


Critical Target #2 – Discipleship

- Continue to develop and expand the Discipleship Process making certain that all “offerings” are in alignment with our Mission and Vision. Evaluate Year 1 results. (Aug 2018)**
- Review and update our New Member process; requirements, classes, integration and retention (Summer 2018)
- Provide an annual “all church” Sermon and Life Groups series. (Fall 2018 or Spring 2019)
- Continue to grow and expand participation in Life Groups by focusing on leader development. (Fall 2018)**

Critical Target #3 – Outreach

- Utilize the relationships we have with all the ministries and groups that use our Christ Church facilities to identify creative opportunities for outreach and invitation, i.e. Christ Church Preschool, Hope Connection, Scouts, MOPS, Mom’s Club, Alanon, Bible Study Fellowship etc. (Ongoing)
- Develop and host monthly “Grow Your Marriage and Family” Seminars to respond to felt needs in our communities. (Launch September 2018)**
- Host a BlessMN State-wide gathering of street adopters and encourage others with testimonies of answered prayer and transformation. (Nov 2018)
- Continue quarterly Direct Mail to designated areas within various radiuses of Christ Church. (June, September and December of 2018, March of 2019)
- Hire Vanman Architects and Builders to help develop a Master Plan for our property and facilities. (Spring 2019)
- Move forward with plans to either sell or develop our undeveloped Christ Church property in light of the report from the Property and Development Team. (2018-2019)



REACH Year 3: May 1, 2019 – April 30, 2020

Critical Target #1 – Sunday Mornings

- Update the Sanctuary with new carpet, seating and lighting (Summer 2019)**

Critical Target #2 – Discipleship

- Hire a new Assistant Children’s Minister to help Laura with our growing Children’s Ministries: (Aug - 2019)**
- Launch a new mid-week Children’s Ministry Program to enhance the spiritual growth of our Christ Church kids and their friends. (Sept 2019)
- Offer a Youth Ministry or Worship/Media Ministry Internship opportunity to provide additional staff support and cultivate future leaders. (Spring 2020)
- Plan a Christ Church “Israel Trip” led by Pastor Greg and Colleen Pagh, preceded by a 6-month study on the Holy Land. (Date to be determined)

Critical Target #3 – Outreach

- Make a proposal to the congregation for a tangible use(s) of undeveloped Christ Church property. (Fall 2019 or sooner)
- Consider “next steps” of the Master Plan for facilities development. (Spring 2020)
- Involve a minimum of 40 people in a Family Mission Trip. (Summer 2020)**



The REACH Plan
Christ Church Otsego, MN

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

The REACH three year cycle:

- Year 1: May 1, 2017 – April 30, 2018
- Year 2: May 1, 2018 – April 30, 2019
- Year 3: May 1, 2019 – April 30, 2020
- Continued Discernment and Planning always 3 years out

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

REACH is a passionate response to the compelling needs of the world for the Good News of Jesus Christ. There are 40,495 people within a 10 mile radius of Christ Church who don’t belong to a Christian Church. Marriages and families are stressed. A generation of youth is growing up without God. Societal ills are all around. We are compelled as followers of Jesus to move forward boldly.

REACH focuses on three Critical Target Areas that have been discerned to be of “high level” importance to expanding the mission, ministry, growth and impact of Christ Church. They are Sunday Mornings, Discipleship and Outreach. The items included in this report represent significantly new or expanded REACH initiatives. While there are many existing ministries that are not mentioned in this document, they are also very important and will be tracking in alignment with REACH as we all work toward the same goal of growing Christ Church and impacting the world around us.

REACH Financial Goal: \$375,000 over three years. Our Christ Church family is being invited to make 3-year financial pledges to REACH over and above giving to our Operating Budget. Pledge Cards are available and will be received during worship beginning April 2, 2017. Some of the plans described in this document require people resources. Others require dollars. Most require both! The Church Council will oversee the utilization of REACH dollars to make wise and prayerful decisions in order to help achieve these goals in the most effective and efficient ways possible. The congregation will be kept appraised of progress on all fronts!



REACH Year 1: May 1, 2017 – April 30, 2018 (including some REACH-related initiatives that are already underway)

Note: Christ Church Staff has already enthusiastically accepted leadership roles related to each item in this REACH Plan and will be building teams with you to accomplish these goals together. Goals that are deemed the highest priority are noted with **.

Critical Target #1 – Sunday Mornings

- **Hire Andrew Peterson as the Full-time Director of Worship and Media Communications** (Started Jan 15, 2017)**
- **Develop Sunday morning worship experiences that are Christ centered, inspiring and interactive**, utilizing engaging sermon series themes and a variety of creative worship elements and media forms to communicate the Gospel message. (Ongoing)
- **Install new HD Projector and related technology in the Worship Center** (Completed Feb 2017)
- **Update the Worship Center stage décor** to complement the current season or Sermon Series, 4-5 times per year (Ongoing)
- **Regularly incorporate the Children and Youth of Christ Church** into the Sunday morning worship experience, both as leaders and participants. (Ongoing)
- **Review and expand our Guest Follow-up Process** to assist in moving “first-time guests” to “active members.” Create guest parking, guest reception kiosk, guest info packet, guest follow-up process and tracking, and more effective placement and utilization of ushers, greeters and parking lot attendants. (Full launch – Sept 2017)**
- **Provide new Children’s Ministry programming twice a month on Sunday mornings during the summer called “Super Book Sundays.”** (June 2017)
- **Renovate and update the Worship Center lobby** to enhance our first impression, guest reception and congregational fellowship. Possibilities include removing the wall to youth room, developing a coffee café, guest reception center, donation station, signage and technology, furniture, flooring, sliding walls, sliding glass door to outdoor patio area. (Complete Phase 1 - Aug 2017)**
- **Renovate the Chapel to create a Kids Zone** that is an engaging space for children to make friends and grow in Jesus. Remove, repair and store the lower stained-glass windows. Add staging, lighting, paint, fabric, sound/video technology, computerized check-in/name tag system. (Complete Phase 1 - Aug 2017)**
- **Hire Vanman Architects and Builders** to assist with Lobby and Kids Zone design (May 2017)
- **Purchase 25 round tables** for use on Roundtable Sundays and for fellowship dinners, conferences, classes and seminars. (Sept 2017)

