

**SERRA CLUB OF INDIANAPOLIS  
STRATEGIC PLAN  
GOALS AND OBJECTIVES**

## Goal No. 1: Finance and Operations

The Serra Club of Indianapolis will proactively plan for ongoing operations and manage all budgeted income and expenses of the club on a monthly basis to ensure fiscal solvency that will support ongoing and future club programs and club operations.

**Committee Members:** Larry O’Bryan, chair; Dave Fink; Tom Giesting

### Annual Objectives for 2025

Annual Objectives for Serra Club of Indianapolis Finance and Operations		By Date	Resp. Serran	Budget Required
1.1	To coordinate with each of the Vice-Presidents in the selection of members to meet each committee’s needs	Ongoing	Admin Cmte	0
Status				
1.2	To increase attendance at club meetings and monthly Masses	Ongoing	Board	0
Status				
1.3	To have Finance reports prepared and distributed in advance of monthly board meetings	Ongoing	O’Bryan	0
Status				
1.4		Ongoing	Admin Cmte	
Status				
1.5	To prepare a budget for 2025	Jan	Admin Cmte	0
Status				
1.6	To establish a Finance committee	Jan	Admin Cmte	0
Status				

## Goal No. 2: Membership Outreach

The Serra Club of Indianapolis will grow to an optimum size of dedicated members with appropriate diversity that helps the club to be financially solvent, able to grow its activities and programs to foster new vocations *to the priesthood and religious life* and to support our mission and vision.

**Committee Members:** Ralph Nowak;

### Annual Objectives for 2025

Annual Objectives for Serra Club of Indianapolis Membership Outreach		By Date	Resp. Serran	Budget Required
2.1	To grow the Serra Club of Indianapolis by 10 (net) new Serrans.	Ongoing	Membership Committee; Serra Club	\$250
Status				
2.2	To add parish, gender, age and racial diversity to the Serra Club membership by adding at least five of the ten new Serrans for the fiscal year from parishes that currently have no Serra Club members.	Ongoing: contact parishes that have no Serra Club Members		\$0
Status				
2.3	To conduct an assessment of the ROI on an annual membership drive vs. ongoing efforts throughout the year.	Ongoing		
Status				
2.4	To work with the club web master to place the handbook, or parts, on the website with the goal of eliminating paper copies of most of the handbook.	Ongoing		\$0
Status				
2.5	To develop a member retention program with a repeatable process that includes contacting, notifying and following up, and includes an annual membership survey for input and feedback.	Ongoing		\$0
Status				

<b>Annual Objectives for Serra Club of Indianapolis Membership Outreach</b>		<b>By Date</b>	<b>Resp. Serran</b>	<b>Budget Required</b>
2.5.1	Contact former members to understand reason for leaving.	Ongoing		\$0
Status				
2.5.2	Contact fallen away members to get them engaged.	Ongoing		\$0
Status				
2.5.3	Contact shut-in/elderly members and offer assistance.	Ongoing		\$0
Status				
2.5.4	Conduct a self-evaluation survey to assess Serran's involvement in events, activities and recruitment of prospective Serrans. Survey new members to assess their level of satisfaction and involvement.	April		\$0
Status				
2.6	Conduct new member orientation program twice during the fiscal year that includes an explanation of expectations for committee service and a mentor/sponsor assigned to each new Serran.	September and March		\$0
Status				
2.7	Promote the young adult membership category in which members ≤ 35 be charged half price dues (only the amount of their international dues) and the cost of meals at meetings and events.	Ongoing		\$0
Status				
2.8	Increase visibility at Server Awards, Parish Ministry Minutes, Essay Contests, Altar Societies, and Knights of Columbus Councils.	Ongoing	Membership Committee	\$0
Status				
2.9	Maintain official lists of Serra Club members, as well as the names, dates, and assignments of Serran Prayer Partners and the 31 Club.	Ongoing		\$0
Status				

### Goal No. 3: Vocations Outreach

The Serra Club of Indianapolis will foster, affirm and promote religious vocations by coordinating activities with the archdiocesan Vocations Office, by offering vocations-related activities, by affirming existing religious vocations, and by facilitating and encouraging vocations activities in the parishes of the Archdiocese of Indianapolis.

**Committee Members:** Steve Hartley

#### Annual Objectives for 2025

Annual Objectives for Serra Club of Indianapolis Vocations Outreach		By Date	Resp. Serran	Budget Required
4.1	Sponsor the John D. Kelley Vocations Essay Contest in January 2017. At the conclusion of the 2017 contest, we, along with the Vocations Office, will continue to review options to the Essay Contest for the high schools.	Jan-Feb	Cannons	\$925
Status				
4.2	Bishop Simon Brute cookout serving the priests and seminarians. Cost will be charged to members or donated.	April	Hartley	0
Status				
4.3	To sponsor the annual Robert J. Alerding Serra Altar Server Awards for the entire Archdiocese and to coordinate Serran personal involvement with Indianapolis parishes through this activity in the spring.	May	Ellis	\$800
Status				
4.4	To assist the Bishop Brute College Seminary with Brute Days for teenagers in June.	June	Hartley, Ellis	\$400
Status				
4.5	Establish a to-be-annual golf outing as an opportunity to show appreciation to priests, get to know seminarians better, and, to a small degree, raise funds	Sept	Hartley, Fink	
Status				

