

PARKGATE STRATEGY PLAN

2025

2026

2027



Exciting Updates from Parkgate: Our Strategic Path for the Future

Dear Friends, Partners, and Stakeholders,

We are excited to share important updates from Parkgate Pregnancy Clinic regarding our recent strategic planning process. Last June, after much prayer, discussion, and collaboration, our Board and leadership team set a three-year roadmap for the future of Parkgate.

Our goal was to sharpen our mission, strengthen our operations, and ensure that Parkgate is the first choice for anyone facing an unplanned pregnancy. We identified four strategic initiatives to guide us:

1. **Development** – Enhancing fundraising efforts, strengthening donor relationships, and exploring new funding opportunities to ensure long-term sustainability. Expanding our development capacity would allow us to grow and provide more resources to those we serve.
2. **Programs** – Refining and expanding current programs to meet the evolving needs of women and families. This included strengthening our existing support services and adding innovative offerings to better equip our clients for success.
3. **Infrastructure & Processes** – Improving our internal systems, facilities, and operations to ensure we are serving clients and staff with excellence. This included upgrading technology, optimizing workflows, and creating a welcoming and efficient physical space for those who walk through our doors.
4. **Marketing** – Increasing visibility in the community so that anyone facing an unplanned pregnancy would know Parkgate is here for them. This meant strengthening our messaging and outreach to ensure life-affirming help is always within reach.

When these goals were set in June 2024, we anticipated steady progress over three years. But in a way that only God could orchestrate, many of these initiatives have already been realized ahead of schedule.

Ahead of Schedule: What God Has Already Done

- **Facility Upgrade:** Plans for our new building are advancing quickly, with **groundbreaking set for fall 2025**.
- **Marketing Reach:** Parkgate now has a consistent presence on **five college campuses**, extending our reach to students at a critical decision point.
- **Program Expansion:** Three new **parenting and life skills classes** have been implemented, and we have launched a **Fatherhood Mentorship program** to walk alongside dads in their parenting journey.
- **Staff Growth:** We have **expanded our team** to better meet the needs of moms, dads, and babies, ensuring they receive long-term support and care.

We are humbled by God’s provision and deeply grateful for your prayers and support, which He has used to accelerate this vision. What we are witnessing at Parkgate is not the work of human hands alone—it is the undeniable hand of God moving in our midst.

These initiatives are more than organizational goals; they are a testimony of God’s faithfulness and a roadmap to lasting impact. As we continue on this path, we remain deeply committed to serving our community with compassion, excellence, and the hope of the Gospel.

Thank you for being an essential part of Parkgate’s mission and future. Together, and by God’s grace, we are making a profound difference in the lives of women and families facing challenging situations.

Grace Upon Grace,
Andrea Powell
Executive Director
Parkgate Pregnancy Clinic





OUR MISSION

Parkgate exists to share the hope of Jesus and empower decisions for life through education and support.

OUR VISION

Make abortion unthinkable by making life doable.

As board members for Parkgate, it is our privilege to pray, volunteer and give alongside so many others. We get to help discern a plan that will continue to give hope and faith in a world shouting the opposite. We are grateful for the hard work that has already been done to build a strong foundation of compassion, support and care. Through strategic planning and prayer, an exciting vision has been cast that will ensure young families in crisis are provided with support, education, and love. Specific goals have been set and plans have been laid with careful thought and preparation, so that young women can recognize Parkgate as a resource of life and hope. The 3-year strategic plan outlined in this bulletin is one that we are enthusiastic about supporting, and we pray you will be too. Much has been done, but there is still much to be done. God is at work in many hearts, and “I know a place” where that is played out day by day: Parkgate Pregnancy Center.

