



## THREE YEAR STRATEGIC PLAN 2009 - 2011

### I. VISION STATEMENT

Empowering Every Family for Time and Eternity

### II. MISSION STATEMENT

Enabling families to reach their full potential, guiding leaders into effective Family Ministry, and evangelizing the community through unique resources and innovative strategies.

### III. OBJECTIVES

1. Enhance decision making processes within church families.
2. Strengthen the understanding and skills of pastors, evangelists and lay leaders.
3. Provide communities with essentials for family living.
4. Utilize cutting edge technology and resources to impact family life positively.

### IV. STRATEGIES TO ACCOMPLISH EACH OBJECTIVE

#### OBJECTIVE # 1

Conduct at least 45 Family Life Education Seminars in 15 churches.

#### OBJECTIVE # 2

- a. Train 40 Pastors and Family Life leaders to conduct Cycles 1, 2, 3 of the HFBSI Education syllabus in their churches and communities.
- b. Train 40 Pastors and Evangelists to conduct Family Life Evangelism using the methodologies of Evangelistic Campaign, Small Group Evangelism, and Seminar Evangelism.

#### OBJECTIVE # 3

- a. Conduct Family Education seminars in 2 target communities annually.
- b. Conduct Family Evangelistic series in 2 communities annually.

#### OBJECTIVE # 4

- a. Create and publish new Health & Life series for Campaign and Seminar Evangelism.
- b. Create and publish Sermons & Seminars for Women with accompanying CD.
- c. Upgrade website, improve News Letter periodically, and increase subscriptions.
- d. Advertise services and resources nationally and internationally.

### V. VALUES

Spirituality, Integrity, Trust, Reliability, Relevance, Innovation, Excellence.