

STRATEGIC PLAN

V11: Work Plan by Year

Year	Objective	Activities	Organization Division	Expected Outcome	Proposed Cost
2009 As Requested	# 1 Enhance church families	Conduct Education Seminars in at least 3 churches	Administration Communications Marketing Public Relations	Enhance decision making processes in 250 families	None
October	# 2a Train Pastors & FM leaders	Train leaders to conduct first cycle of seminars in education syllabus	Administration Communications Marketing Public Relations	20 trained leaders conduct first cycle of seminars in churches. 10 Leaders certified	\$3,000
June	# 2b Train Pastors & Evangelists	Train Pastors & Evangelists in FL Evangelism, Option 1	Administration Communications Marketing Public Relations	20 trained pastors & evangelists conduct FL Evangelistic Campaigns. 10 Evangelists certified.	\$3,000
As Requested	# 3a Provide communities with Family living essentials	Conduct first cycle of FL Education seminars in 2 targeted communities	Administration Communications Marketing Public Relations	50 Families empowered to make positive changes in the areas of Communication and Conflict Resolution.	\$8,000
April & September	# 3b Provide communities with spiritual & family life essentials	Conduct FL Evangelistic series in 2 communities	Administration Communications Marketing Public Relations	50 Families commit to practicing these family and spiritual principles of life.	\$9,000
Jan. to October	# 4a Create innovative resources	Gather resources for new Health & Life series	Administration Public Relations	Materials assembled in preparation new series	\$2,000
Jan. to October	# 4b Create innovative resources	Gather resources for new series for Women	Administration Public Relations	Materials assembled in preparation new series	\$2,000
Jan. to June	# 4c Use cutting edge technology	Upgrade website & Newsletter	Administration Communications	Website upgraded by 10%. Quarterly newsletter. 50 subscribers: Newsletter. All Pastors in North America reached with advertisement	\$ 8,800