



ANNUAL BUSINESS MEETING

November 5, 2022

10:00 - 11:00am CT

csmetrochicago.org

630-929-5635 English phone line

Spanish phone line 773-250-6577

WELCOME

Rindy Powell



2022

“Enlarging the place of our tent”

OPENING READINGS

Nancy Bachmann



Enlarge the location of your tent,
let the curtains of your dwellings be stretched wide, and don't hold back.
Lengthen your cords; strengthen your stakes. - Isaiah 54

AGENDA

Nancy Bachmann

2021 Annual Meeting Minutes

Treasurer Report

2022 Year in Review

2023 Strategic Plan Presentation

2023 Board Election



2021 ANNUAL BUSINESS MEETING MINUTES



2021 Annual Business Meeting Highlights

- **2022 Strategic Plan was unanimously ratified**
- **2022 Budget of \$70,550 estimated expenses was approved**
- **2022 Executive Board Members elected:**
 - Nancy Bachmann, Barrington**
 - Jeff Clements, Evanston**
 - Craig Hansen, Naperville**
 - Mike Joy, Naperville**
 - Diane Mahon, Barrington**
 - David Maney, Palatine**
 - Rindy Powell, Glenview**
 - Eric Sonnesyn, Palatine**
 - Todd Wittenberg, Glen Ellyn**

