



Annual Business Meeting - November 2019

**WELCOME**

Jeff Clements

# Opening Readings

Todd Wittenberg

# Agenda Overview

Rindy Powell

# AGENDA

- **Business Meeting**
  - 2018 Annual Meeting Minutes / Approval
  - Treasurer's Report
  - 2019 Year in Review
  - 2020 Strategic Plan Presentation
  - 2020 Board Election
- **Break**
- **Lecture Workshop**
- **Internet Workshop**

# Minutes - 2018 Annual Business Meeting

Rindy Powell

# Treasurer's Report - October 2019 YTD

Craig Hansen

<b>Christian Science in Metro Chicago</b>			
<b>Financial Statement January 1, 2019 to October 31, 2019</b>			
<b>(CSMC Annual Business Meeting November 2, 2019)</b>			
	<u>10 mo. 2017</u>	<u>10 mo. 2018</u>	<u>10 mo. 2019</u>
<b>Beginning Balance January 1</b>			
Cash Donated for Joint Activities*	10,305.74	10,305.74	9,270.74
Cash in General Fund	132,616.93	10,328.61	11,557.42
Savings Account balance	-	125,038.85	115,117.62
<b>Total Beginning Balance</b>	<b>142,922.67</b>	<b>145,673.20</b>	<b>135,945.78</b>
<b>Receipts</b>			
Receipts from Churches & Societies	22,658.30	28,108.18	35,972.51
Receipts from Individuals - Cash	4,146.65	1,541.91	2,914.70
Receipts from Associations	250.00	250.00	-
Receipts - one time	25,000.00		483.00
Interest & dividends	34.87	69.46	41.64
<b>Total Receipts</b>	<b>52,089.82</b>	<b>29,969.55</b>	<b>39,411.85</b>
<b>Disbursements</b>			
Weekly Bulletin	1,135.62	790.00	-
Annual Business Meeting (ABM)	653.99	731.20	-
Postage, Shipping, P.O. Box rental	-	180.00	118.00
Telephone	1,952.96	2,485.26	(283.67)
PayPal, Bank & Gov't Fee	157.00	68.00	15.00
Sentinel Watch posters		130.00	-
Other administrative**	1,700.00	381.25	387.00
Prayerful Pause WVAZ	7,954.00	556.00	-
Prayerful Pause WLIT	14,921.00	1,769.00	-
Sentinel Watch WGRB		23,500.00	-

Communications Coord-web/FB/Instagram/newsltrs			20,000.00
Website (now "CSMetroChicago.org")	3,069.00	324.75	96.00
English>Spanish translation for webpage			150.00
Bluehost 'SEO' Link Building			698.00
Facebook advertising		250.00	1,192.94
Newsletter Costs			1,218.67
"Natural Awakenings" magazine ads			1,145.00
Telephone Bible Lesson - Message Link	9,781.38	11,936.09	12,224.76
Telephone Bible Lesson & Sentinel Watch - CSPS	1,160.00	4,500.00	5,000.00
Disbursements for Expos/Joint Activities*	-		6,365.92
Transfer to open new savings acct (per name chng)	-	-	100.00
<b>Total Disbursements</b>	<b>42,484.95</b>	<b>47,601.55</b>	<b>48,427.62</b>
<b>Gain or (Loss)</b>	<b>9,604.87</b>	<b>(17,632.00)</b>	<b>(9,015.77)</b>
<b>Ending Balance October 31</b>			
Joint Activities* - checking	10,305.74	10,305.74	2,904.82
General Fund - checking	17,193.86	2,627.15	8,865.93
General Fund - savings	125,027.30	115,100.20	115,259.26
<b>Total Ending Balance</b>	<b>152,526.90</b>	<b>128,033.09</b>	<b>127,030.01</b>
* "Joint Activities" represents funds donated/used towards supporting joint activities, such as Expos, with Christian Science branch churches in the Chicago area.			
** "Other administrative" in 2019 includes June payout of mistaken \$387 PayPal receipt; in 2018 it is placement of Prayerful Pause on radio stations			



# DONATIONS

- **Via Paypal**
  - link found on Contact page of website  
<https://csmetrochicago.org/contact/> and in most e-newsletters
- **Via Check**
  - payable to Christian Science in Metro Chicago
  - mail to P.O. Box 768, Chicago, IL 60690-0768

*Christian Science in Metro Chicago is a non-profit 501c3 organization.*

# 2019 Year in Review

Jeff Clements

**2019 first full year of activities  
implementing strategic plan  
ratified at November 2018 meeting**

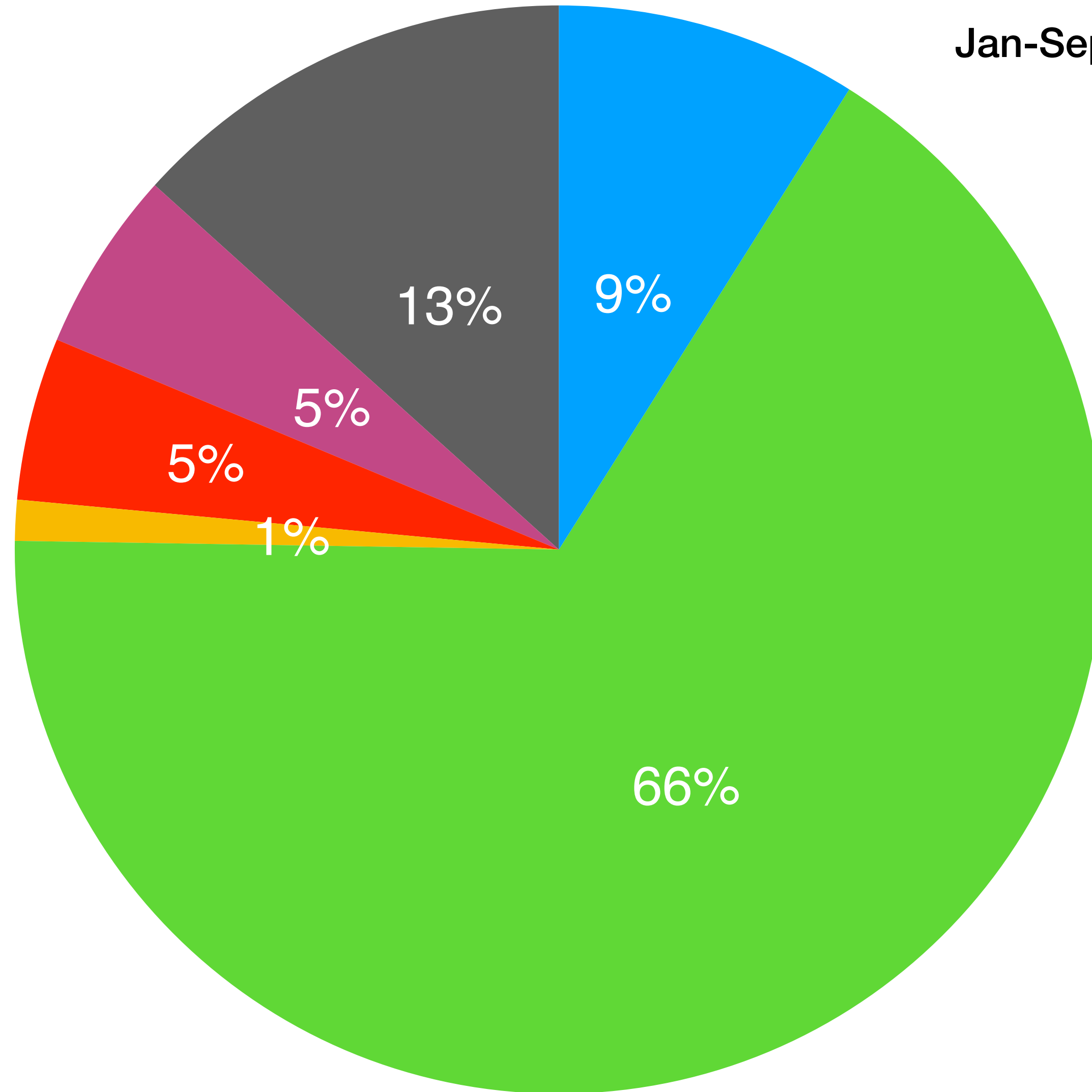
**The plan directed us to focus on ...**

# 2019 PLAN

1. Building a robust internet presence using both a website and social media
2. Exhibiting at two Body Mind Spirit Expos
3. Maintaining a telephone call-in line with programming from The Christian Science Publishing Society
4. Providing a communication channel among churches about our public-facing activities

# 2019 REACH = 111,620 CONTACT POINTS

Jan-Sep 2019



- Website 10,000
- Social Media 74,000
- Expo 1,350
- Phone Line 5,400
- Print Advertising 6,000
- Field Communications 14,870

# 2019 YEAR END TOTAL EXPENSES

\$18,200 Internet

\$ 6,200 Expo

\$ 1,600 Print Advertising (Natural Awakenings Magazine)

