

# St. Stephen Orthodox Church

## *Core Values, Mission Statement, and Strategic Areas of Focus*

Dr. Bill Marianes



STEWARDSHIP  
CALLING



# StewardshipCalling.com

## Stewardship Calling

What are you doing with all of the gifts God has given you?

WHY?   STEWARDSHIP   STRATEGIC PLANNING   INTERNET RADIO & PODCASTS   KEYNOTES & LEADERSHIP   RESOURCES

PERSONAL

HOLY ORTHODOX CHURCH OF UGANDA

ST. SOPHIA JEFFERSONVILLE, PA STRATEGIC PLAN

ST. STEPHEN ORTHODOX CHURCH

CHRIST THE SAVIOR ACADEMY

SAMPLE S.M.A.R.T GOAL & ACTION PLANS

BOSTON METROPOLIS -

**Strategic Planning**

**Scroll down to St. Stephen page**

<https://stewardshipcalling.com/st-stephen-orthodox-church/>

### St. Stephen Orthodox

By the grace of God, I am bl... strategic planning. This is th

ing parish of St. Stephen Orthodox Church in Longwood, Florida, through

# Discover Your WHY and Learn the Best Stewardship & Engagement Strategies

St. Katherine's - Melbourne

Saturday, March 7

10:00 a.m.

lunch provided

Register in Advance



YOU ARE INVITED TO

## IGNITE THE FLAME

SEMINAR

FEATURING SPEAKER

### BILL MARIANES

MARCH

SATURDAY 07 AT 10 AM

Light lunch provided

RSVP by March 2nd  
call 321-254-1045  
or  
scan QR code to RSVP



Saint Katherine Greek Orthodox Church  
5965 N. Wickham Rd. Melbourne, FL 32940

# **St. Stephen Orthodox Church**

## **WHY Statement**

**To be faithfully transformed in  
communion with God and others.**



S

STRENGTHS

# St. Stephen Orthodox Church

## STRENGTHS



S

STRENGTHS

**Sense Of Community, Welcoming & Engagement**

**Catechism (Spiritual Formation &**

**Religious Education)**

**Ministry**

**Church Services**

**Parish Growth**



# St. Stephen Orthodox Church



## WEAKNESSES

**Spiritual Formation & Religious Education**

**Property & Facilities**

**Communication**

**Stewardship & Engagement**

**Youth**

**Integration, Connection & Welcoming**

**Leadership**



# St. Stephen Orthodox Church



## OPPORTUNITIES

**Growing Interest In Orthodoxy /  
Religion / Faith**

**Growing Area / Region / Communities /  
Evangelism Opportunities**

**Technology**



THREATS

# St. Stephen Orthodox Church

## THREATS



THREATS

**Economy**

**Secularism / Modernity / Culture / Morality**

**Technology / Internet**

# St. Stephen Orthodox Church

## **“Low Hanging Fruit” Tactical Work**



**~ Communications**

**~ Integration & Welcoming**

**~ Leadership Development**

# Today's Objective

**Reach consensus on most significant St. Stephen**

**A. Core Values,**

**B. Mission Statement,**

**C. Strategic Goal  
Development Plan**



# 10 Stewardship Calling Strategic Plan Elements



1. SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
2. Statement of Why
3. **Core Values**
4. **Mission Statement**
5. **Strategic Areas of Focus**
6. Vision Statement
7. Strategic S.M.A.R.T. Goals
8. Interim Goals & Interim Actions
9. Accountability Scoreboard
10. Cadence of Accountability



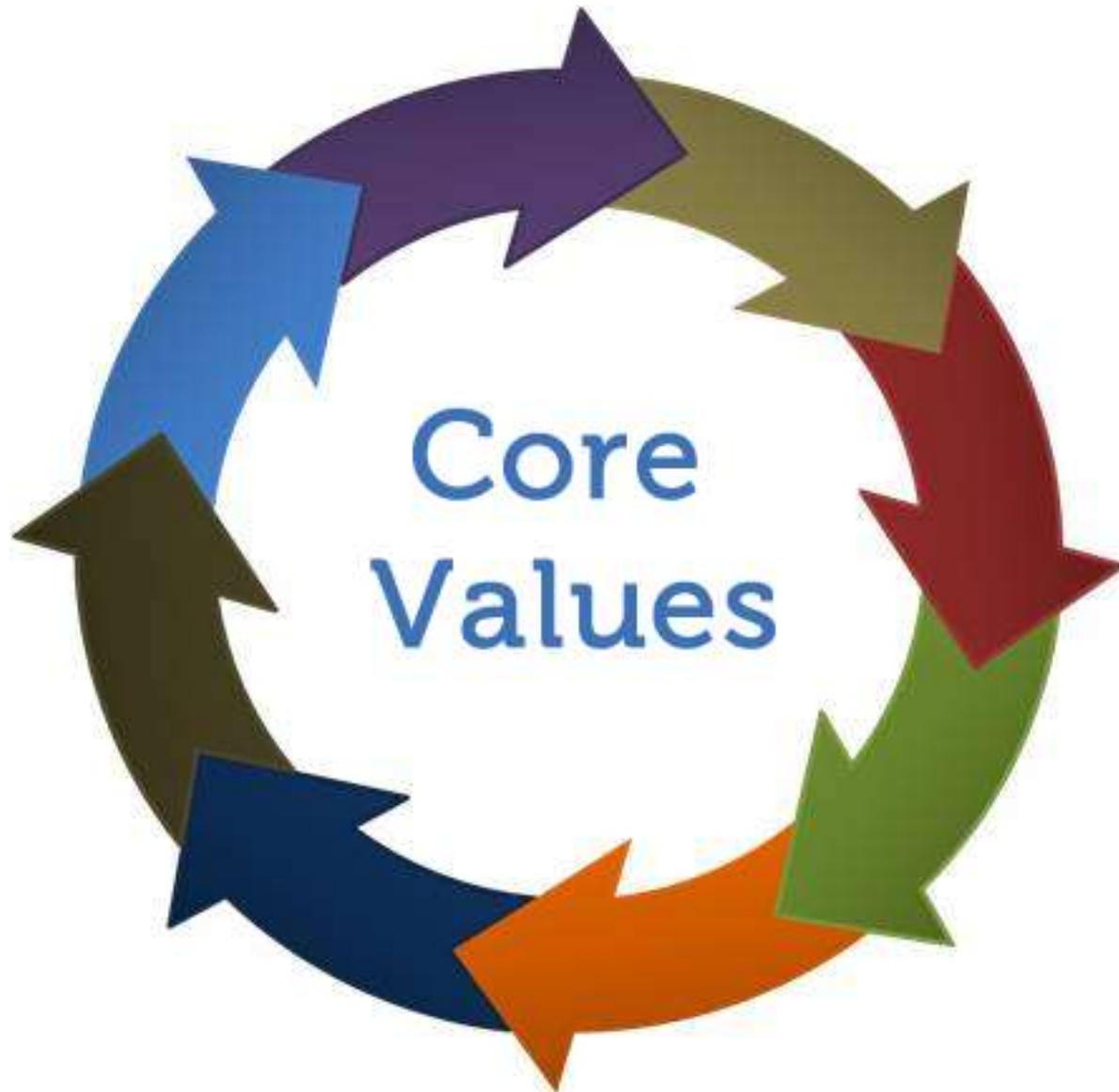
# Vision & Strategic Planning must answer 4 questions:

