



Operational Plan 2024

Staying the Course and Legacy Building

You're blessed when you stay on course, walking steadily on the road revealed by God. You're blessed when you follow his directions, doing your best to find him. That's right—you don't go off on your own; you walk straight along the road he set. (Psalm 119:1-3 MSG)

Chronic Joy has a heart for serving our community. Intentional kindness and care of those who serve with us (founders and staff), many of whom live with illness and loss, will be a priority so we can ensure Chronic Joy will continue and grow in the years to come.

With a more focused, intentional, streamlined, and strategic approach, we will build plans and processes for continuous improvement, focusing on using our limited resources (time and energy) efficiently and effectively, allowing us to serve our community.

We will highlight our resources and publications in our posts, on social media, Google Ads, a JBU magazine ad, and our communications, including snail mail and email, inviting our community to practice intentional kindness. We've recently updated the marketing materials in all of our existing publications. These pages feature our store, other publications, printables, and Books We Love.

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)

- **Devotional** posts will be published twice monthly, and many will be available as printables.
- **Continue social media campaigns, images, and prayers** to encourage prayer requests and weekly images with scripture and posts pointing toward [Request Prayer](#) and [Let's Pray](#).
- **Prayer and Grief Touches** – Development of streamlined and one-off mail packets containing specific resources based on prayer requests. (Database changes requested to track.)
- **Hand-written** notes are sent to those requesting prayer.

AWARENESS

- Chronic illness, mental illness, chronic pain, and disability impact every area of life: faith, family, marriage, finances, friendships, education, hobbies, employment, and recreation. Awareness of the significant impact informs how and why Chronic Joy operates and our resources and publications.
- Infographics and statistics are on our website 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)

- **New Publications:** *Journey into Light* and *#PenToPaper: Note Starters for Every Day* launch in November.
 - Servant-Hearted Leadership will launch December 2023/January 2024

- Additional titles are being developed from existing website content as part of Companion Resources (Friends for the Journey). Books are the main focus of CJ's legacy-building initiative.
- **Self-Care and Pain/Compassion.** Add a website request to receive an envelope of materials.
- **Laughter** – We will continue with weekly social media posts with a light-hearted joke. Humor can become an oasis of God's perfect peace and joy in the midst of life's storms.
- **You Get Mail! - #PenToPaper** packets include 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 **five** times each year
 - **Birthdays - 700 adults, 60 kids, 60 teens** envelopes focusing on worth, celebrating each precious person.
- **Giving Program** – We will launch a new **Heartbeat of Hope \$6** giving campaign. We will continue with our grassroots approach of inviting one precious person to experience the power of giving and making generosity accessible at a standard \$6 and in secure methods.
- **Donor Program** – We will continue to thank our donors, building and strengthening our relationship in some of our mailings and gifts of our publications.
- **Kindness Boxes with Prayer Shawls** – **7** gifted in 2021 / **58** in 2022 / **31** in 2023. We will continue to send these surprise boxes as we have shawls and recipients.

EDUCATION

- **Creating Devotional Printables (seniors)**
- **Publishing additional books** from our website content. These new books will help us flesh out areas where our existing content could be more complete.
- **You Get Mail! (envelopes)** – continue including our printable publications, marketing postcards highlighting a program, publication, and web pages (resources).

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

- *Making a difference one precious life at a time.*
- How does God want to grow us? How does He define that growth? We follow where He leads.
- Chronic Joy legacy with our published books.