



## Strategic Plan 2021 – Cultivating Community

**Cultivating community through prayer, service, creativity, and generosity.**

Cultivating community is a slow and intentional work that takes time, courage and creativity. Chronic Joy's unique prompts invite those in our community to take the first brave steps on a brand-new journey in 2021.

### PRAYER

*Then Jesus told his disciples a parable to show them that they should always pray and never give up. (Luke 18:1)*

- **Prayer Ministry** will continue with *Prayer Mondays*, ***Journey Deeper into Prayer*** monthly prompts, and through ongoing invitations to pray for the requests at the *Prayer Pond*.
- **Prayer Pond Coordinator**, Bettie Gilbert, will pray, send notes acknowledging prayer requests, and serve with us to extend the reach of and grow community participation in the *Prayer Pond*.

### AWARENESS

- Updated *Did You Know?* campaign - infographics and printed materials. Becoming an authority with our text: [Chronic illness] impacts every area of life: faith, family, marriage, finances, friendships, education, hobbies, employment, and recreation.
- Updated webpages with specific facts.

### COMMUNITY

*...so in Christ we, though many, form one body, and each member belongs to all the others. [Romans 12:5](#)*

- Invite and curate guest posts
- Expand audio blog, utilizing existing and new *Voices of Chronic Joy*
- Continue to introduce and regularly invite community engagement through each of our programs
- Podcast – *Pursuing Chronic Joy*, to build community and share Chronic Joy's resources
- #PenToPaper packets including a postcard to encourage, print resources providing "How to" guides, and two free postcards to inspire serving by writing to others.

## EDUCATION

*Teach me knowledge and good judgment, for I trust your commands. (Psalm 119:66)*

- **CULITVATE 2021** - *Fundraising is the gentle art of teaching the joy of giving.* ~ Hank Russo
- Unique monthly prompts to educate and inspire our community about the multitude of ways each of us can give:
  - Journey Deeper into Prayer
  - Creative Ways to Serve
  - Intentional Kindness
  - Called to Create
  - #StepRepPray Challenge
  - Progressive Giving Challenges
- Continue highlighting the wide range of resources and tools available on our website through social media, Google Ads, and print materials

## GENERAL

- Compliance Requirements (annual)
  - Board Orientation and Education
    - Purpose Statement Document and Bylaws
  - Ethics Transparency
    - Conflict of Interest Policy
  - Board Questionnaire
    - Evaluate your Effectiveness