



“Accelerating the Greening of Faith”

2021 Objective #1
Expand and develop programs.

Strategy and Key Results

Expand Creative Media

- 1,000 listeners per podcast episode with 20% outside U.S.
- New email Newsletter with 250 subscribers.
- 750 FB Followers / 1,000 IG followers

Develop Education Program strategy

- Detailed program plan
- 2021 programs tbd

Get Camano ready to build

- Detailed design for whole site + Phase 1.
- Infrastructure plan in place.

2021 Objective #2
Strengthen Circlewood’s core.

Strategy and Key Results

Keep Developing the Board

- TBD

Build Collaborative Staff System

- Staff team setting ambitious goals for 2022.
- Integrated Communications and Marketing plan serving our community circles.

Create Volunteer Opportunities

- TBD

Mission-Focused Administration

- Office system that supports online collaboration and physical sustainability.
- Data system that supports relationship building with Circlewood community.

2021 Objective #3
Resource for Growth

Strategy and Key Results

Treat Donors As Partners

- \$228k through:
 - 70 one-time gifts (5 avg. \$25k)
 - 32 recurring givers

Cultivate Long-term Foundation Relationships

- 250k Initial major grant proposal.
- 45k in small grant wins.

Lay Groundwork for Capital Campaign

- Begin feasibility study.

Build Program Income

- 3.5k

Cultivate Corporate Relationships

- 7.5k - Microsoft
- 1k - Affiliate partnerships (Spark and CICR)

Develop Forest Products

- 5k - Timber Harvest
- List of potential forest products