



*ANNUNCIATION OF THE LORD*  
*CATHOLIC CHURCH*

**PARISH PASTORAL PLAN**  
**2017-2022**

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*TO GET INVOLVED OR SUPPORT ANY ASPECT OF THIS PLAN:*

CALL 256-353-2667 OR EMAIL [PARISH@ANNUNLORD.COM](mailto:PARISH@ANNUNLORD.COM)

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## ANNUNCIATION OF THE LORD PARISH PASTORAL PLAN

### A WORD FROM THE PASTOR

Dear Brothers and Sisters,

There has been much anticipation and excitement surrounding the process to develop a Parish Pastoral Plan to renew our ministries and place Annunciation of the Lord Parish (including St. Ann Catholic School) on a path of growth and vitality. Recognizing the crucial role that our parishioners, school parents, faculty, and school and parish staff have played in our successful planning process, and how essential your continued engagement is to our future, I am pleased to present to you our Parish Pastoral Plan which will guide our efforts over the next 5+ years.

This planning process began with honest and thoughtful input from several hundred people through interviews, surveys, and listening sessions. In addition, we gathered excellent, faith-filled, and varied ideas from our Planning Teams (over 50 people), and Parish Convocation which drew over 100 parishioners in June. All of this would not have been successful without the leadership and coordination by our Steering Committee. We are humbled by and grateful for your substantial contributions of wisdom, passion, faith, and prayers.

This entire process from the surveys through the Convocation helped us to identify 9 goals for renewing our parish and school. We propose bold new strategies to accomplish these goals over the next five years. We include several strategies that have been in place for the sake of emphasis and a commitment to continually improve our efforts. This plan is *a living document*. As time, experience, resources, and wisdom allow, we will learn our way into more effective, realistic, and cost-efficient strategies to accomplish the priorities of the plan.

We hope to build upon the wonderful spirit of engagement experienced throughout this planning process. The successful implementation of the plan depends upon the involvement and support of the entire parish and school community to ensure a wonderful future for our parish. I invite you all to reflect on and pray over how you and your family might deepen your participation in and commitment to our parish and school and renew your sense of service to others.

Please continue to pray for our success as our growth and renewal as a parish and school community will only be possible through the grace of God.

Our Lady of the Annunciation, pray for us!!

In Christ,



Fr. Ray Remke  
Pastor

*As they prayed, the place where they were gathered shook, and they were all filled with the Holy Spirit and continued to speak the word of God with boldness. (Acts 4:31)*



ANNUNCIATION OF THE LORD PARISH PASTORAL PLAN

**REVISED PARISH VISION AND MISSION STATEMENTS**

*Vision Statement*

To know and love God and be Christ to one another.

*Mission Statement*

We are a vibrant, Catholic community, embracing our diversity and united in the Eucharist. We will cultivate the good news of Jesus Christ by fostering justice and mercy among all of God’s people, committing to Catholic formation and education, and inviting others to join in our mission. Fortified by the grace of the Holy Spirit and guided by our Lord, we commit ourselves to the responsible stewardship of all of God’s gifts.

**PLANNING TIMELINE SCHEDULE**

Aug. 2015	Steering Committee Formed & ISPD Assessment of the Parish
Sept.	Steering Committee Developed Survey
Oct.-Nov.	Survey Distributed/Collected
Jan. – Feb.	Parish Community Meetings
May 10 & 24	Planning Team meetings
June 22	Parish Convocation
July-Sept.	Development of the Parish Pastoral Plan
Oct.	Announcement of Parish Pastoral Plan / Implementation Begins

**STEERING COMMITTEE**

Amy Anderson  
Jenny Brown  
Scott Brown  
Betsy DiGiulian  
Stephen Doud  
Jenise Filiatrault

Charlie Follin  
Jan Gile  
Ginger Harkins  
Johanna Horton  
Scott Mackinnon  
Mark Maloney

Angie Murray  
Fr. Ray Remke  
Cathryn Schartung  
Connie Schartung  
Becky Shelton  
Jann Thomas



## ANNUNCIATION OF THE LORD PARISH PASTORAL PLAN

### PASTORAL PLAN PRIORITIES

Goal 1: Bridge the diverse ethnic communities within the church, enriching each other's lives both spiritually and culturally.

