

**CHRISTIAN  
SCIENCE**  
**Metro  
Chicago**

**WWW.CSMETROCHICAGO.ORG**

**630-929-5635 ENGLISH PHONE LINE**  
**SPANISH PHONE LINE 773-250-6577**

**WELCOME**

**JEFF CLEMENTS**

# OPENING READINGS

RINDY POWELL

# AGENDA OVERVIEW

- **2019 ANNUAL MEETING MINUTES / APPROVAL**
- **TREASURER REPORT**
- **2020 YEAR IN REVIEW**
- **2021 STRATEGIC PLAN PRESENTATION**
- **2021 BOARD ELECTION**

# **MINUTES - 2019 ANNUAL BUSINESS MEETING**

# TREASURER REPORT

## OCTOBER 2020 YTD

**CRAIG HANSEN**

## 10 Month Financial Overview : Jan-Oct 2020

	<u>First 10 mo. 2020</u>
Total Receipts	63,423.58
Total Disbursements	<u>53,481.42</u>
Gain or (Loss)	9,942.15
Total Ending Balance	137,569.32

## 10 Month Financial Statement : Jan-Oct 2020 (compared with prior 2 yrs)

	<u>10 mo. 2018</u>	<u>10 mo. 2019</u>	<u>First 10 mo. 2020</u>
<u>Beginning Balance January 1</u>			
Cash Donated for Joint Activities	10,305.74	9,270.74	3,404.82
Cash in General Fund	10,328.61	11,557.42	8,948.63
Savings Account balance	<u>125,038.85</u>	<u>115,117.62</u>	<u>115,273.72</u>
Total Beginning Balance	145,673.20	135,945.78	127,627.17
<u>Receipts</u>			
Receipts from Churches & Societies	28,108.18	35,972.51	36,583.30
Receipts from Individuals - Cash	1,541.91	2,914.70	1,768.93
Receipts from Associations	250.00	-	-
Receipts - one time		483.00	25,010.00
Interest & dividends	<u>69.46</u>	<u>41.64</u>	<u>61.35</u>
Total Receipts	29,969.55	39,411.85	63,423.58



## 10 Month Financial Statement : Jan-Oct 2020 (compared with prior 2 yrs)

	<u>10 mo. 2018</u>	<u>10 mo. 2019</u>	<u>First 10 mo. 2020</u>
<u>Disbursements</u>			
Weekly Bulletin	790.00	-	-
Annual Business Meeting (ABM)	731.20	-	-
Postage, Shipping, P.O. Box rental	180.00	118.00	130.00
Telephone	2,485.26	(283.67)	-
PayPal, Bank & Gov't Fee	68.00	15.00	15.00
Sentinel Watch posters	130.00	-	-
Other administrative	381.25	387.00	-
Prayerful Pause WVAZ	556.00	-	-
Prayerful Pause WLIT	1,769.00	-	-
Sentinel Watch WGRB	23,500.00	-	-
Communications Coord-web/FB/Instagram/newsltrs	-	20,000.00	25,000.00
Website ("CSMetroChicago.org")	324.75	96.00	256.11
Bluehost 'SEO' Link Building	-	698.00	3,490.00
Facebook advertising	250.00	1,192.94	1,507.08
Newsletter Costs	-	1,218.67	-
"Natural Awakenings" magazine ads	-	1,145.00	1,776.70
Telephone Bible Lesson - Message Link	11,936.09	12,224.76	12,016.99
Telephone Bible Lesson & Sentinel Watch - CSPA	4,500.00	5,000.00	5,000.00
Spanish language services-Webpage & Phone line	-	150.00	650.00
Zoom US meeting link subscription	-	-	163.39
Disbursements for Expos/Joint Activities	-	6,365.92	3,431.16
Legal Services	-	-	345.00
BOA Visa Credit: \$3000 in purchases in 1st 3 mos	-	-	(300.00)
<b>Total Disbursements</b>	<b>47,601.55</b>	<b>48,327.62</b>	<b>53,481.43</b>
<b>Gain or (Loss)</b>	<b>(17,632.00)</b>	<b>(8,915.77)</b>	<b>9,942.15</b>