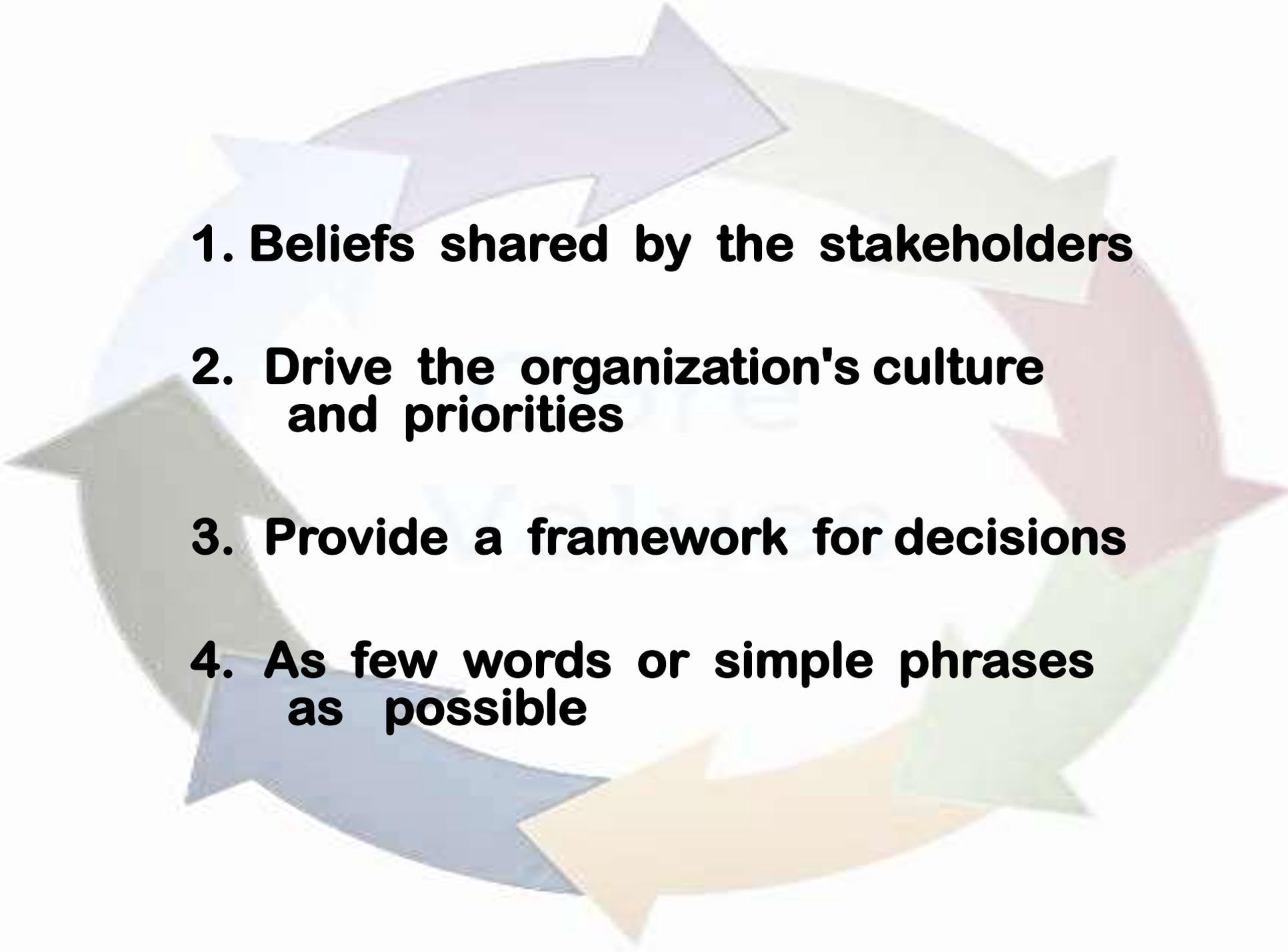
1. Where are we now?

