



A Preview of Our Strategic Plan

July 2024

What Is at Stake?

- Trinity Wilmette has been a religious, civic, and cultural landmark of the North Shore community for 150 years.
- Trinity Wilmette's presence and impact can be measured in innumerable ways as a religious and moral touchpoint through a range of societal situations.
- For reasons general and specific, Trinity is at a financial inflection point that will determine whether and what role it will continue in the community.
- Trinity Wilmette's Church Council has discussed how best to address this challenge for the past year.
- This is the ultimate 'fight or flight' scenario – and we are choosing to fight!

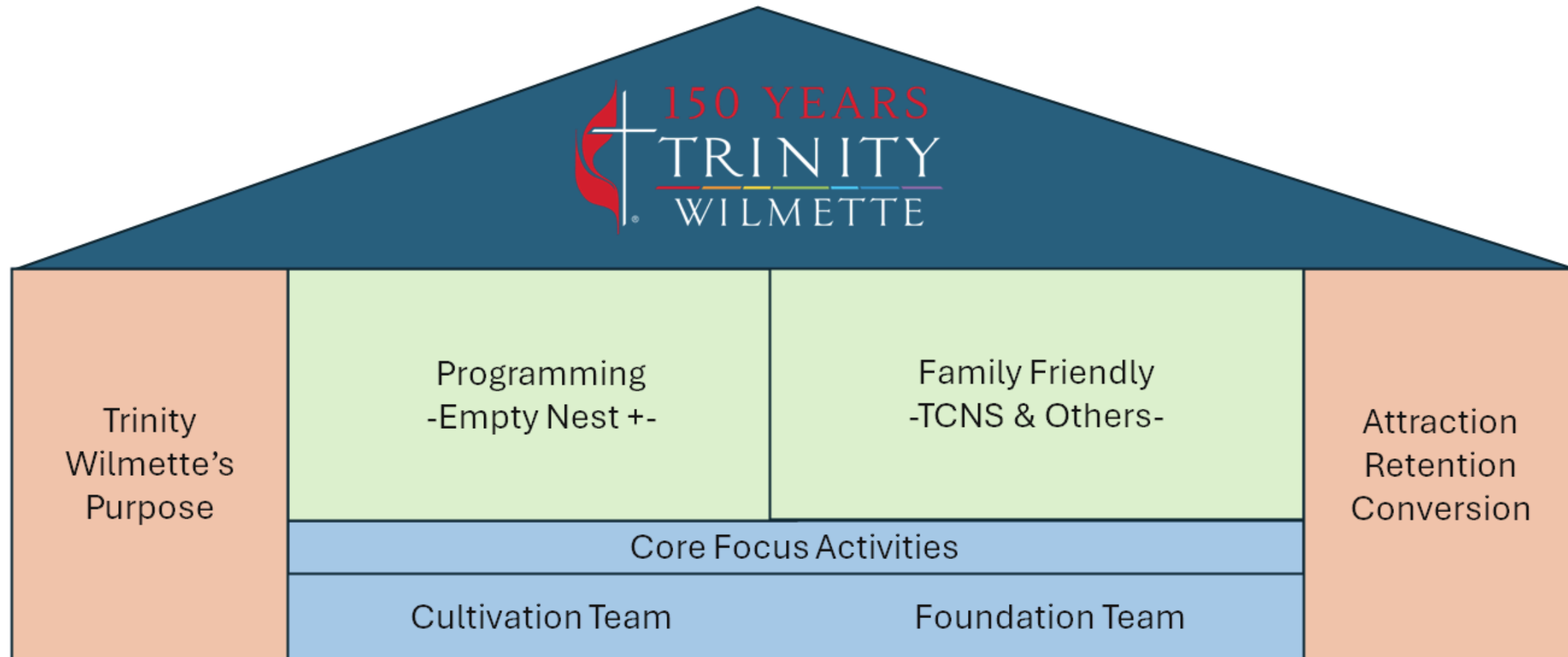
Strategy Overview

Strategy: to leverage, expand, and execute in 3 focus areas

1. Accelerate pursuit of ‘Empty Nest Plus’ adults
2. Become more “Family Friendly,” leveraging our nursery school connection
3. Maintain core focus activities to support conversion process

Measure attendance, retention, and conversion by activity for growth.

A Sneak Peak



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