Goal 2: Cultivate a deeper understanding, engagement, and reverence for the liturgy.

Goal 3: Cultivate a culture of Stewardship and a deeper understanding of "A Life of Stewardship" within our parish community.

Goal 4: Bolster hospitality ministries and promote fellowship within the parish.

Goal 5: Strengthen St. Ann School focusing on marketing, enrollment, communication with parishioners, academic quality, and extracurricular activities.

Goal 6: Provide parishioners of all ages ongoing opportunities to renew, enrich, and learn about the faith.

Goal 7: Invite and inspire current and new parishioners to increase offertory giving to meet and expand current ministries, contribute toward paying down current building debt, and fund future construction projects.

Goal 8: Improve marketing and communications internally to the parish community in general and among the various parish groups as well as externally to the broader community.

Goal 9: Develop a plan to fulfill the next phase of the Master Plan that calls for a permanent Church and a multi-purpose facility (offices, meeting space, and gym).



**PARISH PASTORAL PLAN**

**Goal 1**

**Bridge the diverse ethnic communities within the church, enriching each other's lives both spiritually and culturally.**

*To accomplish this goal, we will:*

- 1.1 Recruit a Hispanic staff member. Ensure Hispanic representation on the parish council. Develop ways to engage and involve the Hispanic community. Form a Community Committee to include a variety of cultures from the parish to assist with ensuring cultural representation in parish-wide activities and celebrations throughout the year.
- 1.2 Take inventory of all the cultures, nationalities, and languages represented by parishioners. Include regular testimonials in the bulletin to highlight the heritage of the many represented cultures. Highlight their personal story, a devotional practice from their culture, etc.
- 1.3 Increase awareness of the opportunities for devotional practices that transcend culture, e.g., Adoration, novenas, Lenten fasting, May Crowning, Las Posadas, Stations of the Cross, etc. Invite all parishioners to participate in major Feast Days as one parish community, e.g., Pentecost, Corpus Christi, Our Lady of Guadalupe.
- 1.4 Offer English as a Second Language (ESL) classes for Spanish, dialect, and other language speakers; Offer Spanish as a second language class for English speakers.
- 1.5 Provide professional development opportunities for church and school leaders, staff, and volunteers on ways to be more effective engaging and including people of other cultures.
- 1.6 Emphasize the international nature of the parish at parish picnics and other events. Create opportunities for parishioners to share cultural foods, artwork, music, religious traditions, sports, games, etc.
- 1.7 Promote and support a Hispanic-led fundraiser for the parish.
- 1.8 Facilitate ways to learn from parishes that have been successful with cultural integration.

*Goal 1 will be implemented by the Community Committee.*



**Goal 2** Cultivate a deeper understanding, engagement, and reverence for the liturgy.

*To accomplish this goal, we will:*

- 2.1 Facilitate increased awareness of the Mass by weaving catechetical moments into homilies teaching parts of the Mass, the real Presence, the significance of gestures, reverence, rituals, symbols, and esthetics of the sanctuary. Promote opportunities to learn about the liturgy: specific RCIA sessions, featured books in English and Spanish, guest lecturers, an article series, videos, etc.
- 2.2 Ensure an encouraging and welcoming tone throughout the liturgy.
- 2.3 Set a prayerful ambience before and after Mass (e.g., dimming sanctuary lights, playing meditative instrumental music, etc.) and offer reminders to turn off cell phones and minimize conversation to preserve a sense of sacred space during Mass.
- 2.4 Strengthen homilies to be more effective, engaging, and relevant. Clergy should assist each other to continually improve content and delivery.

