

**All Saints**  
**FORMATION**  
**Committee Planning Workbook**

*What's Our Bull's Eye?*

# WHAT'S OUR BULL'S EYE?

This “workbook” is intended to be a tool for us to use to create our VISION, what we would dream our parish could be. What we imagine the ideal parish community would look like if we were King Of the World—with no fears, resentments, obstacles or threats—aligning it with our archdiocese mission.

From the vision, we drill down to our MISSION, what we intend to achieve, with the core values that guide us, toward that ideal within the next 1-5 years. From this, we identify and prioritize our most immediate SHORT-TERM GOALS. From that, each of our commissions will be asked drill down to the SPECIFIC STRATEGIES and tactics we believe will best meet those objectives.

Of course, being human, our best attempts will not always hit the mark. Continuous EVALUATION and course correction is imperative. Just like in our personal lives. Periodically, it is important for us to review our actual *results* against our plans and our actual efforts. Some of our ideas won't work. Sometimes this will be due to faulty assumptions. Other times, it will be lack of execution. During periodic review, we will need to revise our plan, modifying our goals, our assumptions, our strategies or how we tried to accomplish what we were trying to do.

In other words, this is intended to be a living document... a continuously changing instrument... that we will use for direction and as a measuring stick for our success. Hopefully, such a plan will be passed down and improved upon by future councils and commissions.

## ***So, we ask ourselves: what is our common bull's eye? What target are we attempting to reach?***

*“Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution. It represents the wise choice of many alternatives. Choice, not chance, determines your destiny.”*  
– Aristotle

*“You have had a dream for so many years. Let today be the day you make a plan for it. Just think about how much more likely you are to hit your target when you finally aim at it.”*

Dr. Steve Maraboli—Behavioral Scientist, best-selling author

*“You can't hit a target if you don't know what it is.”*

Tony Robbins

From the BIG PICTURE drilled down to the specific...

## ***What is our bull's eye? What target are we attempting to reach?***

*Really BIG PICTURE...*

### **FATHER BOB'S “DREAM”**

That our parishes be:

- A haven to those in spiritual need
- A home for those trying to grow in faith
- A place where faith is put into action, making a difference in our neighborhood

We are able to deepen the faith and touch the lives of

- Those who partner with us
- Their communities
- The wider metro area

And that All Saints demonstrates

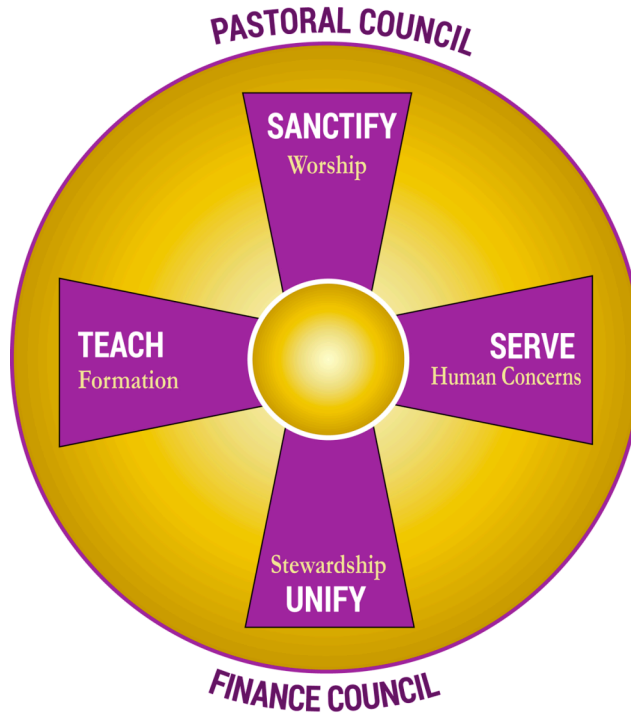
- Formation in the faith is exciting and relevant
- Our sacrament celebrate all this in the personal lives of our community
- We be know for creative, meaningful and faith-generating collaboration
- We truly be a faith community of disciples that changes with world through following Jesus Christ

ARCHDIOSES OF MILWAUKEE MISSION STATEMENT

To proclaim the Gospel of Jesus Christ through his saving death and resurrection by calling, forming and sending disciples to go and make new disciples. As a people, we are called to encounter Jesus through the Sacramental Life of the Church.

