



2024 Strategic Plan

Approved at November 4, 2023 Annual Business Meeting

We hope you'll join us on Saturday, November 4 @ 10am CT via zoom (<https://tinyurl.com/yuwdjce4>) to learn more about the good work of Christian Science in Metro Chicago. At this meeting, you will enjoy learning how you and area Christian Science churches continue to be benefited from the activity of this joint committee.

There has been a whole lot of good going on in 2023. It's been another banner year connecting with more people than we've ever reached before! There have been healings and lives transformed, new expressions of living the golden rule, new insights and spiritual growth, new opportunities for hospitality, and powerful prayers given on behalf of our world.

The focus of Christian Science in Metro Chicago's activities falls into four categories:

- **Getting the word out – reaching seekers** through online advertising, our website, social media, and expos
- **Making resources of Christian Science known and accessible** including *Science and Health*, Wednesday Testimony Meetings, Lectures, Reading Rooms through online and in-person activity
- **Connecting churches and students of Christian Science with each other and supporting church activities** through e-newsletters and other communication avenues
- **Healing** through the Helpline, our website, and social media presence

Highlights of 2023 include an entire refreshed website, csmetrochicago.org, with new online advertising messages that invite viewers to join us at Wednesday testimony meetings, Christian Science lectures, visit our 20 Reading Rooms in the Chicago area, and learn about *Science and Health*. The ads have been seen nearly 1,500,000 times and helped to increase the website's usefulness – visits are up 22% over last year. The telephone helpline too has been accessed more than in recent years, with multiple reports of healing, and an increase of 23% unique callers over 2022. This year we returned to the Body Mind Spirit Expo twice, in March and in October, and found dozens of spiritual thinkers who purchased *Science and Health* and learned about Christian Science.

The following plan of anticipated activities and expenses during 2024 will be formally presented and ratified at CSMetroChicago's Annual Business Meeting November 4th. Each church is requested to have a delegate present at the zoom meeting to ratify the plan OR respond by email, info@csmetrochicago.org, before October 30th.

2024 Anticipated Activities	Estimated Costs	Expected Outcomes
WEBSITE: Maintaining a robust website designed to promote <i>Science & Health</i> , Weds mtg, all lectures, Reading Rooms, and Sunday services in Metro Chicago.	\$12,500	38,000 page views/yr; 15% return visitors; 1m visit length
ADVERTISING: Growing our advertising presence on Google and Meta platforms to promote Chicago area Wednesday meetings, Reading Rooms, and lectures.	\$25,000	1,650,000 ad impressions; 500 Facebook & 500 Instagram followers
HELPLINE: Maintaining a telephone helpline that broadcasts the Bible Lesson, Daily Lift, and Sentinel Watch available from The Christian Science Publishing Society.	\$20,650	30 reported healings/yr 525 listeners/mo
EXPOS: Exhibiting at one or two Body, Mind, Spirit Expos to promote SH, Reading Rooms, CS literature and lectures. Coordinating lecturing opportunity for churches at expos.	\$2,600	175 conversations; 2 lectures with 20-30 new attendees; 60 SH sold
FIELD COMMUNICATION: Providing a communication channel that shares news about events and Chicago area CS resources as well as providing area churches with info/tips and promotional materials.	\$15,000	550 email subscribers; 20 enewsletters/yr with 55% opens, 15% clicks
Total 2024 Anticipated Expenses	\$75,000	

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 1791, Evanston, IL 60204.