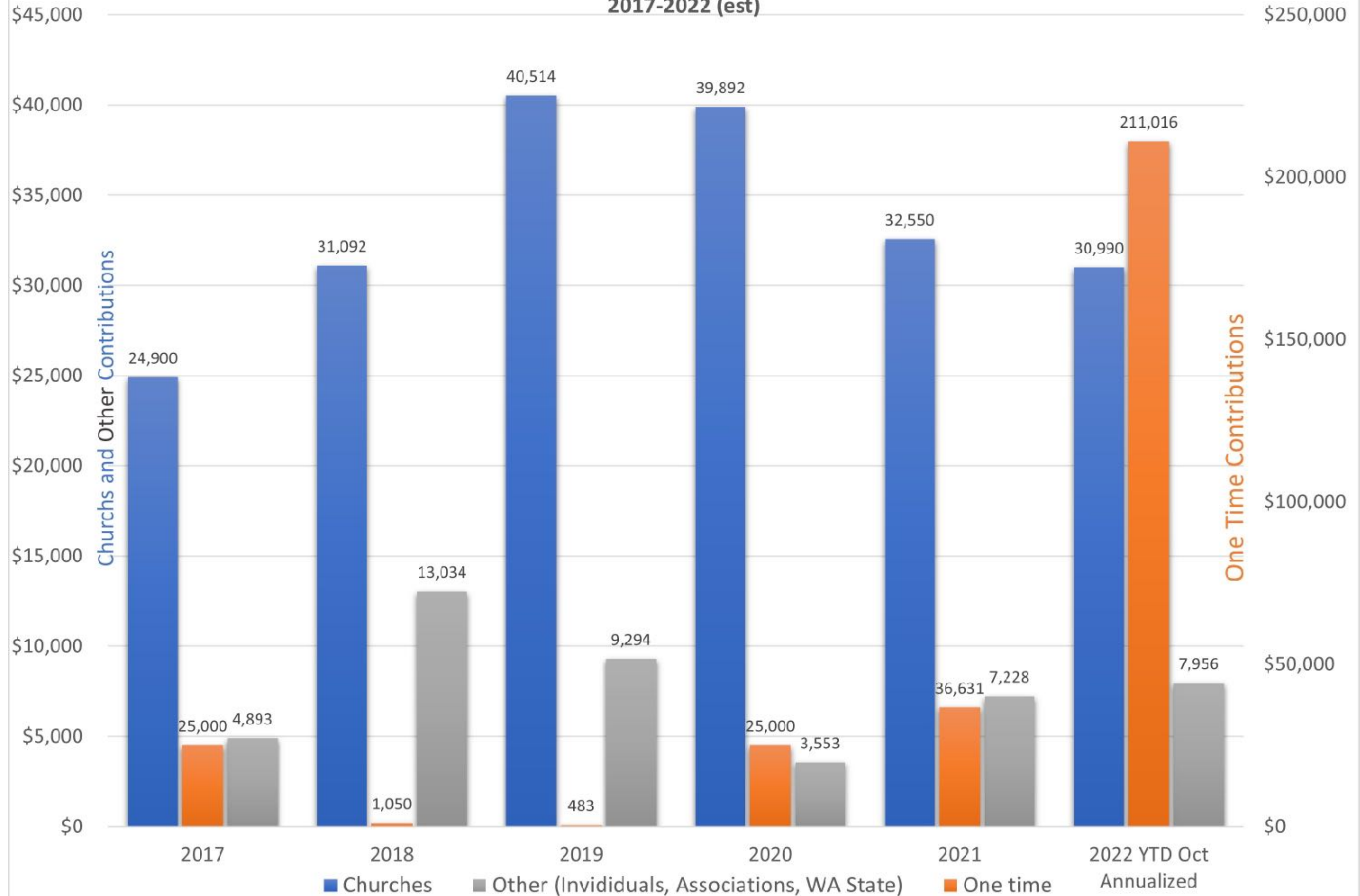
TREASURER'S REPORT 2022 YTD

Jeff Clements



Christian Science Metro Chicago Receipts

2017-2022 (est)



Christian Science in Metro Chicago

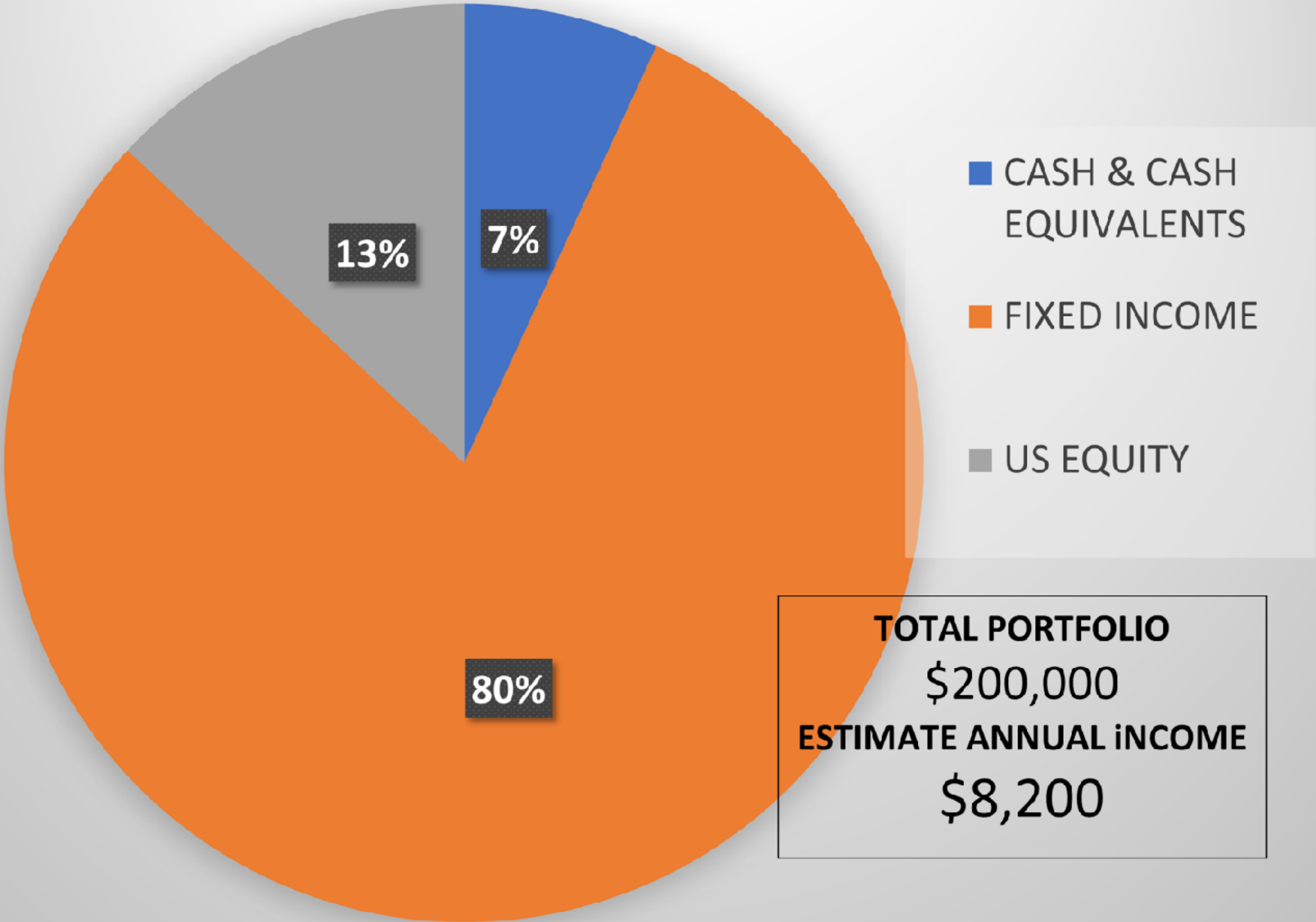
10 Month Financial Statement: January 1 to October 31, 2022, compared with prior 2 years (CSMC Annual Business Meeting Sat., November 5, 2022)

