

MyLife Medical & Resource Center's

3 year Action Plan: Decrease Number of Abortions in Missouri

MyLife Medical Resource Center

3 Year Goal: Decrease number of abortions in MO

Benchmarks for success Year ONE: Increase number of abortion minded/vulnerable women by 10% over 2018

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
Hand out yard signs to donors/businesses	Karen/staff	1/2019	5/2019	Yard signs printed		Our contact information spread throughout the county	
Purchase lighted sign for the building	Karen	5/2019	7/2019	Money in budget for the sign	Finances, weather	Stand out more to the community as they pass by--very dark now	
Visit DR offices/medical facilities with brochures	Karen/Hannah/Dev Dir	3/2019	9/2019	mileage funds/brochures	Staffing/time away from office	Additional awareness in the community	
Visit other centers for additional ideas	Karen/Hannah/Dev Dir	2/2019	12/2019	Vehicle/money in budget for lunches/gas mileage	Staffing	Learn new ideas, get help with planning ideas	
Maintain Google my Business	Chooselife Marketing	1/2019	12/2019	Funds for maintenance	Finances	Increases internet recognition	
Attend conferences/workshops/webinars	Karen/Hannah/Dev Dir /Juli	1/2019	12/2019	Funds for attendance	Finances	Increase knowledge of ideas to try	

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3 Year Goal: Decrease number of abortions in MO

Benchmarks for success Year TWO: Increase number of abortion minded/vulnerable women by 10% over 2019

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
Additional yard signs made & handed out to additional donors/businesses	Karen/staff	1/2020	6/2020	Yard signs printed	Ability to add enough additional donors businesses	Our contact information spread throughout the county	
Increase Choose2Know Presentations by 25%	Karen/Staff	1/2020	12/2020	Contact information for key personnel/letters printed/flyers printed	Staffing/time away from office/C2K budget	Increase awareness of our services, relationships	
Visit DR offices/medical facilities with brochures	Karen/Hannah/Dev Dir	5/2020	10/2020	mileage funds/brochures	Staffing/time away from office	Additional awareness in the community	
Visit other centers for additional ideas	Karen/Hannah/Dev Dir	2/2020	12/2020	Vehicle/money in budget for lunches/gas mileage	Staffing	Learn new ideas, get help with planning ideas	
Maintain Google my Business	Chooselife Marketing	1/2020	12/2020	Funds for maintenance	Finances	Increases internet recognition	
Attend conferences/workshops/webinars	Karen/Hannah/Dev Dir /Juli	1/2020	12/2020	Funds for attendance	Finances	Increase knowledge of ideas to try	

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3 Year Goal: Decrease number of abortions in MO

Benchmarks for success Year THREE: Increase number of abortion minded/vulnerable women by 10% over 2020

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
Additional yard signs made & handed out to additional donors/businesses	Karen/staff	1/2021	6/2021	Yard signs printed	Ability to add enough additional donors businesses	Our contact information spread throughout the county	
Increase Choose2Know Presentations by 25%	Karen/Staff	1/2021	12/2021	Contact information for key personnel/letters & flyers printed	Staffing/time away from office/C2K budget	Increase awareness of our services, relationships	
Visit DR offices/medical facilities with brochures	Karen/Hannah/Dev Dir	5/2021	10/2021	mileage funds/brochures	Staffing/time away from office	Additional awareness in the community	
Visit other centers for additional ideas	Karen/Hannah/Dev Dir	2/2021	12/2021	Vehicle/money in budget for lunches/gas mileage	Staffing	Learn new ideas, get help with planning ideas	
Maintain Google my Business	Chooselife Marketing	1/2021	12/2021	Funds for maintenance	Finances	Increases internet recognition	
Attend conferences/workshops/webinars	Karen/Hannah/Dev Dir /Juli	1/2021	12/2021	Funds for attendance	Finances	Increase knowledge of ideas to try	

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Strategic Action Description	Party Responsible	Date to begin	Date Due	Resources Required	Potential Hazards	Desired Outcome	Date Complete
Increase amount spent on Google Advertising	Board/Karen/ Dev Dir/ Chooselife Marketing	1/2021	12/2021	Marketing budget to include additional amount for Google Advertising	Finances Time/Schedules of others involved/staffing	Increase awareness of our services, make us stand out more when certain words are searched in our area ** See note below	
Social Media/web presence maintained	Karen/Hannah/Dev Dir	1/2021	12/2021	Funds for boosts	involved/staffing	Increase internet presence and maintained	
Change the 2 "yard" signs with fresh content	Karen	6/2021	8/2021	Funds/right printing company	Finances	Something fresh and new for drivers on Hwy 30	
Hire Marketing Director	Karen	10/2021	12/2021	Finances/finding the right person willing to work for what we can pay/advertising	Finances/inability to find the right person	Marketing Director would boost our marketing power, reach more men & women	