<b>Annual Objectives for Serra Club of Indianapolis Vocations Outreach</b>		<b>By Date</b>	<b>Resp. Serran</b>	<b>Budget Required</b>
4.6	To sponsor annual pilgrimages to a seminary and a motherhouse for eighth grade boys and girls each fall to promote vocations awareness.	Nov	McClelland Collet	\$450
Status				
4.7	To assist the Vocation Office in supporting parishes and schools by offering information to be used during National Vocations Awareness Week in November.	Nov	McClelland	0
Status				
4.8	To sponsor an annual Christmas Seminarian and Parents Dinner with the Archdiocesan Vocations Office in December.	Dec	O'Brien	\$2300
Status				
4.9	To coordinate the monthly Serra Mass for Vocations at Indianapolis parishes and high schools, encouraging increased participation at Mass and providing a gathering after each Mass to share ideas and educate both Serrans and parishioners.	Ongoing	Trustees	\$600
Status				
4.10	Meet with the Vocations Office of the Archdiocese on a quarterly basis.	Quarterly	McClelland	0
Status				
4.11	To send congratulatory greetings to priests and deacons on the anniversaries of their ordinations and religious sisters on the anniversaries of their final vows.	Ongoing	Worland Dwenger Santangelo	\$200
Status				
4.12	To send birthday congratulatory greetings to priests, deacons and sisters working in the archdiocese and seminarians, deacons, and religious in formation.	Ongoing	Worland Dwenger Santangelo	\$400
4.13	To investigate participation in the "College Connection" program.	Ongoing	Dwenger	0

<b>Annual Objectives for Serra Club of Indianapolis Vocations Outreach</b>		<b>By Date</b>	<b>Resp. Serran</b>	<b>Budget Required</b>
Status				
4.14	To continue developing relationships with the religious orders in the Archdiocese.	Ongoing	Dwenger	\$1,000
Status				
4.15	To provide the archdiocese with financial support in the revival of the Run for Vocations in May.	May	McClelland	\$1000
Status				

## Goal No. 5: Internal Programs

Goal: The Serra Club of Indianapolis will re-evangelize the Serrans in the love of: 1) the Roman Catholic Faith, 2) the priesthood, consecrated life and lay ministry, through Serra internal programs and any structural outreach of these programs.

- **Committee Members:** Therese Hartley
- **Annual Objectives for 2015**

Annual Objectives for Serra Club of Indianapolis Internal Programs		By Date	Resp. Serran	Budget Required
5.1	To retain an Internal Program Committee to formalize for the calendar year Catholic themes and speakers for review by the board.	Ongoing	Hartley	0
Status				
5.2	To continue with the Fall Night of Rededication as an annual Serra celebration.	August	Hartley	\$350
Status				
5.3	To schedule speakers for monthly membership meeting 3 months in advance of meeting. The theme for 2025 will center on ???	Ongoing	Hartley	\$440
Status				
5.4	To send biography of monthly speaker to secretary ahead of meeting so that secretary can publish in advance of meeting.	Ongoing	Hartley	0
Status				
5.5	To determine whether the Club should host an annual retreat for membership.		Hartley Serra Club	\$1,000
Status				

## Goal No. 6 Communications

Goal: The Serra Club of Indianapolis will regularly and frequently communicate (electronically, by print, verbally, etc.):

- To keep Serrans well-informed, engaged and involved
- To inform and educate non-Serrans about the mission and purpose of Serra International and our club
- To encourage all (members and non-members) to pray for and encourage a culture which stimulates religious vocations

○ **Committee Members:** Art Berkemeier, Dave Fink

○ **Annual Objectives for 2025**

Annual Objectives for Serra Club of Indianapolis Communications		By Date	Resp. Serran	Budget Required
6.1	To communicate to members via (e-mail, postal mail, phone, etc.) the date, time and location prior to each Serra function.	Ongoing	Berkemeier	0
Status				
6.2	To inform Serrans of all volunteer opportunities in order for them to become involved in activities that foster vocations on an as-needed basis.	Ongoing	Berkemeier	0
Status				
6.3	To maintain an ongoing history of Serra Club events on a quarterly basis.	Ongoing through quarterly newsletters	Berkemeier	0
Status				
6.4	To encourage member participation via e-mail and telephone in order to foster relationships and decrease attrition.	Ongoing through email	Berkemeier	0
Status				
6.5	To regularly provide web links in e-mails to Serrans that drive members to the Serra International website, local club website and other relevant websites and or vocations-related articles.	Ongoing	Berkemeier	0
Status				

<b>Annual Objectives for Serra Club of Indianapolis Communications</b>		<b>By Date</b>	<b>Resp. Serran</b>	<b>Budget Required</b>
6.6	Identify and track Vocation Advocates in database and support various Archdiocesan initiatives.	Ongoing	Berkemeier and Vocations Office	\$800
Status				
6.7	Use Advocate Database to disseminate Serra activities.	Ongoing	Berkemeier	
Status				
6.8	Place ads in The Criterion to promote parish vocation advocacy.	Ongoing	Berkemeier	\$1,200
Status				
6.9	Embrace Social Media usage: Facebook, Twitter, QR Codes are examples.	Will begin in 2017	Berkemeier	
Status				
6.10	Publish monthly Serra program events in The Criterion, and to advocates list.	Ongoing	Berkemeier	
Status				
6.11	Investigate new on-line resources to store, publish, and communicate.	Continue to refine new website as needed	Berkemeier	
Status				
6.12	To identify and train a new webmaster for website maintenance and enhancements.	Ongoing	Berkemeier	\$420
Status				
6.13	To coordinate public relationship activities.	Ongoing	Berkemeier	\$1,000
Status				