#### ALL SAINTS PARISH MISSION STATEMENT

With the help of God, we, the members of All Saints Catholic Church commit to: celebrate the Death and Resurrection of Jesus in Word and Eucharist; bring the Good News of Christ to the people of Milwaukee's central city and beyond; work for justice for the poor and the powerless; build up and foster a multi-racial, multi-cultural community of faith, hope and love.



**FINANCE COUNCIL** exists to provide oversight to our temporal goods, to keep us in compliance and to provide guidance and support to the four pastoral commissions

**PASTORAL (Parish) COUNCIL** exists to give guidance and support to the four pastoral commissions

*In collaboration with the councils, the pastor and staff, and in alignment with the Archdiocese, here are the charges for the four commissions:*

**WORSHIP** nourishes and gives direction to the liturgical and communal prayer life of the community.

**FORMATION** promotes and develops opportunities for lifelong faith formation aimed at personal conversion and growth in faith.

**HUMAN CONCERNS** discerns and responds to the needs of people in the parish, the community and the world by identifying resources to meet their needs and enlisting the active cooperation of parishioners.

**STEWARDSHIP** supports efforts, which build and strengthen a community of discipleship and evangelization with the Church as a family of families.

# FORMATION COMMISSION

## Purpose:

Promote and develop opportunities for lifelong faith formation aimed at personal conversion and continuously growing faith, celebrating the joy of a Christian life.

## Shepherding:

- Catechesis/Formation programs
- Evangelization efforts

## Including:

- Invitation of new members (RCIA)
- Adult Faith
- Child Sacramental Preparation
- Age Appropriate Activities and Formation
- Youth Group (learning to enjoy a Christian life)

## Responsibilities:

1. Consult on the design and development of programs for evangelization and faith formation with education and formation administrators.
2. **Identify parish needs** and respond to diocesan initiatives regarding faith formation.
3. Participate in the budget process as requested by the Finance Council and monitor the financial report for faith formation ministries during the year.
4. Assist in the annual **evaluations** of the programs to affirm their effectiveness and to identify any necessary changes.
5. Report and/or meet with the Pastoral Council to review faith formation ministries, advises the Council on faith formation, and consults on innovations or adaptations to programs.
6. Assist with the **identification, formation and training for volunteers and leadership** in the formation ministries.
7. Aid in the promotion, communication and recruitment efforts for any programs in this area of mission.
8. Assist the pastor with the **development of pastoral staff** job descriptions in this area and serve, as requested, on a search or interview committee/team for vacant staff positions.

What does “**Promote and develop opportunities for lifelong faith formation aimed at personal conversion and continuously growing faith, celebrating the joy of a Christian life**” LOOK and FEEL like to us? Specifically, describe the parish that would actualize that ideal. What would be happening with and around us? What would people be saying about us?

How are we currently doing in each of these areas? What’s working? What’s not? What might be improved? Let’s brainstorm and capture all our thoughts about what is happening NOW.

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Good

Not so hot

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Good

Not so hot

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Good

Not so hot

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Good

Not so hot

**OUR FORMATION DREAM**

Just for the moment, imagine we have no barriers, what would we dream we'd like to see happening in each of these areas? (brainstorm. No idea is a bad one at this point. Pie in the sky.)

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| Parishioners | Neighbors | Collaborators |
|--------------|-----------|---------------|
|              |           |               |

## OUR AUDIENCES

### PARISHIONERS

Weekly attendance  
 Bimonthly attendance  
 Holiday only attendance  
 Lapsed  
 Potential  
 Researching, seeking a spiritual home  
 Just visiting  
 Just came to hear the choir

Demographics:  
 All sorts of ages, races, cultures, education levels,  
 spiritual maturity.

Which do we target first?

COLLEGE  
 MIDDLE-AGED

What is important to this individual?

### NEIGHBORS

Homeowners here for a long time  
 Renters  
 Transients  
 Shop owners  
 Etc...

