3 year Action Plan: Decrease Number of Abortions in Missouri

#### 3 Year Goal: Decrease numb

Decrease number of abortions in MO

Benchmarks for success Year ONE:

Increase number of abortion minded/vulernable women by 10% over 2018

Evaluation Plan: Annual report submitted to Board at year end

Strategic Action	Party	Date to					Date
Description	Responsible	begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Completed
					Probaban	Our contact	- Maringa and
						information spread	
Hand out yard signs					3 et Piritanista	throughout the	
to donors/businesses	Karen/staff	1/2019	5/2019	Yard signs printed		county	
						Stand out more to the	MR-TO-FFE ANNO
						community as they	#21.050 PM
Purchase lighted sign				Money in budget for the		pass byvery dark	<del>and that t</del>
for the building	Karen	5/2019	7/2019	sign	Finances, weather	now	
Visit DR							
onices/medical	Varon (Hannah /				Ctaffing/time away	Additional awareness	
				6 4 /	S. C.	**	P-II Outlier
brochures	Dev Dir	3/2019	6T07/6	mileage runus/prochures	Irom office	in the community	the state of the s
						Learn new ideas, get	- Second Wales
Visit other centers	Karen/Hannah/			Vehicle/money in budget		help with planning	© Hydroxenson
for additional ideas	Dev Dir	2/2019	12/2019	for lunches/gas mileage	Staffing	ideas	THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS OF THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS O
						5	the street was
IVIalification Google my	***					100000000000000000000000000000000000000	
Business	Marketing	1/2019	12/2019	Funds for maintenance	Finances	recognition	
Attend conferences/							11° 2004 - 11° 11° 11° 11° 11° 11° 11° 11° 11° 1
workshops/	Karen/Hannah/				Construction of the constr	Increase knowledge	**Did-was
webinars	Dev Dir /Juli	1/2019	12/2019	Funds for attendance	Finances	of ideas to try	
4							

					presence maintained	Social Media/web	Increase Choose2Know Presentations by 25% Karen/Staff	Strategic Action Description
					ev Dir	Karen/Hannah/D		Party Responsible
					1/2019		1/2019	Date to begin
					12/2019		12/2019	Date Due
					Funds for boosts		Mailings to schools/discussions with key school personnel/funds/materials	Resources Required
					involved/staffing	others	Staffing/C2K budget	Potential Hazards
		The second secon		AND THE RESIDENCE TRANSPORT OF THE PROPERTY OF	maintain	presence and	Increase awareness of our services, relationships	Desired Outcome
								Date Complete

# 3 Year Goal: Decrease number of abortions in MO

Benchmarks for success Year TWO:

Increase number of abortion minded/vulernable women by 10% over 2019

Evaluation Plan: Annual report submitted to Board at year end

Strategic Action	Party	Date to					Date
Description	Responsible	begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Completed
							n São Copposições de Carlos de Carlo
Additional yard signs						Our contact	
made & handed out					Ability to add enough	information spread	roundamente novi
to additional		and the state of t			additional donors	throughout the	<b>Ball</b> er microlen
donors/businesses	Karen/staff	1/2020	6/2020	Yard signs printed	businesses	county	Property and the second
							es la
Increase				Contact information for	Staffing/time away	Increase awareness of	
Choose2Know			······································	key personnel/letters	from office/C2K	our services,	Photo di Andrecino
Presentations by 25% Karen/Staff	Karen/Staff	1/2020	12/2020	printed/flyers printed	budget	relationships	And the state of t
Visit DR							- San Adamsi k
offices/medical							
facilities with	Karen/Hannah/				Staffing/time away	Additional awareness	Westernia.
brochures	Dev Dir	5/2020	10/2020	mileage funds/brochures	from office	in the community	respondent Watersandsandsandsandspringly with June senson
						Learn new ideas, get	and have not an
Visit other centers	Karen/Hannah/			Vehicle/money in budget		help with planning	
for additional ideas	Dev Dir	2/2020	12/2020	for lunches/gas mileage	Staffing	ideas	
Maintain Google my	ChooseLife					Increases internet	
Business	Marketing	1/2020	12/2020	Funds for maintenance	Finances	recognition	
Attend conferences/			en an european de la companya de la				, compression and a second
workshops/	Karen/Hannah/					Increase knowledge	DA PARAGONIA
webinars	Dev Dir /Juli	1/2020	12/2020	Funds for attendance	Finances	of ideas to try	