\$20,400 Telephone Broadcasting

\$ 9,600 Field Communications

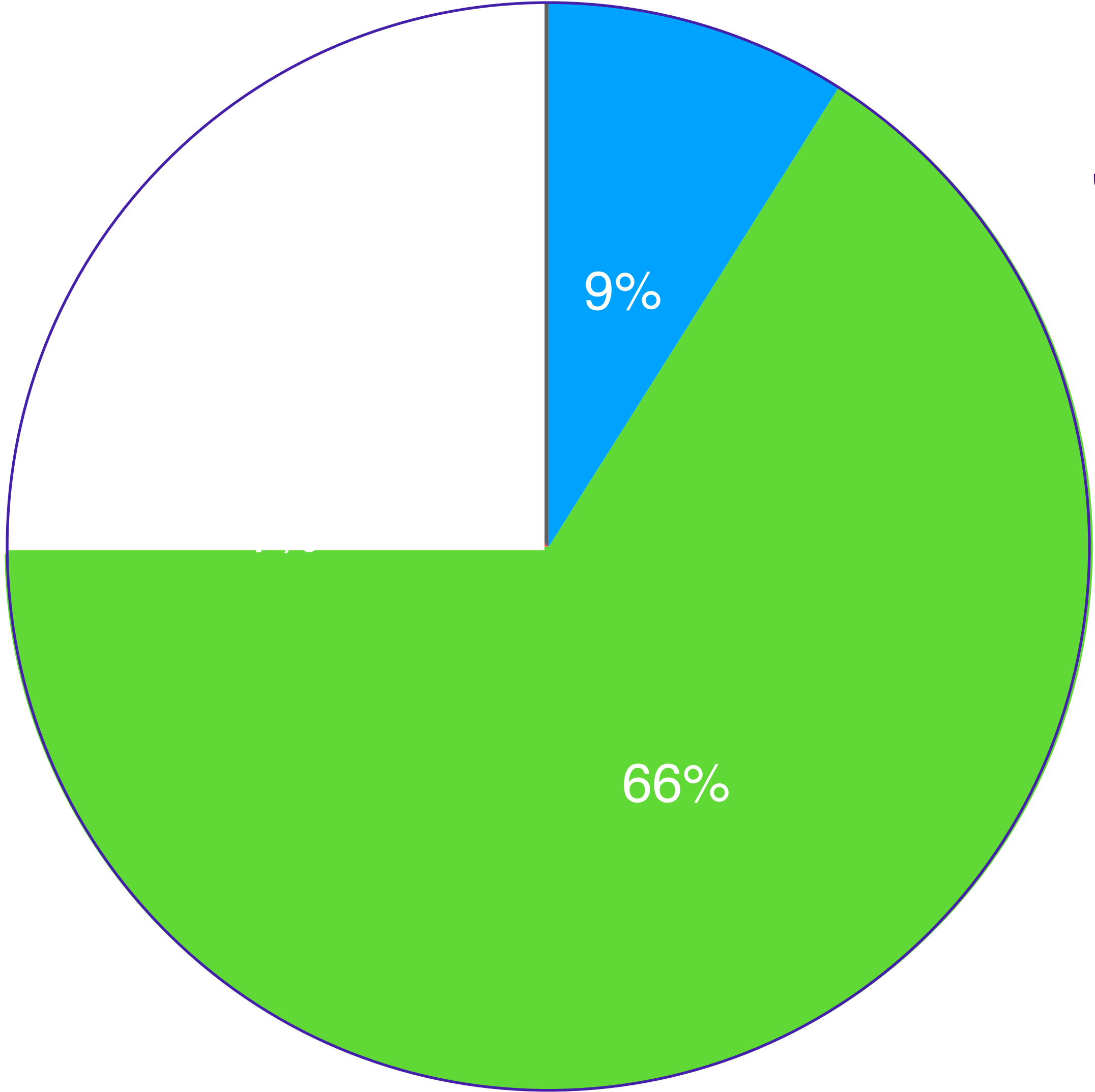
\$56,088 Total (\$60,000 budget)

# Internet

Carol Hohle

# INTERNET

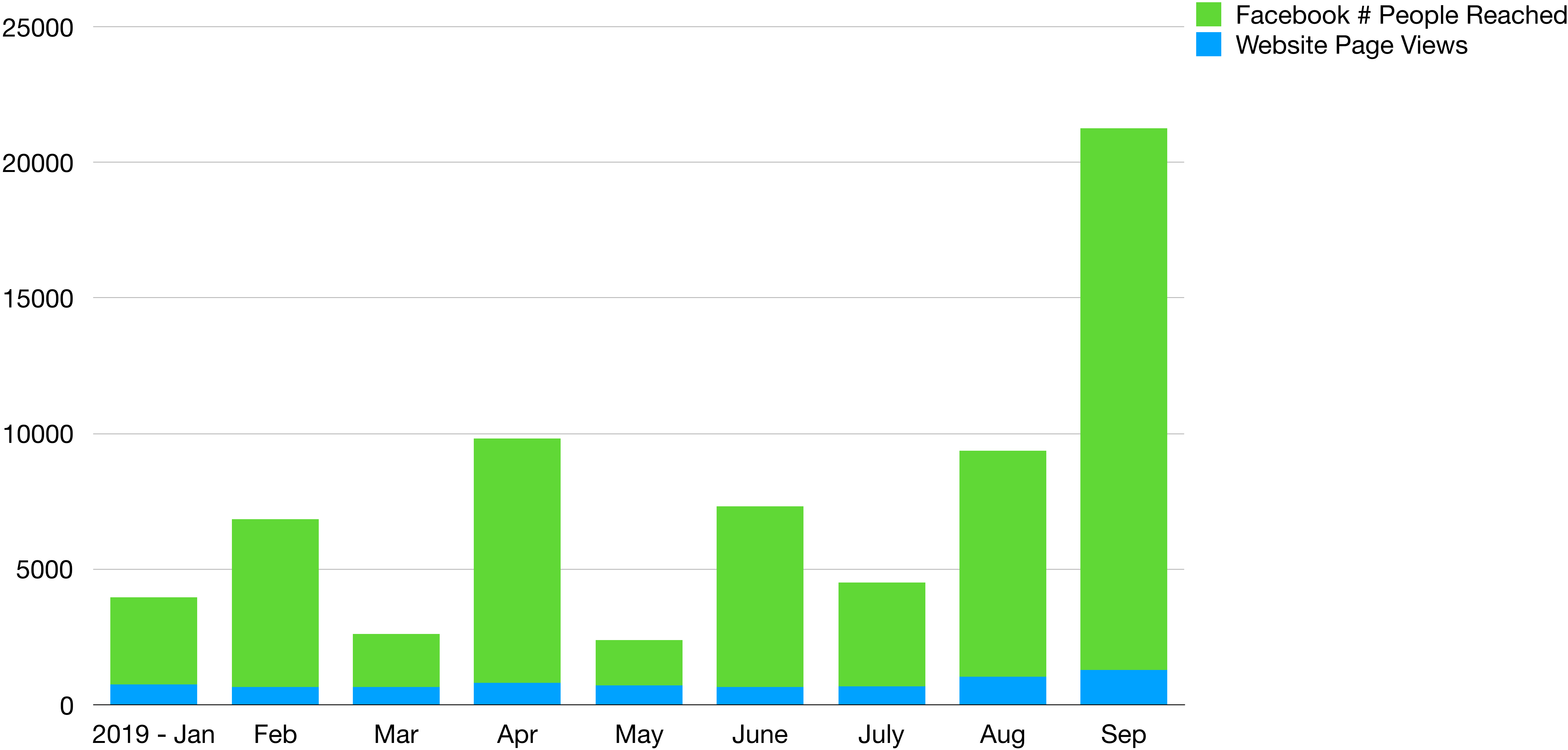
**75% Total Contact Points  
Jan - Sept 2019**