Suzanne Walker

Chairman of the Board of Directors, Parkgate

2024 IMPACT REPORT

A Year of Impact with a Future of Possibilities

TOTAL CLIENT VISITS

2,239 

PARENTING CLASSES

371 

NEW CLIENTS

480 

POSITIVE TESTS

713 

AT-RISKS CLIENTS

264 

DECISIONS FOR LIFE

89% 

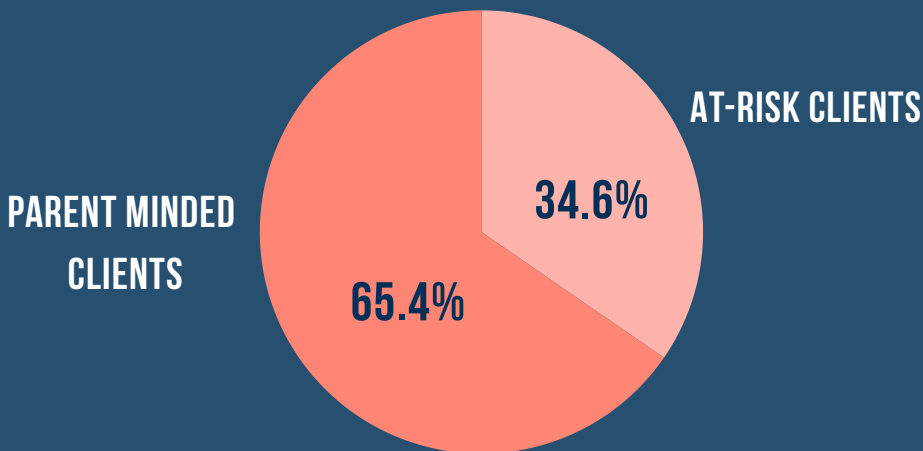
BABY CLOSET VISITS

480 

ULTRASOUNDS

487 

In 2024, out of the positive pregnancy test results, 65% of women were parent minded and 35% were at-risk clients. At-risk includes abortion minded and abortion vulnerable.



Daphne's Story

In 2023, Daphne came to Parkgate for the first time determined she was going to abort. Her heart was changed to choose life after seeing her ultrasound that revealed not one, but two babies. In 2024, she returned overwhelmed and expecting again. With a child who has significant disabilities and twins just 9 months old, she felt she couldn't choose life. Because of the support of our donors we were able to be there for her offering love, counsel, and encouragement. She chose life for her baby and through our generous donors we were able to provide her family with gifts and meals for Christmas last year.



3-YEAR STRATEGIC PLAN

PROGRAMS & SERVICES	DEVELOPMENT	MARKETING	PROGRAMS INFRASTRUCTURE & PROCESSES
Strengthen Mission Impact Through Enhanced Support & Education	Increasing Sustainable Funding to Expand Services & Serve More At-Risk Clients	Increase Marketing & Brand Awareness	Improve Infrastructure
GOAL 1 Assess and Revise Current Gospel Sharing Practices in Counseling, Mentoring, & Education Programs to Increase Gospel Conversations	GOAL 1 Create a Comprehensive Funding Plan	GOAL 1 Engage At-Risk Clients by Creating a Comprehensive Marketing Plan	GOAL 1 Assess Current vs. Long-Term Physical Plant Needs to Advance the Mission
GOAL 2 Create Intentional Follow-Up with Clients to Build Relationships, Promote Gospel Conversations, & Encourage Steadfast Decisions For Life Through Baby's Birth	GOAL 2 Review and Refine Method for Retaining Donors Post-Banquet Pledge	GOAL 2 Establish Branding "I Know a Place"	GOAL 2 Enhance Physical Plant Through Renovation or Building to Advance the Mission and Implement Strategic Plan Goals
GOAL 3 Expand Educational and Support Opportunities for At-Risk Clients to Ensure Alignment with Mission & Vision	GOAL 3 Increase Awareness with MS Business Owners & Individuals on Tax Credit Opportunities Objective 1: Raise \$1 million in tax credit funds over an 18 month period beginning NOV. 2024	GOAL 3 Increase the Number of At-Risk Clients Coming to Parkgate Through Targeted Marketing Outreach Efforts in Colleges, High Schools, and Local Healthcare Facilities	GOAL 3 Increase Counseling Staff Required to Serve a Greater Number of At-Risk Clients

GOAL 4 Increase Our Overall At-Risk Service Reach to 80% of Clients Served
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GOAL 5 Achieve an Increase in Decisions for Life among the at-risk clients served, with a target of 25% growth each year, ensuring impactful support & education lead to positive outcomes
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FUNDING PLAN SUMMARY

2025–2028

To fulfill our mission of sharing the hope of Jesus and empowering decisions for life, Parkgate will strategically grow and diversify funding over the next three years.

