



First Unitarian Society, Madison WI
Implementation Plan, July 2008 – June 2009

The lay leadership and staff of FUS developed the following goal, sub goals and objectives during a strategic planning effort in the fall and winter of 2007-08. Each objective has associated with it identified staff person(s) 'on point' and involved in carrying out the actions (with detailed action plans) in order to meet measurable objectives by a specified date.

*The board will develop outcomes and measures for each **sub goal** so that the staff and lay leadership understand outcomes desired by the board.*

Strategic Goal 1: Strengthen and expand worship and other program areas in order to grow substantially the number of engaged, active, participating members.

Sub goal 1. Retain Current Members

Objectives

- 1.1 Create more intentional and visible links between spirituality and commitment (objective needs more work)
- 1.2 Deepen opportunities for families
- 1.3 Encourage volunteer involvement in the life of the Society
- 1.4 Reinforce the value of membership

Sub goal 2. Attract Visitors

Objectives

- 2.1 Develop a marketing plan
- 2.2 Beef up current visibility strategies
- 2.3 Increase number and variety of events focused on the larger community

Sub goal 3. Transition Visitors to Members

Objectives

- 3.1 Clarify and emphasize the meaning of membership
- 3.2 Develop and intentional approach to Radical Hospitality
- 3.3 Provide opportunities for new members to participate in the life of the Society
- 3.4 Provide regular/more frequent opportunities to become familiar with UU and FUS
- 3.5 Strengthen religious education
- 3.6 Strengthen sense of selves as intergenerational community