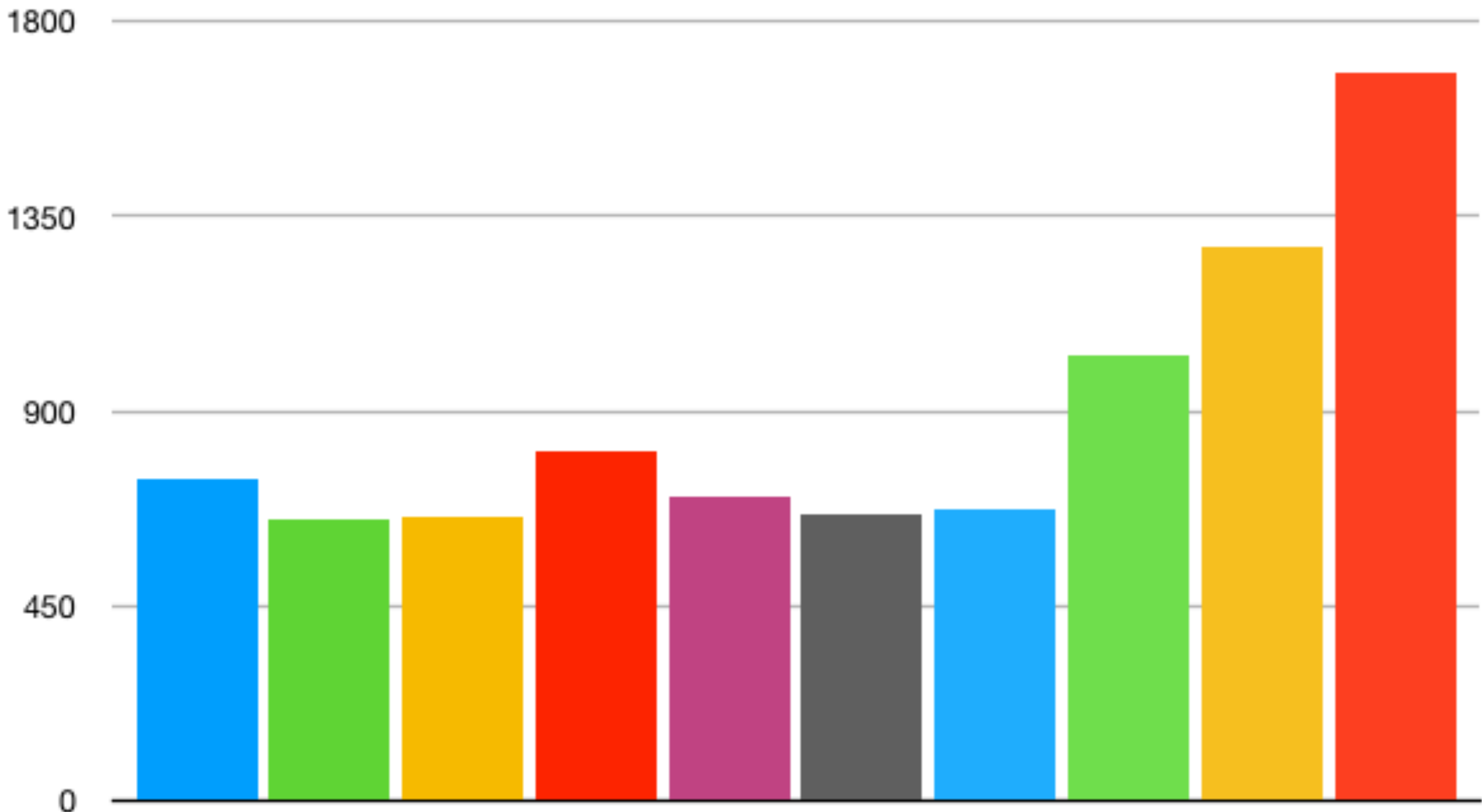
- Website 10,000
- Social Media 74,000



# JAN-SEP 2019 INTERNET TRENDS



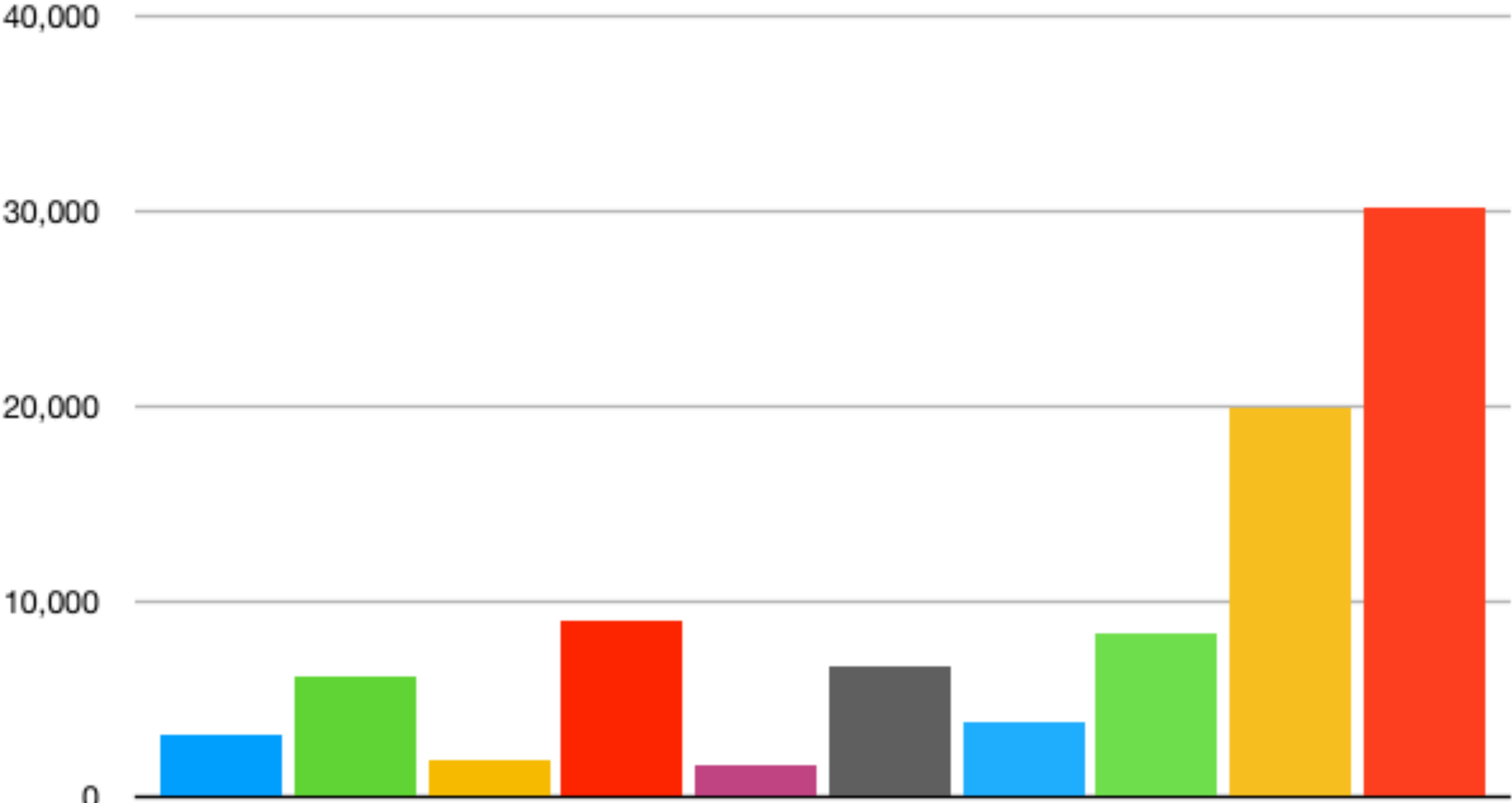
# WEBSITE PAGE VIEWS



Website Page Views

2019 - Jan Feb Mar Apr May June July Aug Sep Oct

# FACEBOOK # PEOPLE REACHED



Facebook # People Reached

- 2019 - Jan
- Feb
- Mar
- Apr
- May
- June
- July
- Aug
- Sep
- Oct

# SOCIAL MEDIA

- Facebook and Instagram
  - 24 avg posts per month
  - Advertising
    - reaching 2000-3000 people per \$35 Sentinel Watch ad
    - reaching 3000+ people per \$50 lecture ad
    - reaching 9000+ people per \$50 Bible Lesson ad



Christian Science in Metro Chicago  
August 15 at 3:40 PM · 🌐

**INSPIRATION**  
only a phone call away!

The Christian Science Weekly Bible Lesson Podcast  
available 24/7 FREE

**630-929-5635**



You and 5 others      1 Share

Like      Comment      Share

# CHRISTIAN SCIENCE in Metro Chicago

- Home
- Events
- + Spiritual Resources
- Worship
- News
- Contact
- Members

Inspirat  
Commu

Find reso  
spiritual  
about up  
worship  
School, c  
Reading  
area.

On target to reach goal  
of 10,000 page views in 2019.  
43 avg page views per day.

h later Share



## Events

Find seminars, workshops and lectures on personal, health, community, and global topics that show how the teachings of

## Reading Rooms

Discover the array of spiritual resources available in Christian Science Reading Rooms and learn where they are located throughout the Chicago area.

## Podcasts

Listen online and by phone to a variety of podcasts designed to bring healing, comfort, and hope — including daily brief inspirational messages, weekly magazine

## El Herald de la Ciencia Cristiana

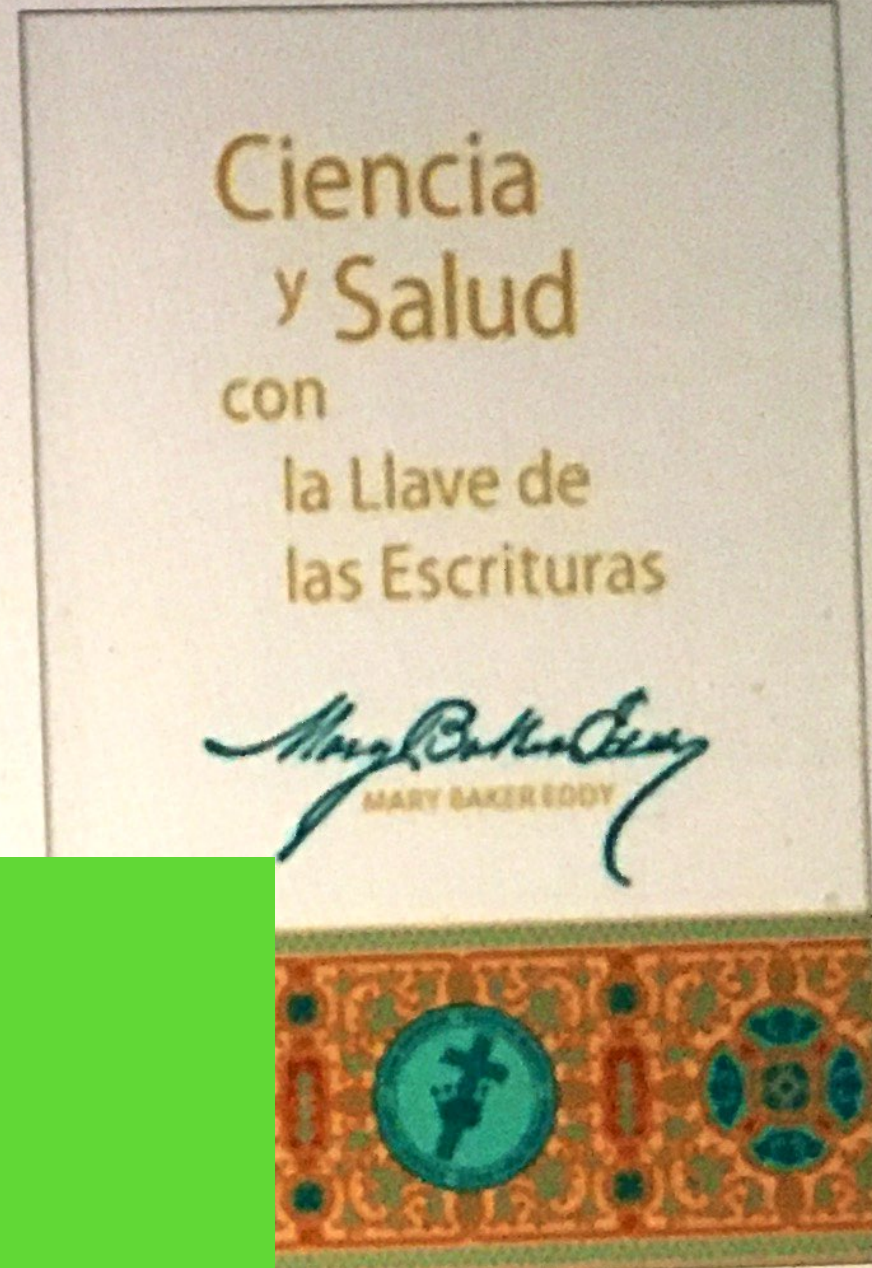
773-250-6577  
Disponible 24/7



Spanish webpage  
added in September

*Der Herold der Christlichen Wis.*  
"proclamar la actividad y dispo  
sucedido por *Le Héraut* (versi  
en portugués) en 1947. Hoy en  
gracias a la aplicación de la Cie

*The Herald* es una de las tres r  
fundadas por Mary Baker Eddy y  
cada una de ellas tiene una misión  
específica. Sus principales  
publicaciones son *The Christian  
Science Journal* y *The Christian  
Science Sentinel*, publicados en  
inglés. Cada revista ofrece artículos  
escritos por sus propios lectores, así como testimonios de curaciones espirituales que han  
sido experimentadas por los Científicos Cristianos alrededor del mundo.



texto de la Ciencia  
y Baker Eddy explica las  
as que sustentan las  
curaciones de Cristo Jesús.  
Desde el primer capítulo "La oración",  
pasando por su exégesis del Génesis y el  
Apocalipsis, hasta el Glosario de  
términos bíblicos, la autora invita a los  
lectores a considerar en profundidad la  
totalidad de Dios, la perfección del  
hombre como creación espiritual de  
Dios, y la manera en que un  
entendimiento de estas verdades puede  
liberarnos del pecado, la enfermedad y la