Key Goals:

- Monthly Life Builders: Grow from 77 to 200 by 2028
- Events: Expand with new opportunities like a Fall Pickleball Tournament
- Church Engagement: Strengthen partnerships with 30+ churches via liaison teams
- Donor Communication: Increase retention through personalized updates
- Grants & Legacy Giving: Add recurring grants and launch a legacy giving program
- Tax Credit Giving: Raise \$640K in 2025; increase by 20% each year
- Capital Campaign: Raise \$1.4M by March 2026 for our new facility

Annual Benchmarks include launching a “Double Your Impact” campaign, donor appreciation events, and increasing banquet giving by \$50K. Each year builds momentum through targeted outreach, digital tools, and mission-aligned messaging.

Every dollar raised moves us closer to our vision:
Making abortion unthinkable by making life doable—through the hope of Jesus.

MARKETING STRATEGY

Increasing Our Reach to At-Risk Clients

OUR GOAL

Increase awareness to people most vulnerable to be at-risk clients through being active on college campuses, utilizing Google's Performance Max, growing our social media presence, and connecting with healthcare facilities.

I KNOW A PLACE CAMPAIGN



We plan to increase awareness of our services by periodically setting up interactive booths at local colleges to directly engage with students & share about our free services. Additionally, we will distribute promotional materials such as flyers, door hangers, info cards, and magnets to the counselors and housing residents to encourage them distribute to the students.

GOOGLE'S PERFORMANCE MAX



To effectively increase reach and build awareness to at-risk individuals, we will implement a Google Performance Max campaign. This campaign type is designed to maximize performance by delivering our ads across all of Google's advertising channels - Search, Display, Discover, YouTube, Gmail, and Maps. This campaign will increase our presence across Google Ads inventory, help us to reach at-risk individuals wherever they are online, and deliver relevant ads at the right time and place.

GROW & ESTABLISH SOCIAL MEDIA PRESENCE

By increasing our social media presence, we aim to expand our reach to at-risk individuals and build meaningful connections. A strong and consistent presence on Instagram and Facebook will help strengthen our brand identity, enhance credibility, and ensure our audience can recognize and trust our services.

Our Goals:

- Increase brand visibility and awareness
- Grow social media followers
- Improve post engagement rates (likes, comments, shares, DMs, etc)
- Increase conversion rates (appointments, inquiries, calls, texts)

How We Plan to Achieve This:

- At our booths for college campuses we encourage students to follow us by using giveaways as incentives.
- Post engaging content that encourages interaction polls, questionnaires, comment prompts (ex. *Know someone who should see this? Tag them below*)
- Build trust through educational post about our services & client testimonials (anonymous or approved)



HEALTHCARE FACILITIES

We plan to connect with healthcare facilities by giving them informational brochures detailing our services with messaging catered towards abortion-minded women as well as families in need of our parenting classes and mentorship programs. Additionally, we plan to create a video book featuring client testimonials and tailored information about our services, designed specifically to encourage abortion-minded women to come to the clinic.



OUR STATEMENT OF FAITH

- We believe the Bible to be the only infallible, inspired, authoritative Word of God.
- We believe that there is one God, eternally existent in three persons: Father, Son and Holy Spirit.
- We believe in the deity and humanity of Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, in His present rule as Head of the Church, and in His personal return in power and glory.
- We believe in the present ministry of the Holy Spirit, by whose dwelling the Christian is enabled to live a godly life.
- We believe that regeneration by the Holy Spirit is absolutely essential for the salvation of all who are separated from God by sin and rebellion. I believe the gift of salvation is free to all who repent of their sins and believe in Jesus.
- We believe in the resurrection of both the saved and the lost, they that are saved unto the resurrection of life and they that are lost unto the barrenness of damnation.
- We believe in the spiritual unity of believers in our Lord Jesus Christ, with equality across races, genders, and classes.
- I believe it is my responsibility as a believer and follower of the Lord Jesus Christ to live in such a way to glorify Him with my actions and words.
- I believe God creates each life for a purpose.
- I believe God begins each life at conception.
- I believe God's plan for sexual intimacy is between a man and a woman who love each other and are married.
- I believe abstinence in unmarried individuals is the best choice for emotional and physical well-being.

CONNECT WITH US

DONOR WEBSITE:

[HTTPS:// FRIENDSOFPARKGATE.ORG](https://friendsofparkgate.org)

FACEBOOK:

FRIENDS OF PARKGATE

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