



2026 Strategic Plan

Approved at November 1, 2025 Annual Business Meeting

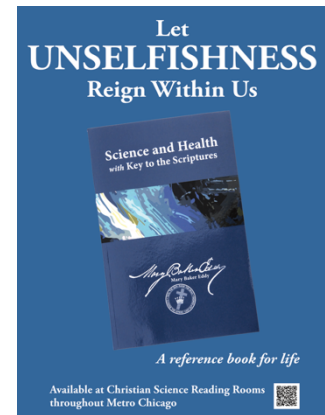
We hope you'll join us on Saturday, November 1 @ 10am CT via zoom (<https://tinyurl.com/5b62njcv>) to learn more about the good work of Christian Science in Metro Chicago. At this meeting, you will enjoy learning how you and area Christian Science churches continue to be benefited from the activity of this joint committee.

"Blessing our community" 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 2025 include sponsoring three online yearlong *Science and Health* reading groups, a record-breaking reach of over 3,200,000 online advertising impressions with 25,000 first-time visitors to CSMetroChicago.org, exhibiting at the Body Mind Spirit Expo in September, and the new "Let unselfishness, gentleness..." inspirational poster series for Reading Rooms. The telephone helpline continues to benefit hundreds of listeners, with multiple reports of healing, and more than 6,500 calls during 2025.

The following plan of anticipated activities and expenses during 2026 will be formally presented and ratified at CSMetroChicago's Annual Business Meeting November 1st. 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 27th.



2026 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	55,000 page views; 1m20s visit length; 10% return visitors
ADVERTISING: Maintaining our advertising presence on Google and Meta platforms to promote Chicago area Wednesday meetings, Reading Rooms, and lectures.	\$27,000	3,200,000 ad impressions; 550 Facebook & 450 Instagram followers
HELPLINE: Maintaining a telephone helpline that broadcasts the Bible Lesson, Daily Lift, and Sentinel Watch available from The Christian Science Publishing Society.	\$ 21,400	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.	\$1,500	100 conversations; 1-2 lecture with 10-15 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.	\$12,600	515 email subscribers; 18 enewsletters/yr with 55% opens, 20% clicks
Total 2026 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 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.