



# TENDING THE VINEYARD

## Stewardship of Religious Property

### *Educational Sessions for Strategic Property Planning*

#### **SESSION 2** Components of Effective Member Engagement Strategies

COMPONENT	KEY ELEMENTS
<i>Educational</i>	<ul style="list-style-type: none"> <li>• Explanation of strategic planning process, timeline and the role of members</li> <li>• Simple and easily understandable version of complex information relevant to strategic property planning</li> <li>• Access to detailed, supplemental information as an expression of transparency</li> </ul>
<i>Communication</i>	<ul style="list-style-type: none"> <li>• Provides for both written and verbal</li> <li>• Periodic written status and progress updates</li> <li>• Opportunities for member conversations in small and large groups</li> </ul>
<i>Interactive</i>	<ul style="list-style-type: none"> <li>• Initial opportunity for members to ask questions and obtain clarification at the outset</li> <li>• Ongoing and open-ended opportunities for members to ask additional questions as they come up</li> <li>• Ongoing and open-ended opportunities for members to express their hopes, dreams and fears to one another and the planning committee or team</li> <li>• Responses that let members know they have been heard</li> </ul>
<i>Testing</i>	<ul style="list-style-type: none"> <li>• Input on specific ideas, suggestions or recommendations through surveys and other forms of structured input</li> <li>• Sharing and explanation of modifications or adjustments based on member input</li> <li>• Opportunities for individual members to weigh in at key points on developments and opportunities</li> </ul>
<i>Affirmation</i>	<ul style="list-style-type: none"> <li>• End of process request made of membership</li> <li>• Formal expression of member support</li> <li>• Clarity for leadership as to where membership stands</li> </ul>