	<u>First 10 mo. 2020</u>	<u>First 10 mo. 2021</u>	<u>First 10 mo. 2022</u>
<u>Beginning Balance January 1</u>			
Cash Donated for Joint Activities*	3,404.82	483.66	-
Cash in General Fund	8,948.63	12,065.04	6,932.29
Savings Account balance	115,273.72	116,343.27	139,711.02
General Fund CD (opened Jan, 2020)	-	4,001.83	4,003.21
Total Beginning Balance	<u>127,627.17</u>	<u>132,893.80</u>	<u>150,646.52</u>
<u>Receipts</u>			
Receipts from Churches & Societies	36,583.30	25,733.30	27,308.30
Receipts from Individuals	1,768.93	2,172.20	2,411.90
Receipts from Associations	-	-	-
Receipts - one time	25,010.00	36,728.86	211,015.80
Phone line support:Washington CS Broadcast comr	-	2,250.00	4,500.00
Interest & dividends	61.35	59.48	63.17
Total Receipts	<u>63,423.58</u>	<u>66,943.84</u>	<u>245,299.17</u>

	<u>First 10 mo. 2020</u>	<u>First 10 mo. 2021</u>	<u>First 10 mo. 2022</u>
<u>Disbursements</u>			
Postage, Shipping, P.O. Box rental	130.00	166.00	198.00
IL Charitable Organization reporting fee (AG990-IL)	15.00	15.00	115.00
Communications Coord-web/FB/Instagram/newsltrs	25,000.00	25,000.00	25,000.00
Website ("CSMetroChicago.org")	256.11	245.99	-
Online Advertising	4,997.08	5,693.00	7,706.06
Web tutorials, e.g. live streaming	-	152.62	-
Returned Check	-	-	333.33
"Natural Awakenings" magazine ads	1,776.70	1,599.03	-
Telephone Bible Lesson - Message Link	12,016.99	13,525.12	15,407.65
CS materials sent to VoiceMail requesters	-	33.70	-
Telephone Bible Lesson & Sentinel Watch - CSPS	5,000.00	5,000.00	5,000.00
Spanish language services-Webpage & Phone line	650.00	-	-
Zoom.US meeting link subscription	163.39	163.39	163.39
Disbursements for Expos/Joint Activities*	3,431.16	1,000.00	-
Legal Services	345.00	-	-
BOA Visa Credit for \$3000 in purchases in 1st 3 mc	(300.00)	-	-
Total Disbursements	<u>53,481.43</u>	<u>52,593.85</u>	<u>53,923.43</u>
Gain or (Loss)	9,942.15	14,349.99	191,375.74

	<u>First 10 mo. 2020</u>	<u>First 10 mo. 2021</u>	<u>First 10 mo. 2022</u>
<u>Ending Balance October 31</u>			
Joint Activities* - checking	483.66	-	-
General Fund - checking	16,750.59	6,339.21	5,267.27
General Fund - savings	116,333.57	136,901.68	136,761.61
General Fund CD (opened Jan, 2020)	4,001.50	4,002.90	4,004.11
Investment Account (opened Oct 2022)	-	-	199,955.81
Total Ending Balance	137,569.32	147,243.79	345,988.80

CSMC INVESTMENT ACCOUNT



2022 YTD Finances

Questions ?

Remember to unmute and identify yourself,
then re-mute yourself when finished speaking

Donations

Via PayPal **link on website About page and in e-newsletters**

Via Check **Payable to Christian Science in Metro Chicago**
P.O. Box 768, Chicago IL 60690-0768

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

2022 IN REVIEW

Rindy Powell



Who we are ... a recap

- **2022 is fourth full year since reorganization**
- **Christian Science in Metro Chicago is a joint activity organized and funded by the area churches and individuals**
- **The field directives outlined in 2018, and reaffirmed in August 2020, continue to guide us include ...**

Focus

- 1. Foundational outreach/seeking seekers/getting the word out**
 - via online advertising, website and social media, expos
- 2. Attracting seekers to Christian Science Manual-based activities**
 - i.e. Reading Rooms, Lectures, Church services, Bible Lesson/Sentinel Watch, other CSPS content, promoting *Science and Health*
- 3. Connecting churches and students of Christian Science with each other and supporting church activities**
 - via e-newsletters, announcements, best practices
- 4. Supporting healing**
 - via phone helpline and website

