



Circle of Atonement

STRATEGIC INITIATIVES 2020 - 2023

CIRCLE VISIONING PROJECT

1. Strengthening our organizational base.

Our goal is to build a solid internal structure that will allow for the Circle's growth. Projects we're working on in this area include: (1) Deepening relationships with our donor community through more financial transparency, developing a monthly giving program, and frequent communication on how gifts are being used. (2) Nurturing teachers, group leaders, additional volunteers, and committee members who are willing to come together to be the arms and legs of this work in the world.

2. Growing our community of students.

Our goal is to grow Course Companions into a community of thousands. Projects we're working on in this area include: (1) Improving our social media presence. (2) Beginning online advertising campaigns. (3) Sharing the Course on popular podcasts, blogs, and other media outlets. (4) Creating an app that would be as functional and as beautiful as our Course Companions membership site.

3. Addressing personal and societal issues.

Our goal is to be a place where students can turn for support and guidance through difficult times, both individually and collectively. Projects we are committed to in this area include: (1) Issuing statements from Circle leadership in response to major news events. (2) Hosting workshops on Course-based approaches to life challenges. (3) Thoughtfully exploring these issues through our podcast, newsletter, and magazine articles.

4. Building a global network of study groups.

Our goal is to offer resources for study groups that will simplify the process from beginning to end. Projects in this area include: (1) Hosting online training as a first step to starting an ongoing study group leader program. (2) Building a website hub for study groups that offers all the resources needed to begin and maintain a group, as well as a directory where students and teachers can find each other.

5. Preparing for a physical home.

Our goal is to have an education and retreat center that would be a place to study Course teachings, experience the practice, and carry its gifts home to others. We hope to have a capital campaign for this project in place by the Circle's 30th anniversary in 2023.