## 10 Month Financial Statement : Jan-Oct 2020 (compared with prior 2 yrs)

	<u>10 mo. 2018</u>	<u>10 mo. 2019</u>	<u>First 10 mo. 2020</u>
<u>Ending Balance October 31</u>			
Joint Activities - checking	10,305.74	2,904.82	483.66
General Fund - checking	2,627.15	8,865.93	16,750.59
General Fund - savings	115,100.20	115,259.26	116,333.57
General Fund CD (opened Jan, 2020)	=	=	<u>4,001.50</u>
Total Ending Balance	128,033.09	127,030.01	137,569.32

# DONATIONS

- **VIA PAYPAL**
  - **LINK FOUND ON CONTACT PAGE OF WEBSITE**  
**[HTTPS://CSMETROCHICAGO.ORG/CONTACT/](https://csmetrochicago.org/contact/) AND IN MOST**  
**E-NEWSLETTERS**
- **VIA CHECK**
  - **PAYABLE TO CHRISTIAN SCIENCE IN METRO CHICAGO**
  - **MAIL TO P.O. BOX 768, CHICAGO, IL 60690-0768**

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

# 2020 YEAR IN REVIEW

JEFF CLEMENTS

**2020 IS OUR SECOND FULL YEAR  
SINCE REORGANIZING.**

**WE HAVE REMAINED FOCUSED ON  
THE ORIGINAL FIELD DIRECTIVES TO:**

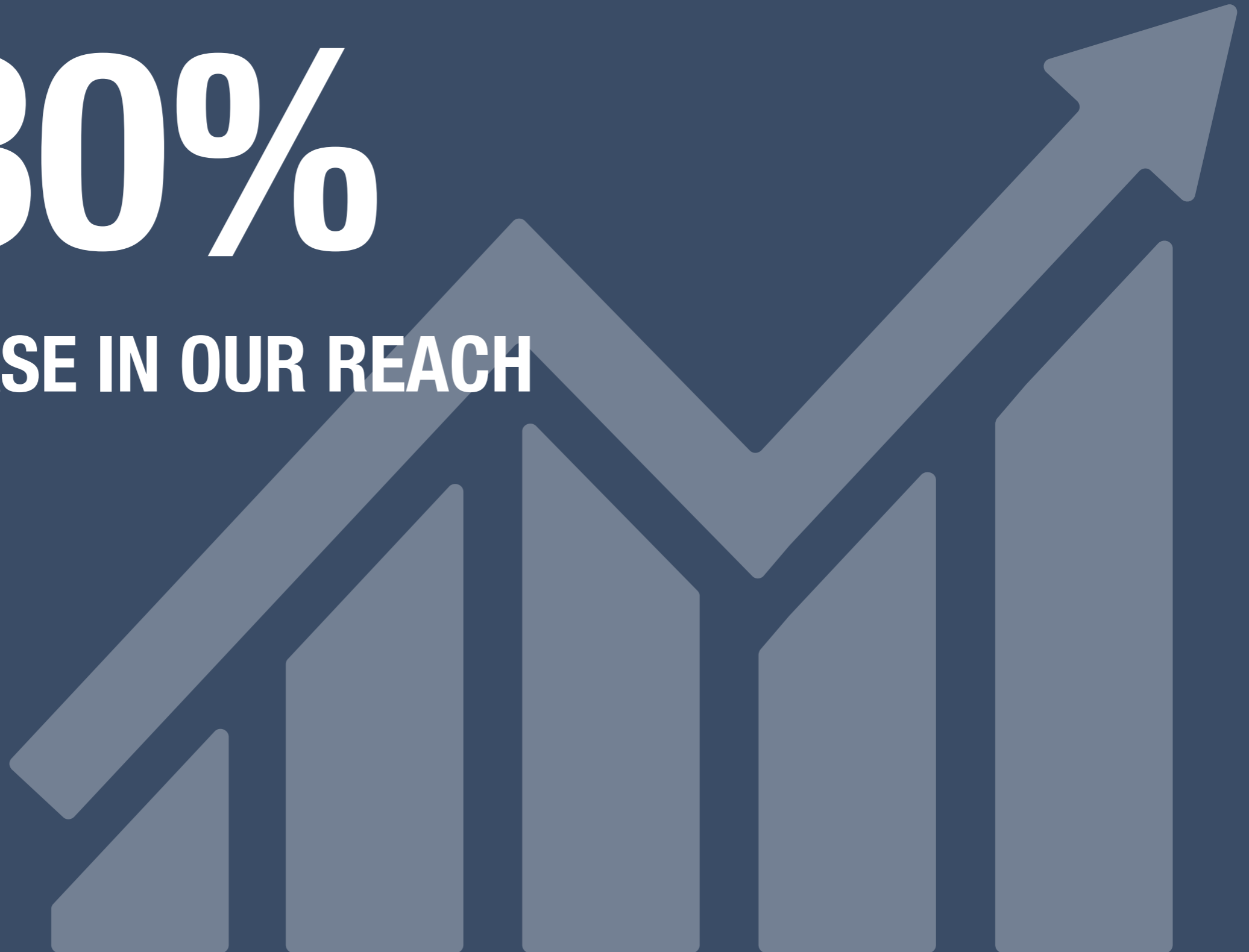
# ORIGINAL OBJECTIVES

- 1. Building a robust internet presence using both a website and social media**
- 2. Exhibiting at Body Mind Spirit Expos**
- 3. Maintaining a telephone call-in line with programming from The Christian Science Publishing Society**
- 4. Providing a communication channel among churches about our public-facing activities**

