

Presentation for Parish Council
Bull's Eye Worksheet

Date: _____

As stated in the Parish Manual, the mission of our commission is to :

To that end, here are our proposed Formation Top Priorities (**GOALS**) for 2017: (CLEAR, SUCCINCT and MEASURABLE snapshots of what it will look like when we realize our goals)

- 1.
- 2.
- 3.
- 4.
- 5.

Here are our **STRATEGIES** for each...

1. (For example, we will develop a young people's Weekly Bible Study, targeted at High School Hannah)
- 2.
- 3.
- 4.
- 5.

These are the primary target markets and **BULL'S EYE PERSONAE** we have identified for each. This is the individual to whom we will focus our message and majority of our messaging efforts.

- 1.
- 2.
- 3.
- 4.
- 5.

And these are the specific **TACTICS** (programs, events, etc) we propose to develop, communicate and execute (and evaluate) for each of these strategies..

- 1.
- 2.
- 3.
- 4.
- 5.

This is how many people hours we anticipate we will expend for each endeavor.

This is what we could use from Parish Council.

See the website for a **PROJECTED CALENDAR** for remainder of 2017, outlining projects in planning & development, communication, execution and debriefing phases.

Here are the preliminary priorities set forth at our First Recollection Retreat.

1. Better Communication—Internal, External and In between. Start with Communication Audi
2. Multicultural Community of Color — Unique Black Heritage and Multicultural Theology
3. Our Unique Role in Diocese
4. Authentic Encounter with Visitors
5. Prophetic Voice—Catholic Social Teaching
6. Lay & Religious Vocations