



IMPACT2030 Strategic Plan

Building on the foundation of the first 20 years!

Vision

The Crucible Project is creating a world where people live with integrity, grace, and courage, fulfilling their God-given purpose.

Mission

Fueling Christ-like change through experiences of radical honesty and grace.

Core Values

INTEGRITY | GRACE | COURAGE

Crucible Leadership Strategic Mindset for Implementation

ABUNDANT | INNOVATIVE | CLEAR | BOLD | ACCOUNTABLE

Crucible's Strategic Imperative

Leading Christ-centered Soul Work with Excellence Always.



Strategic Initiatives

The following strategic goals reflect The Crucible Project's commitment to excellence, financial sustainability and growth. These goals extend the momentum from our first 20 years while aligning with current opportunities, cultural shifts, and global growth.

Lead: Executive Director | Support: Staff & Board

E - EXCELLENCE: Quality & Excellence

- **Program Audit & Evaluation**

Engage an external evaluator to audit and provide recommendations for improving Crucible's Christ-centered soul work practices.

- **Staffing Model & Capacity**

Design a staffing framework that supports strategic growth while maintaining team well-being, capacity, and alignment with mission.

- **Board Development & Governance**

Strengthen the board's strategic capacity and alignment with Crucible's values by providing governance training and engagement pathways.

F - FINANCIAL STABILITY: Value Proposition & Financial Sustainability

- **Pricing Model Review**

Evaluate and update pricing structures to reflect value, accessibility, and financial sustainability—including bundling and financial assistance options.

- **Fund Development Strategy**

Develop a long-term, relationship-driven fundraising model that includes major donors, recurring giving, legacy giving, and mission-aligned partnerships.

- **Marketing & Audience Growth**

Create a data-informed marketing strategy tailored to regional demographics, generational groups, and emerging needs.

- **Brand Identity & Consistency**

Establish and implement a brand standard guide to ensure consistency across materials, programs, and digital channels.



G - GROWTH - Relationship Dynamics & Community Expansion

- **Community Evolution**

Develop and deliver supportive relationship education on power dynamics and reinforce alignment with Crucible's values of belonging and accessibility.

- **International Ministry Support**

Create culturally responsive strategies to expand support for global and communities, adapting programs to local needs while maintaining mission fidelity.

- **Church Engagement Strategy**

Cultivate partnerships with churches to deepen Christ-centered impact and create mutually enriching ministry pathways.

- **Program Innovation for Special Populations**

Explore and pilot new offerings for underserved groups including youth, marriages, and communities with limited access to Crucible experiences.