**2020 RESULTED IN A**

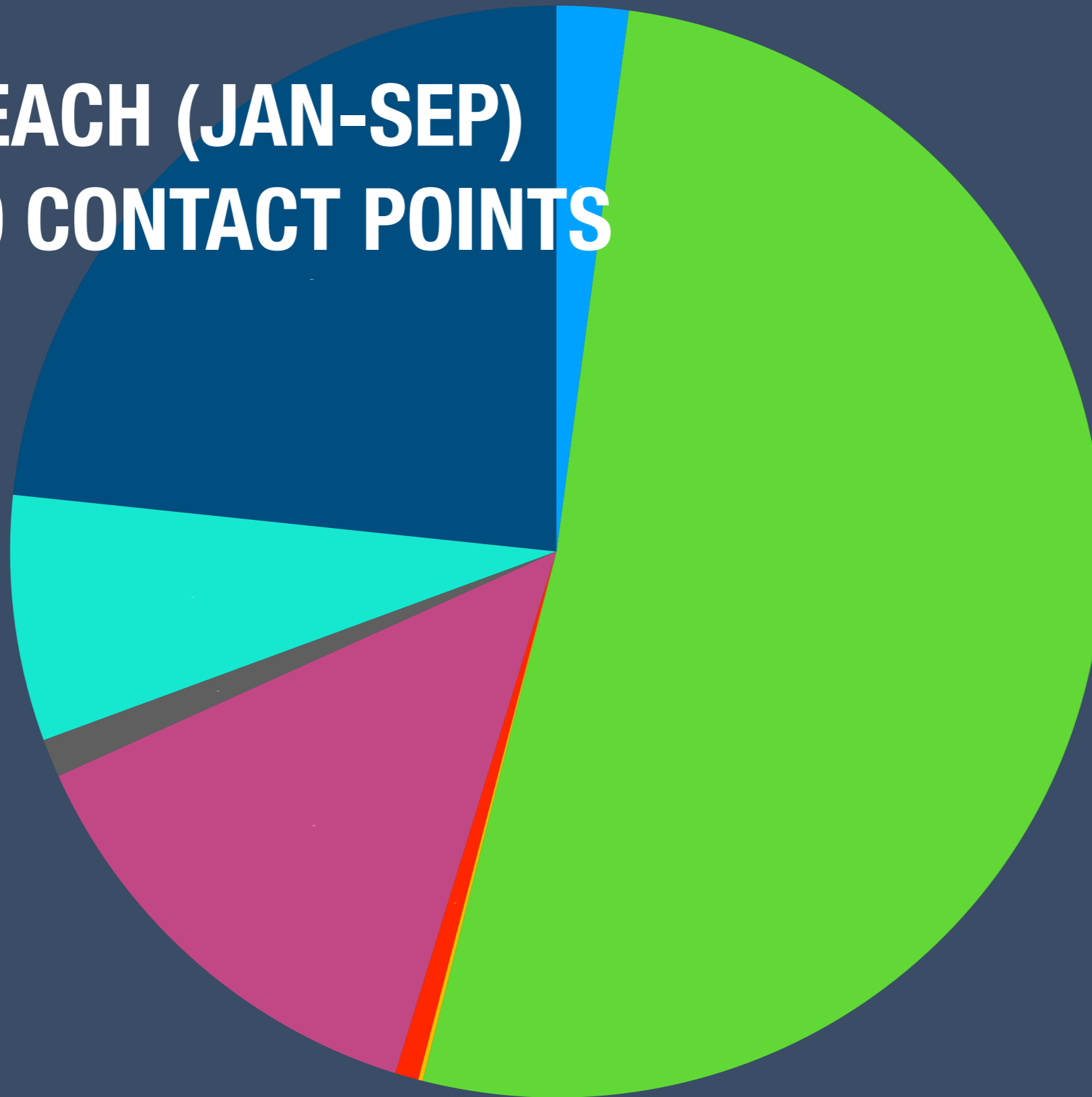
**330%**

**INCREASE IN OUR REACH**



# 2020 REACH (JAN-SEP) 481,130 CONTACT POINTS

LAST YEAR  
111,620  
CONTACT  
POINTS



- Website 11,766
- Expo 741
- Natural Awakenings 75,000
- Internet Search 40,450
- Social Media 288,157
- Phone Line 3,880
- Field Communications 6,290
- Google Ads 129,800



# 2020 YEAR END TOTAL EXPENSES

\$21,600 Internet

\$ 3,450 Expo

\$ 2,150 Print Advertising (Natural Awakenings Magazine)

