

UNITARIAN CONGREGATIONS OF GREATER TORONTO

Current Growth Strategies

<u>Strategy</u>	<u>Description</u>	<u>Notes</u>	<u>Status</u>
1. Image/Branding	Create and promote a clear and consistent "brand/image" for U*Uism.	<p>Lead the GTA "Image/Brand" project.</p> <p>Participate in national initiatives (Statement of Principles, Canadian Contextual Theology, Branding).</p> <p>Create an Integrated Web Strategy: Explore opportunities for consistency and interoperability with the individual congregations' websites, as well as with the CUC website.</p>	In Progress
2. Congregational Networking	Support intercommunication and interaction between the member congregations.	Act as conduit to cross-publicize congregational events and news.	In Progress
3. GTA Special Interest Groups	Support Special Interest Groups which function across the member congregations.	<p>For example: Provide a section on the website, assist in the creation of brochures, promotion, etc..</p> <p>Growth and Small Group Ministry are now active. Lay Chaplains have shown interest. Pagans and Social Action have been approached.</p>	In Progress
4. Joint Social Action Program	Promote joint Social Action Program(s) across the GTA and seek media exposure.	Explore leveraging initiatives started by specific congregations (e.g. Organ Donor Program, Habitat for Humanity).	In Progress
5. Strategic Planning	Undertake a review of the strategic directions of our faith.	<p>Promote in the GTA.</p> <p>Publish articles.</p> <p>Participate in national initiatives. (There may be a national conference.)</p>	Pending