

Operational Plan 2023

Courageous Connection with God and One Another

Too often illness causes us to sit on the sidelines, stealing our sense of community, and moving us quietly away from our Heavenly Father. We can feel disconnected from one another, our purpose, and even from ourselves.

With a more focused, intentional, streamlined, and strategic approach we will highlight our tools and resources in our posts, on social media, Google Ads, and our communications including: snail mail, email, and text marketing inviting courageous connection with God and one another.

Jesus replied: "Love the Lord your God with all your heart and with all your soul and with all your mind. This is the first and greatest commandment. And the second is like it: 'Love your neighbor as yourself.'" ([Matthew 22:37-39](#))

PRAYER

Pray always. Pray in the Spirit. Pray about everything in every way you know how! And keeping all this in mind, pray on behalf of God's people. ([Ephesians 6:18](#))

- **Prayer & Devotional** posts will be published twice monthly.
- **New social media campaign and images** bi-weekly prayers to encourage prayer requests and weekly image with scripture and post with prayer pointing toward [Let's Pray](#). (Dual purpose for the images used for text messages.)
- **New Prayer Touches** – Development of streamlined mail packets with specific marketing cards pointing to a single resource based on prayer request. All staff have chosen a day to pray for requests.
- **New Unified Flat Card** (Branded - Praying for You) – for prayer touch, hand-written notes.

AWARENESS

- 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.
- Infographics and statistics on our website, social media posts with infographics every month, 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](#))

- **Expand Text Ministry** – Prayer/Devotionals, Humor, and the addition of our Blog.

- **Self-Care** – Within the Christian community self-care is too often viewed as selfish and in secular community the perspective is skewed. We will increase our commitment to validating, encouraging, and providing practical soul-care resources inviting our community to begin with small steps. When we take good care of ourselves, we are able to pour into the lives of others – small steps of building community.
- **Laughter** – We will add a weekly social media post with a light-hearted joke. Humor can become an oasis of God’s perfect peace and joy in the midst of life’s storms. (Dual purpose for the images used for text messages.)
- **Get Involved** - Continue to extend an invitation to our community to step in and engage with our resources and in our programs.
- **You Get Mail!** - #PenToPaper packets including a flat card with a themed note of encouragement, print resources providing “how to” guides and marketing cards, and two free flat cards to inspire serving by writing to others. Approx. **1200+** envelopes **5** times each year. (Increase the number of mailings from 4 to 5.)
 - **Birthdays - 600** envelopes focusing on worth; celebrating each precious person.
- **Giving Program** – We will roll out a new *Heartbeat of Hope* progressive giving campaign. We will continue with 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.
- **Donor Program** – We will include a mini-newsletter thanking our donors; building and strengthening our relationship as an addition to each of our 5 mailings.
- **Kindness Boxes with Prayer Shawls – 7** gifted in 2021 / **40** so far in 2022. We will continue to send these surprise boxes as we have shawls and recipients.

EDUCATION

- **Refining our 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](#), [Annual Report](#), and Bylaws
 - Ethics Transparency - [Conflict of Interest Policy](#)
 - Fiscal Transparency - Review balance sheet and budget proposal
 - [Board Questionnaire](#), evaluating effectiveness

DEVELOPMENT OF 3 TO 5 YEAR BROAD STRATEGIC PLAN

- Do we continue to sense God pointing us toward: *Making a difference one precious life at a time.* or something different?
- Determine priority of website content (leaders, caregiving, parenting a child, pain), community book publication, completion of Thrive series, etc.

- How do we want to grow? How do we define growth? Number of website users, blog subscribers, mailing addresses, donors, etc.? Volunteer staff? Additional board members?