitor Parking Spaces.
- ✓ Staffed the Kiosk in the Commons on Wednesdays and Sundays.
- ✓ **ChristWay in the Commons** has provided an uplifting experience that enriches people’s lives one moment, one human being, and one cup of coffee at a time.
- ✓ The First Sight team was created to use students as greeters to welcome guests to **FOCUS** youth services.

Goal D: ChristWay will expand, strengthen, and improve the employment of technology in every aspect of its operations– *Ministry and Administration*.

- ✓ Leveraged the technology available for improving our communication.
- ✓ Initiated plans to upgrade and replace technology periodically to assure that we remain on the cutting edge.
- ✓ Produced a video presentation for play during the service on the 1st Sunday of each month featuring a member of the **OASIS ministry**.
- ✓ **Financial Peace** has utilized Video/DVD and the Internet to augment teaching.
- ✓ The toddler and nursery classes utilize the communication radios for use when an emergency situation arises.
- ✓ **Music and Fine Arts** continues to use technology in the preparation and production of music and worship arts presentations.

Goal E: ChristWay Church will effectively Disciple and Build-up People.

- ✓ Continued to distribute customized Daily Devotional Books.
- ✓ **Origins** has facilitated the transition of individuals, 18-25, from high school to college.
- ✓ Developed a ChristWay 101-New Member Course for those who desire to become members of the Church.
- ✓ Strengthened relationships within **O.A.S.I.S.** by increasing spiritual/social and community activities.
- ✓ **One Love** hosted “Fireproof Your Marriage” – a 6-weeks course to encourage stronger marriages and relationships.
- ✓ Expanded the principles of **Financial Peace** to a younger audience by initiating a pro-active financial ministry.
- ✓ **FOCUS** has created a three-year student discipleship program for students in grades 9 through 12, and continues to develop an 8th grade discipleship program through Vital Signs Junior High Ministry.

Goal F: ChristWay Church will leverage available financial resources to fulfill the Great Commission, disciple individuals, strengthen families, and improve facilities.

- ✓ Promoted the benefits of giving to God’s work.
- ✓ Provided meals to bereaved families at the time of the loss an immediate family member (spouse, parent, and child).
- ✓ **Women’s Ministry** has wisely utilized finances to facilitate mission projects.
- ✓ **OASIS** has been added as a designation on the Easy Tithe portal.
- ✓ The foundation of **Financial Peace** is Godly Economics, which has promoted giving.
- ✓ Profits generated from **ChristWay in the Commons** have directly benefited the Focus Youth and Kid Force Children’s Ministry as well as other ministries as needed.
- ✓ **FOCUS** has sponsored fundraisers to assist in raising money for youth functions and youth trips.

Goal G: ChristWay will promote the development of an effective social network within the congregation for the purpose of creating positive, interpersonal relationships.

- ✓ **One Love Couples Ministry** has set up a group page on Facebook.
- ✓ The classroom dynamics of **Financial Peace** has promoted networking and bonding that extends far beyond the class setting.
- ✓ **FOCUS** has utilized on-line social networking opportunities such as Facebook to enhance social networking within the group.

Goal H: ChristWay will expand and improve “team-based” ministries and activities to better meet the needs of its congregants.

- ✓ Added a **First Impressions Team** to improve our response to visitors and new comers, and to facilitate the integration of those individuals into the discipleship and ministry programs of the Church.
- ✓ **ChristWay in the Commons** has utilized energetic and quick-learning people who have the gift of hospitality, helps, and/or service.

Goal I: ChristWay Church will foster an atmosphere of empowerment in the growth of its Administration, Pastoral Staff, and Volunteer Leadership Team.

- ✓ The Staff has initiated plans to build a strong team of effective leaders and administrators.
- ✓ The Staff has become role models in leadership, educational attainment, and overall effectiveness in the position they serve.

Goal J: ChristWay will place a priority on effective Administration, Organizational Structure, and the Planning Function of the Ministry.

- ✓ The Staff and Volunteer Leaders have functioned as an accountable, responsible, network that sets goals and is committed to continuous improvement.
- ✓ The Staff has determined methods to promote the 10:00 am start time for Sunday Worship Service.
- ✓ **FOCUS** created a ministry handbook that includes: a vision and mission statement, a breakdown and description of each ministry, and policies regarding discipline, trips, ministry involvement, and volunteers. This handbook has been made available on the FOCUS website.

Goal K: ChristWay Church will be actively involved in the community and will be recognized as an essential component in improving the quality of life of the region we serve.

- ✓ Enlarged our service to the region we serve through a Reach Out ministry led by the Laity of ChristWay.
- ✓ Used the Daycare and Children's Programs to reach more families.
- ✓ Become more involved in selected local ministries (i.e., Teen Challenge, North Jefferson Women's Center)
- ✓ Showcased our Campus and hosted large statewide and regional events. (i.e., State Women's Conference, State COG Senior Adult Talent, and local junior high school and high school band concerts)
- ✓ **Financial Peace** and the Dave Ramsey brand are recognized throughout the community, and provides a vehicle for ChristWay to Reachout.
- ✓ **FOCUS** has started an ongoing outreach ministry called *Scope*, with opportunities to minister to homeless and less fortunate.
- ✓ **FOCUS** is actively involved with First Priority and is actively involved ministering to other churches/ministries.
- ✓ Plans to distribute 100 turkeys to needy families at Thanksgiving are in progress.
- ✓ **Music and Fine Arts** supported 16 Hope House children by purchasing new school clothes for all the children in February of this year.
- ✓ **Women's Ministry** has provided ministry to "participants" in various non-profit, faith-based agencies, such as Teen Challenge.
- ✓ The church is being recognized as a ministry that is "reach out" motivated.

Goal L: ChristWay Church will expand and improve the quality, utilization, and size of its facilities while continuing to provide a safe and secure environment in which our congregant's needs are paramount.

- ✓ ChristWay continues to make facilities accessible, while at the same time assuring that they are well maintained.
- ✓ A safe and secure campus has been ensured by the creation of a ***Safety and Security Team***.
- ✓ Timely response to campus medical emergencies has been ensured by the creation of an ***Emergency Medical Response Team***.

Just because we have completed a healthy list of goals does not mean our work here is complete. *ChristWay's Growth Map* was established for the years 2009 to 2012. The pastoral staff along with key leadership will strive to obtain the additional goals and continue to broaden our view of what can be accomplished at ChristWay as we reach out to the city of Gardendale and the surrounding region. The pastoral staff here at ChristWay hopes that you will join us as we strive to make this growth map a success.

Sincerely,



F.R. Bryant
Senior Pastor