## Latest News



### **REMINDER: 2019 CSMetroChicago Annual Business Meeting**

Saturday, November 2nd, 10-  
Noon; 1108 Oswego Road,  
Naperville



### **News blog feature added in March**

### **complexity of modern life?**

Sentinel Watch podcast,  
October 28 - November 3, 2019



### **What truly governs us?**

Sentinel Watch podcast,  
October 20 - 27, 2019

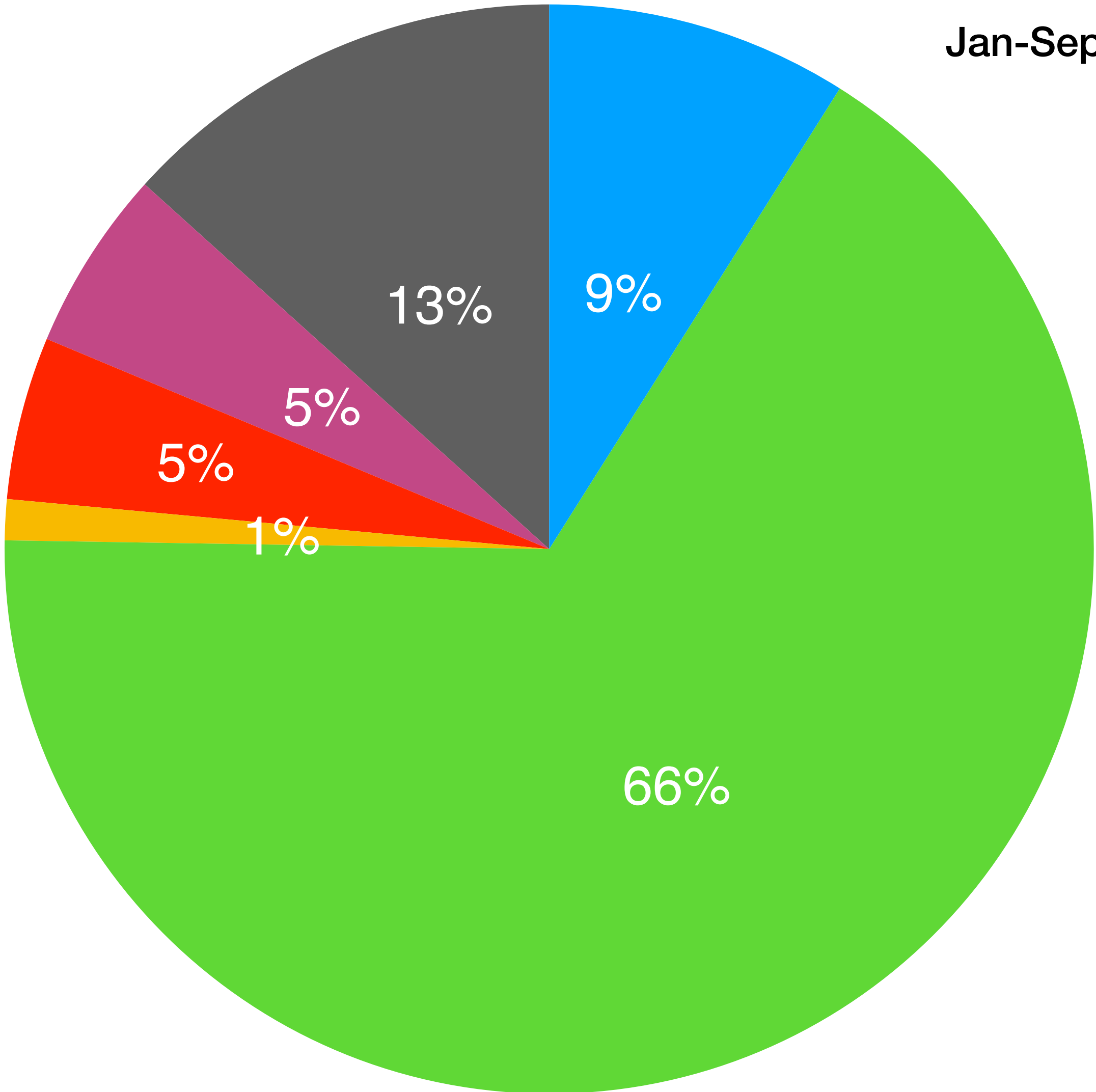
# Expos

Kim Schmidt



# 2019 REACH = 111,620 CONTACT POINTS

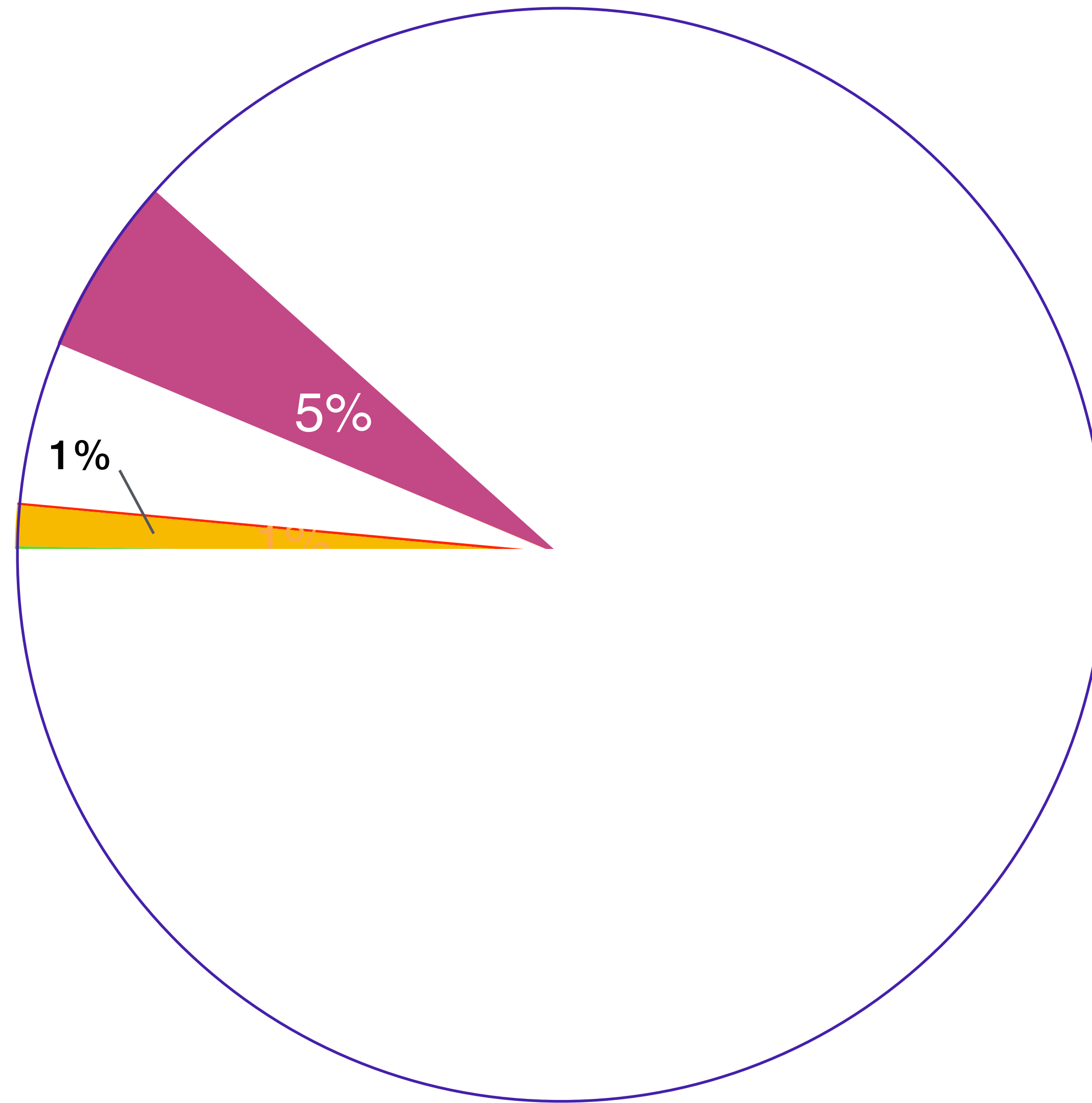
Jan-Sep 2019



- Website 10,000
- Social Media 74,000
- Expo 1,350
- Phone Line 5,400
- Print Advertising 6,000
- Field Communications 14,870

# EXPOS

**6% Total Contact Points  
Jan - Sept 2019**



● Expo 1,350

● Natural Awakenings Magazine 6,000

# TWO EXPOS

1. March in Northlake

2. August in Skokie

- 500+ conversations
- 25 Science and Health sold
- 3 lectures
- 71 new attendees
- 9 church sponsors
- 15 volunteers



