



2022 Strategic Plan

Approved at November 6, 2021 Annual Business Meeting

“Steady as she goes...” has been the theme of 2021 as Christian Science in Metro Chicago and area churches navigated new and sometimes choppy waters. And **steady** has been our progress with more than 695,000 contact points – an increase of 29% over the previous year. We anticipate ending 2021 under budget and achieving the goals that were set. We hope you’ll join us on Saturday, November 6 @ 10am CT via zoom to learn more about the progress of the past year and to hear future plans. (zoom link on csmetrochicago.org)

For 2022, we recommend continuing in the direction that has been previously approved when this joint activity was established in 2018, re-affirmed by survey last fall and ratified at last November’s Business Meeting. Using the communication vehicles of the internet, phone, expos, advertising and e-newsletters we hope to

- Deepen the engagement of visitors on the website in finding healing and transformative ideas as well as informational resources about Christian Science in the Chicago area
- Support churches as they embrace livestreamed events, worship services and online study groups by providing a platform on our website and marketing support for events
- Introduce seekers to our website, local worship opportunities, resources of Reading Rooms and upcoming events via paid advertising in local publications (print and online), public broadcasting radio and podcasts, and social media
- Exhibit at the March 2022 Body, Mind, Spirit Expo in Northlake and support area churches in sponsoring two Christian Science lectures at the event
- Continue to provide timely e-newsletters sharing news of upcoming Christian Science related events, study groups and resources of The Christian Science Publishing Society and The Writings of Mary Baker Eddy

Anticipated activities and expenses during 2022 include the following:

2022 Anticipated Activities	Estimated Costs	Expected Outcomes
INTERNET: Maintaining website and social media presence, improving search engine visibility and google advertising, 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)	\$26,300	22,000 page views/yr; 385 Facebook followers; 210 Instagram followers; 550,000 Google SEO & Ad impressions
EXPOS: Exhibiting at one 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. \$2,500 prepaid in 2020-21.)	\$1,000	275 conversations; 2 lectures with 20-30 new attendees; 12 SH sold
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	\$17,600	5 reported healings/yr 450 listeners/mo
PAID ADVERTISING: Developing and implementing a pilot advertising program to promote website, Reading Rooms, church services.	\$15,000	200,000 reached; 12-20 new attendees/visitors
FIELD COMMUNICATION: Providing a communication channel that informs area churches about one another’s public-facing activities and encourage reciprocal promotional efforts. (Costs include 1 print newsletter, promotional materials and communication coordinator.)	\$10,650	550 email subscribers; 26 enewsletters/yr with 50% opens, 20% clicks
Total 2022 Anticipated Expenses	\$70,550	

This plan is being formally presented and ratified at CSMetroChicago’s Annual Business Meeting on November 6th. Each church is requested to have a delegate present at the meeting to ratify the plan OR respond by email, info@csmetrochicago.org, before November 2nd.

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.