\$21,000 Telephone Broadcasting

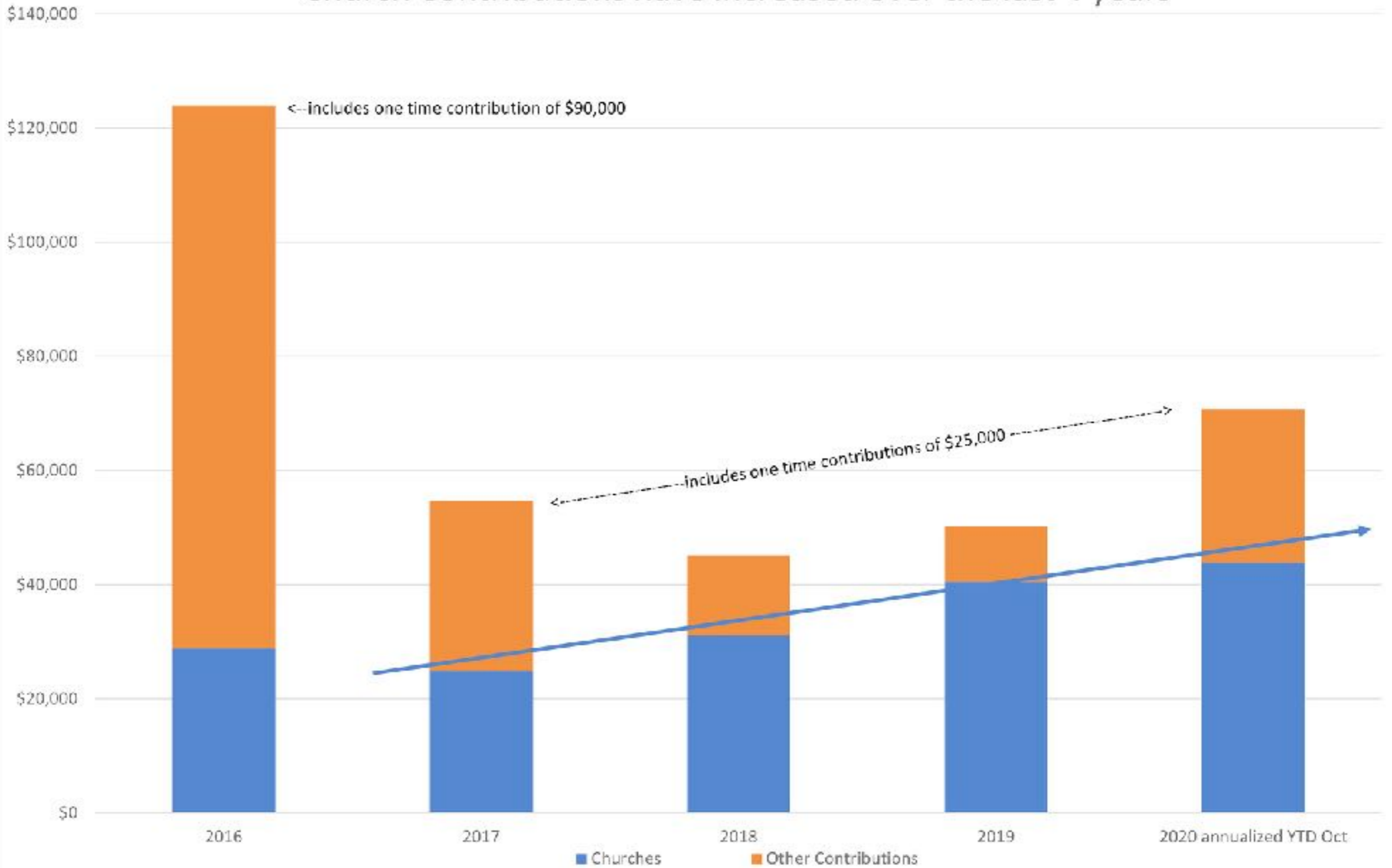
\$10,000 Field Communications

\$58,200 Total (\$72,000 budget)

**20% less \$ than estimated**

# CSMC Total Contributions

## Church Contributions have increased over the last 4 years



Other Contributions includes individuals, Associations, one time contributions and interest