Critical Target #2 – Discipleship

- **Launch “Tables of Eight” Groups** to facilitate relationship building, fellowship and unity among Christ Church members. (Sept 2016)
- **Launch “Talk It Over” Groups** to facilitate relationship building and discussion of the Sunday morning messages. (Feb 2017)
- **Shift and expand the leadership role of Pastor Sean Nelson from Youth Ministry to Pastor of Discipleship and Growth** to develop our ministries of connection, spiritual growth and outreach, particularly among adults and families. (Aug 2017)**
- **Develop a clear and effective Discipleship Process** to engage the whole congregation in ongoing spiritual growth.** Items include:
 - A. **Do an assessment** of current discipleship opportunities at Christ Church, gain knowledge of congregational and community demographics, research current resources and what other growing churches are finding to be effective. (Summer 2017)
 - B. **Organize our Discipleship Process around three areas:** Taste and See (explore faith), Connect and Grow (mature in faith), Serve and Witness (apply faith). (Aug 2017)
 - C. **Re-Launch an active and growing Life Group ministry** with a 12-week Sermon and Life Group series called “Ekklesia: Rediscovering God’s Instrument for Global Transformation.” (Sept 2017) (Goal: 100 or more participants)
 - D. **Develop at least one Core Course in each area that is foundational** and create the expectation that all new members will participate in these courses over time. (Jan 2018)

- E. **Develop a variety of additional growth opportunities** in the form of classes, seminars, small groups, retreats, conferences etc. that respond to “felt needs” and support spiritual growth for all ages. (Ongoing)
- F. **Increase communication and collaboration** among all Christ Church discipleship ministries to maximize effectiveness and grow healthy families across all age groups. (Fall 2017)
- **Hire a new full-time Director of Youth Ministry** to continue to grow our Middle School and High School programs. (Aug 2017)**
- **Expand our Children’s Ministry with a new Sunday School program** for toddlers utilizing half of the nursery space. (Sept 2017)

Critical Target #3 – Outreach

- **Foster a “Culture of Invitation”** by creating a climate of hospitality and welcome for guests and those who bring them. Provide multiple “entry points” to help them connect beyond Sunday mornings. (Present and ongoing)**
- **Seek full participation in BlessMN – Adopt Your Street in Prayer** as a practical strategy for developing a life-style of prayer and evangelism and a “culture of invitation.” (Oct 2017 and ongoing)
- **Develop a Christ Church contact person for every Christ Church Mission Partner** in order to share opportunities for engagement, witness, service and support. (Jan 2018)
- **Develop a detailed Marketing and Media Plan** to share the vision, mission and opportunities at Christ Church with the congregation and community. Items include:
 - A. **New Christ Church branding, logo and website currently under development.** (The reveal will be April 2, 2017)
 - B. **Social Media outreach** including special opportunities to extend our witness through Facebook, Twitter and Instagram. (Present and ongoing)
 - C. **Focused Outreach and Marketing to new residents**
 - Pursue direct marketing opportunities through the local Chambers of Commerce and Welcome Wagon affiliates, and/or through purchased lists. (June 2017)
 - Community door-to-door canvassing of new developments with literature and gift. (Aug 2017)
 - D. **Quarterly Direct Mail** to designated areas within various radiuses of Christ Church. (June, September and December of 2017, March of 2018)
- **Expand Children’s Ministry Outreach opportunities** to include The Egg Dash on Easter Sunday, April 16, and special events near Mother’s Day and Father’s Day. (Spring 2017)
- **Update and Expand Christ Church Exterior Signage** to attract, welcome and direct future Christ Church members. This signage will incorporate our new Christ Church branding and logo; main sign, entrances, doors, guest parking. (Aug 2017)
- **Remove, replace and the Christ Church parking lot and entrance roads** to enhance safety and provide an excellent first impression. (Aug 2017)**
- **Sprinkler System Repair.** (May 2017)
- **Bell Tower repair, paint and exterior lighting.** Check for structural integrity and add lighting to utilize this feature more effectively as an outreach element. (Summer 2017)**
- **Form a Property Development Team to explore either the “sale of” or potential uses of undeveloped Christ Church property that support our vision and mission** including the 37 acres at Cty. Rd 37 and O’Dean Ave. in Otsego. (Begin Summer 2017 – Report and Recommend by Annual Meeting - January 2018) (Note: Christ Church is no longer planning to relocate to the new property.)



REACH Year 2: May 1, 2018 – April 30, 2019

Critical Target #1 – Sunday Mornings

- **Continue to grow and expand all Year 1 REACH initiatives.** Evaluate growth and impact against the base-line established in April 2017. (Summer 2018 and ongoing)
- **Expand Media Production by live-streaming and archiving all Sunday Sermons.** Purchase necessary video and editing equipment. (Aug 2018)
- **Replace 7 furnaces in the Office, Sunday School, Preschool wing – vintage 1990.** (August 2018 or as needed)**
- **Update venting of Worship Center furnaces – vintage 2000** to alleviate downdrafts and furnace outages. (Summer 2018)**