



ERUUF Strategic Plan 2023-2026

The Strategic Plan for ERUUF is developed as a cooperative effort by the Coordinating Team and the Board of Trustees. The Plan identifies the areas of focus and development that will guide ERUUF's budgeting and program decisions over the next three years. This 2023-26 plan articulates priority work for the congregation, during which ERUUF members, ministers, and staff will continue to engage in shared ministry. Our commitments to caring, compassion, spiritual growth, equity and inclusion, and communication and awareness form the foundation for our work together.

The 2023-26 Strategic Plan defines five goals:

1. Expand and deepen our commitment to diversity through implementation of ERUUF's Racial Equity & Inclusion (REI) Theory of Change.
2. Center relationships with and the needs of families, children, and youth in the life of the congregation
3. Engage deeply in social justice and earth justice personally, within our congregation, and the larger community.
4. Create and implement a sustainable plan for finance, facilities, and communications that supports us in achieving our Mission and Vision.
5. Strengthen, deepen, and expand our relationships between ERUUF and the larger UU denomination.

The 2023-2026 Strategic Plan was created from the following sources:

- ERUUF's Mission, Vision, and Fellowship Covenant
- Ministerial Search Congregational Record and small group discussions during 2022 Candidating with Rev. Jacqueline Brett
- World Café meetings (virtual and in-person) on the goal topics
- Board of Trustees Annual Vision of Ministry from 2020-2023
- ERUUF's Ends



Members of the Coordinating Team currently are: Rev. Jacqueline Brett, Rev. Daniel Trollinger, Nancy Henley and Bonnie LaCroix. Together with the members of the Board, they encourage you to reflect on this plan and how it can be translated effectively into the shared ministry programs at ERUUF.

Goal 1: Expand and deepen our commitment to diversity through implementation of ERUUF's Racial Equity & Inclusion (REI) Theory of Change.	
Objectives	Strategies
<p>A. ERUUF members have a clear understanding of what our REI work means, and why it is important for ourselves as individuals, for our relationships with each other, and with the larger community.</p>	<ul style="list-style-type: none"> ● Provide opportunities for workshops, communal projects/events, and structured social activities that allow people of all backgrounds at ERUUF to share about their lives, build relationships, and ongoing connection. ● ERUUF's members understand what is meant by "radically welcoming" and are intentional in being so.
<p>B. ERUUF has a racially inclusive congregational culture.</p>	<ul style="list-style-type: none"> ● Introduce and implement the Theory of Change for Racial Equity and Inclusion (REI) to the entire congregation. ● REI understanding is woven into all programming for children, youth, families, and adults. ● Collaborate with external trainers or other congregations (UU and non-UU) to minimize our reliance upon ERUUF's Black, Indigenous, and People of Color (BIPOC) members to facilitate REI work at ERUUF. ● Engage in outward facing, intersectional REI activities through ongoing relationships, collaborations, and social activities with other congregations and BIPOC-led groups in the larger community.



C. ERUUF's commitment to racial equity and inclusion is the manifestation of our spirituality, principles, values, and ethics.

- Intentionally offer worship services, classes, and events that engage the spiritual and ethical underpinnings of our commitments to racial equity, and inclusion.
- ERUUF's systems and structures (bylaws, policies, and practices within governance and all facets of ministry) are viewed through an equity lens for their impact upon people of color and other marginalized groups.

Goal 2: Center relationships with and the needs of families, children, and youth in the life of the congregation	
Objectives	Strategies
A. Members and friends of ERUUF are aware of the presence of families, children, and youth in our congregation and of Religious Exploration (RE) needs.	<ul style="list-style-type: none"> ● Provide learning opportunities for members to build general knowledge of RE and children’s needs, e.g. classes, brief presentations, E-news articles. ● Provide opportunities for families, children and youth to become known at ERUUF.
B. Members and friends of ERUUF welcome families, children, and youth in congregational activities and actively support RE with their time, talent, and treasure, especially as teachers.	<ul style="list-style-type: none"> ● Build family, children, and youth friendly opportunities into all ERUUF programs and activities. ● Create settings to communicate about the work of RE teachers and the support, including training, available to teachers.
C. RE leaders understand the various developmental needs and preferences of families, children, and youth, and are better able to carry out programs to meet these needs and preferences.	<ul style="list-style-type: none"> ● Use a variety of methods to ask families, children, and youth about needs and community preferences. ● Create a vision for an engaging and dynamic Middle School Youth Group and High School Youth Group. ● Develop the programs and supports needed for Middle School Youth Group and High School Youth Group. ● Develop ways to support ERUUF youth who have entered college.

