

## Mission

*Le Verbe médias* bears witness to Christian hope in the media by combining Catholic faith and contemporary culture. We do this by:

- Ensuring a Christian presence in the media
- Evangelizing culture
- Developing an understanding of the faith
- Presenting Christian witnesses
- Building bridges between believers and non-believers
- Promoting dialogue between Church and society

## Distinctive Attributes

- **46 years of experience**
- **Committed and innovative team**
- **Track record of agility and adaptability**
- **Professionalism**
- **Graphic design and creativity**
- **Effective communications**
- **Ability to use humour to convey our message**
- **Large pool of freelancers**
- **Extensive social networks**
- **Diligent customer service**
- **Ongoing fundraising**

## Decisive Turning Points

- 2015**
  - Launch of *Le Verbe* magazine.
  - Launch of the website le-verbe.com.
  - 5-person team.
- 2016**
  - Publications become free.
  - The magazine splits into two to better meet the needs of different clienteles (believers and those on the periphery).
  - Free distribution of the magazine in display racks begins.
  - Launch of the weekly radio program "On n'est pas du monde".
- 2019**
  - The mission is reformulated.
  - The radio show is now offered in podcast format.
  - Relocation to a new location.
- 2020**
  - Change in publication frequency: six magazines per year and two special issues exclusive to subscribers.
- 2021**
  - Two new multimedia recording studios.
  - The radio program is now offered in video format.
  - Launch of TÉMOINS (WITNESSES) video capsules.
  - The team is now composed of 10 people

# Strategies and tactics

## Strategic goal: Increase outreach **1**

In order to reach a new audience outside of our usual networks and increase the reach of the organization's regular activities, we need to increase our distribution and build audience loyalty.

### GENERAL OBJECTIVES

1. Facilitate access to productions and build audience loyalty
2. Increase public awareness of the organization
3. Increase the quality of the service offer
4. Vary the service offer

METHODS	ACTIVITIES/EXPLANATIONS
<b>1. Facilitate access to productions and build audience loyalty</b>	
1.1 Distribution of the magazine in displays	Continue with the goal of distributing 132,000 copies per year and expand the distribution territory.
1.2 Distribution of the magazine in busy Christian environments	Distribute the publication more widely in busy Christian areas once the situation returns to normal.
1.3 Survey	To engage the audience, find out their interest in our productions and collect data.
1.4 New subscribers	Establish a stewardship strategy with new subscribers.
<b>2. To increase public awareness of the organization</b>	
2.1 Subscription campaign	Conduct an annual subscription campaign with our audience and on social networks.
2.2 Opinion letters	Share selected articles with other media in the form of an opinion letter.
2.3 Internet visibility	Improve referencing so that <i>Le Verbe</i> is seen more in Internet searches.
<b>3. Increase the quality of the service offer</b>	
3.1 Radio	For greater flexibility and control, self-produce radio programs.
3.2 Internet	Develop a publication policy for articles.
<b>4. To vary the service offer</b>	
4.1 Virage multimédia	To maximize the impact of content, add audio (podcasts) and video (vignettes) production when producing reports.

# Strategies and tactics

## Strategic goal: Strengthen capacity for expansion 2

To put in place the elements necessary for the expansion of the organization as outlined in the first strategic objective.

### GENERAL OBJECTIVES

5. Stabilize and increase funding sources.
6. To acquire the necessary work tools that will allow for better productivity.
7. Analyze and adapt our means of communication.
8. Structure the human resources necessary to achieve our objectives.
9. Provide attractive and engaging employment conditions and work environment

METHODS	ACTIVITIES/EXPLANATIONS
<b>5. Stabilize and increase funding sources</b>	
5.1 Major fundraising campaign	Conduct a major fundraising campaign, continue to engage existing benefactors and establish contacts with corporate prospects.
5.2 Planned Giving	Contact prospective legacy subscribers
5.3 Stewardship Strategy	Analyze current strategy and update as needed.
5.4 Online Giving	Improve readability, access and use of online giving.
<b>6. To acquire the necessary work tools that will allow for better productivity</b>	
6.1 Recording studio	Set up a recording studio to produce the radio show and video capsules.
6.2 Photo/video studio	Set up a photo/video studio to allow for in-house productions.
6.3 Reporting	Purchase audio and video equipment to produce reports outside our offices.
<b>7. Analyze and adapt our means of communication</b>	
7.1 Communication plan	Develop a communications plan with support from outside resources as needed