# ADVERTISING Natural Awakenings Magazine

- Monthly display ads and 5 calendar listings



# LOOKING AHEAD TO 2020

## March in Northlake

- Volunteers and Lecture Sponsors Needed

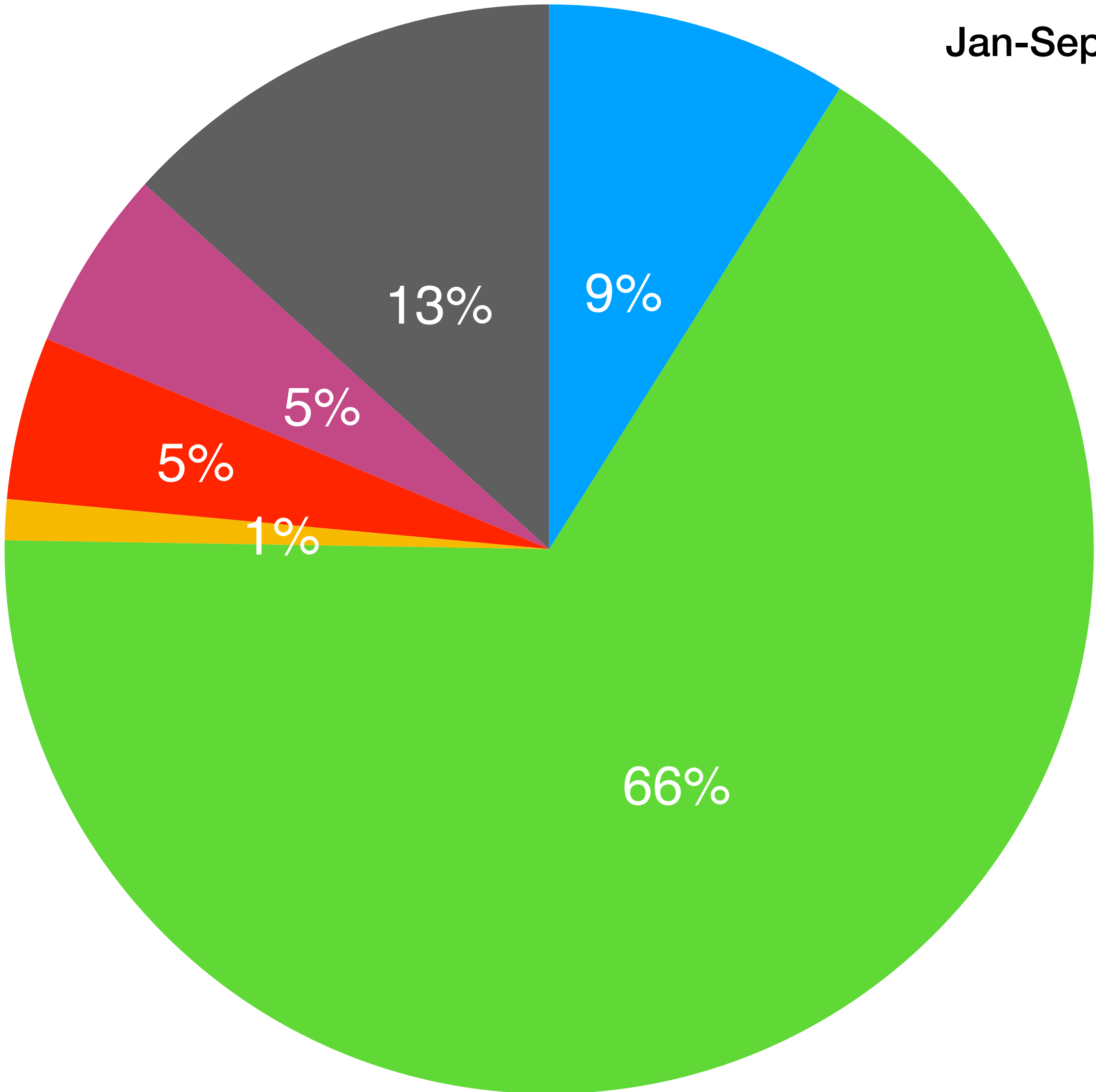


# Telephone Broadcasting

Charlie Ruckstaetter

# 2019 REACH = 111,620 CONTACT POINTS

Jan-Sep 2019

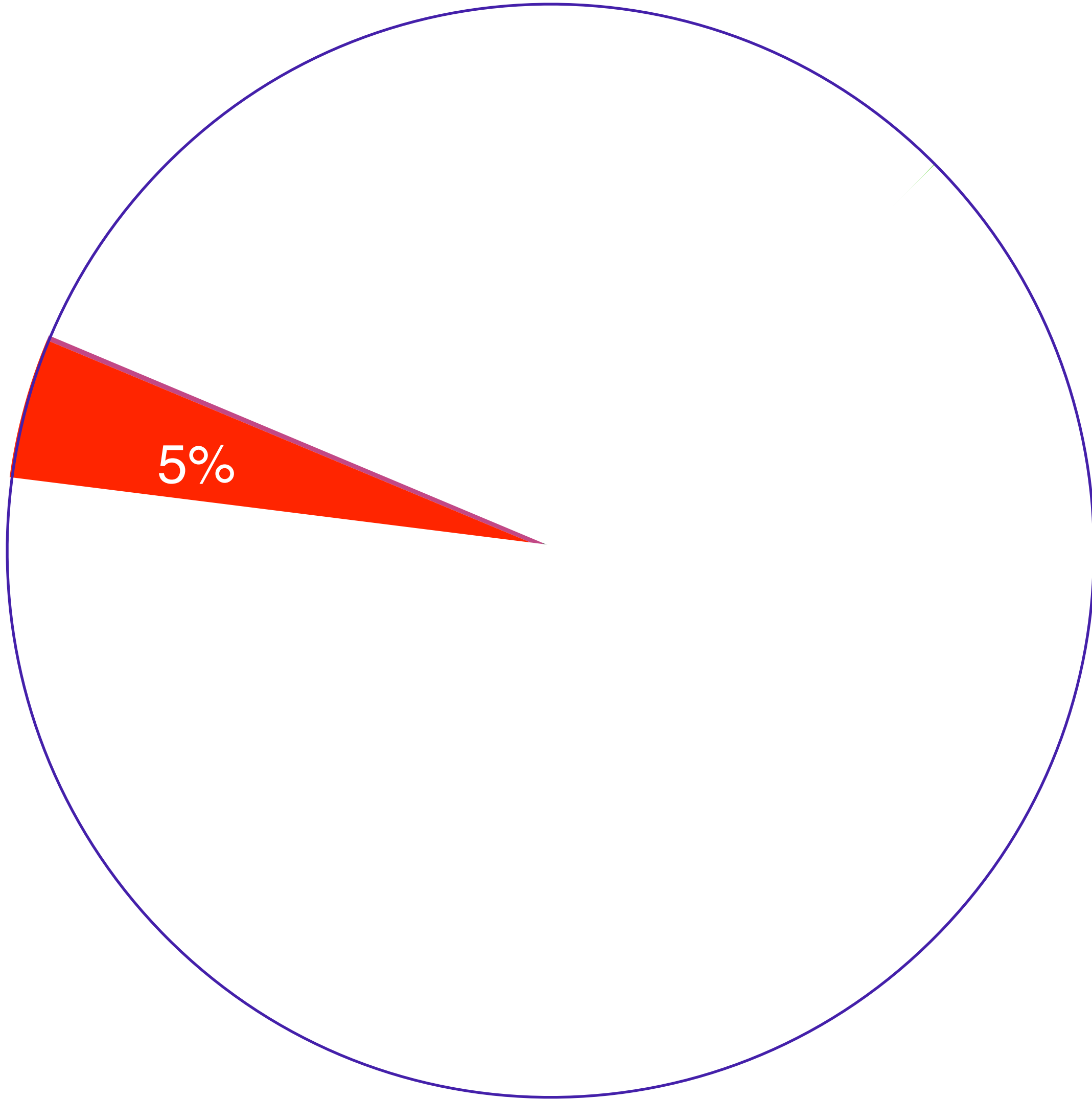


- Website 10,000
- Social Media 74,000
- Expo 1,350
- Phone Line 5,400
- Print Advertising 6,000
- Field Communications 14,870

# TELEPHONE

5% Total Contact Points

Jan - Sept 2019



● Phone Line 5,400



# 2019 PHONE LINE RESULTS

- Average number of unique callers 423 or 5.85% increase
- Average number of calls is 6,172 or 12% increase
- Based on Chicago area codes, 41% of calls from Chicago



- All messages responded to within 24 to 48 hours
- Recent average of 9 messages per month
- or over 100 CS conversations per year
- Looking to support the Spanish phone line in future

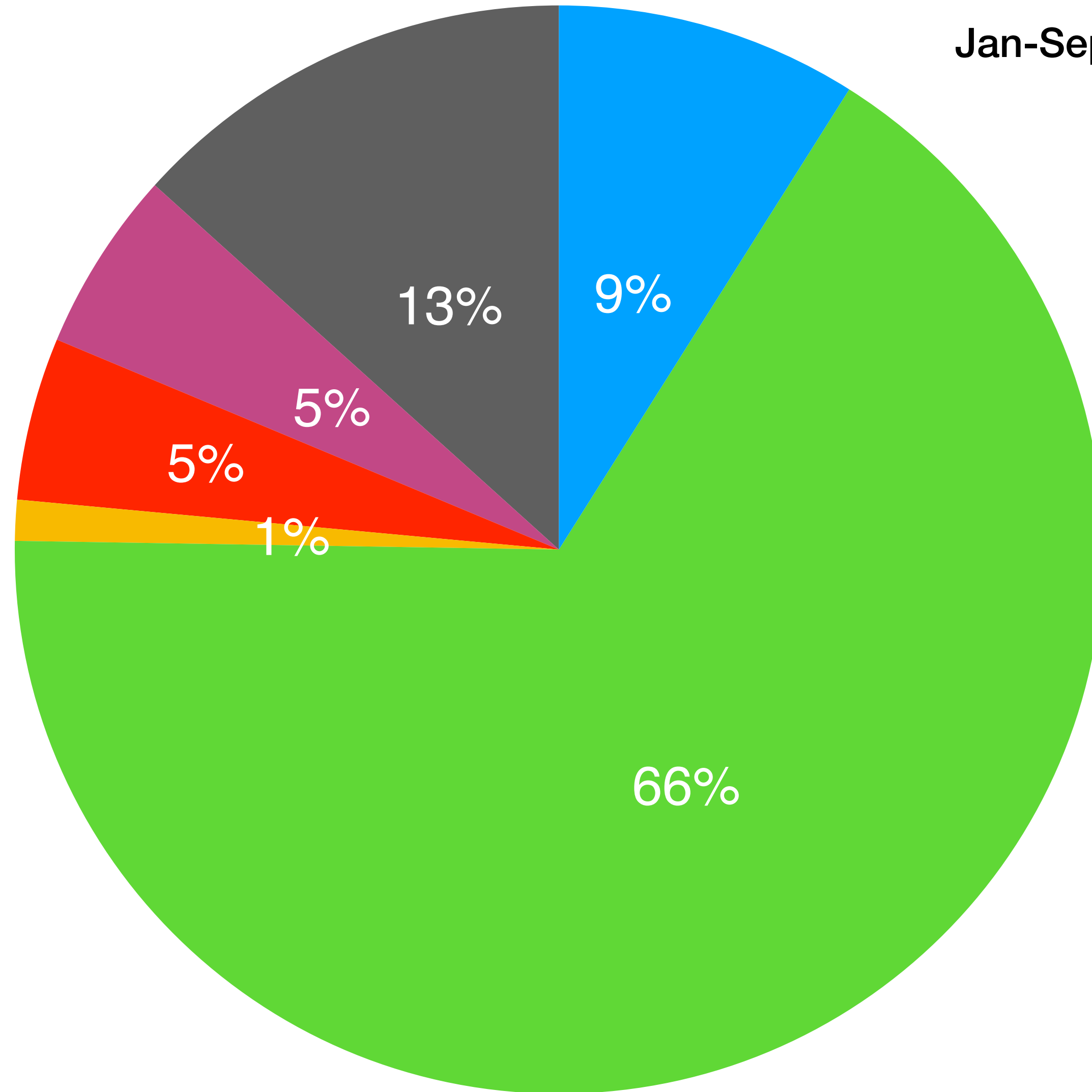
- **Participated in CSPS Spanish conference call**
- **El Heraldo only programming currently available**
- **Working with Spanish translator to enhance menu**

