



Priority #1: Develop our youth and young adults into disciples of Jesus Christ.

Strategy 1: Build a team

- Assemble an enthusiastic team with a great leader to establish goals for what they want each student to leave the ministry with, and who is committed to creating, implementing and executing the plan.

Strategy 2: Involve young volunteers in the process

- Begin with youth, then transition to high school and into young adult ministry (create a succession plan).
- Use a personal survey to determine where youth and young adults are in their personal walk with Christ. Simple – multiple choice or scale of 1-5 for questions.
- Review plan with students so everyone knows what they are going to do as a group – stick with the plan.

Strategy 3: Volunteer engagement should be fun!

- Balance fun with development. Focus should be on helping them want to make a positive impact.

Strategy 4: Offer opportunities for growth

- Cultivate stewardship to grow disciples who embrace the corporal works of mercy by leading and serving those in need on a local, national, and international level.
- Utilize the Saints Academy to form and educate this group by offering dynamic curriculum and speakers who address their development needs while still focusing on growth and service.
- Engage our youth and young adults in the Faith Coach Master class so they can be coaches and confidently share their faith with their peers.
- Establish Small Groups with programs that meet their needs. Recruit leaders and participants from this age group.
- Communicate to them regularly about PSJ opportunities to serve.

Outcome: Semi-annually, we will offer four opportunities for youth and young adults that align with LIVE QAS Portals. Each of these opportunities will culminate in a Capstone Project.



Priority #2: Strengthen the relationship between the Hispanic and Anglo communities.

Strategy 1: Build relationships with the Latino/Hispanic community

- Invite a member of the Hispanic community that is already involved at QAS to a brainstorming session for input.
- Provide both groups with social events create relationship.
- Ask members of the Hispanic community to enter into this discussion to find out: if they desire a stronger relationship with the Anglo community at QAS; if so, what their thoughts are on some ways to do this; what efforts are they willing to put forth to bridge the gap; what efforts would they like to see from the Anglo community.
- Recruit members of the Hispanic Community as volunteers for the different commissions; begin with the ones that present a common mission (Peace and Social Justice) impact for needy families;
- Build relationship by expressing gratitude for their contributions of time, talent and treasure
- Offer weekend experience opportunities that incorporate the opportunity to learn about customs and traditions of both cultures.
- Educate about the opportunities to give of time, talent and treasure (ex: Parish Guidebook, Annual Newsletter, Debt Campaign, Legacy Society Education Program.
- Regularly thank them for their contributions with personal thank you notes, phone calls, or by annual recognition dinners.

Strategy 2: Move to bilingual (English and Spanish) communication

- Conversational Spanish/English classes (this could be a way to bring the groups together and learn more about one another's cultures).
- Create up bi-lingual groups when Small Groups begin in Lent with 2 leaders: 1 Spanish and 1 English speaking – or even better 2 groups that speak a little of both languages.
- Include a member of the Hispanic community on the PLT+.
- Hire a bi-lingual secretary for the parish office.
- Hire a bi-lingual Communications/Media coordinator.
- Offer Spanish language classes to key members of the parish staff.
- Promote the QAS brand through our communications by sharing this information in Spanish (for example Welcome Packets. Live QAS logo, Saints in Action merchandise.

Outcome: Annually, the Hispanic and Anglo community will collaborate on a project or initiative related to the LIVE QAS process.



Priority #3: Enhance membership engagement and promote volunteerism at QAS

Strategy 1: Have a tangible goal in mind.

- Increased retention. How much of an increase do we want to see in our retention rates, and over what time period? Do we want first-time volunteers to come back or to hold on to more long-term donors?
- Increased acquisition. Is our recruitment general or focused on specific skills and interests? How can we diversify this year's recruits from last year's?
- Greater volunteer satisfaction. Will we quantify satisfaction by sending an anonymous survey, asking specific volunteers for feedback on certain opportunities, or another way.
- More organizational involvement. How will we measure a volunteer's participation in other aspects of QAS.

Strategy 2: Encourage “non-volunteers” to become volunteers.

(Increased acquisition.) Encourage “non-volunteers” to become volunteers – by purposefully including all our organizations supporters as a part of our volunteer management strategy, we will be able to develop a more robust volunteer program that encourages involvement with QAS at multiple levels.