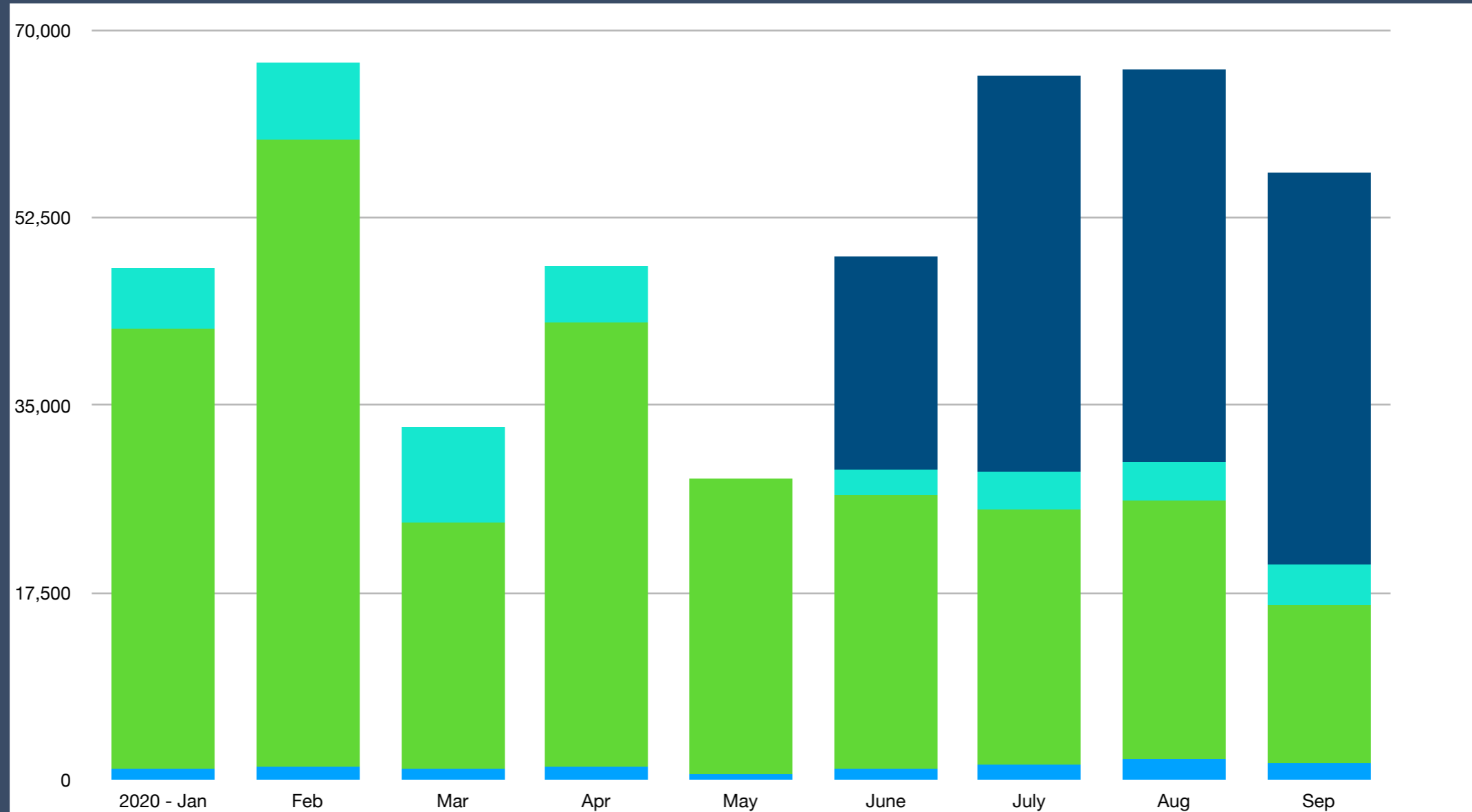
# INTERNET

CAROL HOHLE

[WWW.CSMETROCHICAGO.ORG](http://WWW.CSMETROCHICAGO.ORG)



# JAN-SEP 2020 INTERNET TRENDS



Website Page Views 11,766

Internet Search Impressions 40,450

Social Media Posts+Adv Reach 288,157

Google Ad Impressions 129,800

- Over 12,000 website page views as of Oct 6 - 20% increase over last year
- Social Media exposure up 289% over last year
- NEW Internet Search and Google Ads increased our exposure by 170,250 contact points

[www.CSMetroChicago.org](http://www.CSMetroChicago.org)

**EXPOS**

**KIM SCHMIDT**

# ONE EXPO - MARCH 2020

- 250+ CONVERSATIONS
- 12 SCIENCE AND HEALTH SOLD
- 2 LECTURES
- 36 NEW ATTENDEES
- 7 CHURCHES
- 10 VOLUNTEERS



# ADVERTISING NATURAL AWAKENINGS MAGAZINE

- Monthly display ads and 5 calendar listings

Availability limited; for appts: 847-864-1130. to ge  
ZenShiatsuChicago.org. Natu  
field.