# Field Communications

Rindy Powell

# 2019 REACH = 111,620 CONTACT POINTS

Jan-Sep 2019

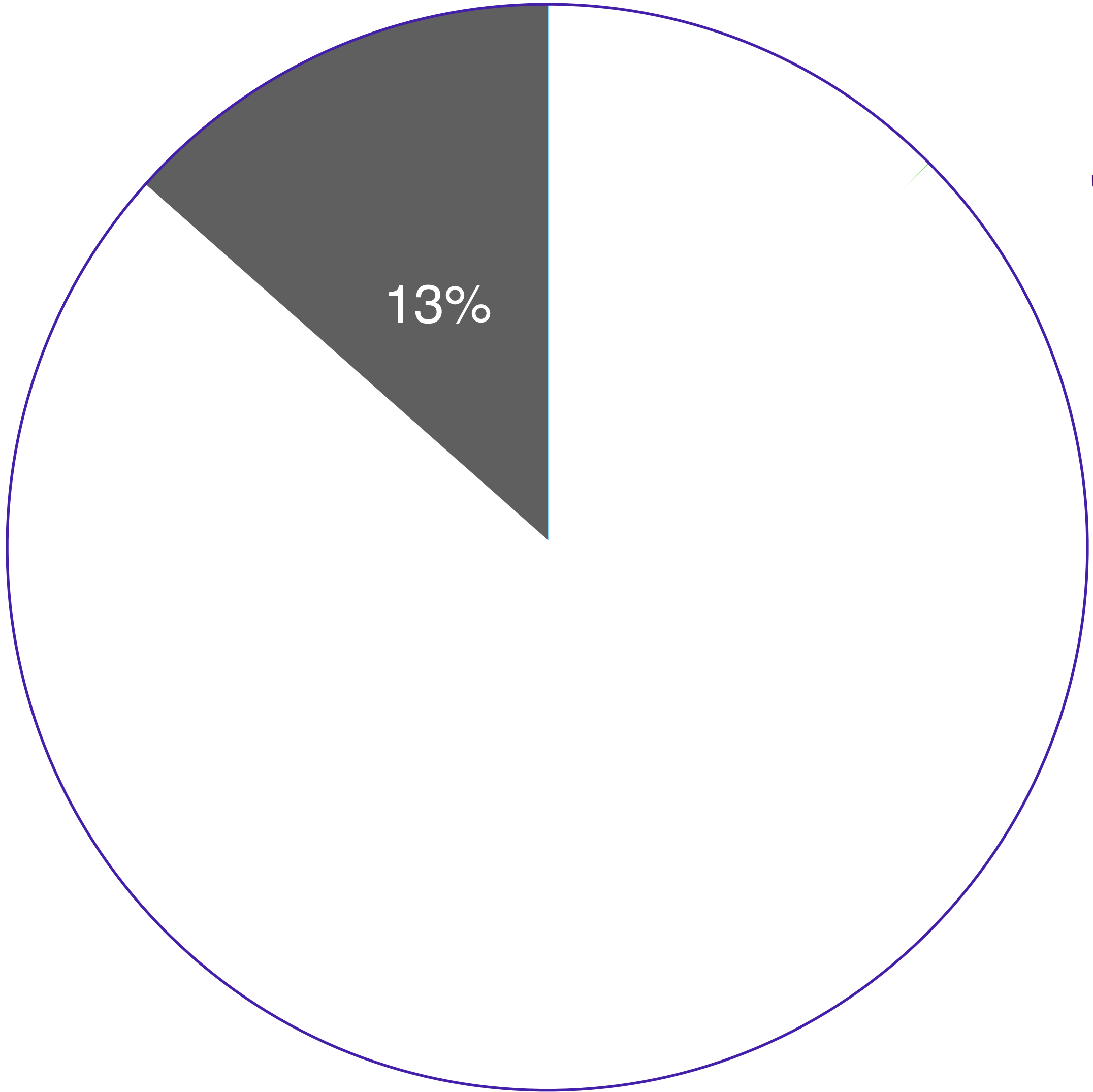


- Website 10,000
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- Phone Line 5,400
- Print Advertising 6,000
- Field Communications 14,870

# FIELD COMMUNICATIONS

13% Total Contact Points

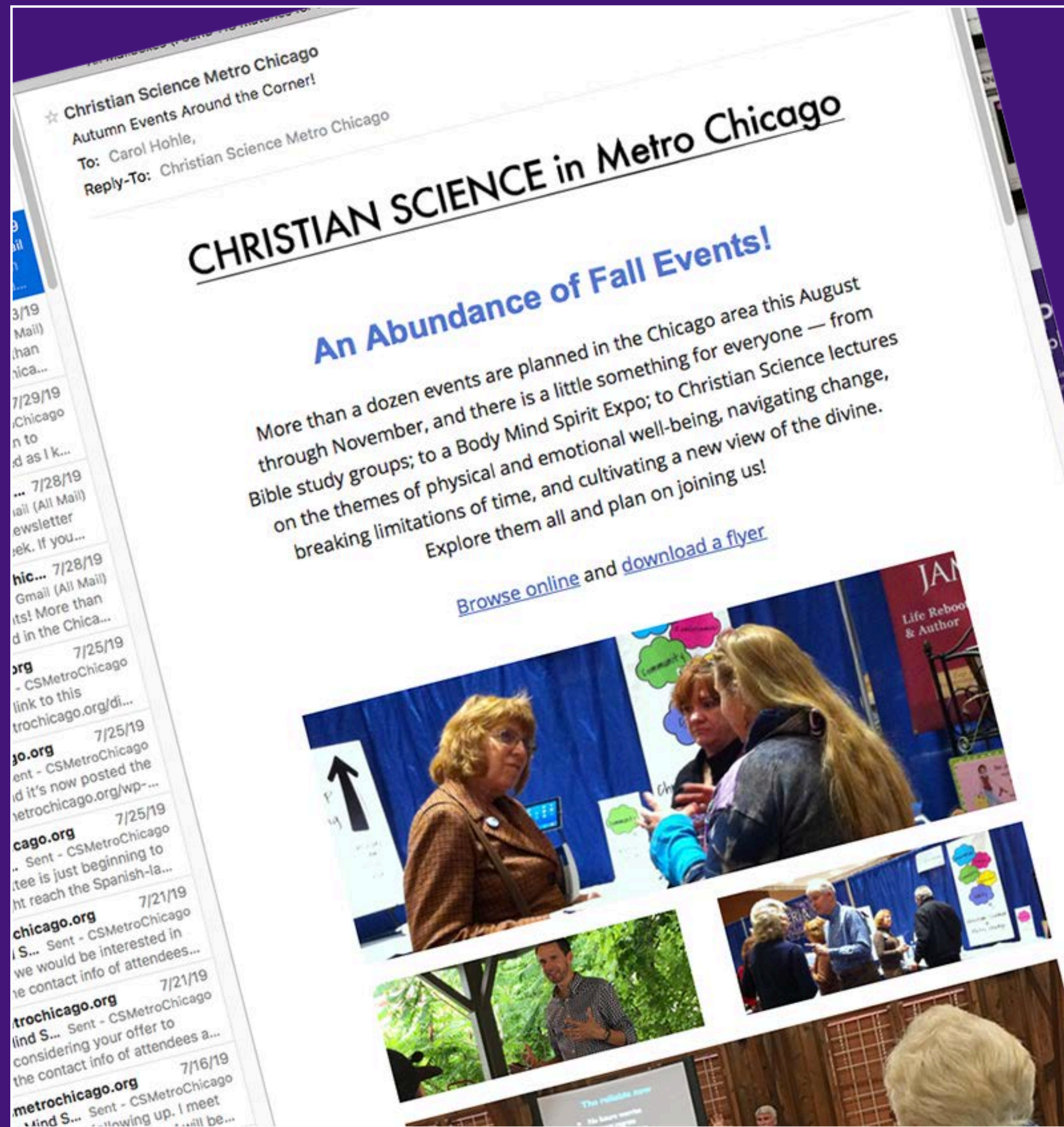
Jan - Sept 2019



● Field Communications 14,870

# EMAIL

- 329 subscribers
- Twice/month



# PRINT NEWSLETTERS

- Spring & Fall issues
- Copies sent to churches to distribute

## CHRISTIAN SCIENCE in Metro Chicago

### Annual Business Meeting Saturday, November 2nd, 10-Noon in Naperville

Don't miss the annual business meeting for Christian Science in Metro Chicago on Saturday, November 2nd, 10-Noon, at First Church of Christ, Scientist, 1108 Oswego Road, Naperville.

In addition to hearing an overview about this committee's work and financial standing, participants will learn about successes this past year promoting area Christian Science lectures and engaging with attendees at two Body Mind Spirit Expos. We'll share good news about the improved communications and networking among the Christian Science churches in the area. There will also be a report about the online activities that have been sharing the resources churches and Reading Rooms in the Chicago area provide and the audience who's been tuning in to the telephone broadcasting line and online podcasts. Lastly, the 2019-2020 Strategic Plan will be formally presented for ratification. (Churches will receive copies of the plan in advance to review.)

Come learn about the refreshed, rejuvenated and forward thinking focus of this, our joint committee and how all the churches in metro Chicago are benefiting!

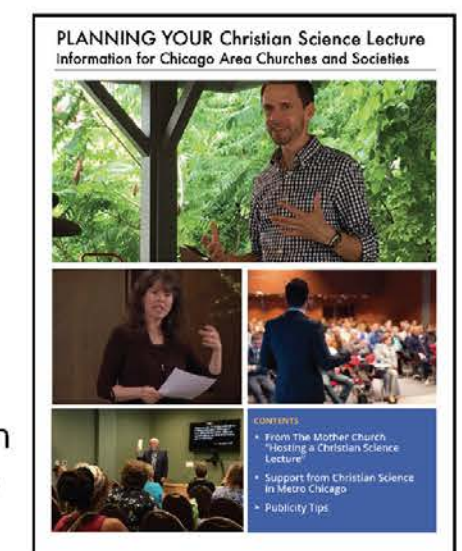


Elections will also take place for next year's committee board — area churches are reminded to submit their nominees to [info@csmetrochicago.org](mailto:info@csmetrochicago.org) by October 20<sup>th</sup>.

### Planning a Christian Science Lecture Local Publicity Tips and more

*Do you know what CSMetroChicago does to promote all the lectures in the Chicago area? Have you been challenged to find the local media outlets where you can submit your lecture for publication in online & print community event calendars? Or, are you looking to refresh your approach to publicity materials for your lecture? There is a NEW RESOURCE just for you!*

At the request of several lecture committees we've compiled an information and tip document. You can download it at <https://csmetrochicago.org/new-resource-for-planning-your-christian-science-lecture/>.





# PUBLICITY TIPS

- Explains what CSMetroChicago does
- Offers tips for listing lecture on community online event calendars
- More about promotion support during our Lecture Workshop after the break

## PLANNING YOUR Christian Science Lecture Information for Chicago Area Churches and Societies



### CONTENTS

- ▶ From The Mother Church "Hosting a Christian Science Lecture"
- ▶ Support from Christian Science in Metro Chicago
- ▶ Publicity Tips

**LOOKING AHEAD**  
**2020 Strategic Plan**  
Jeff Clements

# 2020 PLAN

- **Build on momentum**
  - **growing our internet presence**
  - **developing tools/incentives to connect online community with us in person at lectures, our Reading Rooms, Sunday School and church services**

# 2020 PLAN

- Plan already sent to churches
- Copies available to hand out today

# 2020 PLAN

2019

• Website & Social Media	\$27,500	\$18,200
• Expos	\$7,000	\$6,211
• Telephone Broadcast Line	\$22,500	\$21,000
• Print Advertising	\$3,500	\$1,600
• Field Communication	<u>\$11,500</u>	<u>\$9,700</u>
	\$72,000	\$56,088

# 2020 PLAN

- Questions?
- Vote to ratify 2020 Strategic Plan

# 2020 Board Election

# Ballot - 2020 Board Members

- Christie Clarke, Naperville
- Jeff Clements, Evanston
- Craig Hansen, Naperville
- Juli Litzkow, 17th Chicago
- David Maney, Palatine
- Rindy Powell, Glenview
- Charlie Ruckstaetter, Palatine
- George Schultz, Deerfield
- Todd Wittenberg, Glen Ellyn



**Break**

# Lecture Workshop

Rindy Powell & Carol Hohle

# RENEWED SPIRIT OF COOPERATION

- 18 lectures during 2019 (13 in 2018)
- CSMetroChicago and churches working together to promote one another's events
- Attendance is up

# CSMetroChicago SUPPORT

1. Listed on website
2. Included on events flyer
3. Posted on Facebook
4. \$50 ad on Facebook/Instagram
5. Included in Natural Awakenings magazine calendar listings
6. Mention in CSMetroChicago's e-newsletters



# TIPS DOCUMENT

- Available to download from website (see member page)
- A few print copies available today

## PLANNING YOUR Christian Science Lecture Information for Chicago Area Churches and Societies



### CONTENTS

- ▶ From The Mother Church "Hosting a Christian Science Lecture"
- ▶ Support from Christian Science in Metro Chicago
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# FLYER

- Current flyer design



Experiencing a “life most sweet,” cultivating a relationship with the divine, getting unstuck and overcoming fear, navigating change, finding health ... these are a few of the themes in a series of talks happening around the Chicago area this autumn.