2. Why do we exist?

3. Where do we want to be?

4. How will we get there?





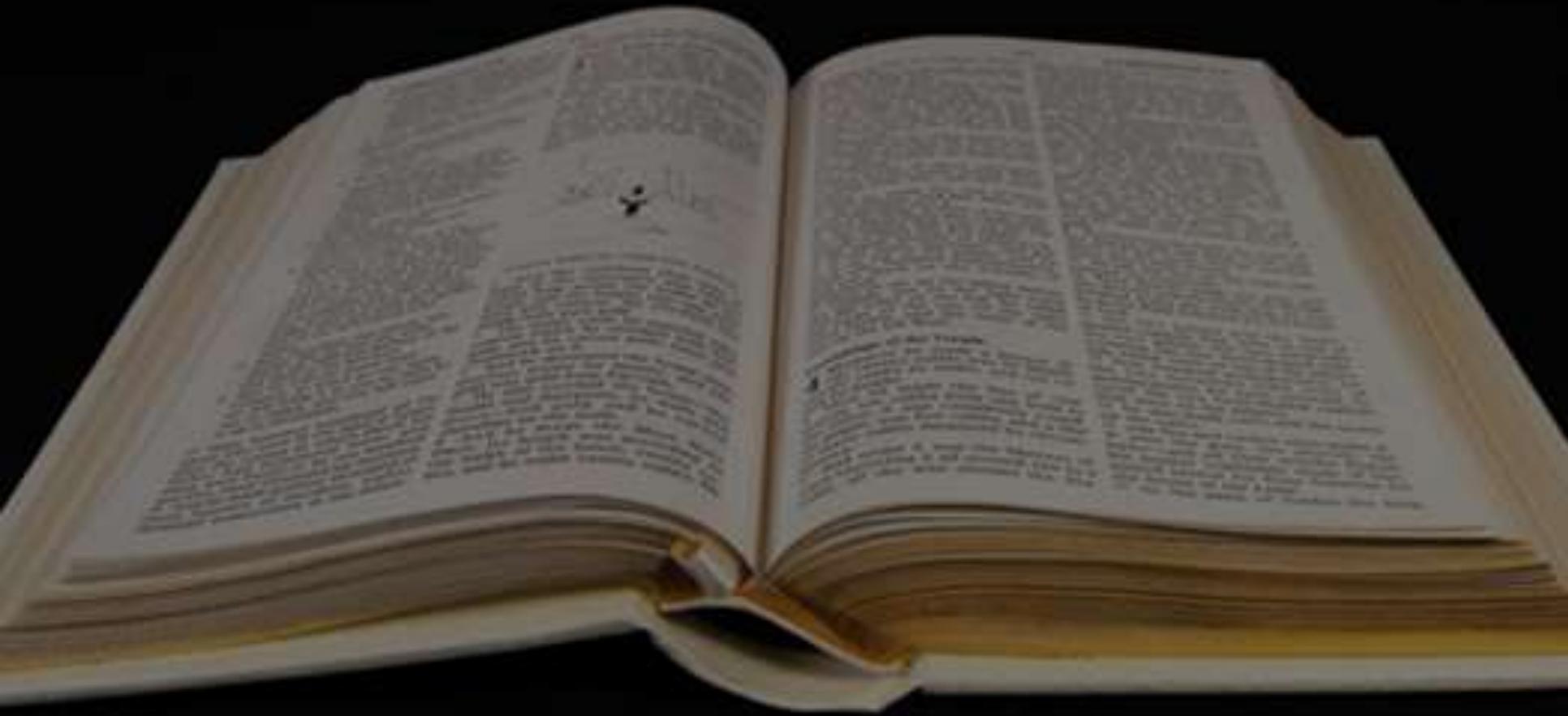
**1. Beliefs shared by the stakeholders**

**2. Drive the organization's culture  
and priorities**

**3. Provide a framework for decisions**

**4. As few words or simple phrases  
as possible**

# Core Values Are Biblical



# GOD'S Core Values

I  
THOU SHALT HAVE  
NO OTHER GODS  
BEFORE ME

II  
THOU SHALT NOT  
MAKE UNTO THEE  
ANY GRAVEN IMAGE

III  
THOU SHALT NOT  
TAKE THE NAME OF  
THE LORD THY GOD  
IN VAIN

IV  
REMEMBER THE  
SABBATH DAY TO  
KEEP IT HOLY

V  
HONOR THY FATHER  
AND THY MOTHER

VI  
THOU SHALT  
NOT KILL

VII  
THOU SHALT NOT  
COMMIT ADULTERY

VIII  
THOU SHALT  
NOT STEAL

IX  
THOU SHALT NOT  
BEAR FALSE  
WITNESS AGAINST  
THY NEIGHBOR

X  
THOU SHALT  
NOT COVET

# CHRIST'S Core Values

## THE BEATITUDES

Blessed are the poor in spirit,  
for theirs is the kingdom of heaven.

Blessed are those who mourn,  
for they shall be comforted.

Blessed are the meek,  
for they shall inherit the earth.

Blessed are those who hunger and thirst  
for righteousness, for they shall be satisfied.

Blessed are the merciful  
for they shall obtain mercy.

Blessed are the pure of heart,  
for they shall see God.

Blessed are the peacemakers,  
for they shall be called children of God.

Blessed are those who are persecuted  
for righteousness sake,  
for theirs is the kingdom of heaven.

