

## Engage Your Board and Donors

### Steps for Building a Strategic 12-18 Month Plan

*As a Board President, I appreciated my Center Director. I knew she was the expert in how to run her center. She set a vision for us that we agreed on. Then she relied on the board's business talents, experience, and donor connections to help carry it out. -Chris Thornton, CEO | 828Collective*

#### A BOARD MEMBER'S PERSPECTIVE:

- Your board is not the expert on how a pregnancy center should operate and, in most cases, doesn't cast the vision for your center – **the center director is the visionary**. You are the authority on what works for pregnancy centers and how to adapt best practices for your center.
- Focus on your vision, not your budget. Boards and Donors want a vision to rally behind. When your board is enraptured by your vision, your budgeting needs will take care of themselves. Help your board think bigger. God will give you the tools to see your vision fulfilled.

### Understand Your Needs. Cast A Vision.

#### RECOMMENDED STEPS:

1. Determine how many people live in the area that your center serves. This can easily be done through a Google search of the population of your town, county, or MSA (metropolitan statistical area) that you serve. If you live in a larger city and there are three pregnancy centers, you will likely divide that city population by three.
2. Estimate the average number of **NEW, pregnancy-related clients** your center typically schedules each month. Do not include returning clients.
3. Pull data or estimate the average number of **NEW AM/AD** (Abortion Minded & Abortion Determined) clients your center typically schedules every month. Please exclude abortion-vulnerable clients.
4. Go to [828 Collective's Unintended Pregnancy Estimator](#) and enter the information you've collected. Follow the prompts to submit your data. You'll receive a report on the number of unintended pregnancies in your area and some realistic goals to set for your center.

The needs of rural centers will differ from those of urban ones. Equipping yourself with national data and setting measurable and achievable goals for your center enables you to cast a vision your board can get behind.

## Setting and Implementing Your Vision

Your board needs your expertise and God-given ability to take what you have learned from other center directors and marketing support organizations like 828Collective to set the vision for your center.

The goals set by our Unintended Pregnancy Estimator are based on New Client and New AM/AD data from almost 300 centers across the nation. Meeting these goals means you are a top 20% center relative to your center service area and state.



### Step 1: Unmet Need and Vision Setting

Utilizing our free unintended pregnancy estimator and goal setting tool enables you to quickly see the number of unintended pregnancies in your service area and set goals to be a top 20% performer. This is the point where you ask God to help you set a vision that gets your board excited and empowers donors to step up. Whether that's with a new facility, an increased focus on AM/AD women, or just more clients, pray over it with your board.



### Step 2: Set a High Level 12-to-18 Month Plan

Your next step is to pull together a 12-to-18-month plan. Keep in mind that as you focus your marketing on reaching more women with new AM/AD goals, you may need more counseling rooms, better training and scripting for staff, support from local churches to come alongside your clients, and more funding from your donors. Need help pulling together your plan? [Just click here to schedule a free 45-to-60 minute call](#) with one of our strategists to walk with you through the planning phase.



### Step 3: Deep Dive Analytics and ROI

Your board will want to know **specific actions needed to meet your goals** and what it will cost. 828Collective has helped pregnancy centers across the nation to cost-effectively schedule more AM/AD clients. We do a deep dive into your SEO and paid ads to see how effectively your website is attracting local cell phone users at risk for abortion, as well as how you're using nursing and texting tools. We can pull together an Investment Packet for your board and donors identifying the costs and the ROI (return-on-investment) for your plan. Because of the time involved we do need to charge \$950 for this service. [You can purchase your Investment Packet here.](#)

**You don't have to do this alone.** We understand the challenges you face and will walk beside you to schedule more AM/AD women and save more lives.