2022 Results

- **1,094,400 Contact points with seekers**
 - **36% increase over last year**
- **Reaching seekers via**
 - **Advertising**
 - **Website**
 - **Helpline**
 - **Emails**

2022 Estimated Year End Total Expenses

\$ 20,300	Website
\$ 9,736	Advertising
\$ 18,900	Helpline
\$ 0	Expos
<u>\$ 10,527</u>	Field Communications
\$ 59,463	Total Expenses (\$63,500 approved budget)

Evidence of aiding healing

- **Visitors spending more time on website, clicking on metaphysical articles, watching online lectures, clicking on church and Reading Room website links**
 - **Increase in repeat callers on telephone helpline and sharing healings as result of listening to programming**
- ... the following reports from each of our Working Groups will highlight more progress and activity**

2022 Website Activity

Carol Hohle



Website Activity Highlights

- **Most website visits ever!**
 - Over 17,000 Jan-Aug
 - 26,000 page views by end of year
- **Website visitors stay on average around 1min 23sec**
- **Return visitors increased to 22%**
 - up 2% over 2021
- **Website redesigned to connect spiritual seekers with local resources and showcase Wednesday meetings, Events, Helpline, and Reading Rooms**

Website - Looking ahead

- **Keeping website fresh and current**
 - **Two major redesign revisions in last four years**
- **Always looking at trends and where the seeker is in order to connect in most meaningful way**

Website Activity

Questions ?

Remember to unmute and identify yourself,
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2022 Advertising Activity

