

## Objectives Chronologically by Year and Color Coded

### 2024 Objectives

#### Goal 1

- A. By Q4 2024, we will complete an assessment of our internal and external communications and then create a plan to increase our engagement with key constituencies by at least 25%.
- E. Beginning in 2024, in Q3 of each year, the Education Council will develop a plan for engaging in conversation that allows people to consider the interaction of faith and pressing issues in our world.

#### Goal 2

- A. In 2024, we will appoint a special committee on infrastructure to review our organizational structure, our approach to generosity in giving, and bring recommendations to the church no later than Q3 2024.
- C. In Q1 of 2024, we will resume Leadership Day, to promote lay leadership and include training for all councils and committees.
- D. Beginning in 2024, with the launch of the church educational calendar, multiple educational programs (especially Pullen 101) will include "generosity in giving" education.

#### Goal 3

- B. Beginning Q2 2024, Clergy staff will have posted office hours for pastoral care.

#### Goal 4

- A. Clarify and expand building use philosophy by Q4 of 2024.
- E. Research models for sharing space that are a bit more covenantal than a lease by Q3 2024.

#### Goal 5

- B. In Q3 2024, we will launch efforts to optimize congregational participation in social justice issues.

## 2025 Objectives

### Goal 1

B. We will identify a target audience for social media and other advertisements by Q2 2025.

C. We will boldly and authentically reject exclusive and limiting concepts of religion and model exciting new ideas and practices by Q1 2025.

D. By Q3 2025, we will have a cutting edge presence in social media platforms that are current to our target population but not neglect members who still depend on traditional and print media.

### Goal 2

B. In Q1 of 2024, we will create a special committee to plan a capital campaign by researching and designing a major effort to begin no later than Q1 of 2025 to raise sufficient capital gifts to eliminate Pullen's debt, address major building needs and major repairs, and create an unrestricted endowed reserve.

### Goal 3

A. We will conduct a personal and church-wide "listening" and assessment on spiritual health by the end of 2025.

C. Beginning in 2025, Pullenites will be encouraged to be involved with one of the non-profits that the church has chosen to support through the strategic plan.

### Goal 4

B. Initiate, by Q1 2025, a dialogue and conduct a gap-analysis with community groups about their needs by Q1 2026.

F. Initiate quarterly outreach events for public engagement by fall of 2025 and annually thereafter.

### Goal 5

A. We will create a "rapid response" leadership mission group in collaboration/coalition with community partners to mobilize Pullenites to respond to urgent issues by Q4 2025.

## 2026 Objectives

### Goal 3

D. The church will launch an ongoing effort to address member burn-out and helper fatigue by Q2 of 2026.

### Goal 4

B. Initiate, by Q1 2025, a dialogue and conduct a gap-analysis with community groups about their needs by Q1 2026.

C. Increase building use by at least 10% with a target of an annual 85% space usage (combination of paid and unpaid) by Q2 2026.

D. Identify missionally aligned community groups that might be looking to share space, and have them make a more significant investment for greater access to the building by year-end 2026.

### Goal 5

C. In 2026, Pullen will create and fund a series of initiatives that positions the church as a regional leader in anti-racism efforts.

## 2027 Objectives

### Goal 4

G. No later than Q3 of 2027, we will develop an innovative engagement with the NC State campus that involves both students and faculty.

### Goal 5

D. No later than 2027, Pullen will begin a series of initiatives to explore new frontiers in “dual belonging” with other faiths.