

**Preparing for Strategic Planning
Quadrant 1
Saturday, June 6, 2015**

At each of the Quadrant meetings in 2015 the Synod will provide training and resources to support your congregation in developing a strategic plan. To best prepare for the Quadrant meeting, please complete the following steps:

1. Select a Planning Team for your congregation. Invite four to eight lay leaders who fit the following criteria:
 - a. They are committed to the future of your congregation
 - b. They have a broad perspective; not focused on one ministry or aspect of your congregation
 - c. They are courageous, willing to make sometimes challenging decisions
 - d. They are not new to the congregation
2. To receive a Primary Market Analysis (PMA) of your congregation and the community, put together a list of the addresses of all your members and regular attendees. The addresses should be in some form of spreadsheet (like Excel). Set up the spreadsheet as follows:

| Column A | Column B | Column C | Column D |
|----------------|----------|----------|----------|
| Street Address | City | State | Zip Code |

No names are needed. No one will be contacted at these addresses – this is for mapping purposes only. This will provide you with valuable market research including demographics, household characteristics, growth over the next 4 years, and how people in your community spend their time and money.

3. Gather some basic historical information on attendance and finances of your congregation over the last five years. You may be able to this information by going to the website: www.elca.org. At the top right of the webpage click on: Find a Congregation. Enter the zip code of your congregation and click on: Search. Find your congregation on the map or in the list on the right. Click on: View on Map. This will produce a box with information on your congregation. Click on: Full Trend Report for this Congregation. This will provide you with all the information your congregation has reported to Churchwide. Download, print, and bring this information to the Quadrant meeting.

4. No later than **Friday, May 22nd**, send an email to planning@mnys.org to confirm your congregation will be attending. In the email, please include:
 - a. The exact name of your congregation
 - b. The street address of your congregation
 - c. The number of people attending the Quadrant meeting from your congregation
 - d. The names and email addresses of your planning team
 - e. The file containing the addresses of your members and regular attendees
5. By **Tuesday, June 2nd** you will receive an email from planning@mnys.org with two documents for you to share with your Planning Team: “Strategic Planning for MNYS Congregations” and your congregations PMA report. Please print a copy of both documents for everyone attending the Quadrant meeting.