Diane Mahon

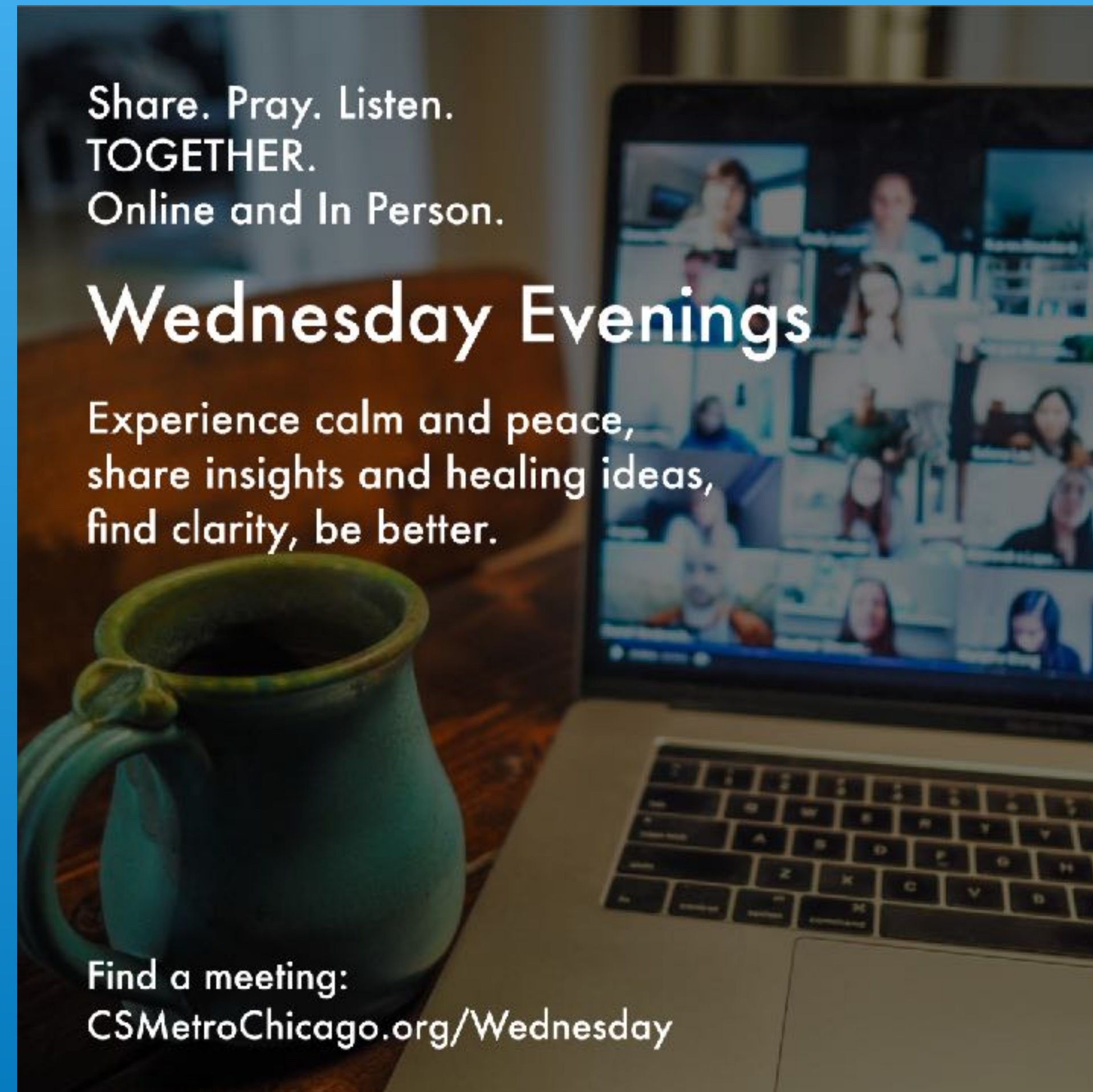


Advertising Activity Highlights

- **New focus in 2022 on online advertising has resulted in 800,000 impressions (Jan-Sep)**
 - **versus 600,000 in 2021**
 - **on target to reach 1 million by year end**
- **SEO promotes key phrases such as**
 - **Prayer Groups Chicago**
 - **Christian Church Chicago**
 - **Spiritual Healing Chicago**
 - **Chicago Christian Bookstore**
- **Google, Facebook & Instagram ads promote Wednesday meetings, Reading Rooms and Lectures**

