



2020 Strategic Plan

Approved November 2, 2019 at Annual Business Meeting

With deep gratitude for the metaphysical support and solidarity among the Churches of Christ, Scientist throughout greater Chicago, our first full year of joint activities has been a rousing success. Together we amplified the message of the Christ and Christian Science in our communities with more than 111,500 contact points sharing inspirational messages and invitations to use the many resources we provide for the spiritual benefit of all. Two highlights of the year include (see page three for more info):

- Increased attendance at lectures, by approximately 20%, with more effective support in “getting out the word” about one another’s lectures via multi-event fliers and coordinated online advertising campaign
- Expanded reach on the internet 40% increase in daily website page views with 20,000+ people reached via Facebook and Instagram ads

For 2020, we recommend building on the momentum of the past year by growing our internet presence and testing new ways to connect the online community with in-person branch church events & services:

- Grow our internet presence by expanding use of Google [Search Engine Optimization (SEO), Google Business and Google advertising] and social media [Facebook and Instagram]
- Create tools, such as redeemable ‘free gift’ coupons, to encourage the growing online community to connect with us in person at lectures, Reading Rooms, Sunday School and church services
- Enhance the online presence to help seekers find all of our area churches by offering inspiring and informative webpages for churches without a website

In 2020, we also recommend maintaining our presence at two area expos and sponsoring the telephone broadcast line. Anticipated activities & expenses during 2020 include the following:

2020 Anticipated Activities	Estimated Costs	Expected Outcomes
WEBSITE & SOCIAL MEDIA: Maintaining website and social media presence designed to promote all lectures, Reading Rooms, and church services. (Costs include SEO campaign, social media and Google ads, consultant to maintain site & social media presence)	\$27,500	12,000 page views/yr ; 400 Facefook followers; 200 Instagram followers
EXPOS: Exhibiting at two Body, Mind, Spirit Expos to promote Reading Rooms, CS literature, and lectures. Coordinate lecturing opportunity for churches at expos. (Costs include booth rental, promotional materials, exhibit display plus event coordination.)	\$7,000	275 conversations per expo
TELEPHONE BROADCAST LINE: Maintaining a telephone call-in line that broadcasts the Bible Lesson, Daily Lift, and Sentinel Watch available from The Christian Science Publishing Society	\$22,500*	500 listeners/mo
PRINT ADVERTISING: Advertising pilot program to promote website, Reading Rooms, church services.	\$3,500	12 ads plus/mo calendar listing up to 5 events
FIELD COMMUNICATION: Providing a communication channel that inform area churches about one another’s public-facing activities and encourage reciprocal promotional efforts. (Costs include 2 print newsletters, promotional materials and communication coordinator.)	\$11,500	400 email subscribers; 24 enewsletters/yr with 45% opens, 10% clicks
Total 2020 Anticipated Expenses	\$72,000	

This plan is being formally presented and ratified at CSMetroChicago’s Annual Business Meeting on November 2nd. Each church is requested to send a delegate to the meeting OR respond by email before November 1st. (see ballot)

Your financial support, as individuals and collectively through branch church and society donations, will enable these activities to move forward. Financial contributions can be sent to Christian Science in Metro Chicago, P.O. Box 768, Chicago, IL 60690-0768.

* \$22,500 is a rough estimate of phone line expenses based on 2019 actual costs. 2020 rates for programming will be announced by The Christian Science Publishing Society on October 28th.