

MyLife Medical & Resource Center's

Mission Statement

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

The following is our Action Plan for 2019-2021

MyLife Medical & Resource Center's

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

MyLife Medical Resource Center

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	Party Responsible	Date to begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Date Completed
Increase # of table hosts by 5% at annual banquet	Board/Staff	1/2019	4/2019	Banquet information/invitations		more guests attending banquet	
Add another direct mail campaign	Karen/Hannah	3/2019	3/2019	Office equipment/supplies	Right before banquet	additional donations	
Add another direct mail campaign	Karen/Hannah	8/2019	8/2019	same as above		additional donations	
Hire Development Director	Karen	10/2019	12/2019	Advertising/time	End of year	Someone who will focus on ways to increase donations	
Board members to each add one major donor to the organization	Board	1/2019	12/2019	Board members' time		7-8 new major donors added to our donor list & increased giving	
"Lunch & learns" with current donors increased to 1/quarter	Karen/Juli/ Hannah/Dev Dir	1/2019	12/2019	Money in budget for meals	Time away from office/ staffing	Increased ownership of the ministry by our major donors	
Corporation "buy-in"	Karen/Hannah/ Dev Dir	1/2019	6/2019	Research on possible pro-life corporations	Staffing	3 corporations donating money/resources to the ministry	
Apply for additional grants for programs	Karen/Angie/ Trish	1/2019	8/2019	Research on appropriate grants	Time/Schedules of others involved/staffing	3 grants applied for by 8/2019	

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

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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 Responsible	Date to begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Date Completed
"Lunch & learns" with current donors increased to 2/quarter	Dev Dir/Karen/Julie/Hannah	1/2020	12/2020	List of major donors we haven't met with yet/money in budget for meals	Time away from office/staffing/may be difficult during fundraising months	Direct connection with major donors to foster even more ownership of ministry outcomes	
Grants applied for	Karen/Dev Dir/Angie/Trish	2/2020	8/2020	Office equipment/supplies/research for applicable grants	Difficult to work on during fundraising months	3 grants applied for by 8/2020	
Corporation "buy-in"	Dev Dir	6/2020	10/2020	Research on possible pro-life corporations	staffing	3 additional corporations added to our donor list/additional awareness	
Add an additional fundraiser to the fundraisers we already do	Dev Dir	5/2020	9/2020	Advertising/time/research appropriate fundraiser to try/money in budget for additional fundraiser	Staffing	Increased donations/increased awareness	
Board members each add one major donor to the organization	Board	1/2020	12/2020	Board members' time		7-8 new major donors added to our donor list & increased giving	

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3 Year Goal: Increase Income by 15%

Benchmarks for success Year THREE: Goal of \$211,530 by 12/31/2021

Evaluation Plan: Financial report submitted to Board at year end

Strategic Action	Party Responsible	Date to begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Date Completed
"Lunch & learns" with current donors increased to 3/quarter	Dev Dir/Karen/Juli/Hannah	1/2021	12/2021	List of major donors we haven't met with yet/money in budget for meals	Time away from office/staffing/may be difficult during fundraising months	Direct connection with major donors to foster even more ownership of ministry outcomes	
Grants applied for	Karen/Dev Dir/Angie/Trish	2/2021	8/2021	Office equipment/supplies/research for applicable grants	Difficult to work on during fundraising months	3 grants applied for by 8/2021	
Corporation "buy-in"	Dev Dir	6/2021	10/2021	Research on possible pro-life corporations	staffing	3 additional corporations added to our donor list/additional awareness	
Add an additional fundraiser in the Festus/DeSoto area	Dev Dir	5/2021	10/2021	Advertising/time/research appropriate fundraiser to try/money in budget for additional fundraiser	Staffing	Increased donations/increased awareness	
each add one major donor to the organization	Board	1/2021	12/2021	Board members' time		7-8 new major donors added to our donor list & increased giving	

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