#### Mission Statement

by serving the physical, spiritual, and emotional needs exists to glorify God and our Savior Jesus Christ "The Jefferson County Pregnancy Care Center dba MyLife Medical & Resource Center of women, men, and families."

The following is our Action Plan for 2019-2021

3 year Action Plan: Increase Income by 15% by 12/2021

#### 3 Year Goal:

Increase Income by 15%

Benchmarks for success Year ONE:

Goal of \$190,050 (which is a 5% increase) reached by 12/31/19

Evaluation Plan: Annual report submitted to Board at year end

Strategic Action	DOFT	22.22.11			AND CONTROL OF THE PROPERTY OF	The state of the s	
	oj cy	500					11216
Description	Responsible	begin	Date Due	Resources Required	Potential Hazardo	Docinal Outon	2 2
Increase # of table		,			. Paringi intelligi	Desired Outcome	completed
hosts by 5% at annua	enclass			Banquet			
banquet	Board/Staff	1/2019	4/2019	linformation/invitations		attending beauty	
Add another direct						arrelining panquet	
mail campaign	Karen/Hannah	3/2019	3/2019	Office equipment/supplies	Right hafore hanguet		
Add another direct			The second secon			anningial dollations	The second secon
mail campaign	Karen/Hannah	8/2019	8/2019	same as above		additional donations	
7						Someone who will	
mire Development			·	- Silve and Silve		facus on wave to	
Director	Karen	10/2019	12/2019	Advertsing/time	End of year	increase departies	
each add one major			# (Date				
donor to the						7-8 new major donors	
organization	Board	1/2019	12/2010	Board manufactured at		added to our donor	
"Lunch & learns" with			on one of the contraction	מכמות ווופוווטפוט נוווופ		list & increased giving	
current donors							
increased to	Karen/Juli/				Time away from	of the ministry by	area de la companya d
1/quarter	Hannah/Dev Dir	1/2019	12/2019	Money in budget for meals		major donors	
				,	(1)	3 corporations	
	Karon/Hannah/		Mar Sales Aller			donating	<b>Strongs</b>
Cornoration "huw-in"		-		Research on possible pro-	cong	money/resources to	
		1/2013	6T07/a	lire corporations		the ministry	
Annly for additional	V-rop / \ n = i - /		***************************************		Time/Schedules of		
	/Aligie/			Research on appropriate	others 3	3 grants applied for	
Branco to brograms	1131	5TO7/T	8/2019	grants	involved/staffing   b	by 8/2019	· Santa S

	Attend conferences/worksho ps/webinars to learn new and better ideas for fundraising	Visit other centers for fundraising/donor Karen/Hannah/ retention ideas Dev Dir	Increase #Giving Tuesday donations by Karen/Hannah/ 5% Dev Dir	Increase involvement in the Festus/DeSoto area by having 1 event in that area	Increase churches on our "constant contact" list by 4	Strategic Action Description
	Karen/Hannah/ Dev Dir		Karen/Hannah/ Dev Dir	Karen/Hannah/	Barb/Karen	Party Responsible
	1/2019 1	3/2019	8/2019	6/2019	5/2019	Date to begin
	12/2019	12/2019	12/2019	12/2019	9/2019	Date Due
	\script{\sint\sint\sinti\sinti\sint\sint\sinti\sinti\sinti\sinti\sinti\sinti\sinti\sinti\sintintit{\sintii\sintii\sintii\sintiinitit{\sintii\sintii\sintii\sin	Vehicle/money in budget for lunches/gas mileage	Pre-planned emails during #GT time/article in newsletters before #GT	Money in budget for additional fundraiser	List of churches we would like to add to our list	Resources Required
	ay from finances		Holiday schedules	Staffing/finances	Staffing	Potential Hazards
	Learn new ideas/strategies, get help with planning ideas	Learn new ideas, get help with planning ideas	Additional donations/awareness	Increased awareness in Festus/DeSoto area. Increased # of donors from that area	"Constant contact church list increased. Increase ministry awareness.	Desired Outcome
						Date Complete

## 3 Year Goal: Increase Income by 15%

Benchmarks for success Year TWO:

Goal of \$200,500 by 12/31/2020

Evaluation Plan: Financial report submitted to Board at year end

Strategic Action | Party | Date to |

Strategic Action	Party	Date to			PROFILEMENT AND	TOTAL PROPERTY OF THE PROPERTY	Profitation and section 1 had a call or profit printing the profit printing of the profit printing of the prin
Description	Responsible	begin	Date Due	Roscillator Doggistor			Date
		0	200	nesources nequired	Potential Hazards	Desired Outcome	Completed
l"Lunch & learns" with	3				or Charles and Charles	Direct connection	
current donors	THE REAL PROPERTY.		-	List of major donors we	Time away from	with major donors to	Philippica
increased to	D. /x /: :: /:			haven't met with	office/staffing/may be foster even more	foster even more	N/2 <del>ddraw</del>
2/guarter	pir/karen/Juli/Ha			yet/money in budget for	difficult during	onwership of ministry	
4) dan (C)		7/2020	12/2020	meals	nths	outcomes	No. of Contrast, and the Contrast of Contr
				Office			And the second control of the second control
	Variable (Day)			equipment/supplies/	Difficult to work on		
Grants applied for	Dir/Angie/Trish	2/2020	0/1010	research for applicable	indraising	3 grants applied for	· ·
	0.07	1/1000		gidills	months	by 8/2020	
	# Advise Account					3 additional	and the state of t
4.0						corporations added to	Peterson for any
						our donor	- Makang
Corporation "huv-in"	Day Dir	0000	*None on	Research on possible pro-		list/additional	*One or given to
		0/2020	T0/2020	iire corporations	staffing	awareness	
Add an additional			Observable to open who	Advertsing/time/research		Mark and a substantial and a s	
fundraiser to the		Olen de position de la constante de la constan	and the same of th	appropriate fundraiser to	Total Control	Increased	
already do	Dev Dir	5/2020	9/2020	try/money in budget for		donations/increased	The state of the s
					200111118	awareness	And a supply of the supply of
Board members each		7-4-10 A B B B	WHAT	The state of the s	7		
add one major donor	C. Salara	· ·				/-8 new major donors	<del>Se mana y</del> an
	Board 1	1/2020	12/2020		a)	added to our donor	*S-FE-strategy
				podio members time		list & increased giving	Tibono.

				eas	workshops/	Attend conferences/	donations by 5%	#GivingTuesday	Increase	church list by 4	"constant contact"	Increase the		Description	Strategic Action
				Karen/Hannah/ Dev Dir			Dev Dir		Barb/Dev Dir					Responsible	Party
				1/2020			9/2020		5/2020					begin	
				12/2020 N			12/2020		9/2020		Total Annual Control			Date Due	
				Money in budget for fees	The same shown in		be used during that time			List of churches we would			dalled	Resources Remained	
				Time away from office/staffing/ finances			Staffing		Staffing				Fotential Hazards		
				ideas/strategies. Get help with planning ideas	Learn new		donations/increased awareness	Increased	donor base	opportunity for	of ministry/increased	Increased awareness	Desired Outcome		
								O prime distance distance mention of the desire of the des					Complete	Date	

3 Year Goal:

Increase Income by 15%

Benchmarks for success Year THREE:

Goal of \$211,530 by 12/31/2021

Strategic Action Evaluation Plan: Alled Financial report submitted to Board at year end

or aregic Action	Karry	Date to		The state of the s		en e	ACCORDINATES OF STREET, STREET
Description	Responsible	begin	Date Due	Resources Required			Date
					Company of the control of the contro	resil ed Odtcome	completed
"Lunch & learns" with	Secretary de com-		***************************************			Direct connection	
current donors	Dev			List of major donors we	Time away from	with major donors to	-
lincreased to	Dir/Karen/Iuli/Ha			naven t met with	office/staffing/may be foster even more	foster even more	
3/quarter	nnah	1/2021	12/2021	yet/money in budget for	difficult during	onwership of ministry	No.
		7/2027	17/2/21	illeals	fundraising months	outcomes	
				OTTICE			
	Karon/Dov			equipment/supplies/	Difficult to work on		
Grants applied for	Trish	7/2021	0/2021	research for applicable	during findraising	3 grants applied for	
		ar) ar 0 fa de	0/2021	glality	months	by 8/2021	
			73,22,			3 additional	
	- Paranacas					corporations added to	<b>0</b> 400 mass squ
				:		our donor	·
Corporation "buy-in"	Dev Dir	6/2021	10/2021	Research on possible pro-		list/additional	T-holomon
			70/2027	nie corporations	Statting	awareness	
722		·		Advertsing/time/research		**************************************	
fundraiser in the		- Andrews and Andr	Norma propriation and series	appropriate fundraiser to		Increased	
rea .	Dev Dir	5/2021	10/2021	additional fundraiser	Staffing	donations/increased	
		Driver way.					
each add one major					7	7-8 new major donors	Name to the
donor to the			and the same of th	- Acceptance		ddod to our donors	and a vice see
organization	Board 1	1/2021	12/2021	Board members' time	= 0	liet o increased : :	
						list or littlegsed Biving	

					for fundraising	new & better ideas	workshops/	Attend conferences/	donations by 5%	#GivingTugsday	additonal churches	church list by 4	"constant contact"	Increase the		Description	Strategic Action
					Dev Dir	Karen/Hannah/			Dev Dir		Barb/Dev Dir	Panch	Permitance	need in Audition Services and an experimental services are a service and an experimental services are a services and an experimental		Por Single	o de la companya de l
					1/2021 1				9/2021		5/2021				000	5 6	) + •
	The state of the s			The same of the sa	12/2021 N				12/2021 K		9/2021	October 1-			Cate Due		
					Money in budget for fees				Pre-developed emails to be used during that time		like to connect with				Resources Required		
					finances	n the			Staffing	0.00	Staffing	*			Potential Hazards		
					ideas	ideas/strategies, get			donations/increased awareness	Increased	volunteers/increased	opportunity for	of ministry/increased	Increased awareness	Desired Outcome	P13/1-42	
			AND STREET, STATE OF THE STREET, STATE OF THE STATE OF TH		Market Called State		- San							The Market of the Section of the Sec	Complete	Date	