Matthew 5:3-10

# **St. Stephen Orthodox Church**

## **Core Values**

**Worship**

**Hospitality**

**Service**

**Stewardship**

**Spiritual Formation**



Mission

Statement

# Mission Statement

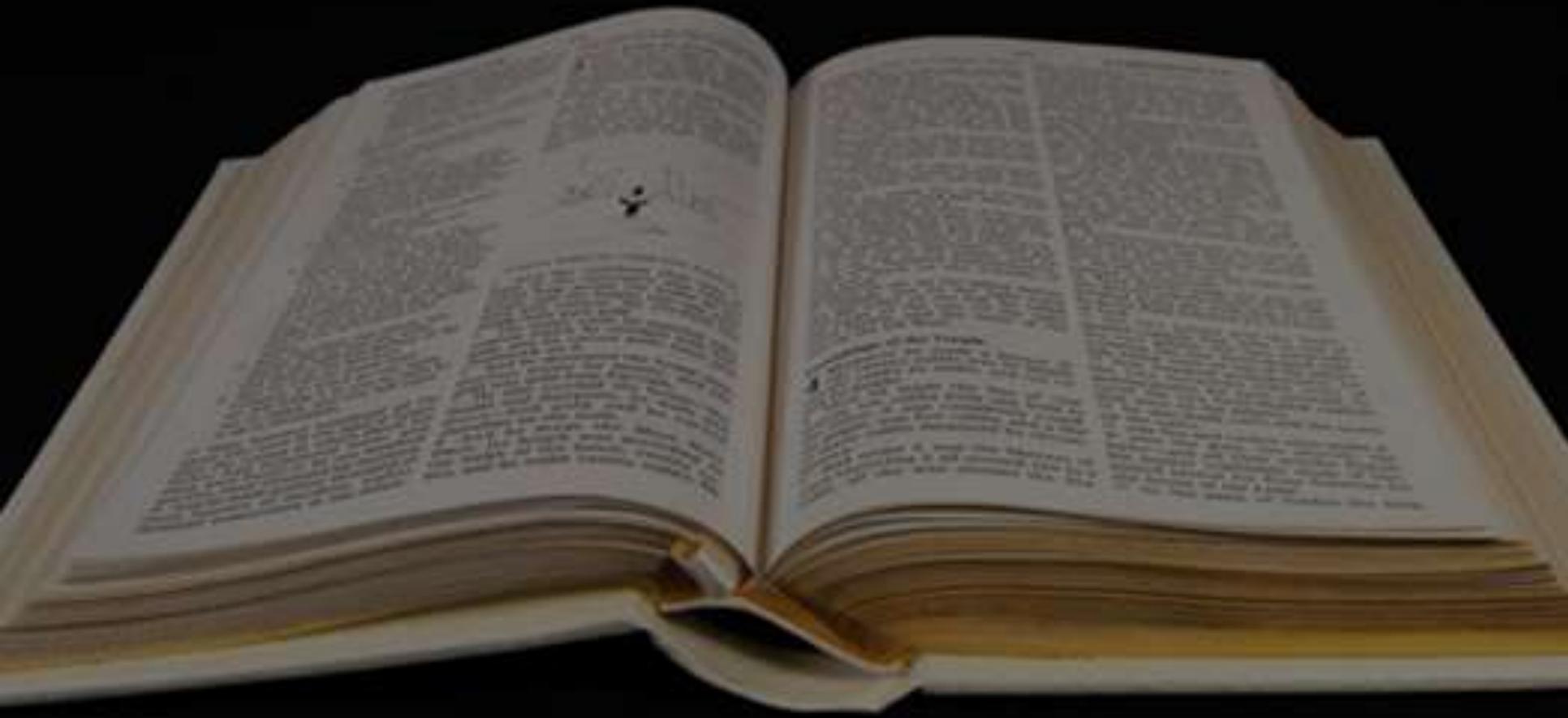
Answers strategic planning question #3:

*What do we do?*

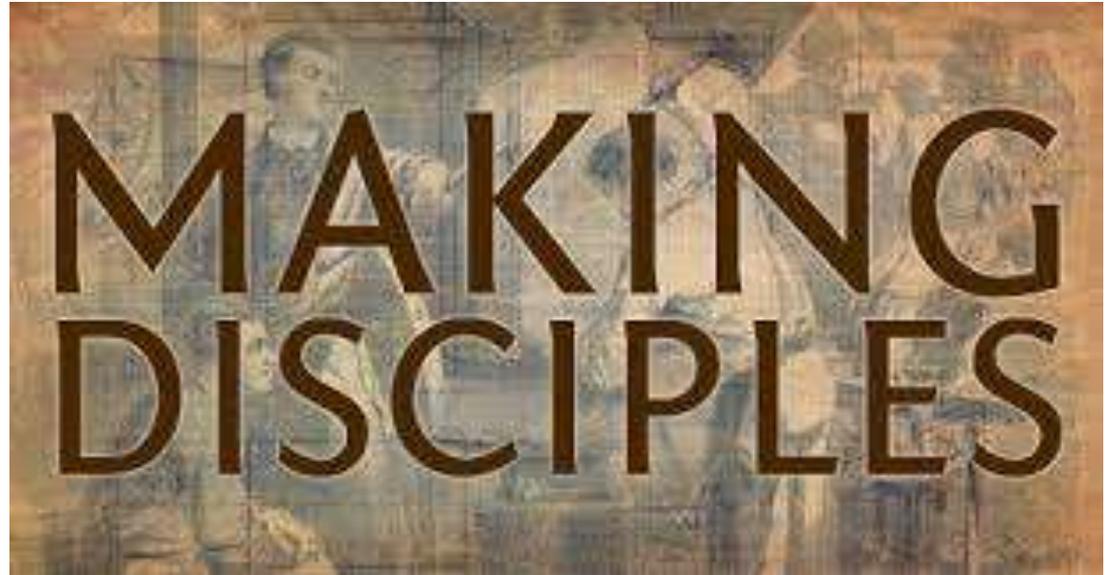
~ A clear description of what the organization does to achieve its Why/Vision/Goals



# A Mission Statement Is Biblical



The Great  
Commission  
Mission Part 2  
(Matthew  
28:18-20)



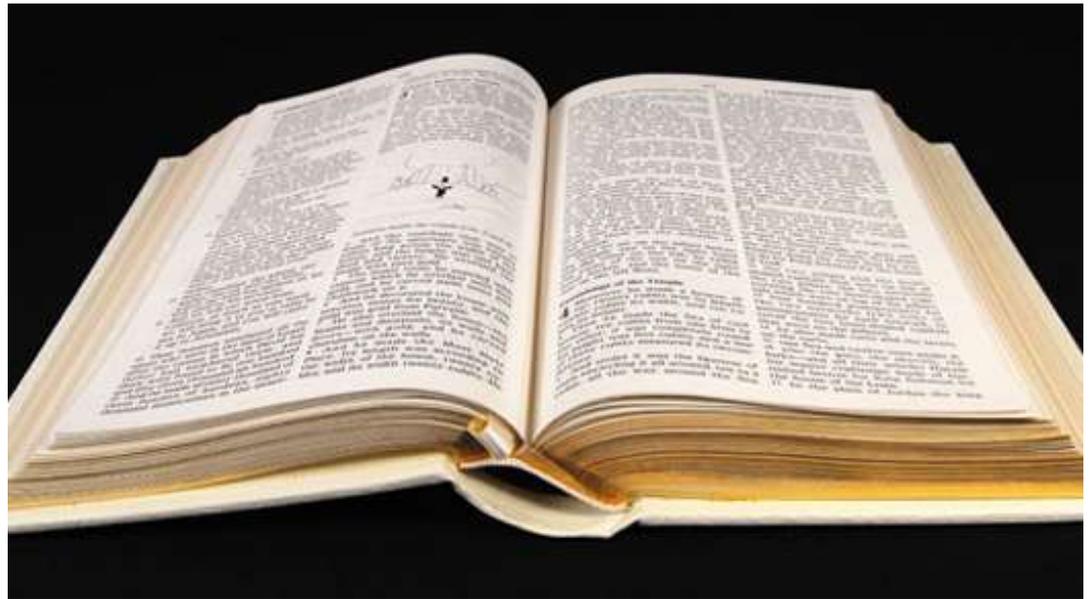
***“Go therefore and  
make disciples of  
all the nations”***