**BODY MIND SPIRIT EXPO** March 7-8, 2020 in Northlake, IL

*Christian Science Reading Room*  
Resources for your spiritual journey  
Booth #204

*"NEVER ALONE: How God's Ideas Work in us"*  
Saturday @ 4pm AND Sunday @ 2pm

Learn more at [CSMetroChicago.org](http://CSMetroChicago.org)

... Park, N. Cl... more, South... see we will



# EXPOS - LOOKING AHEAD TO 2021

## March in Northlake

- VOLUNTEERS AND LECTURE SPONSORS NEEDED



# TELEPHONE BROADCASTING

TODD WITTENBERG

**630-929-5635 ENGLISH**

**SPANISH 773-250-6577**



# 2020 PHONE LINE RESULTS

- **Average number of unique callers 431, a modest increase over 2019 unique callers**
- **Average number of calls is 5,772 down 6% from last year**
- **All messages responded to within 24 to 48 hours**
- **Looking to improve opportunity to connect callers with local resources/church activities**

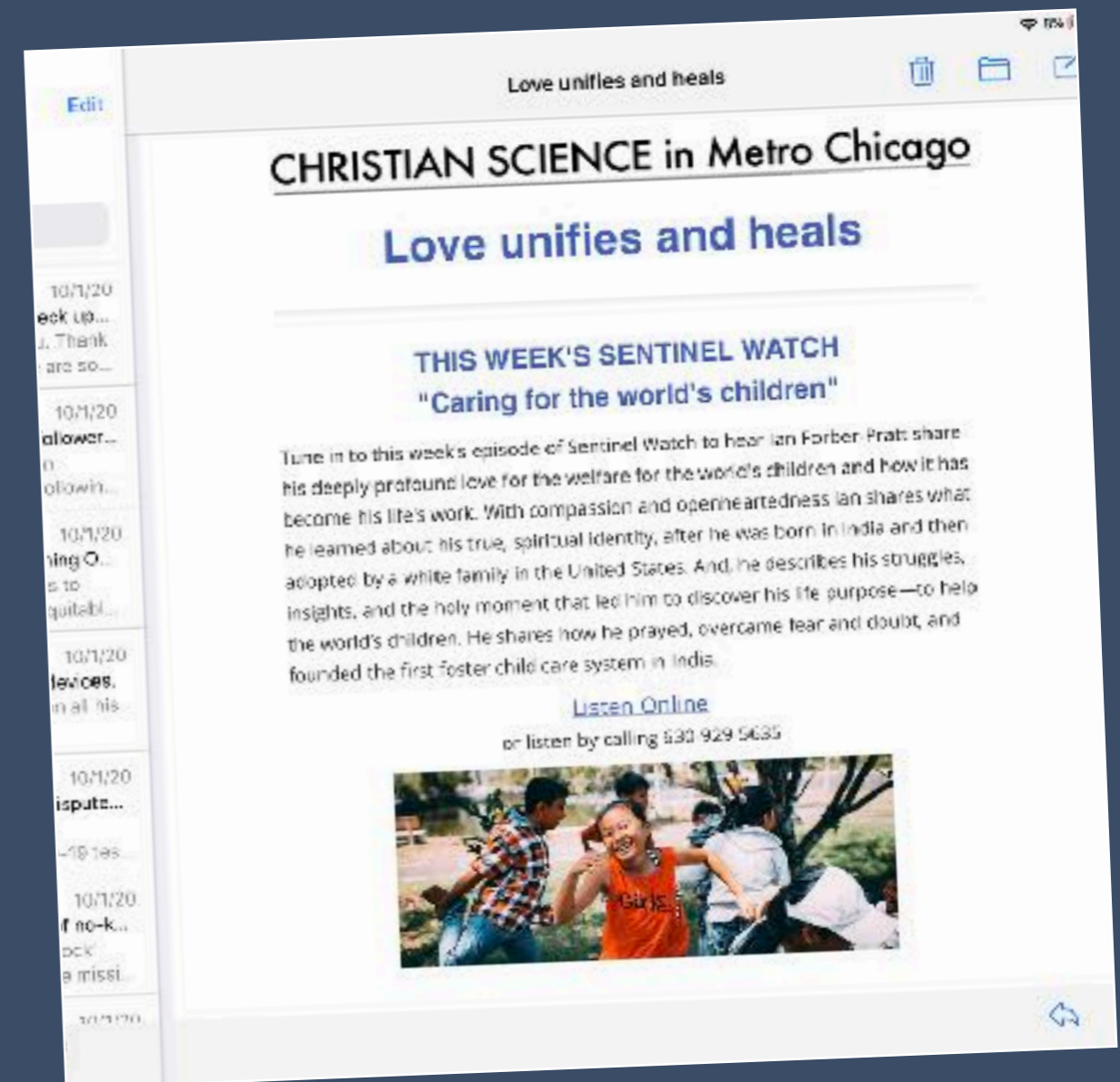


# FIELD COMMUNICATIONS

RINDY POWELL

# EMAIL

- 399 subscribers  
up 21% from last year
- Twice/month



# READING ROOM POSTERS

- 9 posters to connect with passersby (especially helpful if RR is temporarily closed)
- Posters still available as download files on [csmetrochicago.org](http://csmetrochicago.org)



# ZOOM MEETING MONITOR EDITORS

- **More than 100 participants tuned in to participate in June**
- **More than 30 subscribed to the 30 day free trial offer**

*The* CHRISTIAN SCIENCE  
**MONITOR**®

# LOOKING AHEAD 2021 STRATEGIC PLAN

JEFF CLEMENTS



