



2030 STRATEGIC PLAN

FOR ADVENTURE UNLIMITED

VISION

Life-changing spiritual growth through joyful adventures in an environment where Christian Science is lived.

MISSION

To equip participants of all ages to live boldly, grow spiritually, and contribute actively to the betterment of their world through:

- Activities in recreational adventure, leadership, service, and learning
- Year-round programs from casual gatherings to world-class experiences
- A community where everyone is loved and valued

CORE STRATEGIES

1. INCREASE SPIRITUAL FOCUS EVERYWHERE

- a. Prioritize the building of spiritual foundations for seasonal staff and volunteers
- b. Emphasize the centrality of metaphysical work for full-time staff
- c. Enable meaningful spiritual development for participants in all programs

2. PRIORITIZE STAFF & ORGANIZATIONAL DEVELOPMENT

- a. Empower each staff and volunteer for exceptional personal and professional growth and recruit the very best to join us
- b. Leverage systems and technology to streamline processes and build efficiencies
- c. Optimize operational structures to support inter-departmental coordination

3. EXPAND TARGET MARKETS – BROADEN & DEEPEN OUR REACH

- a. Reach Christian Scientists across all age demographics
- b. Provide programming relevant for spiritual seekers valuing a Christian Science lifestyle
- c. Cultivate a year-round welcoming community for all potential participants



4. DRIVE INNOVATIVE & ENTREPRENEURIAL SOLUTIONS

- a. Be nimble and creative in developing programs and new initiatives
- b. Thoughtfully adjust and pivot existing programs to meet ever-changing needs

5. REIMAGINE MARKETING & COMMUNICATIONS

- a. Innovate an updated marketing and communication plan designed to reach a broader audience
- b. Prioritize community and connection across demographics

6. CULTIVATE PARTNERSHIPS & COLLABORATIONS

- a. Seek new opportunities by working closely with Christian Science organizations and other entities to meet shared strategic goals
- b. Create and expand community among various partners
- c. Serve as a meaningful and resourceful partner among institutions nurturing the Cause of Christian Science

7. STRENGTHEN FINANCIAL POSITION

- a. Continue to diversify sources of funding through revenue, contributions, and partnerships
- b. Develop a culture of constant process improvement with an aim toward efficiency
- c. Improve and maximize asset utilization across Adventure Unlimited



OPENING WINDOWS TO GOD