*As of September 23rd, seven events are scheduled.  
Learn more about these events and others at [csmetrochicago.org](http://csmetrochicago.org)*

## UPCOMING TALKS ON CHRISTIAN SCIENCE

Sunday  
September 30  
2-3 pm

**How To Make Change for the Better**  
with Janet Hagerty, CSB  
Palatine Library  
700 North Court, Palatine

Sunday  
October 14  
2-3 pm

**Never Alone:  
How Spiritual Ideas Work in Us**  
with Melanie Wahlberg, CS  
Libertyville Civic Center  
135 W Church Street, Libertyville

Saturday  
October 20  
2-3 pm

**Living in the “Kingdom of Heaven”  
Right Here and Now**  
with José de Dios Mata, CSB  
Palos Heights Library  
12501 S 71st Ave, Palos Heights

Thursday  
November 1  
7:30-8:30 pm

**Making Meaningful Change:  
How God’s Love Can Change Your Life and the World**  
with Mark McCurties, CS  
McHenry County College, Luecht Conference Center  
8900 US Hwy 12, Crystal Lake

Sunday  
November 11  
2-3 pm

**Practicing Christian Healing Today**  
with Mary Alice Rose, CSB  
Sixteenth Church of Christ, Scientist  
7036 N Ridge Blvd, Chicago

Thursday  
November 15  
7-8 pm

**A Spiritual Revolution:  
The Quest to Experience God**  
with Giulia Nesi, CSB  
Evanston Public Library  
1703 Orrington Ave, Evanston

Sunday  
December 2  
3-4 pm

**Making the Right Decisions**  
with Leide Lessa, CSB  
Chicago Lake Shore Hotel  
4900 South Lake Shore Drive, Chicago

For more information visit [csmetrochicago.org](http://csmetrochicago.org)

# FLYER

- Design updated for 2020
  - Spring season flyer - lectures need to be booked by Jan 1



Fall 2019

## SPIRITUALITY

ITS PRESENCE IN YOUR LIFE

### 6 TRANSFORMING EVENTS

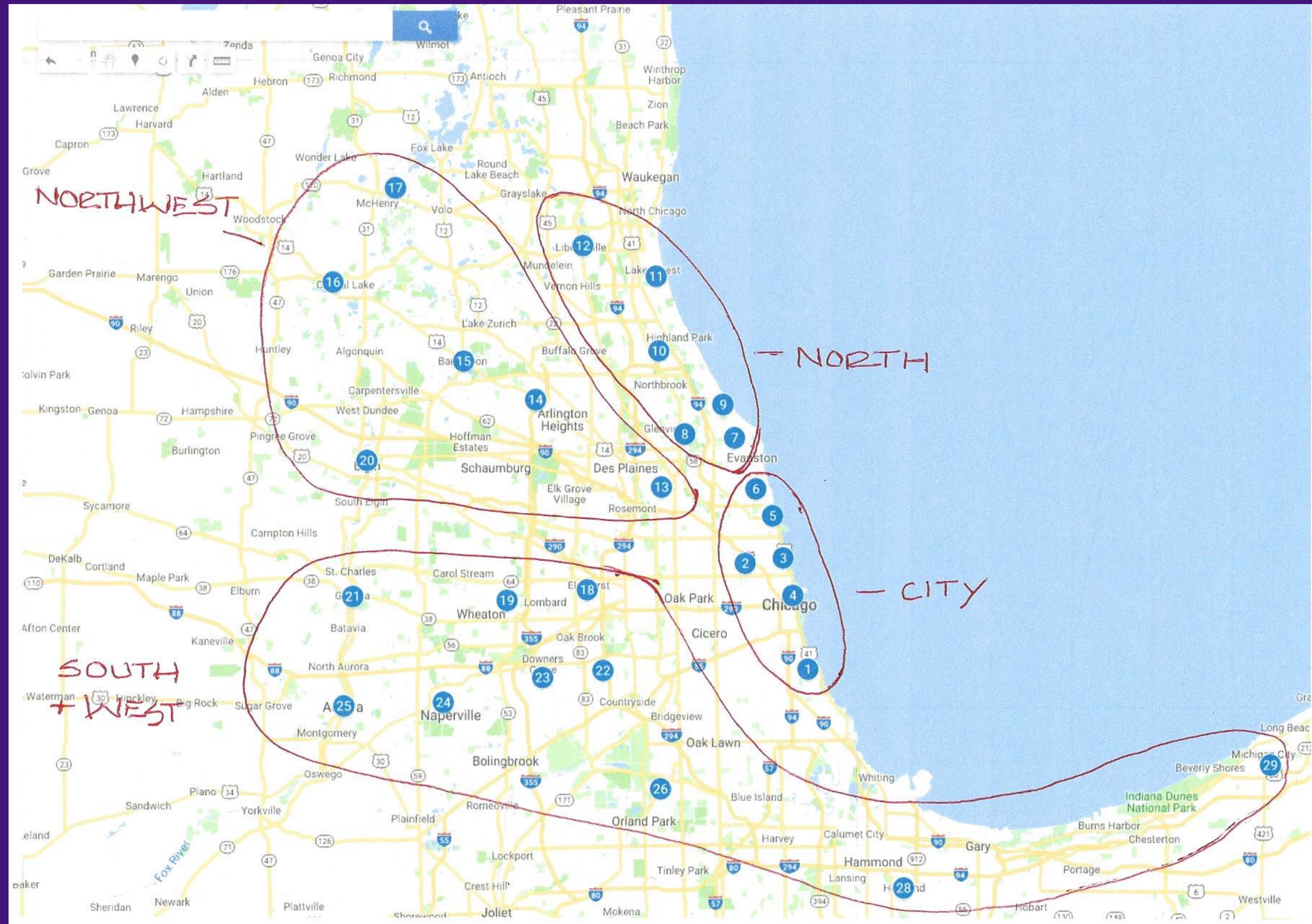
All are welcome at any or all of these free Christian Science talks

<p><b>MAKING MEANINGFUL CHANGE: HOW GOD'S LOVE CAN CHANGE YOUR LIFE AND THE WORLD</b> with Mark McCurties CS Sunday, September 29 @ 2 pm The Barrington White House Barrington</p>	<p><b>HOW TO MAKE CHANGE FOR THE BETTER</b> with Janet Hegarty CSB Sunday, October 13 @ 2 pm Winnetka Community House Winnetka</p>	<p><b>THE HOW AND WHY AND WONDER OF SPIRITUAL HEALING</b> with Beth Packer CS Saturday, October 19 @ 1 pm Hilton Garden Inn Evanston</p>
<p><b>THE SCIENCE OF CHRISTIANITY</b> with Mary Alice Rose CSB Sunday, October 27 @ 2 pm 16th Church of Christ, Scientist Chicago</p>	<p><b>A NEW VIEW OF GOD AND ITS EFFECT ON WELL-BEING</b> with Phillip Hockley CS Sunday, November 3 @ 2 pm First Church of Christ, Scientist Libertyville</p>	<p><b>NEVER ALONE: HOW SPIRITUAL IDEAS WORK IN US</b> with Melanie Wahlberg CS Sunday, November 17 @ 2 pm Palatine Public Library Palatine</p>

more info at [csmetrochicago.org/events](http://csmetrochicago.org/events)

# FLYER

- Future possibilities
  - “regional”





## IDEAS?

- Publicity ideas you have successfully implemented

## SUGGESTIONS?

- Ideas you'd like CSMetroChicago to explore

# Internet Workshop

Jeff Clements, Todd Wittenberg & Carol Hohle

# TRENDS / OBSERVATIONS

1. Search engines offer answers to every query
2. Information at your finger tip
3. Social Media expanding beyond photo sharing to include a way to communicate with like-minded people
4. Connecting online communities with in-person communities

# IMPLICATION #1

“Search engines bring up answers to every query”

- SEO (search engine optimization) project
  - “Chicago Spirituality Podcasts” #2 Google






About 1,720,000 results (0.69 seconds)

## Religion & Spirituality – Jungianthology Podcast

<https://jungchicago.org> › [blog](#) › [category](#) › [topics](#) › [religion-spirituality](#) ▼

how **spirituality** can mature and become more important over time ... This **podcast** is licensed under a Creative Commons ... Professor of Psychology, Psychoanalysis and **Spirituality** in the Graduate Center of the **Chicago** Theological Seminary ...

### Podcasts

 <b>Colby Rebel Show</b> Jun 28, 2019 <b>Chicago Spiritual Medium and Teacher Lilli...</b> ▶ 49m	 <b>Village Church Ch...</b> 19 hours ago <b>The Good Life</b> ▶ 33m	 <b>Colby Rebel Show</b> Jun 28, 2019 <b>Chicago Spiritual Medium and Teacher Lilli...</b> ▶ 49m
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#2

## Christian Science in Metro Chicago Chicago Spirituality ...

<https://csmetrochicago.org> › [spiritual-resources](#) › [podcasts](#) ▼

Sentinel Watch **podcasts** are a good addition to one's weekly supply of thought-provoking ideas. Every Monday contributors tackle topics relevant to daily life.

# IMPLICATION #1

“Search engines bring up answers to every query”

- SEO (search engine optimization) project
  - “Chicago Spirituality Podcasts” #2 Google
  - “Chicago Spirituality Events” #5 Google

### Chicago, IL Spiritual Events | Eventbrite

<https://www.eventbrite.com> › [il--chicago](#) › [spirituality--events](#) ▼

**Spiritual Events** in **Chicago**. Pastor Jenkins Retirement and Birthday Celebration! An Evening with N. T. Wright—The New Testament in Its World (**Chicago**) Eden: A Gathering of Whole-Hearted Women 2019. Free. Meditation Workshop with Santikaro - Cyclical Change: Outer & Inner.

Sun, Nov 3	Midwest Buddhist Temple ...	Midwest Buddhist Temple ...
Wed, Nov 6	Tadabbur Al Quran ...	American Islamic College ...
Nov 8 - Nov 9	Deeply Rooted	Wilson Abbey, Chicago, IL, US

### Chicago, IL Spirituality Events | Eventbrite

<https://www.eventbrite.com> › [il--chicago](#) › [spirituality--seminars](#)

Looking for **spirituality seminars events** in **Chicago**? Whether you're a local, new in town, or just passing through, you'll be sure to find something on Eventbrite ...