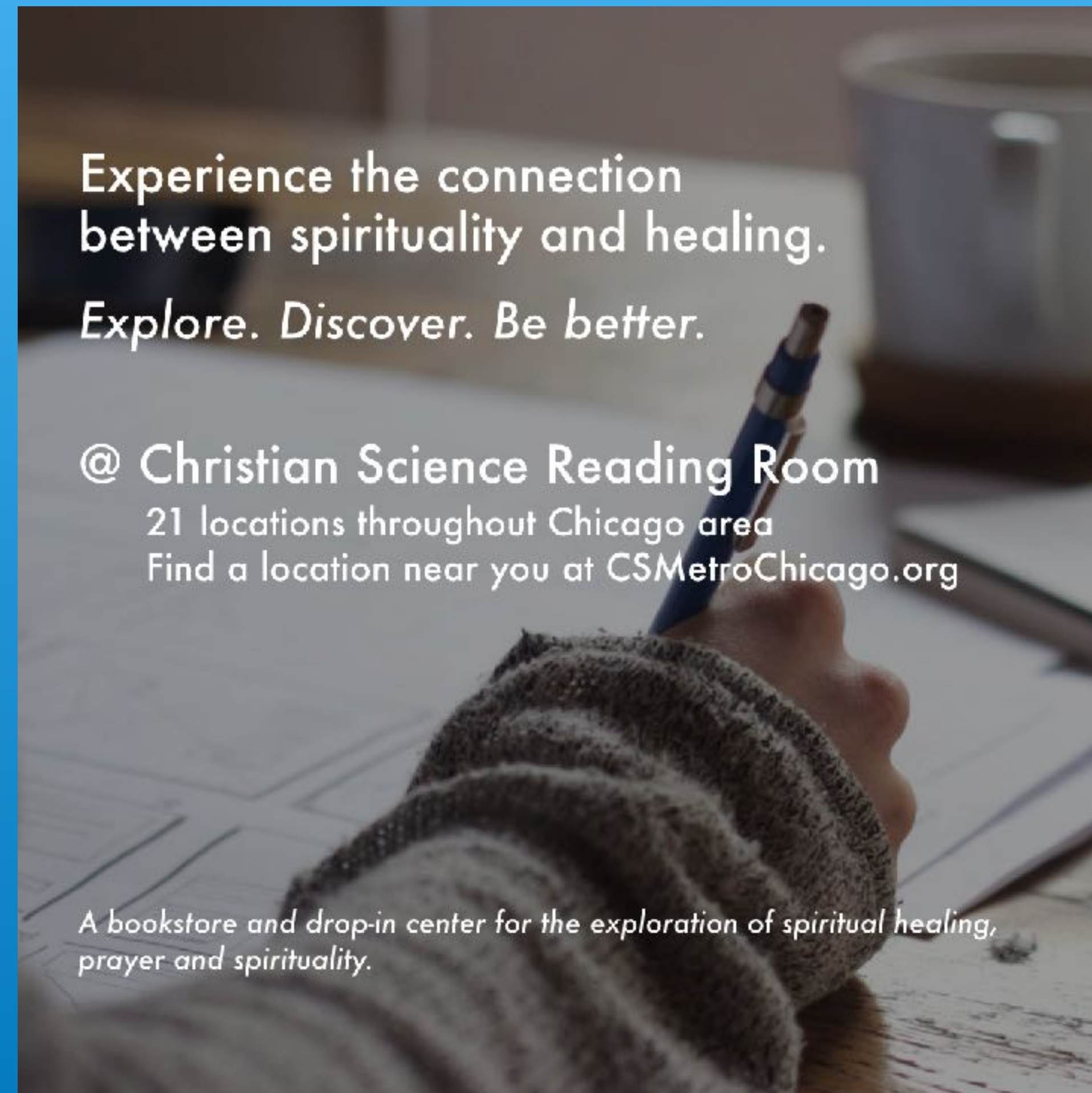
Wednesday Meetings

- Ad appearing on Google, Facebook and Instagram



All Reading Rooms in Chicago

- Ad appearing on Google, Facebook and Instagram



Fall Events

- Ad appearing on Google, Facebook and Instagram

Ad · <https://www.csmetrochicago.org/> ⋮

Spirituality Events in Chicago - Free talks Fall 2022

Learn how to pray, make change, overcome anxiety, become unburdened, find mental freedom.

Learn more at [csmetrochicago.org](https://www.csmetrochicago.org/).

Helpline

- Ad appearing on Facebook and Instagram

Feel grounded and spiritually in tune.
Experience healing.
Be better.



630-929-5635

Recorded podcasts:

Christian Science Weekly Bible Lesson

Daily Lift

Christian Science Sentinel Watch

Call anytime. Leave a message.

Advertising - Looking ahead

- Increase targeted impressions by 250k to 1,250,000
- Continue “as is” with messaging - pilots during 2022 are proving effective

Advertising Activity

Questions ?

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2022 Helpline Activity

Todd Wittenberg



Helpline Activity Highlights

- **15 reported healings (Jan-Aug) as result of phone line**
- **Weekly contact with listeners is up from 1 or 2 per month to 10-15 per month**
- **Average unique callers per month are up 5% year to date (399 in 2021 compared with 419 in 2022)**
- **Helpline is shared with Washington State Media Committee**
- **Working Group members dedicate time daily to pray in support of this healing practice**

Helpline Activity

Questions ?

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2022 Expo Activity

Nancy Bachmann



Expo Activity Highlights

- **Body, Mind, Spirit Expos have been on hold during 2021 and 2022**
- **Next expo March 2023, Northlake IL**
- **Looking forward to resuming our exhibiting activity and supporting area churches in sponsoring two live lectures during the expo**
 - **Booth volunteers and churches interested in sponsoring the lectures please email us at info@csmetrochicago.org**

Expo Activity

Questions ?

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2022 Field Communications Activity

