



STRATEGIC PLAN 2023 - 2026



www.ecccm.com

245 East N Street * Newton, NC 28658

MISSION

We provide crisis assistance to people in Catawba County.

VISION

A community where every person has what they need to be nourished and to thrive.



CORE VALUES

Serve

- From a place of Christian discipleship, we answer God's call to love and serve all people regardless of their affiliation with religion.

Listen

- Each client is matched to a caring case manager who listens to them and identifies their needs.

Respond

- We respond by coordinating personalized client support through our programs and partner referrals.

Steward

- We steward the generosity of our donors and partner organizations through the responsible and transparent sharing of resources with clients.

KEY MINISTRY OBJECTIVES

OBJECTIVE #1:

Increase the knowledge and understanding the community has for the mission and work of the ministry by 10% by December 31, 2026.

- Metric 1: Annual community survey that shows improvement in understanding of defined areas.
- Metric 2: An increase in the total number of donors year over year.
 - Tactics:
 - Conduct an annual survey to gauge knowledge and understanding
 - Continue telling impact stories
 - Update the name to match growing identity and service area
 - Update logo to match growing identity, service area, and new name
 - Launch a Brand awareness campaign
 - Update the website to match with all new branding



OBJECTIVE #2:

Grow our ability to serve more clients by 15% from July 1, 2023, to December 31, 2026.

- Metric: Measure monthly and year over year the total clients served by programs, total dollars provided, and total pounds/boxes of food provided.
 - Tactics:
 - Collect and research data from area and governmental agencies.
 - Determine if a Mobile Unit is necessary to serve Hickory or another area.
 - Expand Financial services (power, rent, etc.) to Hickory through ECCCM supplemental funds.
 - Begin assessing the need for a new building and/or location. Should the need be consistent for eight straight months, this tactic will elevate to an additional Goal as part of the strategic plan.

OBJECTIVE #3:

Strengthen the financial position of the organization by increasing annual giving from donors from \$340,000 to \$550,000 annually by December 31, 2026.

- Metric: Track monthly giving by category year over years.
 - Tactics:
 - Continue telling impact stories on a monthly basis
 - Coordinate with churches to establish/or reengage 'Church Representatives' who will share ECCCM information with their congregations on a quarterly basis.
 - Increase the number of Recurring Donors from 62 (July 2023) to 200
 - Visit with 6 donors a week to cultivate personal asks.
 - Strengthen your ability to collect new names to be added to the donor software
 - Speaking campaigns in congregations
 - Grow connections with businesses
 - Increase the number of annual donors from 1098 (July 2023) to 1500

OBJECTIVE #4:

Increase consistent volunteer participation by 10% each year from July 1, 2023 to December 31, 2026.

- Metric: For each category established, begin tracking the number of volunteers year over year who serve at least 3 hours per month. Track overall increase and by category.
 - Tactics
 - Show gratitude to volunteers for their service
 - Outline clear roles for volunteers with job descriptions
 - Train volunteers annually for their roles
 - Recruit volunteers with personal invitation
 - Determine the total number of volunteers you need and the hours you need them to serve
 - Make a Volunteer Page for the website
 - Allow people to apply to volunteer through an email list
 - Share how volunteering impacts lives on social media and create a join me culture
 - Team meeting with staff to determine other tasks that can be done with Volunteers
 - Begin sending a satisfaction survey to volunteers at the same time each year to learn how to adjust and retain them.
 - Coordinate with Church Reps and Businesses twice a year to share about new volunteer opportunities