

SMART Goals the Committee for Church Growth 2027

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The Committee for Church Growth seeks to raise the profile of the church, reconnect with former or inactive members, ensure a warm, welcoming visitor experience, and integrate new members to the wider life of the congregation.

Membership

SG 1-Increase church attendance by at least 30 regular attendees or new members from January 2027-December 31, 2027.

Specific – Through meet and greet sessions, personal engagement, our social media presence, and collaboration with other committees, our church will grow by at least 30 regular attendees.

Measurable – This is to be accomplished by YE2027 by tracking weekly attendance counts and comparisons month by month.

Attainable – Measuring increased church attendance over a year by tracking weekly headcounts and comparing Average Worship Attendance (AWA) on a year-over-year monthly basis. This goal will be achieved through pew pad contacts, the visitor information table, PCB Meet and Greet sessions and outreach to individuals through the efforts of the communications committee and upcoming PCB special events.

Relevant – New members and regular attendees are vital to the ongoing concern of PCB and are thus very relevant to the long-term viability of PCB. Bringing others to God is part of our mission and ongoing vision.

Time-Bound – YE 2027

Continue to grow the membership and attendance in worship by 20% of the 2027 membership/ attendance numbers – YE 2028

SG 2 -Continuous Engagement of visitors, and potential new members

Specific- Intentionally engage visitors through greeters, conversations, cards or calls, offer sign-ups for communications, and invitations to church activities to encourage long term attendance and eventual membership

Measurable – Keep a record of visitor's names, and contacts that have been made

Attainable – This goal will be achieved through intentional on-going email, phone, or personal contact and conversation regarding their interests and needs. A membership representative will regularly follow up.

Relevant- Visitors need to feel they are welcome to worship and participate in the life of the church as they learn about PCB and search for a church family.

Time-Bound – YE 2027

Specific – Explore additional ways to engage visitors and potential new members through personal contact and outreach - YE 2027

SG 3 – Continuous Engagement of new members

Specific- Evaluate success and expand assigned mentor program, schedule a new member recognition during worship and an appreciation/recognition breakfast for new members. Advise and encourage participation in church activities, worship roles, leadership, and committees to ensure they remain engaged.

Measurable – This is to be accomplished by YE 2027

Attainable – This goal will be achieved through intentional on-going contact and conversation regarding their interests and needs with a mentor/ partner from the church who will continue to follow up with them for at least 6 months after they have joined. Explore ways to connect new members with one another through new member social events with their mentors and others in the congregations

Relevant- New members need to feel they serve a vital role in the church family through inclusion and participation. Without sustained membership and participation PCB cannot maintain its relevance.

Time-Bound – YE 2027

SG 4 – New Member Feedback

Specific – Survey new members to better meet the needs of visitors and future new members.

Measurable – Survey results to be collected and shared with the Church Growth Committee.

Relevant – Provides the Membership Committee with feedback regarding what is working, what we could do better, and possible new ideas for reaching out to visitors and potential new members.

Time Bound – YE 2027

Explore other ways to solicit feedback for what is working and not working in our outreach and welcome to visitors and new members. YE 2028

SG 5 – Sharing our Faith Community

Specific – Provide four “Meet and Greet” sessions during the year and invite visitors and potential new members to learn more about our faith community. Prepare a formal and consistent format for our information sessions so that we cover the important aspects of our faith community. Reach out to the community through collaboration with the communications committee to build awareness and invite community members to worship with us.

Measurable- Scheduled and recorded on the church calendar and website. Create social media posts to build connections with the greater community.

Relevant – Necessary, formal opportunities to share information and answer questions regarding our faith, our church, and our vision.

Time Bound – YE 2027

SG 6 – Create a welcoming and inviting space for visitors and new members.

Specific – Communicate a warm welcome through improved access to building spaces and activities.

Measurable – New signage for the parking lot and entrances. Explanations and invitations provided by ushers and greeters for Coffee in Fellowship, Adult Education, and Grace Space for young children.

Relevant – Visitors need to feel comfortable and welcomed.

Time Bound – YE 2027

SG 7 – Outreach to inactive members

Specific – Contact inactive or former members and invite them to worship with us again

Measurable – Keep a record of those who have been contacted and their responses.

Relevant – Circumstances change and those who are inactive may be ready to re-engage with the church

Time Bound – YE 2027