



**CENTREVILLE**

UNITED METHODIST CHURCH

2025-2030  
Strategic Plan





## Mission

CUMC is living and sharing God's love and hope.

## Vision

CUMC is a compassionate community, centering on Christ, working to meet the physical and spiritual needs of all people so that everyone may have a relationship with Jesus.

## Core Values

- **Jesus-centered:** Jesus is our model, companion, and goal.
- **Love:** We love because God first loved us.
- **Service:** Our faith is lived through our lives and actions.
- **Hospitality:** We are called to welcome everyone as God's beloved children.
- **Compassion:** We seek to walk alongside others with love and hope.

# New Branding

A new brand identity will:

- Help to unify our presence in the community
- Provide visual consistency across platforms
- Differentiate us from other churches



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Our new logo was selected from 133 different designs from 20 designers around the world. The strategic planning team provided edits and feedback so that we could capture a design that represented our church's mission and values.



As a church, we are Christ-centered and so having a cross prominently featured was important.

Our church's bell tower is an easily recognizable feature of our building to people who drive past us every day. Incorporating this into our design will allow people to easily connect our church to our location.



These rays represent both the hope of a sunrise as well as the outward focus of our church which does not stay in our building but leaves in mission to our community.

It is God's love which surrounds and empowers all we do as a church and so a heart unites all the pieces of the design together.



# Five Pillars

## Invitation



We want to expand our culture of invitation where members are excited about inviting others to join us for worship and other activities so that they can grow in their relationship with Jesus.

As followers of Jesus, we need to be intentionally growing deeper in our faith and allowing it to shape every aspect of our lives. Discipleship is a part of everything we do as a church. We want to deepen our ministries of discipleship and provide intentional and diverse ways for people to engage with their faith and grow in their relationship with God.

## Discipleship



## Mission



Mission is the central focus of the Church as we seek to participate in what God is doing in our community and around the world. Through our missions, we want to increase our impact as a congregation and expand people's understanding of mission to include every aspect of their lives.

While our church is more than a building, our physical building is an important tool for ministry. As we look at making improvements to our campus, these need to be prioritized around our mission and vision as a congregation.

## Facilities



## Administration



Our church is most effective when the structures of its leadership are aligned and focused on its mission and vision

## Invitation

- Create a hospitality team that intentionally looks at our process for welcoming and following up with visitors (March 2025)
  - Improve our first-time visitor process
  - Establish a consistent process to follow-up with visitors and invite them back
- Create more “on-ramps” for people to get connected
  - Specifically a “Coffee with the Pastor” time for those who want to join (goal to start in May, 2025)
  - Additional activities outside worship to invite others to.
- Have a yearly church-wide evangelism/outreach emphasis so that people are more comfortable sharing their faith and the impact of the church on their lives.

## Discipleship

- Develop a diverse collection of studies and small groups so everyone can find a way to connect
  - Bible/Book Study Groups (i.e. Exploring Prayer, Lenten study)
  - Affinity/Interest Groups (Writer’s Group)
  - Covenant/Prayer Groups (Emmaus)
  - Mission-focused Groups (Steve’s Servants, Community Dinners)
- Encourage habits of personal and communal study
  - Have an ongoing and consistent low-commitment study that is open to anyone (Just Show Up Class-March, 2024)
  - Bulletin Bible Study (handouts each week so people can go deeper. Accompanying Sunday morning class (March, 2024)
- Family-centered discipleship for children

## Mission

- Re-forming Mission Committee. Consists of representatives of Food Pantry, Community Dinners, with chair and three at-large members selected by Nominations.
- Prioritize our mission partners so that we are making the largest impact with our resources of time, energy and financial gifts.
- Improve our mission communications with monthly emphasis of mission partners to allow people to engage
- Conduct surveys of the congregation to assess the breadth of our church’s impact
- Explore convening a community conversation with local stakeholders in our community

# Facilities

## Aesthetic Improvements

- Improve signage around our campus
- Refresh the paint and flooring
- Conduct a use of space audit to assess storage and room needs.

## Parking Lot

- Issues
  - Water drainage towards our building
  - Poor first impression on visitors to our campus
  - Potentially damaging to vehicles or people
- Cost: 2024 quoted estimate was \$86-\$100,000
  - Quote includes repave and grading of the north lot and using a ground asphalt on the east lot that would be easily leveled to mitigate any further ground settlement.
- How do we pay for it?
  - Recommend conducting a church-wide capital campaign with the potential for taking out a short-term loan to get the cheapest rate possible.

## Kitchen Renovation

- Issues
  - Inadequate storage and space needs
  - Cramped layout makes it difficult to prepare meals
  - Inadequate appliances for our current ministry needs
- Still in conversation with current kitchen volunteers on what the cost of the needs are. Major expenses could include:
  - New oven and industrial dish washer
  - Rearranging the layout to maximize space
- Costs are still being determined. Could be funded on an as-needed basis or included in a campaign.

## Wheel Chair Ramp

- Issues
  - Surface of the ramp is uneven and impossible to safely navigate without assistance in all seasons.
- Looking into costs and options of repair or replacing what we currently have.
- Costs could be paid for out of budgeted funds, or included in a campaign.

# Administration

- Quality of meetings over quantity of meetings
- Uniform simplified process of taking minutes and that allows more people to feel empowered and able to take them.
- More leadership training for those who are serving so that everyone feels empowered
  - Potentially sending a group of people to a national church conference to learn best practices?
- Greater emphasis on a culture of stewardship
  - Help to connect the impact of people's gifts to the ministry of our church
  - Better communication with new donors.
- Updating procedures and policies
- Explore expanding the scope of Worship committee to include discipleship as well.

## 2030 Goal

By our bicentennial, we will:

- Have an average worship attendance of 100
- Have 100 people intentionally growing in their faith & putting their faith into action. (Worship + 2)
- Have no lingering debt

As of 2024

- Average Worship Attendance: 67
- 32 People involved in a study
- 46 People involved in missions
- 24 People involved in both study and missions

# Motions to Church Council

- Establish a hospitality team to provide strategize and organize our efforts to connect with visitors and new members.
- Empower Trustees to serve as project manager on the Parking Lot Repaving, Kitchen renovation, and wheelchair ramp projects. With monthly updates to Church Council
- Create a short-term Capital Campaign sub-committee of the Finance Committee to lead our fundraising efforts.
- Re-form Missions Committee comprising of a chair and three at-large members selected by Nominations Committee as well as representatives from Community Dinners, Food Pantry, and Building Hope Free Store.
- Expand Worship committee include visioning and oversight of our educational programs.