Carol Hohle



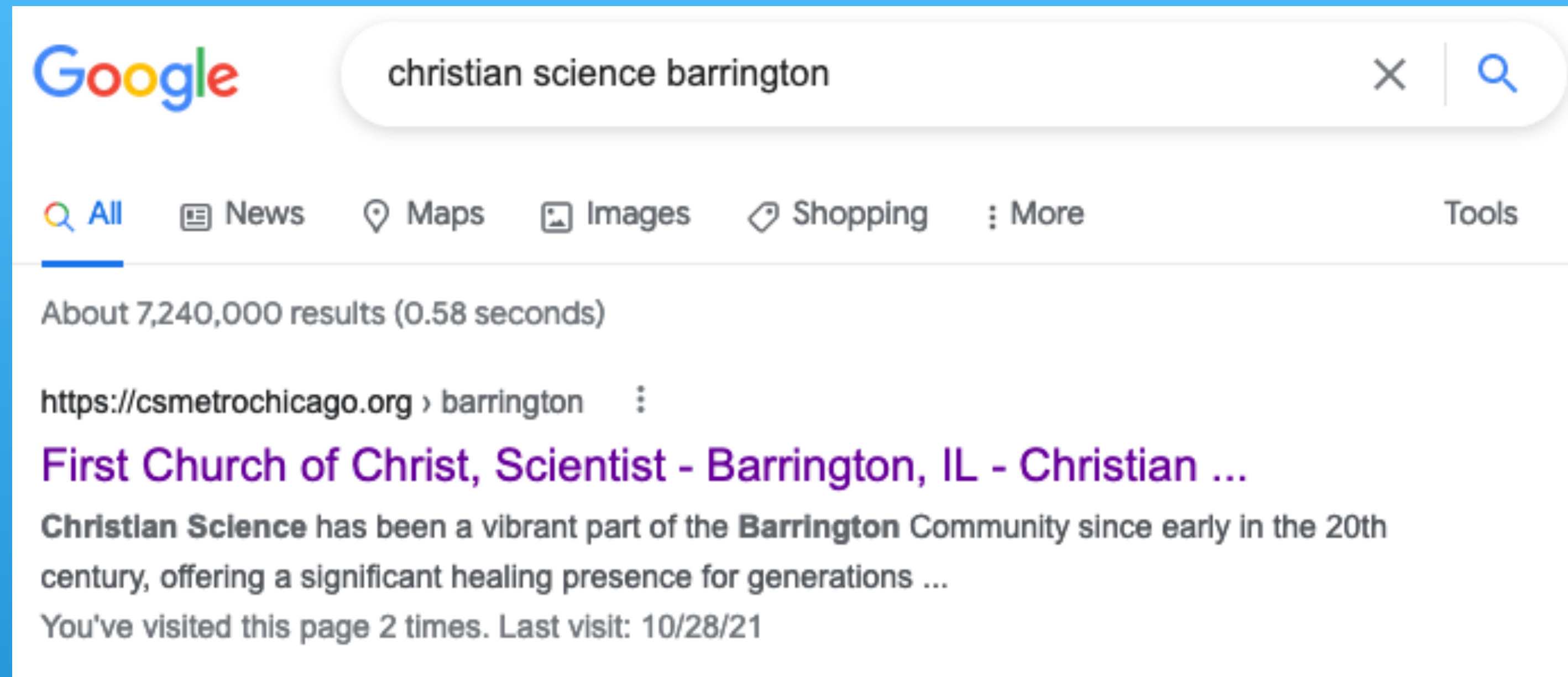
Field Communication Highlights

- **16 e-newsletters sent Jan-Sep (approx twice/mo)**
 - **sharing news of upcoming lectures, study groups, local special events and other resources**
- **505 email subscribers - up from 450 last year**
- **Print bookmarks sent to churches highlighting Wednesday meetings, Reading Rooms and Helpline**
- **Five churches now have dedicated webpages on CSMetroChicago.org**
 - **contact info@csmetrochicago.org if your church would like one**

Opportunity for Church Webpage

- Churches without a website invited to use csmetrochicago.org as your internet presence
- **FREE** *(cost already included in annual website expense)*
- **UNIQUE** church webpage with photos of church, Reading Room, etc along with info about your services, RR hours, etc

Your Church webpage displays prominently on Google



Google search results for "christian science barrington". The search bar shows the query and a magnifying glass icon. Below the search bar are navigation links for All, News, Maps, Images, Shopping, More, and Tools. The results show approximately 7,240,000 results in 0.58 seconds. The top result is from https://csmetrochicago.org, titled "First Church of Christ, Scientist - Barrington, IL - Christian ...". The snippet describes the church's history in the Barrington Community and mentions a significant healing presence. A note indicates the user has visited this page 2 times, with the last visit on 10/28/21.