# SUMMER SURVEY

- **74 RESPONSES**
- **TOP 3 THINGS WE'RE DOING:**
  - **CENTRALIZED SOURCE OF INFORMATION**
  - **WEBSITE**
  - **PHONE LINE**
- **62 INTERESTED IN MORE VIDEOCONFERENCES ABOUT CSPS PUBLICATIONS & OFFERINGS**
- **38 INTERESTED IN ONLINE ACTIVITIES SUCH AS BIBLE STUDY AND BOOK READING GROUPS**

# 2021 PLAN

## Build on momentum & field interest

- growing & developing our internet presence
- supporting development and promotion of online Reading Room events, such as book discussion and Bible study groups
- developing tools/incentives to connect online community with us in person at lectures, our Reading Rooms, Sunday School and church services
- growing our Spanish-speaking audience

## 2021 PLAN

2020 yr end

• Website & Social Media	\$25,000	\$21,600
• Expos	\$3,500	\$3,450
• Telephone Broadcast Line	\$22,500	\$21,000
• Print Advertising	\$2,500	\$2,150
• Field Communication	<u>\$10,000</u>	<u>\$10,000</u>
	\$63,500	\$58,200

# 2021 PLAN

- **Questions?**
- **Vote to ratify 2021 Strategic Plan**

# 2021 BOARD ELECTION

# **Ballot - 2021 Board Members**

**Christie Clarke, Naperville**

**Jeff Clements, Evanston**

**Stana Grim, Barrington**

**Craig Hansen, Naperville**

**Juli Litzkow, 17th Chicago**

**Diane Mahon, Barrington**

**David Maney, Palatine**

**Rindy Powell, Glenview**

**Todd Wittenberg, Glen Ellyn**

# CONCLUSION

JEFF CLEMENTS

**Thank you for attending today!**

**New 2021 Board Members: Tentative zoom meeting Thursday, Nov 19 @ 7pm.**