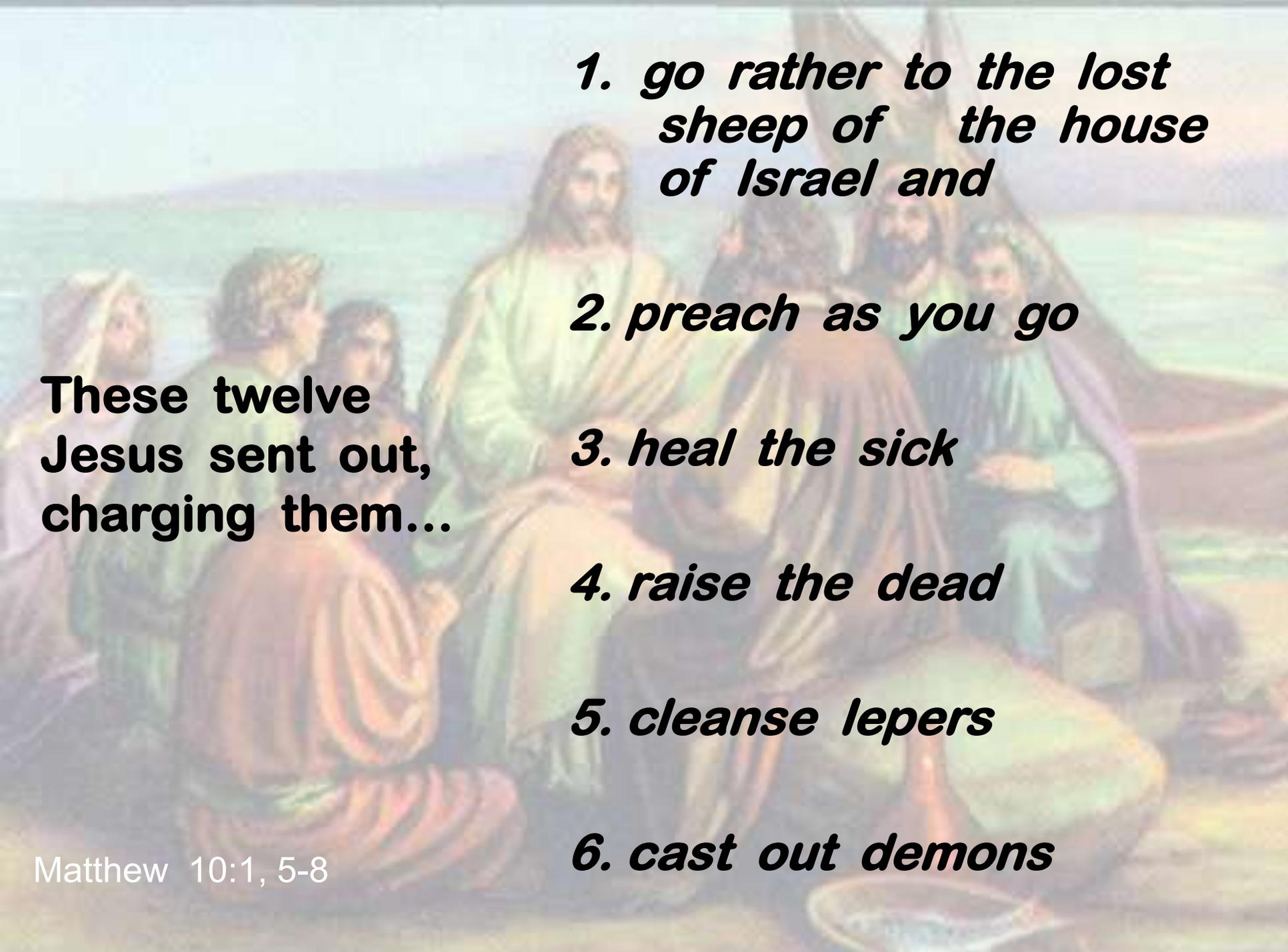
# **St. Stephen Orthodox Church**

## **Mission Statement**

**We (celebrate/worship) the  
Holy Trinity through a  
sacramental life, welcoming  
and serving all in love.**

**Strategic  
Goals  
Are Biblical**





***1. go rather to the lost  
sheep of the house  
of Israel and***

***2. preach as you go***

**These twelve  
Jesus sent out,  
charging them...**

***3. heal the sick***

***4. raise the dead***

***5. cleanse lepers***

***6. cast out demons***

ACHIEVING YOUR WILDLY  
IMPORTANT GOALS

#1  
Business  
Bestseller  
*The Wall Street  
Journal*

The  
4 Disciplines  
of  
Execution



CHRIS McCHESNEY

SEAN COVEY

THE NEW YORK TIMES BESTSELLING AUTHOR

JIM HULING