*Goal 2 will be implemented by the Liturgy Committee.*



**Goal 3**

**Cultivate a culture of Stewardship and a deeper understanding of “A Life of Stewardship” within our parish community.**

*To accomplish this goal, we will:*

- 3.1 Host Stewardship Days throughout the year, including a ministry fair to educate parishioners, promote ministries, increase ministry involvement, widen financial support of the parish, and celebrate the many ways that the parish is fulfilling its mission to serve and evangelize. Cultivate practices of discernment for all ages to reflect on God’s call for each to serve God through caring for others. Effectively implement the “Living your Strengths” program. Emphasize service opportunities for parishioners of all ages and cultures, e.g., visiting the homebound, spring cleanup at elderly homes, community clean up days, tutoring at school, etc.
- 3.2 Promote and encourage a children’s giving program that cultivates an awareness of and appreciation for regularly giving of time, treasure, and talent to the parish. Emphasize the practice of giving to God as expression of gratitude.
- 3.3 Express gratitude to volunteers verbally, through the bulletin, at Mass announcements, thank you notes, volunteer appreciation dinner, etc. Include a prayer for parish benefactors in the petitions.
- 3.4 Hire a Director of Service. Establish a Stewardship Committee. Train committee members and selected parish staff on current best practices on Catholic stewardship through webinars, conferences, and internal team-building sessions.
- 3.5 Develop and maintain a Stewardship Handbook which lists and explains each ministry, provides contact person, and lists opportunities for volunteer leadership. Coordinate this publication with parish marketing efforts.
- 3.6 Plan for and implement a stewardship campaign that invites parishioners to deepen their commitment to and participation in the parish through a variety of media and various initiatives throughout the year. Choose a theme, mail out pledge cards, showcase ministries, inventory the talents of parishioners, invite guest speakers, develop video and/or brochure, offer testimonials at Mass or in the bulletin, suggest readings, invite volunteers, etc.
- 3.7 Emphasize through homilies that “a life of Stewardship” is a way of discipleship.

*Goal 3 will be implemented by the Stewardship Committee.*



**Goal 4 Bolster hospitality ministries and promote fellowship within the parish.**

*To accomplish this goal, we will:*

- 4.1 Create a standing Hospitality and Fellowship Committee to establish a plan for accomplishing these and other goals.
- 4.2 Provide family activities (both fun and faith-oriented) engaging parents and children together and also separately, e.g., family fun nights, movie on the parish lawn, sports games, etc.
- 4.3 Place greeters at all doors before and after weekend Mass. Train all greeters and ushers on techniques to be warm, welcoming, and engaging. Personally invite new greeters from a variety of ages, genders, and ethnicities. Provide nametags for greeters.
- 4.4 Strengthen the new parishioner experience with a welcoming parish information packet, an orientation social, a personal note of welcome from parish council, and linking them with a “companion” parishioner family to welcome them and serve as a resource. Encourage new parishioners to participate in at least one ministry. Pastor will personally call each new parishioner family within a month of their registering.
- 4.5 Institute a welcome before each weekend Mass, encouraging the congregation to introduce themselves to those around them, visitors to say where they are from, and people to share wedding anniversaries and/or birthdays. Mention for whom the Mass is being offered.
- 4.6 Take a group of volunteer leaders to visit other churches (Catholic and non-Catholic) and interview leaders to gain fresh ideas for hospitality and fellowship.
- 4.7 Consider offering childcare during liturgies and parish functions
- 4.8 Identify, acknowledge, and pray for parishioners currently serving in the military. Recognize and honor veterans on the Sundays closest to Veterans Day and Memorial Day.
- 4.9 Continue Friday night Lent fish fries.
- 4.10 Expand the scope of the Good Samaritan Group outreach ministry. Promote wider parishioner volunteerism and develop a stronger focus of outreach to Hispanic families.
- 4.11 Begin a religious movie night followed by a facilitated discussion.
- 4.12 Facilitate parishioners learning names through the use of name tags at parish events.
- 4.13 Experiment with ways to bring people together over personal interests and creative talents: sewing club, cooking competition, musical talent show, ice skating night out, bowling, etc.
- 4.14 Form a walking club to meet once a week in the mornings at different locations and gather for lunch afterwards. This should be volunteer lead.
- 4.15 Bring back the Mothers Club to meet once a week. Alternate between respite social time with other mothers (provide childcare) and mother-child bonding activities such as reading stories or some creative activity.

