

Engage Your Board and Donors

Steps for Building a Strategic 12-18m 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

ADVICE FROM MY PERSPECTIVE:

- Your board is not the expert on how a pregnancy center should operate and the creator of the vision. I want to encourage you that YOU are the visionary. You are the one that will learn about what is working at other pregnancy centers and you will determine how to adapt these ideas to your center.
- I encourage you to focus more on building the vision and less on whether it adds \$500 per month to the budget. Boards and Donors want a vision to rally behind. Your Father owns all the cattle on a thousand hills.

Identify Unmet Community Need

RECOMMENDED STEPS:

- Determine the population in the area that your center serves. It is easy to google the population of your town or MSA (metropolitan statistical area).
- Next, pull data or estimate the average number of **NEW** clients your center typically schedules monthly.
- Pull data or estimate the average number of **NEW Abortion Minded and Abortion Determined clients** your center typically schedules monthly.
- Go to [828 Collective's Unintended Pregnancy Estimator](#) and enter the information you have collected from the steps above. Once complete, click the **Estimate My Reach** button to submit.
- In a matter of seconds, you will have a report showing the estimated monthly number of unintended pregnancies in your service area, adjusted for the state your center is in. In addition, you will see the number of new clients and the number of new AM/AD clients you entered for each month. This will give you a good indication of the unmet need in your area.

Setting New Client Goals for Your Center: In the first half of 2024, over 170 pregnancy centers provided data on the number of new clients they see relative to their service area population. 828Collective broke the data into smaller centers serving a population of 100,000 or less and centers in areas with more than 100,000 people. The New Client Goal in your report is the number of new clients you would see monthly if you were performing in the top 20% of pregnancy centers in your size range.

Setting New AD/AM Client Goals: In 2023 the PLMEC (Pro-Life Marketing Ethics Council) surveyed 241 pregnancy centers to gather data on the % of new clients that were AM/AD (abortion-minded or abortion-determined) defined as considering abortion or actively seeking an abortion. The PLMEC data indicated that most pregnancy centers provided services for some who plan to carry. This is especially true of smaller and more rural centers. The average was 11% AM/AD for most typical centers serving under 500,000 populations. We looked through the data and set the goal for AM/AD clients so that if you meet the goal, you will be performing in the top 20% of pregnancy centers for AM/AD clients.

Now that you have identified your unmet need and goals that would set you in the top 20% of centers, how do you build out your 12 to 18-month plan?



Step 1: Create a Marketing Strategy

Identify a marketing strategy plan that will help you attract more AM/AD women to your website, text or phone, or your front door. Many times identifying what you should change requires data to diagnose and is very nuanced. As we all know things change rapidly depending on the state you are located in, the legislative agenda, competition from pro-abortion forces, and other rapidly changing factors.



Step 2: Strengthen Client Relationships

Building relationships after a contact request through follow-up, such as nurse chats, phone scripts, availability outside office hours, and the ability of your intake team to foster connections, will impact scheduling and show rates. Additionally, factors like your facility's size, location, and services need to be evaluated. 828Collective frequently engages with centers and can share best practices we've observed in these areas.



Step 3: Find a Trusted Partner

If you have a trusted PLMEC member managing your marketing, discuss this with them. If not, 828Collective is a PLMEC member and would be happy to assist. [Just click here to schedule a call.](#) During an initial complimentary 1-hour call, we can often identify key changes and provide a high-level overview of gaps in your marketing strategy. For a deeper analysis, including a detailed plan and budget, our \$950 service is available. 828Collective will also join your board meeting via Zoom for a presentation or Q&A if desired.

You don't have to do this alone. We will walk with you as you work to reach more AM/AD women and impact more lives.