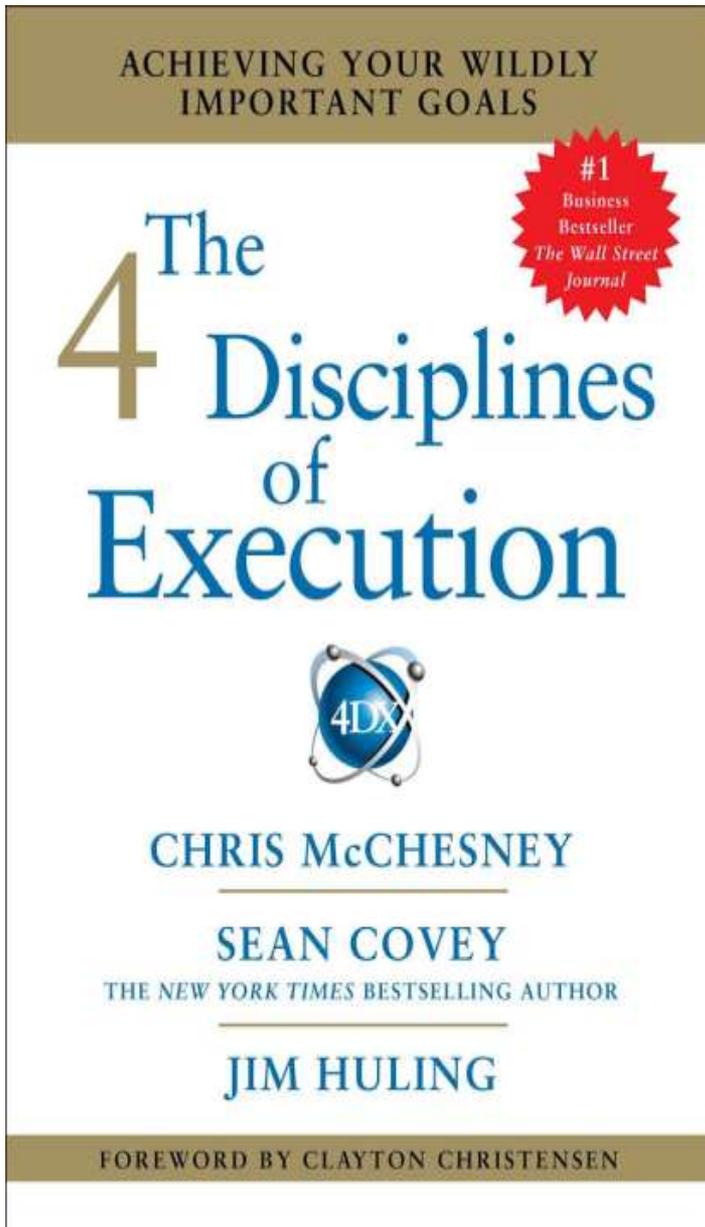
FOREWORD BY CLAYTON CHRISTENSEN

**“In the  
moment,  
urgency  
always trumps  
importance”**



Chris McChesney

Franklin Covey 4DX



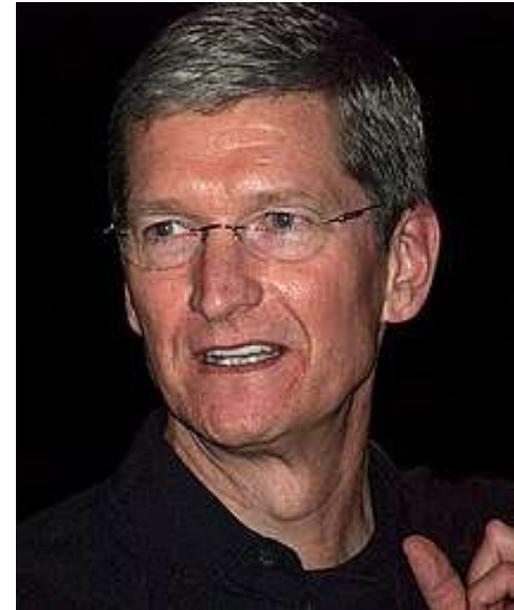
1. Determine your **WIGs (Wildly Important Goals)**
2. Act on Lead Measures
3. Create a Compelling Scoreboard
4. Create a Cadence of Accountability

**Steve Jobs hired Tim Cook to improve the Apple Supply Chain**



**The Apple Supply Chain is now one of the best in the world.**

**Tim Cook went from Apple's Chief Procurement Officer to being Apple's CEO.**



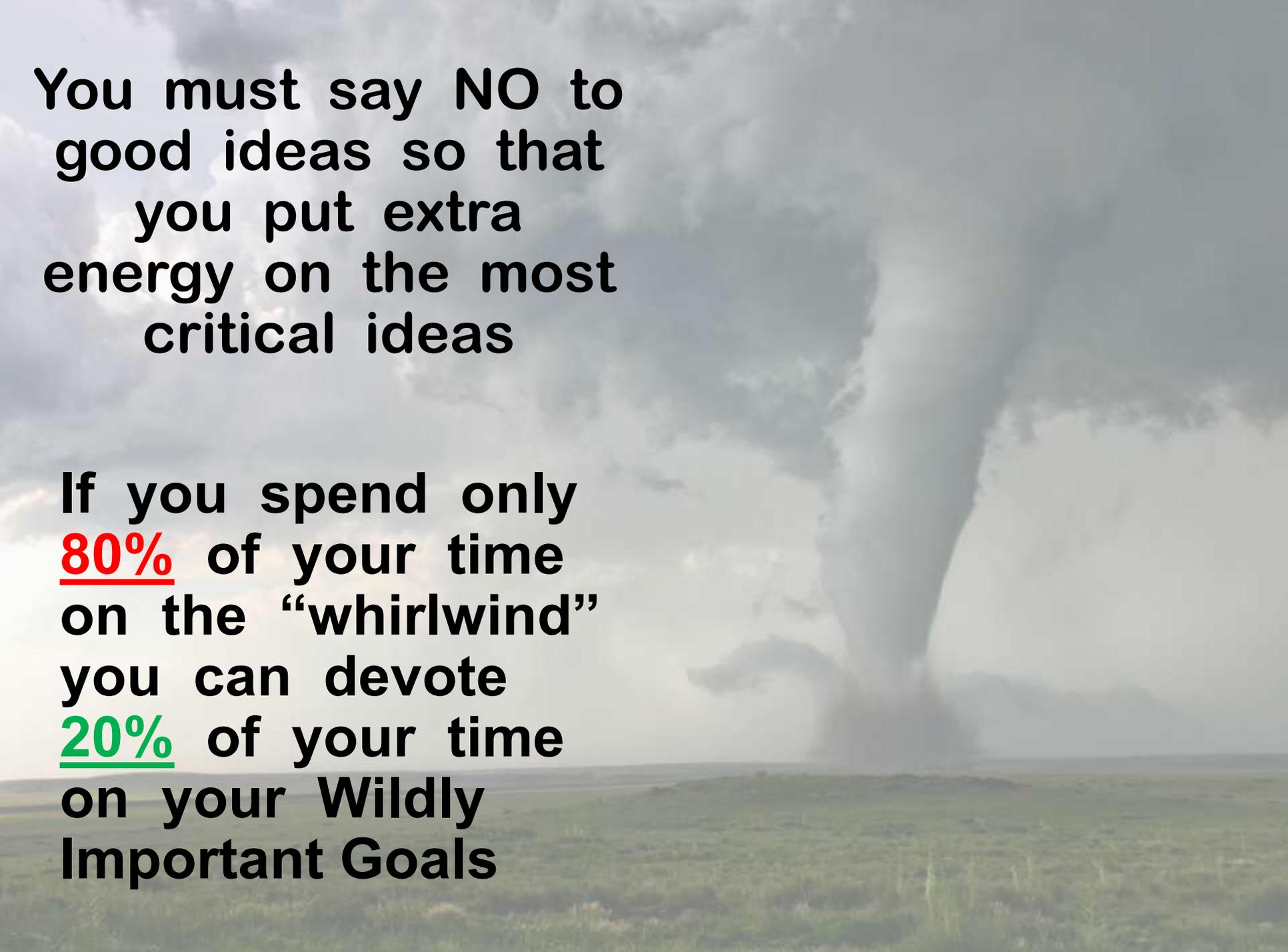
**“We are the most focused company that I know of or have read of or have any knowledge of. We say no to good ideas every day.**