### COLLABORATORS

Holy Angels  
 Holy Apostles  
 St. Monica's  
 St. John Vianney  
 St. Dominic  
 St. Lumen Cristi  
 St. Joe's Grafton  
 Fellowship of Believers  
 "Lighthouse"  
 Christ Child's Society  
 Milwaukee Works Job Corp  
 Department of Vocational Resources

#### Potential Collaborators

Gesu Parish  
 Old St. Mary's  
 Marquette  
 Etc...

What do we know about each of these audiences? What are they like? What do they need? How can we best talk to them in a way that they will hear our message?

This can seem overwhelming, because we are such a diverse population, BUT it is most effective to target a few key audiences, really try to see things from his or her point of view, design our efforts toward them and the rest will follow.

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### What is this INDIVIDUAL like?

What do we know about...What is REALLY most important to them?

- Current parishioners
- Potential parishioners
- Neighborhood
- Partners
- Community

### Just WHO are we talking to? Think of the person. Put ourselves in his or her shoes.

Here we develop and visualize a couple of "personas" for each audience. This will help us better focus our message, our communications and all of our efforts. What is he or she like? What needs does he have that we can address? How can we best reach her? What is important to him? What does church likely mean to him or her? What are the hot buttons? How does this person likely get his or her information? Where does she shop? How much money does he have? What do they watch on TV? How sophisticated are they technologically? Do they Facebook? Use a smart phone? Use email?

#### *Detailed personality analysis of each audience:*

Current parishioners

- Persona 1
- Persona 2
- Persona 3

Potential parishioners

- Persona 1
- Persona 2
- Persona 3

Neighborhood

- Persona 1
- Persona 2
- Persona 3

Partners

- Persona 1
- Persona 2
- Persona 3

Community

- Persona 1
- Persona 2
- Persona 3

### Audience Priorities

Rate these audiences in order of importance. Obviously, they are all important, but if we try to talk to everyone all the time, we will end up communicating with no one. If we reach one audience well, if we reach a couple of key individuals in that audience well, the rest will follow.

So, in other words, which audience do we target FIRST?

**VEHICLES**

According to Father Bob’s most recent All Saints Organizational Chart, these are the current vehicles this committee is charged with. In other words, we are to be overseeing the activities of each of these to ensure they are each addressed in the most effective and efficient manner. Moreover, that they are all working together to create a consistent message (“tone and feel”) and that they are all being addressed with the appropriate amount of time, talent and treasure.

How are we currently doing in each of these?

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*Standing entities:*

How are these entities doing currently to support our goals? What can we be doing better to support them? Do we need to establish any other entities?

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**FORMATION 1 YEAR AND 5 YEAR GOALS**

|  | Parishioners | Neighbors | Collaborators |
|--|--------------|-----------|---------------|
|  |              |           |               |



PLANNING calendar **SAMPLE ONLY**

|                                     | January                          | February                      | March                      |
|-------------------------------------|----------------------------------|-------------------------------|----------------------------|
| <i>Liturgical happenings</i>        |                                  |                               | <i>Lent begins... etc.</i> |
| <b>Welcoming</b>                    |                                  |                               |                            |
| Welcome packets                     | New process developed?           |                               |                            |
|                                     | Materials reviewed and improved? |                               |                            |
| Nametag Sunday                      |                                  | Second Sunday: Nametag Sunday |                            |
| Pew Captains                        |                                  |                               |                            |
|                                     |                                  |                               |                            |
| <b>Communication</b>                |                                  |                               |                            |
| Communication Plan & Policies       | Propose to PC                    | Publish                       |                            |
| Bulletin                            | Readership "contest"             | Student article content       |                            |
| Envoy                               |                                  |                               |                            |
| EMAIL LIST CULTIVATION              | Develop plan and incentive       | Announce                      | Execute                    |
| Vestibule                           |                                  |                               |                            |
|                                     |                                  |                               |                            |
| <b>Events</b>                       |                                  |                               |                            |
|                                     |                                  |                               |                            |
|                                     |                                  |                               |                            |
|                                     |                                  |                               |                            |
| <b>Time, Talents &amp; Treasure</b> |                                  |                               |                            |
|                                     |                                  |                               |                            |