

COMMUNITY ENGAGEMENT COUNCIL

(Formally Development Council)



The framework for the Council is designed to harness the collective strengths and dedication of the Council members, ensuring that Victory Health Partners continues to provide hope and healing for uninsured adults. Council members are encouraged to become familiar with Victory's mission statement, tagline and elevator speech.

VICTORY MISSION STATEMENT

As a witness for Jesus Christ, Victory Health Partners exists to minister to the physical, emotional and spiritual needs of the medically under-served by providing affordable quality healthcare services. We recognize that God is the True Healer and the source of all. We seek to know Jesus Christ, His Son, and to make Him known.

VICTORY TAGLINE

Victory Health Partners is a non-profit medical practice that provides affordable, compassionate and comprehensive Christ-Centered healthcare for uninsured adults along the Gulf Coast Region.

VICTORY ELEVATOR SPEECH

Christ-Centered Healthcare for Uninsured Adults, age 19-64 Along the Gulf Coast Region.

PURPOSE OF COMMUNITY ENGAGEMENT COUNCIL

The Community Engagement Council is established with the following objectives:

- To raise awareness about Victory and its impactful work.
- To mobilize community resources in support of the mission to provide affordable, compassionate, and comprehensive Christ-centered healthcare to uninsured adults in the Gulf Coast region.

LEADERSHIP

The Council is led by a Chairperson and a Vice Chair. Support and guidance are provided by a Council Advisor and the staff of Victory Health Partners. Council positions are appointed annually.

COUNCIL MEMBERS

Members of the Council are community individuals who possess a servant-hearted nature and are dedicated to advancing the mission of Victory Health Partners.

COUNCIL COMMITMENT

- Attend scheduled monthly meetings, either in-person or via Zoom.
- Actively participate in focus areas and seize community engagement opportunities as their schedule allows.
- Serve as ambassadors for Victory Health Partners at a minimum of two events or meetings each year.
- Attend the annual Hope for Healing Celebration Dinner, subject to availability.
- Advocate for the cause and employ their personal skills, talents, connections, and experiences to enhance awareness of Victory Health Partners, thereby extending hope and healing to uninsured adults.

2024 MEETINGS

2nd Monday of each month
In-person meetings with an option for Zoom; Meetings dates can be adjusted based on Federal holidays, community closures, etc

- Monday, January 22
- Monday, February 5*
(Adjusted due to Mardi Gras & Presidents Day)
- Monday, March 11
- Monday, April 8
- Monday, May 13
- Monday, June 10
- Monday, July 8
- Monday, August 12
- Monday, September 9
- Monday, October 7*
(Adjusted due to Columbus Day)
- Monday, November 4*
(Adjusted due to Veterans Day)
- Monday, December 9

FOCUS AREA: VICTORY MONTHLY LUNCHEONS

This approach provides an excellent opportunity to educate and engage key community members about the vital work of Victory Health Partners, fostering a network of support and collaboration for the continued success of the organization.

OBJECTIVE

The primary aim is to raise awareness about the mission and services of Victory Health Partners. This initiative seeks to engage businesses, groups, potential medical providers, and donors in understanding the impactful work of Victory Health Partners. *It is important to note that luncheon meetings are designed solely for awareness purposes and will not involve requests for donations.*

STRATEGY

Each council member will take responsibility for a designated month, starting in March, to personally invite individuals who align with the objective. This approach ensures a personalized and targeted effort in reaching out to potential partners and advocates.

GOAL

- Increase general awareness about Victory Health Partners.
- Develop new relationships with partners, advocates, and volunteers.
- Engage individuals who may have access to potential patients who could benefit from the services provided by Victory Health Partners.

TARGET AUDIENCE

- Medical community members, including providers, nurses, administrators, and professionals in specialized healthcare areas such as dental and counseling, etc.
- Community groups and leaders, including faith-based organizations, church leaders, and mission teams.
- Business leaders, civic groups, and company owners, encompassing both small and large enterprises.
- Individuals in positions of influence within their organizations or communities, such as managers and HR personnel, who can further spread awareness.

ADDITIONAL DETAILS

- The luncheon meetings will be held at Victory Health Partners, with lunch provided.
- The schedule for these meetings is flexible to accommodate the availability of guests.
- When possible, Dr. Lightfoot will present "The Victory Story," providing insight into the organization's journey and achievements.
- A tour of the facility will be offered at the conclusion of each luncheon, allowing guests to gain a firsthand understanding of the services and environment.
- Guests should anticipate the luncheon meeting to last approximately one hour.

FOCUS AREA: CHANGE MAKER OUTREACH

This approach will enable Victory Health Partners to not only raise funds but also build a community of supporters who are aligned with the values and goals of the organization. The focus on individual engagement and recurring donations is key to establishing long-term sustainability and impact.

OBJECTIVE

The objective is to enhance community awareness about Victory Health Partners and encourage individuals to become partners through a monthly recurring donation of \$25. This effort aims to build a sustainable foundation of support for the organization's mission.

STRATEGY

- ❑ The strategy involves developing effective communication materials, including tailored messaging and videos, to facilitate council members in engaging potential donors.
- ❑ These materials will be designed to resonate with individuals inclined to support recurring monthly donations.

TARGET AUDIENCE

- ❑ The focus is on individuals with a passion for community welfare, health, and spirituality. This includes members of bible study groups, friend circles, coworkers, and others who may be interested in advocating, volunteering, or donating.
- ❑ The initiative is inclusive, encouraging anyone who shares these values to participate.

GOAL

- ❑ Increase the number of individual recurring monthly donors.
- ❑ Cultivate new partnerships, advocates, and volunteers.
- ❑ Engage individuals who may have access to potential patients who could benefit from the services provided by Victory Health Partners.

TIME FRAME

- ❑ The planning and creation of the communication materials and engagement strategies will take place during the second quarter of the year.
- ❑ The launch of this initiative is scheduled for the third quarter, ensuring adequate preparation time for effective implementation.