



2025 Strategic Plan

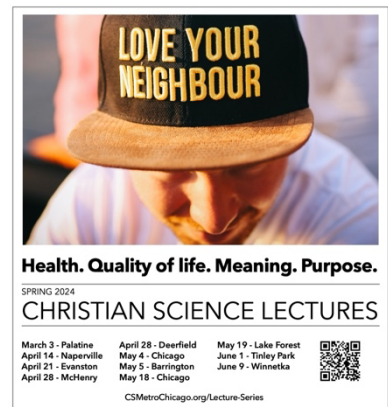
Approved at November 2, 2024 Annual Business Meeting

We hope you'll join us on Saturday, November 2 @ 10am CT via zoom (<https://tinyurl.com/ktpek6fc>) 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.

“Loving our neighbor” for Christian Science in Metro Chicago is about sharing the good news of Christian Science with our neighbors. We do this by:

- **maintaining a robust website**, CSMetroChicago.org, highlighting Christian Science resources available throughout metro Chicago
- **promoting Christian Science lectures** sponsored by area churches
- **advertising online** the healing message of *Science and Health* and its availability in Christian Science Reading Rooms as well as the healing and inspirational weekly Wednesday prayer meetings
- **sponsoring a telephone helpline** with recorded programs produced by The Christian Science Publishing Society that uplift and support healing
- **organizing pop-up joint Reading Rooms** introducing *Science and Health* and Christian Science to hundreds of participants at expos around Chicago

Highlights of 2024 include a first-time collaboration with the *Chicago Tribune* to promote 11 springtime lectures that resulted in over 800,000 views of advertising messages in the Sunday paper and 60,000 views of subscriber emails with 12,000 clicks to CSMetroChicago.org. Total website traffic increased by 30% with more than 38,000 visitors. The telephone helpline continues to benefit hundreds of listeners, with multiple reports of healing, and more than 6,500 calls during 2024.



The following plan of anticipated activities and expenses during 2025 will be formally presented and ratified at CSMetroChicago’s Annual Business Meeting November 2nd. 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.

2025 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	68,000 page views; 1m20s visit length; 15% return visitors
ADVERTISING: Growing our advertising presence on Google and Meta platforms and via <i>Chicago Tribune</i> to promote Chicago area Wednesday meetings, Reading Rooms, and lectures.	\$46,500	3,000,000 ad impressions; 600 Facebook & 600 Instagram followers
HELPLINE: Maintaining a telephone helpline that broadcasts the Bible Lesson, Daily Lift, and Sentinel Watch available from The Christian Science Publishing Society.	\$ 20,140	24 reported healings/yr; 450 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.	\$3,600	100 conversations; 2-4 lectures with 20-30 new attendees at each lecture; 50 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 promotional materials.	\$13,000	550 email subscribers; 18 enewsletters/yr with 55% opens, 16% clicks
Total 2025 Anticipated Expenses	\$96,000	

Your financial support, as individuals and collectively through branch church and society donations, will enable these activities to move forward. Financial contributions via check should be sent to JPMorgan Chase Bank, N.A., 1603 Orrington Ave, Floor 1, Evanston, IL 60201. Checks payable to Christian Science in Metro Chicago with note in memo line “Deposit to Account 937012695”. Donations are also welcome via Zelle to donations@csmetrochicago.org OR PayPal at Christian Science in Metro Chicago.