*Goal 4 will be implemented by the Hospitality and Fellowship Committee.*



**Goal 5** Strengthen St. Ann School focusing on marketing, enrollment, communication with parishioners, academic quality, and extracurricular activities.

*To accomplish this goal, we will:*

- 5.1 Increase teacher retention through improving compensation, tuition benefits, and overall quality of work experience. Initiate Professional Learning Communities (PLCs) among faculty to assist one another to continually improve instructional practices. Promote and support professional competency for delivering differentiated instruction, integrating of technology in the classroom, and using assessment data (formative and summative) to tailor instruction to individual learners.
- 5.2 Institute a quarterly promotion of the school at the parish. A newsletter highlighting activities and accomplishments could be inserted in the bulletin, and the principal can speak at all Masses on that weekend. Have students in uniform hand out the newsletter after Mass during Catholic Schools Week.
- 5.3 Survey parents annually to receive input on how the school can continually improve.
- 5.4 Develop a school marketing plan to reach out to the broader community through improved recruitment materials (e.g., updated brochure, professional quality video), signage around the area, a current website, effective use of social media, etc. Offer marketing, recruitment, and registration materials in Spanish. Form a parent ambassador committee to reach out and host events for prospective parents. Develop a targeted outreach effort for Hispanic families, i.e., Madrina program.
- 5.5 Develop an alumni database and establish an alumni outreach plan to communicate school news, invite to special events, and request contributions to the annual fund.
- 5.6 Send a note of congratulations in English or Spanish to each family following a baptism. Follow up with a baptism anniversary note.
- 5.7 Reach out to parish parents of children attending public schools to present St. Ann School as a safe, small, and excellent alternative.
- 5.8 Identify ways to make sure the school is inviting to all cultures and faiths.
- 5.9 Highlight the school at all major parish events. Provide opportunities for parishioners to get involved at the school.
- 5.10 Continue to strengthen the intramural sports program (e.g., soccer, basketball, kickball or softball). Reestablish an extracurricular basketball program.
- 5.11 Increase capacity to provide scholarship funding.
- 5.12 Update the school strategic plan within five years to articulate a clear vision and set of priorities for the school to establish a future defined by growth and vitality.

*Goal 5 will be implemented by the Principal and the School Advisory Council.*



**Goal 6** Provide parishioners of all ages ongoing opportunities to renew, enrich, and learn about the faith.

*To accomplish this goal, we will:*

- 6.1 Adopt a small Christian community program series for parishioners to explore their faith. Begin with a pilot group and then increase scale and promote wide participation. Consider programs like “Christ Renews His Parish”, “Alpha”, or “Evangelización Activa.” Be intentional in promoting the program to a variety of ages, genders, and cultures.
- 6.2 Offer a program for sponsoring couples to accompany engaged couples through their marriage preparation and quarterly during their first year of marriage.
- 6.3 Continue to offer and promote catechetical resources and occasional guest speakers.
- 6.4 Form a Faith Formation Committee to review and advise parish staff on programming and ways to engage more parishioners (as participants and volunteers) ensuring sufficient staff and volunteer leadership to provide youth and young adult programming.
- 6.5 Identify ways that the parish can be more effective at supporting and involving families in the parish. Research best practices at other Catholic and non-Catholic Churches.
- 6.6 Provide an annual mission / parish revival weekend during Lent.
- 6.7 Consider an age-appealing catechetical approach to engage young adults (e.g., Theology on Tap, coffee shop style conversations). Emphasize the relevant connections of faith to self-identity development, work, and family. Provide child care for young adult parents.
- 6.8 Provide an occasional adoration service for youth and young adult with contemporary praise music.
- 6.9 Recruit high school students to assist religious education and middle school youth ministry to fulfill service hours.