# Strategies and tactics (continued)

## Strategic goal: Strengthen capacity for expansion

### 8. Structure the human resources necessary to achieve our objectives

8.1 Graphic Designer	Hire a graphic designer to edit audio and video projects and support the team's creativity.
8.2 Journalist	Hire three permanent field reporters (part-time March 21, multimedia winter 2022 and full-time fall 2023).
8.3 Freelancers	Establish contract and hiring policy for freelancers.
8.4 Audiovisual and Editing Technician	Hire an audio-visual and editing technician to increase the quality of productions and facilitate their production.
8.5 Marketing and Fundraising Development Officer	Hire a marketing and fundraising development officer to increase the number of subscribers, the distribution of the magazine in Christian communities and to support the fundraising sector.
8.5 Communications Staff	Mandate a communications officer to develop a communications plan (with the support of external resources as needed) and a community and communications manager to ensure its effective implementation.

### 9. Provide attractive and engaging employment conditions and work environment

9.1 Salaries and Benefits	Offer competitive salaries and benefits that meet the needs of employees.
9.2 Management	Promote a collaborative work environment and mission/project-based management by focusing on the skills and interests of employees
9.3 Training	Ensure that employees receive the necessary training to carry out their duties.

# Triennial planification

 = completed

2021	2022	2023
<b>Set up a recording and photo/video studio</b> (3.1, 4.1, 6.1 et 6.2)	Continue to increase distribution of the magazine in display racks (1.1)	Continue to increase distribution of the magazine in display racks (1.1)
Write a policy for publishing articles on the Internet (3.2)	Develop distribution in busy Christian environments (1.2)	Continue to develop distribution in busy Christian environments (1.2)
<b>Start a major fundraising campaign</b> (5.1)	Survey our audience (1.3)	Conduct an annual subscription campaign (2.1)
<b>Communicate with subscribers likely to make a bequest</b> (5.2)	Review stewardship strategy with new subscribers (1.4)	Continue the major fundraising campaign (5.1)
<b>Develop a communications plan with support from outside resources as needed</b> (7.1)	Conduct an annual subscription campaign (2.1)	Communicate with subscribers likely to make a bequest (5.2)
<b>Hire a graphic designer</b> (8.1)	Share our articles as opinion letters with other media (2.2)	Analyze results of communications plan (7.1)
<b>Hire a part-time in-house journalist</b> (8.2)	Improve the site's referencing on the Internet (2.3)	Hire a permanent reporter (8.2)
<b>Draft a basic contract and freelance hiring policy</b> (8.3)	Continue the implementation of the multimedia shift (4.1 et 6.3)	Analyze management (9.2)
<b>Hire an audio-visual and editing technician</b> (8.4)	Continue the major fundraising campaign (5.1)	
<b>Hire a marketing and fundraising development officer</b> (8.5)	Communicate with subscribers likely to make a bequest (5.2)	
<b>Mandate a communications officer to develop a communications plan</b> (8.6)	Review and revise donor stewardship strategy (5.3)	
<b>Analyze employee salaries and needs</b> (9.1)	Improve access to online giving (5.4)	
<b>Training and integration of employees in new tasks</b> (9.3)	Implement the communications plan and ensure its success (7.1)	
	Hire a permanent multimedia journalist (8.2)	
	Hire a community and communications manager (8.6)	

## Strategic Goal #1:

### Increase outreach

1. Facilitate access to productions and build audience loyalty.
2. Increase public awareness of the organization.
3. Increase the quality of the service offer.
4. To vary the service offer.

## Strategic Goal #2:

### Strengthen capacity for expansion

5. Stabilize and increase funding sources.
6. To obtain the necessary work tools for better productivity.
7. Analyze and adapt our means of communication.
8. Structure the human resources necessary to achieve our objectives.
9. Provide attractive and engaging employment conditions and work environment.