



2021 Strategic Plan

Approved at November 7, 2020 Annual Business Meeting

With deep gratitude for the metaphysical support and solidarity among the Churches of Christ, Scientist throughout greater Chicago, our second full year of joint activities continues to be a rousing success. Together we amplified the message of the Christ and Christian Science in our communities with more than 480,000 contact points sharing inspirational messages and invitations to use the many resources we provide for the spiritual benefit of all. Four highlights of the year include:

- A three-fold increase in our presence on the internet resulting in a 20% increase in website visitors
- A redesigned website with enriched editorial content from The Christian Science Publishing Society and Mother Church
- Participation in the Northlake Body, Mind, Spirit Expo in March
- 2020 expenses 20% less than expected; donation trends improving year over year last four years

For 2021, we recommend building on the momentum of the past two years by growing our internet presence and testing new ways to connect the online community with in-person/on-line branch church events & services:

- Continue to grow our internet presence through use of Google Search Engine Optimization (SEO), Google advertising and social media posts and advertising [Facebook and Instagram]
- Support the development and promotion of online Reading Room related events, such as book reading groups and Bible study groups
- Enhance the online presence to help seekers find all of our area churches by offering inspiring and informative webpages for churches without a website

In 2021, we also recommend maintaining our presence at one area expo and sponsoring the telephone broadcast line. Anticipated activities & expenses during 2021 include the following:

2021 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)	\$25,000	14,000 page views/yr ; 300 Facefok followers; 300 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.)	\$3,500	275 conversations per expo
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	\$22,500	500 listeners/mo
PRINT ADVERTISING: Advertising pilot program to promote website, Reading Rooms, church services.	\$2,500	12 ads plus/mo calendar listing up to 5 events
FIELD COMMUNICATION: Providing a communication channel that inform area churches about one another's public-facing activities and encourage reciprocal promotional efforts. (Costs include 1 print newsletter, promotional materials and communication coordinator.)	\$10,000	450 email subscribers; 36 enewsletters/yr with 45% opens, 10% clicks
Total 2021 Anticipated Expenses	\$63,500	

This plan is being formally presented and ratified at CSMetroChicago's Annual Business Meeting on November 7th. 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.