



STRATEGIC PLAN

ST. JOHN'S CHURCH COMMITTEE

ADOPTED: ADD DATE WHEN DONE

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INTRODUCTION

This strategic plan is a roadmap to guide the Committee through the overall Campaign goals and activities. The Strategic Plan identifies the priorities and broad goals that are aimed at:

- Building awareness of St. John’s Church,
- Raising the desired level of funding support to purchase the former St. John’s Anglican Church, secure five years of operations expenses for the building, support the operational expenses of the St. John’s Church Campaign, and
- Ensure a sustainable future for the operations of St. John’s Church as a community space and the Lac du Bonnet and District Historical Society.

The Strategic Plan is just one piece of the planning and operations material for the St. John’s Church Campaign. Additional information and details are outlined in the following documents:

1. Operational S.M.A.R.T. Plan
2. St. John’s Church Business Plan
3. St. John’s Church Marketing and Communications Plan

As the Committee moves forward through the St. John’s Church Campaign, Zombies Ate My Media wants to ensure that we provide the tools and knowledge to the Committee, and partners so that everyone has an operational understanding of the process and steps for the St. John’s Church Campaign.

STRATEGIC PLAN OPERATIONS

The goals summarized in the strategic plan are stated in broad terms. An Operational S.M.A.R.T. Plan must be generated on a yearly basis to set the specific goals for the period.

As the committee and the project are in their infancy, a Strategic Plan Review strategy should be followed, committing to the following cycle:

- First Review – 6 months from the start of the project (November 2018) to occur in May 2019.
- Second Review – 6 months following the first review, to occur in November 2019.
- Yearly Review – 1 year after the second review, to occur in November for perpetuity.

THE TEAM

ZOMBIES ATE MY MEDIA TEAM

Dallas Mitchell – Campaign Manager
Skylor Mitchell – Jr. Campaign Manager
Cyndie Mitchell – Consultant

ST. JOHN’S COMMITTEE

Janice and Jack Halliday – Committee Co-Chairs
Marlene and Terry Tottle – Historical Advisors
Gus Wruck – President of the Lac du Bonnet Historical Society
Marline Wruck – St. John’s Church Liaison

MISSION STATEMENT

St. John's Church is a designated historical museum that preserves the integrity of our past while promoting the history of our area for now and future generations. St. John's Church will be self-sustaining by creating and maintaining a community space that hosts a variety of community events and programming.

VISION STATEMENT

We are committed to building a sustainable future for St. John's Church that will continually drive the community of Lac du Bonnet forward. Our vision is to preserve the history of Lac du Bonnet's oldest, intact building for the integrity of our past and our future. We will keep the heart of St. John's alive by opening its doors to the general public to create a true community space that welcomes all.

CORE VALUES

The core values of the Preservation Committee will act as the driving force behind the organization. While many values were identified during the planning process, these five core values were identified by all involved.

COMMUNITY: We will work with the community to establish a place that is built for the community, by the community.

TEAMWORK: We will work with our partners, donors, and community members to reach our vision, mission and goals by relying on the strengths that each possesses.

UNIQUE & CREATIVE: We will remain open-minded, creative, and progressive in setting our strategies, tactics, and decisions.

HONEST & ACCOUNTABLE: We will forever be honest about our direction and accountable for our actions; diligently assessing potential risks and rewards as part of our decision-making process.

SUCCESS: We will realize that success comes in many forms and that mistakes are a part of the process. We will learn from our mistakes, move forward, and continually keep the larger picture in sight.

OUR VALUES VISUALIZED



ORGANIZATION CHARACTERISTICS

The organization characteristics serve as the basis of who we are as a collective group. While our Core Values are the staple of how the organization will focus itself and its behaviour; the Organizational Characteristics will drive our actions. While many organizational characteristics were identified during the planning process, these five were identified by all involved.

RESPONSIBLE: We will act responsibly in all operations pertaining to St. John's Church.

AMBITIOUS: We will constantly strive to complete the goals and tasks set out by the operational plan aiming high and planning for the future.

CONFIDENT: We will be confident that the choices and decisions made by the committee will be successful. We will be positive and act as part of the team, even when we don't necessarily recognize the identified benefits.

ACTIVE AND ENERGETIC: We will actively create opportunities for the development and growth of St. John's Church working towards the goals of the operational plan.

RELIABLE: We will be consistent in our deliverables to the community, our partners, donors and sponsors. We will also ensure that we are dependable members of the team.

OUR CHARACTERISTICS VISUALIZED



PRIORITIES

The priorities listed reflect the important issues, opportunities, and key focus areas that, when addressed, will allow the Preservation Committee to realize its goals and drive the community forward. From January 2019 to December 2021, the Preservation Committee will focus its efforts on the following priorities.

- 1 Sustainable Operations of St. John's Church as a Community Space.
- 2 Preserve & Share Lac du Bonnet's History.
- 3 Create a Community Space where all are Welcome.
- 4 Organizational Capacity & Effective Operations

GOALS

1 Sustainable Operations of St. John's Church as a Community Space

- 1.1 **STRATEGIC PLANNING:** Develop, maintain, implement and manage the key planning tools (strategic plan, operational S.M.A.R.T. plan, business plan, marketing & communications plan).
- 1.2 **KNOWLEDGE SHARING:** Educate the Committee and develop emergency & succession planning tools as we move forward.
- 1.3 **FINANCIAL SUSTAINABILITY:** Develop revenue streams through programming, events, fundraisers, rentals, donations, and sponsorships to meet the demands of the projected budgets, future sustainability, and development of St. John’s Church as a community space.
- 1.4 **DEBT MANAGEMENT:** Use the revenue generated through the Financial Sustainability goal to repay the Debt incurred by the Preservation Committee and release the contributing members from liability.

2 Preserve & Share Lac du Bonnet's History.

- 2.1 **HISTORICAL DESIGNATION:** Have St. John’s Church designated a Historical Site to ensure the preservation of the building and work towards preserving, maintaining and refurbishing St. John’s Church in a manner that does not remove the historical value of the building.
- 2.2 **HISTORICAL PROGRAMMING:** Develop programming that shares Lac du Bonnet’s History.
- 2.3 **HISTORICAL TOURISM:** Showcase St. John’s Church as a must-see attraction for visitors to the region and the Province.

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Create a Community Space where all are Welcome.

- 3.1 **COMMUNITY PROGRAMMING:** Develop programming opportunities that focus on affordable admission.
- 3.2 **COMMUNITY PARTNERS:** Develop policies and work with partners and community members to develop renter-based programming that enhances Lac du Bonnet's social and economic development.

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Organizational Capacity & Effective Operations

- 4.1 **STRATEGIC PARTNERSHIPS:** Develop and foster strong working relationships with local partners and community members to enhance the operations of St. John's Church.
- 4.2 **EFFICIENT & EFFECTIVE HUMAN RESOURCES:** Hire qualified operations manager(s), establish and maintain a knowledgeable, dedicated committee to oversee the direction of St. John's Church and establish and maintain a committed group of volunteers to help fill the Human Resource gap(s).
- 4.3 **COORDINATED PLANNING:** Develop, maintain, and manage the planning tools and policies of St. John's Church.

The Strategic Plan will lead the Preservation Committee to success by focusing the efforts of the committee. With these guiding principles, the committee will be able to develop the tactics and tasks to accomplish the goals.