*Goal 6 will be implemented by the Faith Formation Committee.*



**Goal 7**

**Invite and inspire current and new parishioners to increase offertory giving to meet and expand current ministries, contribute toward paying down current building debt, and fund future construction projects.**

*To accomplish this goal, we will:*

- 7.1 Ensure Hispanic representation on the Finance Council.
- 7.2 Provide free financial counseling in English and Spanish to cultivate a “sense of community” and help to fit giving into Parishioners’ budgets.
- 7.3 Actively promote Faith Direct to help level out offertory giving. Address the feeling of missing the tactile act of giving in the basket.
- 7.4 Articulate a clear financial plan to pay down the current building debt and to develop revenues to pay for future construction projects over the next 10+ years. Identify a variety of revenues sources in addition to parishioner gifts.
- 7.5 Continue to provide more detailed financial information on a regular basis in the bulletin and the website. Provide information in a simple format that can be easily understood by the parish. Increase parishioners’ understanding of parish finances such as tax to diocese, depreciation expenses, capital spending, special funds, etc. Add a FAQ’s about finances in the bulletin and on the website and include into the new parishioner orientation, etc.
- 7.6 Provide incremental salary increases for parish staff to ensure just compensation.

*Goal 7 will be implemented by the Finance Council.*



**Goal 8**

**Improve marketing and communications internally to the parish community in general and among the various parish groups as well as externally to the broader community.**

*To accomplish this goal, we will:*

- 8.1 Develop an online directory that is both secure and easy to access for parishioners. Invite parishioners to update/confirm their contact information on an annual basis.
- 8.2 Develop and maintain an accurate parish email database. Conduct an email drive with cards in the pews over several Sundays asking people to provide their preferred email contact.
- 8.3 Increase the visibility of the parish in the community by:
  - Participating in community events such as parades, festivals, high school sports events, and other celebrations through sponsorships, booths, parade floats, volunteers, etc.
  - Signage along nearby thoroughfares and the approach roads.
  - Exploring cost-effectiveness of community advertising, e.g., newspapers, billboards, radio spots, etc. Identify (as much as possible) the medium with the best potential return on investment.
  - Printing Annunciation of the Lord t-shirts: (“Ask me about my Catholic faith.”) Give to parishioners a wallet size card with talking points about the parish and Catholic Church.
- 8.4 Form a Marketing Committee to assist parish staff in developing a plan and set of recommendations to improve marketing and communications.
- 8.5 Review the bulletin and seek ways to optimize presentation of information. Post bulletin on website and disseminate to email database and through social media.
- 8.6 Enhance social media presence using Twitter, Facebook, Instagram, etc. Actively invite parishioners to join/like the parish social media pages and encourage them to share content.
- 8.7 Determine the most effective strategies to communicate with Hispanic parishioners. Seek input from parishioners attending Masses in Spanish and invite input from the Hispanic Ministry Subcommittee to shape a plan.
- 8.8 Use the monitor in the gathering space to disseminate key points of information.

*Goal 8 will be implemented by the Marketing Committee.*



**Goal 9**

**Develop a plan to fulfill the next phase of the Master Plan that calls for a permanent Church and a multi-purpose facility (offices, meeting space, and gym).**

*To accomplish this goal, we will:*

- 9.1 Form a Building Committee to lay out a vision, update the master plan, and lay out a plan to accomplish the priority projects.
- 9.2 Update the master plan to meet the anticipated needs of the parish in the next 20 years and determine how best to present it to the parish. Build consensus among parish leaders, councils, and parishioners in general prior to moving ahead with the proposed plans.
- 9.3 Determine an appropriate time to develop a capital raising plan. Identify and include sources of revenue that go beyond parishioners, e.g., Catholic family foundations.
- 9.4 Conduct a separate cost analysis of building a sanctuary and a multi-purpose facility to include additional meeting space, athletic facility, auditorium, staff offices, and storage.
- 9.5 Provide opportunities for parishioners to review the updated master plan, associated costs, and capital raising plan. Provide mechanisms for parishioners to give input and feedback.
- 9.6 Identify major donors who can provide challenge grants to stimulate other donors.