**We say no to great ideas in order to keep the amount of things we focus on very small in number so that we can put enormous energy behind the ones we do choose...**

**It’s not just saying yes to the right products, it’s saying no to many products that are good ideas, but just not nearly as good as the other ones.”**



**Tim Cook**



**You must say NO to  
good ideas so that  
you put extra  
energy on the most  
critical ideas**

**If you spend only  
80% of your time  
on the “whirlwind”  
you can devote  
20% of your time  
on your Wildly  
Important Goals**

BILL MARIANES

REVITALIZE STEWARDSHIP IN  
YOUR PARISH AND PERSONAL LIFE

# A STEWARDSHIP CALLING



Ancient Faith  
PODCASTS



ANCIENT FAITH RADIO

*Bringing the Ancient Christian Faith to the Modern World*

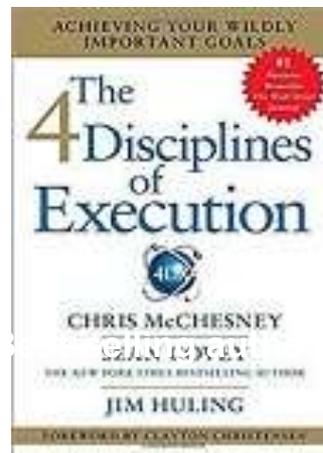
Ancient Faith Ministries

## Using The Four Disciplines of Execution In Parishes

August 5, 2020

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<https://www.ancientfaith.com/podcasts/stewardshipcalling/how-can-you-and-your-church-be-more-effective>





*Strategic Areas Of*

**FOCUS**

- ~ Selected based on the biggest final Weaknesses**
- ~ SAFs should be concise phrases**

# **St. Stephen Orthodox Church Strategic Areas of Focus From SWOT Weaknesses Heat Mapping**

## **1. Stewardship & Engagement**

(youth and adults)

## **2. Spiritual Formation & Religious Education** (youth and adults)

**Pre Strategic Planning Continual Area of  
Focus = Property & Facilities**

A photograph of a grand, ornate theater interior. The stage is the central focus, featuring a large, multi-layered curtain system. The top layer is a deep red, and the bottom layer is a light, shimmering gold or yellow. The stage is framed by an elaborate, arched architectural structure with intricate carvings and a decorative frieze. On either side of the stage, there are side boxes or alcoves. The left alcove contains a piano and an American flag, while the right alcove features a harp. The theater's ceiling is also highly decorative, with a complex, repeating geometric pattern. The foreground is filled with rows of plush, red upholstered seats, all facing the stage. The overall atmosphere is one of classic elegance and grandeur.

**Let's Discuss the Next Steps**

# Stewardship Calling Strategic Plan Elements

- SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
- Statement of Why
- Core Values
- Mission Statement
- Strategic Areas of Focus
- **Strategic S.M.A.R.T. Goals**
- **Interim Goals & Interim Action Plans**
- **Accountability Scoreboard**
- Vision Statement



STEWARDSHIP  
CALLING

# St. Stephen Orthodox Church – Strategic Areas of Focus

## **1. Stewardship & Engagement will meet 2-16-26 at 6:30**

<https://us02web.zoom.us/j/4661132163>

Meeting ID: 466 113 2163

--- One tap mobile

+13126266799,,4661132163# US

## **2. Spiritual Formation will meet 2-17-26 at 6:30**

<https://us02web.zoom.us/j/4661132163>

Meeting ID: 466 113 2163

--- One tap mobile

+13126266799,,4661132163# US

## **3. I will draft Action Plans for after Goals are determined**

# **Stewardship & Engagement S.M.A.R.T. Goal**

**We will research, develop, and implement a best practices and effective adult and youth Stewardship & Engagement Ministry (the “Stewardship & Engagement Ministry”) with a comprehensive communications plan that will achieve the following “Stewardship & Engagement Targets” within 36 months:**

- (a) Transition the adult and youth parishioners to becoming percentage givers on their way to becoming tithers;**
- (b) Increase the adult and youth ministry engagement so that at least 70% of parishioners are actively engaged in ministry through implementing pathways for parishioners to use their time and talents on our way to becoming a full participation parish;**
- (c) Cover at least 70% of parish operating expenses solely through financial stewardship contributions; and**
- (d) Implement a planned giving campaign in which at least 15% of parishioners participate.**

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b>Interim Goal 1: Research the most effective stewardship and ministry engagement programs within 4 months</b>			
<b>1. Form Stewardship &amp; Engagement Ministry Team (S&amp;EMT).</b>	SPT and S&EMT Goal Co-Captains	1 month after Start Date	<b>S&amp;EMT members agree to serve</b>
<b>2. Determine adult and youth stewardship, tithing, ministry engagement, and planned giving key definitions, data, and effectiveness metrics.</b>	S&EMT	1 month after step 1	<b>Definitions and metrics determined</b>
<b>3. Analyze the adult and youth parish baselines on those key stewardship, tithing, ministry engagement, and planned giving metrics, survey/research parish impediments to achieving increased stewardship, tithing, ministry engagement, and planned giving success.</b>	S&EMT	2 months after step 2	<b>Parish baselines and parish impediments determination are finalized</b>
<b>4. Identify at least 2-3 ministry engagement, 2-3 stewardship, percentage giving/tithing, and 2-3 planned giving programs to consider from both inside and outside the Orthodox ecosystem.</b>	S&EMT	Simultaneous with steps 2 & 3	<b>At least 2-3 of each of stewardship, ministry engagement &amp; planned giving programs are examined</b>

