



Better Together Project

First Draft of Purpose Statement and Priority Areas

May 7, 2020

Purpose Statement

Develop, equip, and support the worldwide Unity movement for today and tomorrow in innovative, evolutionary, and cutting-edge ways

Priority Areas for Next Three Years

1. Education – To provide accessible, leading-edge training to equip current and future Unity leaders to expand and grow our movement
 - a. Review of all educational offerings (i.e., UWSI, webinars, online learning, etc.)
 - b. Best Practices
 - c. Youth and Family Ministry
2. Promotion/Marketing – To evolve our movement through state-of-the-art website, social media, and promotional technology
 - a. Growing the Movement
 - b. Social Media
 - c. Website Redesign
3. Infrastructure – To create and sustain infrastructure that allows us to fulfill our purpose with efficiency, flexibility, and excellence
 - a. Staff Redesign
 - b. Financial Resources
 - c. Hardware/Software/Networking/Support
 - d. Investigate different approaches to accessing resources
 - e. Support and consideration for International ministries

4. Human Resource Services – To provide best business practices and tools to support meaningful, thriving, and healthy relationships between leaders and their communities

- a. Minister and Ministry Care
- b. Employment Services
- c. Credentialing
- d. Conflict Resolution
- e. Ethics
- f. Benefits

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