

Unity of Fairfax

***Vision 2020* Stewardship Plan**

July 31, 2019

Stewardship: The careful and responsible management of something entrusted to one's care.

—*Webster's Dictionary*

Stewardship, as it applies to Unity of Fairfax, is the commitment to a spiritual consciousness such that our community members create a visionary process that embodies the responsible planning and management of all Unity of Fairfax resources.

LAST YEAR'S VISIONING PROCESS affirmed the desire of Unity of Fairfax's membership to be:

- **A Spiritual Community living by its Principles and Core Values.**
 - Providing a place of belonging and connection for all.
 - Supporting each other in our individual and collective spiritual growth.
- **A Spiritual Center for Education, Practice, and Service.**
 - Providing tools for spiritual development.
 - Offering positive music and messages.
 - Becoming a leader in the New Thought movement.
 - Enriching the lives of all.
 - Fulfilling our Vision and Mission.

PLANNED CHANGES. With significant changes to our physical space availability taking place, **Vision 2020** is our plan to enable Unity of Fairfax to be the Spiritual Community and Spiritual Center we desire.

- Redesign our sacred space with flexibility as needed, in a phased approach.
- Enhance our audio/video media capabilities.
- Build partnerships with like-minded groups.

REVENUE. Our ***Vision 2020* Stewardship Plan** focuses on our three sources of revenue: *Rentals, Programs, and Membership.*

Rentals

- Hunter Mill Montessori school lease of MPC effective July 2020.
- Organized effort to capture short term rentals.
 - Event, conference, and meeting space for community organizations.
 - Weddings and other sacred services.
- Establish partnerships with like-minded groups.

Programs

- Increase number of workshops, classes, and events.
- Continue to lay the groundwork for big speaker events.
- Schedule more concerts as the hub of positive music in the area.
- Ensure all programs are sufficiently advertised through multiple channels.
- Establish partnerships in education, practice, and service with like-minded groups.

Membership

Membership is by far our primary source of revenue.

- ***Current Membership***
 - Nourish the legacy of our spiritual community.
 - Assure wisdom in each of our financial and operating responsibilities.
 - Maintain attractiveness of buildings and grounds.
 - Ensure satisfactory involvement/participation for all members.
 - Increase connection venues for small groups (e.g., dinners and book studies).
 - Promote our prosperity consciousness.
 - Sunday messages.
 - Prosperity classes.
 - Direct mail, email, and bulletin messages.
 - Financial planning seminar.
 - Surprise abundance.
 - Encourage participation in the Mildred Park Society and Endowment Fund.
 - Strengthening focus on fundraiser events, such as:
 - Yard sale.
 - Bingo.
 - Cabar(n)et night.
 - Funfest and Auction.
- ***New Membership***
 - Concerted outreach to multiple demographics.
 - Emphasize Youth and Family Ministry.
 - Use our community interest groups to pursue more like-minded people.
 - Incorporate all members to pursue more like-minded people.
 - Improved welcoming process with follow-up, having full membership participation.

INITIAL INVESTMENT

Funding the *New Exterior Sign*—a two-sided electronic sign on Hunter Mill Road.

- A powerful tool to attract people to our spiritual community.
 - Located at most prominently visible spot along Hunter Mill Road.
 - Over 8 million (8,000,000+!) people pass by every year.
- Investment is \$49,000.
- Cost per view is 0.6¢ (just over ½ a cent!).
- Sign and contractor selected by the Communications Committee. Approved by the Board of Trustees.
- Restricted fund opened for contributions up to \$49,000. Contributions over \$49,000—or costs resulting in unused remainder—will be applied to the *Capital Improvement Fund* (another restricted fund).

We have the energy and commitment to grow our revenues through *rentals, programs, and membership*. We will promote our spiritual community in every way possible, including the new electronic sign on Hunter Mill Road.

**Nurture the Now.
Invest in our Future.**