Google

christian science barrington

All News Maps Images Shopping More Tools

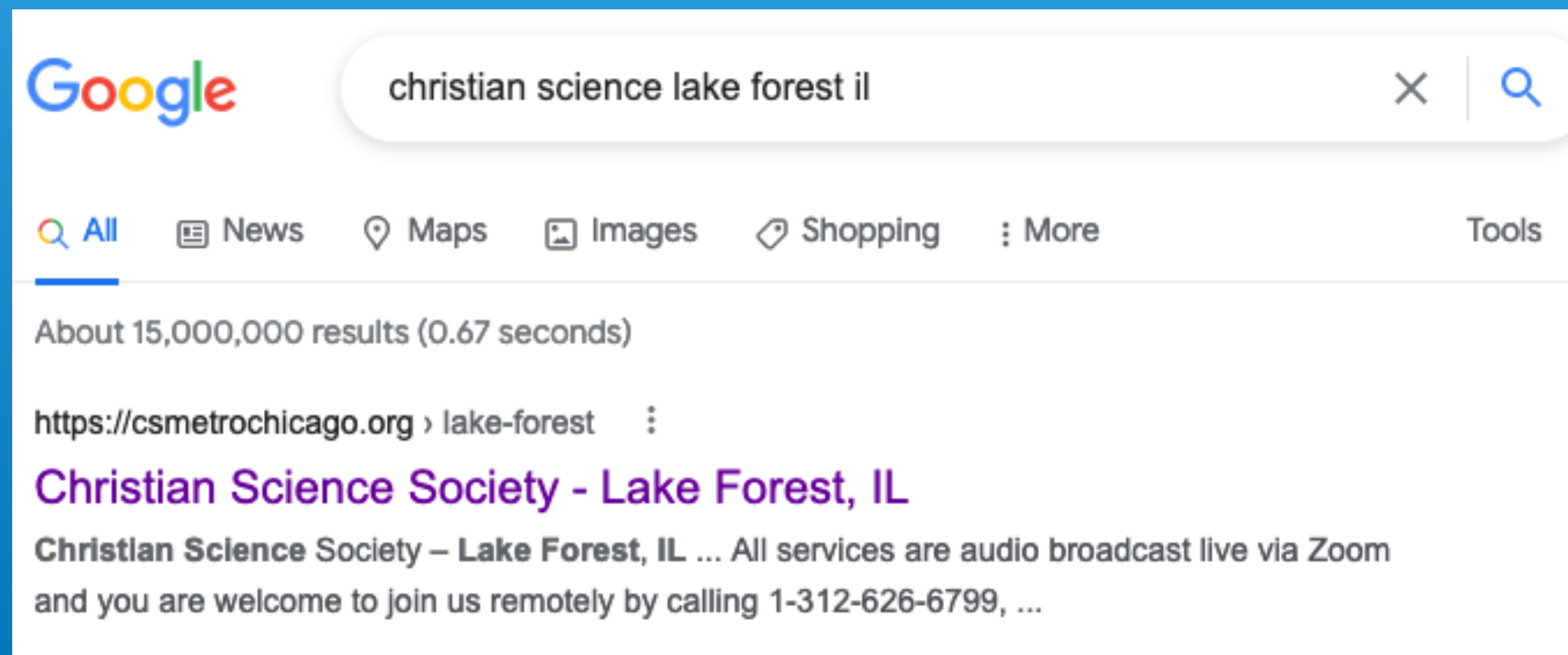
About 7,240,000 results (0.58 seconds)

https://csmetrochicago.org › barrington

First Church of Christ, Scientist - Barrington, IL - Christian ...

Christian Science has been a vibrant part of the Barrington Community since early in the 20th century, offering a significant healing presence for generations ...

You've visited this page 2 times. Last visit: 10/28/21



Google search results for "christian science lake forest il". The search bar shows the query and a magnifying glass icon. Below the search bar are navigation links for All, News, Maps, Images, Shopping, More, and Tools. The results show approximately 15,000,000 results in 0.67 seconds. The top result is from https://csmetrochicago.org, titled "Christian Science Society - Lake Forest, IL". The snippet mentions that all services are audio broadcast live via Zoom and that users are welcome to join remotely by calling 1-312-626-6799.

Google

christian science lake forest il

All News Maps Images Shopping More Tools

About 15,000,000 results (0.67 seconds)

https://csmetrochicago.org › lake-forest

Christian Science Society - Lake Forest, IL

Christian Science Society – Lake Forest, IL ... All services are audio broadcast live via Zoom and you are welcome to join us remotely by calling 1-312-626-6799, ...

Field Communications - Looking ahead

- **“Intro to Local RR” video series**
- **More educational information and sharing via webinars on topics, such as**
 - **livestreaming church services**
 - **how-to’s on Google Business and Advertising**
 - **aging and wrong-size building challenges**

Field Communications Activity

Questions ?

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2023 STRATEGIC PLAN

Rindy Powell



2023 Plan

Maintain our focus:

- 1. Foundational outreach/seeking seekers/getting the word out**
 - via online advertising, website and social media, expos
- 2. Attracting seekers to Christian Science Manual-based activities**
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- 3. Connecting churches and students of Christian Science with each other and supporting church activities**
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2023 Estimated Expenses

		2022 yr end projection
Internet	\$ 22,000	\$ 20,300
Advertising	\$ 20,000	\$ 9,736
Helpline	\$ 19,500	\$ 18,900
Expos	\$ 5,000	\$ 0
Field Communications	<u>\$ 19,000</u>	<u>\$ 10,527</u>
	\$ 85,500	\$ 59,463

2023 PLAN APPROVAL

Questions ?

**Remember to unmute and identify yourself,
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Vote to ratify 2023 Strategic Plan

2023 BOARD ELECTION

Rindy Powell



Ballot

2023 Board Members

Nancy Bachmann, Barrington

Jeff Clements, Evanston

Mike Joy, Naperville

Diane Mahon, Barrington

David Maney, Palatine

Rindy Powell, Glenview

Todd Wittenberg, Glen Ellyn

ADJOURNMENT & BENEDICTION

Note to 2023 Board Members: Brief zoom meeting in the next few weeks to elect officers and set 2023 meeting schedule.