*Goal 9 will be implemented by the Building Committee.*



ANNUNCIATION OF THE LORD PARISH PASTORAL PLAN

<b><i>Steps to Set up the Implementation Process</i></b>	<b><i>Time Frame to Accomplish</i></b>
<i>Step 1:</i> Communication of the Parish Pastoral Plan to the parish community. (within 1 month of completion of the plan)	<b>30 days</b>
<p><i>Step 2:</i> Formation of an Implementation Task Force to oversee the implementation process in the following ways:</p> <ul style="list-style-type: none"> <li>A. Identify a group that is representative of parish demographics and brings relevant skills to cover each of the goal areas.</li> <li>B. Assemble Implementation Committees as designated by the plan. Appointees should be volunteers who represent the relevant constituencies and skills set of their goal area.</li> <li>C. Review objectives to be addressed during Year 1.</li> <li>D. Agree upon assignment of objectives to staff vs. Implementation Committees.</li> <li>E. Meet on a monthly basis until committees are functioning with a plan.</li> <li>F. Review Implementation Committees' plans and progress.</li> <li>G. Determine how the priorities overlap and build upon one another. Coordinate implementation to optimize collaboration and minimize redundancy of effort and resources.</li> </ul>	<b>60 days</b>
<p><i>Step 3:</i> Assemble Implementation Committees.</p> <ul style="list-style-type: none"> <li>A. Committees are chaired by members of Implementation Task Force to coordinate, motivate, and organize.</li> <li>B. Committees meet as needed to accomplish their objectives.</li> <li>C. Chairs communicate regular progress updates to Task Force.</li> </ul>	<b>90 days</b>
<i>Step 4:</i> Committees identify strategies to accomplish in Year 1 and develop an action plan (including estimated costs) for each objective.	<b>120 days</b>
<i>Step 5:</i> Implementation Task Force reviews Committee Plans to identify ways to maximize coordination and avoid redundancies. Revise plans as needed. Present plans to parish community with implementation timetables, methodology, and progress points.	<b>150 days</b>
<i>Step 6:</i> Committees begin execution of their plan (keeping records of all meetings).	<b>180 days</b>
<i>Step 7:</i> Committees continually evaluate and report progress to the Task Force via their chairs.	<b>180-365 days</b>
<i>Step 8:</i> Evaluate Year 1 progress and determine a plan for Year 2 in each of the goal areas. Communicate progress to the parish community. Evaluate the necessity of the Implementation Task Force to determine continuation or assignment of implementation oversight.	<b>365 days</b>



ANNUNCIATION OF THE LORD PARISH PASTORAL PLAN

**PLANNING AREA TEAM MEMBERS**

\* = *Steering Committee members*

**Parish Community Team**

Stephen Doud\*  
Jenise Filiatrault\*  
Jann Thomas\*  
Marina Gauthier  
Tom Harkins

**Stewardship Team**

Connie Schartung\*  
Betsy DiGiulian\*  
Charlie Follin\*  
Bob Catanach  
Rosie Catanach  
Jess Granone  
Julia Lamont  
Lane Monk  
John Nagel  
John Overcamp  
D.F. Sibrans  
Linda Thurston

**Faith Formation Team**

Jan Gile\*  
Amy Anderson\*  
Angie Murray\*  
Denise Carden  
John Filiatrault  
Tammie Kilgro  
Kristen Rabideau  
Laura Russell  
Kiernan Smith  
Sr. Teresa Walsh

**Marketing Team**

Jenny Brown\*  
Scott Brown\*  
Jeanette Fiore  
John Green  
Anne Palmer  
Connie Schneider  
Randy Tisor  
Stephanie Weathers

**Finance Team**

Ginger Harkins\*  
Frank Adamsky  
William (Bill) Green  
Jim Lamont  
Shane Nobbly  
Patrick Whatley

**Liturgy Team**

Fr. Ray Remke\*  
Johanna Horton\*  
Don Hutchings  
John Kilgro  
Deacon Javier Ramirez

**Fellowship & Hospitality Team**

Scott Mackinnon\*  
Cathryn Schartung\*  
Becky Shelton\*  
Trudy Spain  
Rita Verneti  
Dub Webster

*THIS PLAN WAS FORMED IN PARTNERSHIP WITH THE INSTITUTE FOR SCHOOL & PARISH DEVELOPMENT.*

