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| **Rejoice Council Meeting Dialogue (revised 10/1/23)** This draft of the SWOT Analysis was discussed at our council meeting regarding how we’re going to cut expenses and/or raise revenue to avoid depleting our cash on hand in a few months. Considerations:* This list is not unique to Rejoice as other churches are facing similar challenges.
* An issue can be considered either a positive or negative depending on how one looks at it.
* What would you add to this draft?

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| **Strengths:*** Musical leadership
* Welcoming congregation
* Family-friendly
* Caring ministries, i.e. LovePaks, college care
* Stephen Ministry congregation
* Consistent Sunday School & VBS
* Digital worship services
* The Table reaching young adults
* Community outreach, i.e. Easter Egg Hunt, Trunk ‘N Treat
* History of capital stewardship campaigns
* Working small groups
* Provides homework space after school
* Pastoral staff-scriptural focus-2x
* Strong tech skills by pastors
* Adam’s salary & grant
* Table funding
* Renting classroom space
* Financial position-no mortgage
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 | **Weaknesses:*** Shrinking volunteer base
* Underutilized commercial kitchen
* Underutilized classroom space
* Decreasing Rejoice membership
* Lack of youth involvement in worship
* Continuing maintenance expenses
* Serving people spread out over large area in multiple cities
* Lack of youth involvement, group & activities-3x
* Lack of communication-2x
* Communication-ownership of sign-up & find own replacement if unable to serve
* If someone wants to serve, who to ask?
* Congregational demographics-aging
* Lack of men’s groups-3x
* Lack of family programs & mentor young families – 2x
* Lack of couple’s groups
* Existing programs primarily serve retirees/empty nesters
* No program/committee for stewardship or capital campaign-2x
* Lack of evangelism
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| **Opportunities:*** Proximity to local schools provides the opportunity to support students
* Good relationship with Hindu temple
* Sharing Rev. Adam’s salary with the synod
* Grants help support funding for The Table
* Ability to rent our space to other organizations
* Population growth in North Texas
* Return to being a teaching congregation for new seminarians
* Return to being a programmatic church from a pastor-led church
* How to encourage in-person and online members to support the church
* Rev. Neil’s sabbatical from Aug.-Oct. 2024
* Game nights with meal, card nights & food
* Time & Talent Sheet
* Training opportunity for children
* Youth lock-ins to plan activities
* Youth Sunday
* Serve 4x per person to create a rotating schedule
* Rev. Adam offer children’s message monthly-2x
* Publicize & expand Stephen Ministry program
* Bible study
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 | **Threats:*** Growth of non-denominational vs. traditional churches
* Cost of living may may mean less resources for church
* Increasing need for physical and mental health support
* Programmatic church as a threat? (lay leaders
* Activity conflicts with church schedule
* Lack of time to participate
* Future costs, i.e. aging building
* Secular attacks on Christianity and perceived as judgmental.
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