

Crossroads Prison Ministries FY2021 STRATEGIC PLAN

PRIORITY 1: Grow Revenue Streams

Goal 1.1 Retain and maximize giving through all segments of donor pyramid

Goal 1.2 Acquire New Supporters

PRIORITY 2: Promote Crossroads Image and Reputation

Goal 2.1 Design and implement acquisition campaign for new mentors and donors

Goal 2.2 Systemize digital media program to maximize audience reach

Goal 2.3: Implement plan to expand Church networks (Marketing perspective)

Goal 2.4: Advance Crossroads mission, utilizing Crossroads Prison Art Project

Goal 2.5: Improve the Quarterly Newsletter

Goal 2.6: Communicate new & revised curriculum to key audiences (Marketing perspective)

PRIORITY 3: Recruit and Retain Exceptional Mentors

Mentor Goal: 550 additional active US mentors (15 are Spanish speaking)

Goal 3.1: Retention: Mentors will have access to comprehensive training

Goal 3.2: Volunteer structure and guidelines are built on the High Impact model
“Volunteers as partners in CPM mission”

Goal 3.3: Execute Church engagement strategies to increase Mentors

PRIORITY 4: Maximize the Student Learning Experience

Student Goal: 2,500 additional active US students by June 30, 2021

Goal 4.1 Increase curriculum for CPM students

Goal 4.2 Reach more students for Christ

Goal 4.3: Students and Mentors are growing in their faith

Goal 4.4: Improve Student Retention

PRIORITY 5: Steward Resources

Goal 5.1: Develop and Implement Human Resources Plan

Goal 5.2: Develop Facility Plan

Goal 5.3: Ministry Metrics and Dashboards

Goal 5.4: Operationalize Mission Support High Impact Volunteer Model

Goal 5.5: Quality Assurance (QA Program)

Goal 5.6: Ongoing Integration of CRIS into Ministry Operations

Goal 5.7: Online Mentoring Experience

Goal 5.8: International Ministry Advancement