Goal 3: Engage deeply in social justice and earth justice personally, within our congregation, and the larger community.	
Objectives	Strategies
A. Members and friends of ERUUF are aware of the justice ministry's vision, Areas of Concern , activities, and how to be involved.	<ul style="list-style-type: none"> ● Communicate to the congregation about justice efforts and activities using a variety of methods. ● Conduct periodic all congregational gatherings to inform about justice activities and how to connect. ● Justice action groups educate the congregation about key issues. ● Educate the congregation on processes for establishing and maintaining action groups that address their interests.
B. Members of ERUUF engage justice as an ethical and spiritual practice.	<ul style="list-style-type: none"> ● Offer a range of programs which explore the ethical and spiritual aspects of justice making and activism. ● Develop and implement a system for connecting interested volunteers with available justice opportunities.
C. The congregation has strong ties to Durham and the surrounding community through deep intersectional relationships with community organizations.	<ul style="list-style-type: none"> ● Engage with traditionally marginalized communities, including BIPOC, LGBTQ+, disabled communities. ● Connect with and take the lead from community organizations. ● Justice Action Groups have goals that include ways of collaborating within the Justice Ministry and with groups within and outside of ERUUF.

Goal 4: Create and implement a sustainable plan for finance, facilities, and communications that supports us in achieving our Mission and Vision.	
Objectives	Strategies
A. Members are aware of ERUUF’s financial need, structure and process, and giving as a spiritual practice.	<ul style="list-style-type: none"> ● Develop consistent educational programs and materials focused on values-based giving, legacy giving, personal finance, and cultivating a culture of generosity. ● Create new ways to support the giving of time, talent, and treasure: leadership development, skills database, and volunteer opportunities. ● Provide opportunities for learning about finances, giving, and the budget process.
B. A long-term financial plan supports the mission and work of the Fellowship.	<ul style="list-style-type: none"> ● Identify longer term staffing and programming needs that will be critical to achieving our Vision. ● Establish ongoing development work to navigate the shift from the older generation to the next generation of financial giving that ERUUF will need. ● Evaluate the optimal role of reserve funds and capital campaigns to support ongoing operating expenses or special projects.
C. Campus facilities are accessible and live into ERUUF’s commitment to Earth Justice and Green Sanctuary practices.	<ul style="list-style-type: none"> ● Complete a comprehensive building use and accessibility study for buildings that will support multiplatform programming and rentals. ● Address emerging needs for technology, AV, and communications. ● Continue and expand sustainability practices on campus (e.g recycling, composting, energy efficient equipment).
D. Establish an effective communications plan across all areas of the congregation.	<ul style="list-style-type: none"> ● Create awareness within the congregation of what's going on at the ERUUF leadership level (e.g. Board, ministers). ● Develop best practices and educate members and teams about how to communicate effectively about programming and events throughout the congregation.

<p align="center">Goal 5: Strengthen, deepen, and expand our relationships between ERUUF and the larger UU denomination.</p>	
Objectives	Strategies
A. The congregation is aware and knowledgeable of denominational activities, organizations, and resources at the national and local/regional levels.	<ul style="list-style-type: none"> ● Deepen our understanding of the UUA, UU congregations, and other UU organizations, and how ERUUF can connect and engage.
B. The members, staff, and ministers at ERUUF are actively engaged with the UUA, UU congregations, and other UU organizations at the national, regional, and/or local levels.	<ul style="list-style-type: none"> ● Identify and develop ways to collaborate with and be in service to the broader UU community in areas such as RE, choir, adult programs, pulpit exchanges, REI, justice, and/or resources. ● Deepen engagement with the UUA (Fair Share contribution, denominational topics, BoT engagement, General Assembly.) ●

Rev. May 4, 2023