### Chicago, IL Spiritual Events: Meditation, Psychics, & Services ...

<https://chicago.eventful.com> › [events](#) › [categories](#) › [religion\\_spirituality](#) ▼

Find upcoming **Spirituality Events** in **Chicago, IL**: church services, meditations, bible studies, worship services, catholic mass times, etc [updated weekly].

### Spirituality groups in Chicago - Meetup

<https://www.meetup.com> › [topics](#) › [spirituality](#) › [chicago](#) ▼

**Spirituality groups** in **Chicago**. Diana Kushenbach Academy of **Spiritual Arts**. The Gathering Lighthouse **Spiritual Education Center**. Meditation for **Spiritual Awareness Downtown Chicago**. **Spirituality for Everyone** | Sufi Meditation in **Chicago**. **Spiritual Nourishment Chicagoland**. Meditation for **Spiritual Awareness Lisle, IL**. ...

### Christian Science in Metro Chicago Spirituality Events In ...

<https://csmetrochicago.org> › [events](#) ▼

Explore special **events** and find regular church services & youth Sunday School throughout the year in our **event listings** for the Metro **Chicago** area. Take a look!

You've visited this page 2 times. Last visit: 10/21/19

### Events Calendar – Conscious Community Magazine

<https://consciouscommunitymagazine.com> › [events-calendar](#)

Free Meditation Drop-in Class! Every Wednesday, 5:30pm-6pm. FREE! Simple sitting group where we practice a wide variety of secular meditation techniques ...

#5

# IMPLICATION #1

“Search engines bring up answers to every query”

- SEO (search engine optimization) project
  - “Chicago Spirituality Podcasts” #2 Google
  - “Chicago Spirituality Events” #5 Google
  - “Chicago Christian Church” Google Pg 3



### Christian Fellowship Church | Home

<https://www.churchinroscoeillage.org> ▼

Join Us - **Christian Fellowship Free Church** Is A Community Of Imperfect People Who Love And Serve A Perfect God. Join Us Sunday ... **Chicago, IL 60657.**

### Chicago Christian Church 1249 Elmhurst Rd Des Plaines, IL ...

<https://www.mapquest.com> › [illinois](#) › [chicago-christian-church-379008784](#) ▼

Get directions, reviews and information for **Chicago Christian Church** in Des Plaines, IL.

### Seventeenth Church of Christ, Scientist | Chicago, Illinois

[www.christiansciencechicago.org](http://www.christiansciencechicago.org) ▼

Seventeenth **Church of Christ, Scientist** in **Chicago, Illinois** looks forward to welcoming you at our worship services, events, and **Christian Science Reading** ...

You've visited this page many times. Last visit: 2/22/19

### Christian Science in Metro Chicago Chicago Christian Church ...

<https://csmetrochicago.org> ▼

Find resources for your spiritual journey - information about upcoming events, worship services & Sunday School, and **Christian Science Reading Rooms**.

You've visited this page 2 times. Last visit: 3/13/19

### Christ Community Church

<https://ccclife.org> ▼

Welcome. Our desire is to love God and love people.

### Park Manor Christian Church, Chicago, IL

[www.parkmanorchristianchurch.org](http://www.parkmanorchristianchurch.org) ▼

Join us for Sunday Worship at 10:30AM - 600 E. 73rd St - **Chicago, IL** - 773 483- ... View the **Church Calendar** for the most up-to-date info on what's happening at ...

### Grace Chicago Church

[www.gracechicago.com](http://www.gracechicago.com) ▼

Grace **Chicago Church** is a creative Reformed **Church** in the Lakeview neighborhood of **Chicago** committed to God's justice in the city.

**Page #3**

# IMPLICATION #1

“Search engines bring up answers to every query”

- **SEO (search engine optimization) project**
  - “Chicago Spirituality Podcasts” #2 Google
  - “Chicago Spirituality Events” #5 Google
  - “Chicago Christian Church” Google Pg 3
- **Continue project in 2020 to optimize entire website**

# IMPLICATION #2

“Information at your finger tip”

- Website is not the sole location of information about us on internet
- Must have content on internet beyond website
  - social media presence
  - search engine presence
- Establishing Google Business account and exploring ways for our events and locations to be easily found

## Christian Science in Metro Chicago Chicago Christian Church ...

<https://csmetrochicago.org>

Find resources for your spiritual journey - information about upcoming events, worship services & Sunday School, and Christian Science Reading Rooms.

### Events

Explore special events and find regular church services & youth ...

### Worship

There are more than two dozen Christian Science worship ...

### Contact

Christian Science in Metro Chicago is the newly formed ...

[More results from csmetrochicago.org »](#)

### Members

Dear member, Thank you for supporting this joint activity of ...

### About Christian Science

Core Concepts of Christian Scientists. Christian Scientists ...

### News

Join the Glenbrook Walk on Chicago's North Shore OR find ...

## Christian Science in Metro Chicago - Home | Facebook

<https://www.facebook.com> > Pages > Businesses > Nonprofit Organization

Christian Science in Metro Chicago. 251 likes · 28 talking about this. Sharing Christian Science in Metro Chicago.

## Christian Science in Metro Chicago - Posts | Facebook

<https://www.facebook.com> > csmetrochicago > posts

Hi everyone! This is an invitation to all college age, or newly graduated CS students or college faculty members you may know in the Chicago area.

## Upcoming Events in Metro Chicago | Seventeenth Church of ...

[www.christiansciencechicago.org](http://www.christiansciencechicago.org) > upcoming-events-in-metro-chicago-2

Sep 25, 2017 - There are more than a half dozen talks on Christian Science happening around Chicago this autumn. LEARN MORE about these special ...

## Seventeenth Church of Christ, Scientist | Chicago, Illinois

[www.christiansciencechicago.org](http://www.christiansciencechicago.org)

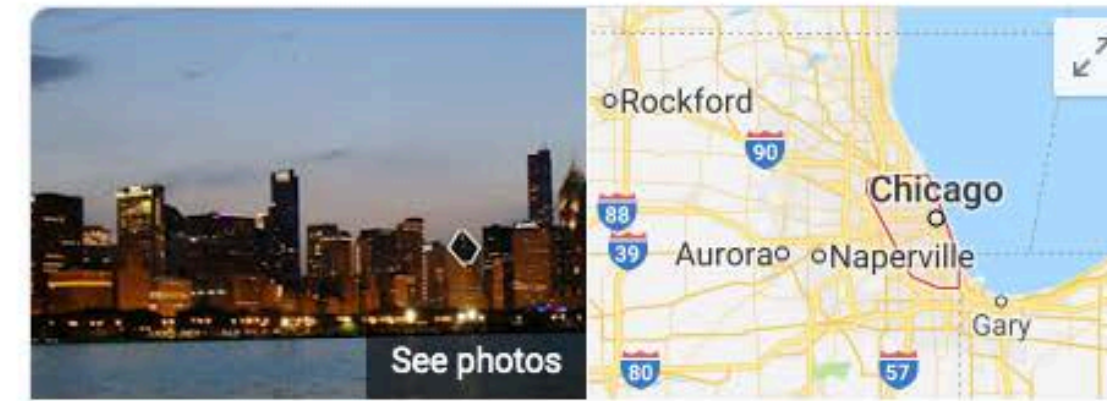
Seventeenth Church of Christ, Scientist in Chicago, Illinois looks forward to welcoming you at our worship services, events, and Christian Science Reading ...

About · Worship · Reading Room · Youth

## Lincoln Park Christian Science church for sale

<https://www.chicagobusiness.com> > article > CRED0701 > lincoln-park-chr...

Nov 15, 2017 - The Christian Science building at Pine Grove and Wrightwood is going on ... U of C Med Center clears out patients before strike • MetroSouth closure .... A Christian Science church in Lincoln Park designed by the ... Between 1897 and 1911, Beman designed six Christian Science churches in Chicago—this ...



## Christian Science in Metro Chicago

Website

Save

Suggest an edit

### Add missing information

Add phone number

Add business hours

### Questions & answers

Be the first to ask a question

Ask a question

### Reviews


Write a review

Add a photo

Be the first to review

## From Christian Science in Metro Chicago

"Resources for your spiritual journey ... information about upcoming events, worship services and Sunday School, and Christian Science Reading Rooms in the Chicago area."

 Christian Science in Metro Chicago on Google



FREE TALK – The Science of ...  
Oct 26, 2:00 PM - 3:00 PM  
Larendon Hills Middle Scho...  
Sep 17, 2019  
[Learn more](#)



FREE TALK – How, Why and ...  
Oct 19, 1:00 PM - 2:00 PM  
Hilton Garden Inn, 1818 Mapl...  
Sep 17, 2019  
[Learn more](#)



About 3,750,000,000 results (1.19 seconds)

### Events

Today

Tomorrow

This Week

This Weekend

Next Week

Next Month

12

OCT

#### Chicago Campfire Festival

Oct 12 – 30

Chase Park, 4701 N Ashland Ave

Chicago, IL



2

NOV

#### Day of the Dead Parade and Celebration

Sat, 2 PM

Dvorak (Anton) Park, 1119 W Cullerton St

Chicago, IL



2

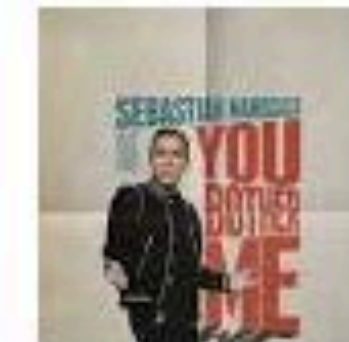
NOV

#### Sebastian Maniscalco Tickets

Sat, 9 PM

United Center, 1901 W Madison St

Chicago, IL



[→ Search more events](#)

# IMPLICATION #3

“Social Media expanding beyond photo sharing to include a way to communicate with like-minded people”

- Now advertising on new Facebook platform with dramatically improved results
  - Sentinel Watch ad
    - \$15 July - 90 reached; 15 clicks
    - \$35 September - 3,700 reached; 44 clicks
  - Lecture ad
    - \$50 Spring 2019 - 3,500 reached; no click info available
    - \$50 September - 4,900 reached; 199 clicks
- Free Facebook marketing expertise available - calls every two weeks

# IMPLICATION #4

“Connecting online communities with in-person communities”

- Develop redeemable free gift coupons for online community to bring to lectures and Reading Rooms
- Offer churches opportunity to have individual webpage on website

# SUMMARY: IN 2020

- **Build on these learnings**
  - **Maximize access to website content using SEO technology**
  - **Expand presence on internet beyond our website**
    - Facebook, Instagram and Google
  - **Develop tools/incentives to connect online communities with in-person communities - coupons and individual church webpages**



# IDEAS? SUGGESTIONS?

- Please be in touch with Carol, Todd or Jeff

# Conclusion

Jeff Clements

**Thank you for attending today!  
New 2020 Board Members please come up front  
for a brief meeting to determine your next meeting.**