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b>Interim Goal 2: Develop the most effective Stewardship, Ministry Engagement &amp; Planned Giving Ministry within 3 months</b>			
<b>5. Evaluate researched adult and youth stewardship, tithing, ministry engagement, and planned giving programs for effectiveness against key parish performance metrics and baselines based on criteria of effectiveness determined in step 2.</b>	S&EMT	1 month after step 4	Evaluation of alternative stewardship & ministry engagement, tithing, and planned giving programs is completed
<b>6. Modify or develop new adult and youth stewardship, tithing, ministry engagement, and planned giving ministry programs for utilization at the parish (the “SMEPG Ministry”) and establish monthly performance benchmarks and comprehensive communications strategy and plan.</b>	S&EMT	2 months after step 5	SMEPG Ministry is finalized, and monthly performance benchmarks are determined
<b>Interim Goal 3: Recruit and train Ambassadors within 3 months</b>			
<b>7. Identify and recruit stewardship personal visitation (“Ambassadors”) who can implement the SMEPG Ministry.</b>	S&EMT	1 month after step 6	Ambassadors are recruited
<b>8. Train Ambassadors to implement all aspects of the SMEPG Ministry.</b>	S&EMT	2 months after step 7	Ambassadors are trained

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b><u>Interim Goal 4: Implement the Stewardship, Engagement &amp; Tithing Ministry to achieve the Stewardship &amp; Engagement Targets within 24 months</u></b>			
<b>9. Fully implement the SMEPG Ministry to achieve the Stewardship &amp; Engagement Targets.</b>	Ambassadors	24 months after step 8	SMEPG Ministry is fully launched
<b>10. Track and report on monthly performance benchmarks determined in step 6 and continue Ambassadors follow-up with parishioners until Stewardship &amp; Engagement Targets are achieved</b>	Ambassadors	Contemporaneous with step 9	Established monthly Stewardship & Engagement Targets are achieved
<b><u>Interim Goal 5: Compile and assess the results of the Stewardship, Engagement &amp; Tithing Ministry and make necessary improvements within 2 months</u></b>			
<b>11. Obtain and compile qualitative and quantitative data from SMEPG Ministry and determine effectiveness and success (based on criteria established in step 2) and identify areas for improvement.</b>	Ambassadors and S&EMT	1 month after step 10	SMEPG Ministry assessments are completed
<b>12. Finalize and deliver SMEPG Ministry assessment analysis report and make all refinements necessary to make the SMEPG Ministry more effective.</b>	Ambassadors and S&EMT	1 month after step 11	Analysis is completed, and SMEPG Ministry is refined accordingly

# Stewardship & Engagement Action Plan

<b><u>Lead Measure Action</u></b>	<b><u>Deadline Date</u></b>	<b><u>% Complete and Date</u></b>
1. Form Stewardship, Engagement & Planned Giving Ministry Team		
2. Develop definitions and effectiveness metrics		
3. Analyze parish baselines and engagement success impediments		
4. Research Stewardship, Engagement & Planned Giving Ministry		
5. Evaluate Stewardship, Engagement & Planned Giving Ministry		
6. Finalize Stewardship, Engagement & Planned Giving Ministry		
7. Identify and recruit Stewardship Ambassadors		
8. Train Stewardship Ambassadors		
9. Implement Stewardship, Engagement & Planned Giving Ministry and manage to interim monthly targets		
10. Track performance Data from Stewardship, Engagement & Planned Giving Ministry Implementation		
11. Obtain qualitative and quantitative assessment data from Stewardship, Engagement & Planned Giving		
12. Improve Stewardship, Engagement & Planned Giving Ministry based lessons learned in step 11		

# Check out sample S.M.A.R.T. Goals and Action Plans in your Strategic Area of Focus

[Stewardship Calling.com](https://stewardshipcalling.com)

Strategic Planning

Scroll to Sample S.M.A.R.T. Goal & Action Plans

<https://stewardshipcalling.com/sample-s-m-a-r-t-goal-action-plans/>

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S M

ST. SOPHIA JEFFERSONVILLE, PA STRATEGIC PLAN

T

ACTION PLAN

ST. STEPHEN ORTHODOX CHURCH

TIME-BOUND

SPECIFIC MEASURABLE A

CHRIST THE SAVIOR ACADEMY

SAMPLE S.M.A.R.T G

SAMPLE S.M.A.R.T GOAL & ACTION PLANS

Here are sample d  
Stewardship Callin  
category. Parishes  
and Action Plans d  
would like to see e

BOSTON METROPOLIS –  
THRIVING CONGREGATIONS  
TRAINING PROGRAMS ON  
PARISH STRATEGIC PLANNING

and Action Plans created by Parishes using my  
process. They are broken down by subject matter  
starting point to create their own S.M.A.R.T. Goals  
for their Parish needs. If you have any questions, or  
als, please contact me at

ST. SOPHIA UKRAINIAN  
SEMINARY

# Church Roadmap Podcast



**From Dues to Discipleship:  
Why Stewardship Is Formation, Not  
Fundraising (2-11-26 – 7:00 p.m.)**



**The King Who Kneels: Why Servant  
Leadership Is Not Optional (2-4-26 –  
7:00 p.m.)**

## Watch or Listen:

- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

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FEATURING SPEAKER

### BILL MARIANES

MARCH

SATURDAY 07 AT 10 AM

Light lunch provided

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SAMPLE S.M.A.R.T GOAL & ACTION PLANS

BOSTON METROPOLIS -

**Strategic Planning**

**Scroll down to St. Stephen page**

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### St. Stephen Orthodox

By the grace of God, I am bl...  
strategic planning. This is th

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***Core Values,  
Mission Statement,  
and Strategic  
Areas of Focus***

**Dr. Bill Marianes**