- Personal invitations are always best. Media is great, but there is nothing like the tap on the shoulder from someone you know and /or trust
- This could be a controversial suggestion for more than one reason: What about a volunteer board where different ministries could post their needs for volunteers for upcoming events and projects. This would be in addition to methods already used like Flock Notes and bulletin posts.
- Encourage volunteers to bring a friend, (especially new ones) maybe have a bring a friend opportunity quarterly)
- Offer Bible Study/faith group for Religious Ed parents that occur at the same time as RE. It could focus on faith or even discuss the different ministries at QAS and ways they can be part of the Church.
- Introduce RE families to volunteer opportunities as greeters, ushers, sign-in etc. Possibly ministry leaders/members could take turns leading the sessions.
- Each week at Mass focus on a different commission/ministry. Have someone briefly highlight when a ministry/commission is having an active project instead of just advertising in the bulletin/online, have a member speak a few minutes at Mass.
- Teach commission members on how to engage, promote and recruit new members.



- Develop relationships with new members through regular, timely contact by the Membership Engagement Coordinator.
- Facilitate gift and strengths identification through Strengths assessment and working with Membership Formation Coordinator.
- Determine where they are in their relationship with Jesus, the next steps to engage them and their path to serve God and others.
- Educate about service by offering education and formation training through the Saints Academy.
- Publish stewardship of time and talent opportunities in the Annual Parish Guidebook.
- Offer service opportunities that encourage engagement in all the LIVE QAS portals.
- Utilize all our different communication tools (bulletin, website, flocknotes, social media, homilies) to share the message.
- Faith coaches commission members and staff serve through communication with others. They serve to help brothers and sisters by sharing about parish programs and services and give personal witness about how they engage in the parish and serve others.
- Encourage donors and members to participate in volunteer activities.

Strategy 3: Prioritize regular volunteer recognition.

- Recognize, thank, and affirm participation and service.
- Recognize stewardship through monthly witness stories, annual thank you events and the Legacy of Faith Newsletter
- Prioritize regular volunteer recognition – show volunteers how much we value their support by thanking them as much as we can.
- Make our volunteer recognition a top priority by developing a series of practices to show our thanks.

Strategy 4: Increase retention

- Ask volunteers if they enjoyed their first involvement and if they would like to participate in something again
- Love the use of name badges that we have always done when volunteers will have contact with others – they feel more confident, people get to know them- while they are identified to parishioners and visitors
- Measure membership engagement using a tool like the Gallup ME25 every two years to determine if your strategies are effective.
- Have an accurate, easy to use parish database that will allow us to record and report member engagement meetings and membership status.



Outcomes:

- By the end of 2023, we anticipate a 25% increase in those who have taken the Strengths assessment and participation in Strengths formation. We will record Strengths information in the parish database.
- By the end of 2022, we will integrate volunteer recruitment into the annual stewardship cycle. By the end of 2023, we will integrate into our volunteer recruitment plan a personal ask approach which utilizes strengths.



Priority #4: Cultivate a Culture of Stewardship to promote giving sacrificially

Strategy 1: Increase giving

- Establish an ongoing, substantial financial stewardship cycle.
- Grow the endowment to \$2 million dollars.
- Continue to raise funds to: grow ministry and fund church and school repairs.
- Invite members to increase their Sunday giving and convert people to online giving through annual stewardship mission appeal conducted at Thanksgiving.

Strategy 2: Increase the donor pool

- Do outreach to continue to grow membership and serve the needs of the parish and the community.
- Build awareness of the opportunity to make planned gifts to the endowment by leaving gifts from their estate in memory of loved ones.
- Share the benefits of the Legacy Society through events and communication during the annual Legacy Alive promotion.
- With the assistance of the Campaign Leadership team and Campaign Connections team continue to communicate the status and needs of the campaign over the next three years (2020-2023). Invite members to support the Strengthening Our Legacy Campaign.
- Share information on a regular and ongoing basis with the Michigan City Catholic Community and School families, inviting them and welcoming them to our parish community.

Strategy 3: Express gratitude

- Thank all donors for their financial gifts.
- Express gratitude for gifts with written thank you letters, which are sent promptly after receipt of the gift.
- Memorial digital donors display or annual recognition events, such as Legacy Society Mass.

Outcomes:

- Over a five-year period, we anticipate a 25% increase in the number of parish financial supporters.
- Within a year, a tool or instrument is identified to define parishioners' needs and possible strategies to fulfill those needs.