



Strategic Plan 2022 – The Year of Access and Invitation

Removing barriers and taking steps to be more inclusive. Its about kindness in action and loving one another.

The Message is accessible and welcoming to everyone, across the board. [Ephesians 3:6 MSG](#)

For many it seems like there are more barriers and hurdles than ever before, and simple kindness is in short supply. In 2022 we will continue to make our comprehensive tools and resources easy to access and easy to use. We will implement a strategy of invitation and highlight our resources one-by-one on social media, in our blog emails, newsletters, on our website, in our #PenToPaper mailings, and through our donor relations.

PRAYER

One day Jesus taught the apostles to keep praying and never stop or lose hope. [Luke 18:1 TPT](#)

This perfectly wise plan was destined from eternal ages and fulfilled completely in our Lord Jesus Christ, so that now we have boldness through him, and free access as kings before the Father because of our complete confidence in Christ's faithfulness. [Ephesians 3:11-12 TPT](#)

- **Prayer & Devotional** posts will be published twice monthly for adults, monthly print and online devotionals for teens, and young adult devotionals as often as God provides. Additionally, Chronic Joy continues to seek new devotional writers.
- **Add new social media images** highlighting easy access to prayer, inviting prayer requests and to #PrayItForward by praying for others.
- **Prayer Coordinator**, Melody Bollinger, 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

The spiritually hungry are always ready to learn more, for their hearts are eager to discover new truths. [Proverbs 15:15 TPT](#)

- Our website, blog posts, newsletters, social media posts, and visits to the Prayer Pond increase awareness and accessibility beyond the statistics.
 - Chronic illness, mental illness, chronic pain, and disability impacts every area of life: faith, family, marriage, finances, friendships, education, hobbies, employment, and recreation.

- *Did You Know?* campaign continues with website and social media infographics, printed materials, free printables, and easy access to our awareness [Flickr](#) album.

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*
- Expand our commitment and reach children, tweens, and teens by providing specifically designed monthly snail-mail packets.
- Get Involved - continue to introduce and regularly invite community engagement through each of our programs
- #PenToPaper packets including a postcard to encourage, print resources providing “How to” guides, and two free postcards to inspire serving by writing to others.
- **NEW Giving Program** – our grass roots approach of inviting one precious person to experience the power of giving and by being involved at any level, making generosity accessible in a wide range of secure methods.
- **NEW Donor Program** – print materials thanking our donors in creative ways, building and strengthening relationships.

EDUCATION

For the Lord has a hidden storehouse of wisdom made accessible to his godly ones. [Proverbs 2:7](#)
[TPT](#)

- **Development and Implementation of a detailed content marketing calendar** – to continue highlighting the wide range of resources and tools available on our website through social media, Google Ads, print materials, email marketing, and donor relations.

GENERAL

- Compliance Requirements (annual)
 - Board Orientation and Education
 - Purpose Statement Document and Bylaws
 - Ethics Transparency
 - Conflict of Interest Policy
 - Fiscal Transparency
 - Review balance sheet and budget proposal
 - Board Questionnaire coming in 2022, evaluating effectiveness