

STRATEGIC PLAN

V11: Work Plan by Year

Year	Objective	Activities	Organization Division	Expected Outcome	Proposed Cost
2010	# 1 Enhance church families	Conduct Education Seminars in at least 5 churches	Administration Communications Marketing Public Relations	Enhance decision making processes in 400 families	\$1,000
	# 2a Train Pastors & FM leaders	Train leaders to conduct second cycle of seminars in education syllabus	Administration Communications Marketing Public Relations	30 trained leaders conduct second cycle of seminars in churches. 15 Leaders certified.	\$4,000
	# 2b Train Pastors & Evangelists	Train Pastors & Evangelists in FL Evangelism, Option 2	Administration Communications Marketing Public Relations	30 trained pastors & evangelists conduct FL Small Group Evangelism. 15 Evangelists certified.	\$4,000
	# 3a Provide communities with Family living essentials	Conduct second cycle of FL Education seminars in 2 targeted communities	Administration Communications Marketing Public Relations	75 Families empowered to make positive changes in the areas of Domestic Violence, Family Finance and Sexuality.	\$9,000
	# 3b Provide communities with spiritual & family life essentials	Conduct FL Evangelistic series in 2 communities	Administration Communications Marketing Public Relations	60 Families commit to practicing these family and spiritual principles of life	\$9,000
	# 4a Create innovative resources	Create new Health & Life series	Administration Public Relations	1,000 Manuals for H & L Evangelistic campaigns.	\$7,000
	# 4b Create innovative resources	Create series for Women	Administration Public Relations	1,000 manuals with accompanying CD ready for use	\$7,000
	# 4c Use cutting edge technology	Upgrade website & Newsletter	Administration Communications	Website upgraded by 15%. Improved newsletter. 100 subscribers: Newsletter All churches in North America reached with ads.	\$8,800