				ed	Social Media/web	internet presence	Advertising to our	Add Google					Description	Strategic Action
Walker way ke Like					Karen/Hannah/D	Marketing	Dir/ChooseLife	Karen/Dev					Responsible	Party
	-			1/2020		1/2020							begin	Date to
Myra segorgani				12/2020		12/2020							Date Due	
				Funds for boosts		Finances					y.		Resources Required	
				involved/staffing	Time/Schedules of others	Finances							Potential Hazards	
nizanona soan				maintained	Increase internet presence and	below	area** See note	searched in our	certain words are	stand out more when	our services, make us	Increase awareness of	Desired Outcome	
					TO THE PARTY TO TH				***************************************				Complete	Date

# 3 Year Goal: Decrease number of abortions in MO

Benchmarks for success Year **THREE**: In

Increase number of abortion minded/vulernable women by 10% over 2020

Evaluation Plan: Annual report submitted to Board at year end

	E Comment	74747	Company of the Compan				Date
Strategic Action	Tary .	כמות					
Description	Responsible	begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Completed
						Our contact	
Additional yard ord					Ability to add enough	information spread	омира сима
made & nanded out					0		
to additional					additional donors	throughout the	
donors/businesses	Karen/staff	1/2021	6/2021	Yard signs printed	businesses	county	
Increase				Contact information for	Staffing/time away	Increase awareness of	Kalance ac-sis
Choose2Know				key personnel/letters &	from office/C2K	our services,	#17- <b>#</b> 4-##
Presentations by 25% Karen/Staff	Karen/Staff	1/2021	12/2021	flyers printed	budget	relationships	
Visit DR						***************************************	
offices/medical					er even even even		AND THE RESIDENCE OF THE PARTY
facilities with	Karen/Hannah/				Staffing/time away	Additional awareness	de anima e a
brochures	Dev Dir	5/2021	10/2021	mileage funds/brochures	from office	in the community	
						Learn new ideas, get	
Visit other centers	Karen/Hannah/			Vehicle/money in budget		help with planning	-07/see-038440.4
for additional ideas	Dev Dir	2/2021	12/2021	for lunches/gas mileage	Staffing	ideas	
Maintain Google my	ChooseLife					Increases internet	
Business	Marketing	1/2021	12/2021	Funds for maintenance	Finances	recognition	
						vocation of the state of the st	and the second
Attend conferences/					nd with a fact connection of the fact connect		nikatowa ni
workshops/	Karen/Hannah/					increase knowledge	15-673 Books Bassa
webinars	Dev Dir /Juli	1/2021	12/2021	Funds for attendance	Finances	of ideas to try	

nsible	begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Complete
					Increase awareness of	
					our services, make us	vahamadaria
		Printerioricalists			stand out more when	
Board/Karen/		dovernment manufactures			certain words are	
Dev Dir/			Marketing budget to		searched in our	
ChooseLife			include additional amount		area** See note	
Marketing	1/2021	12/2021	for Google Advertising	Finances	below	
				Time/Schedules of	Increase internet	
Karen/Hannah/D				others	presence and	······································
ev Dir	1/2021	12/2021	Funds for boosts	involved/staffing	maintained	The state of the s
		en e			Something fresh and	
10			Funds/right printing		new for drivers on	
Karen	6/2021	8/2021	company	Finances	Hwy 30	
					Marketing Director	
			Finances/finding the right		would boost our	
			person willing to work for		marketing power,	
ar. var pakar			what we can	Finances/inability to	reach more men &	
Karen	10/2021	12/2021	pay/advertising	find the right person	women	
		en en en entre en				
		the decree of the second				Win Garage and C
	/Karen/ ir/ eLife ting /Hannah/D	/Karen/ ir/ eLife ting /Hannah/D	Date to   begin	Date to   Date Due	Date to Date Due Resources Required Potential Hazards    Raren	Date to Date Due Resources Required Potential Hazards    Raren   Resources Required   Potential Hazards