

**STRATEGIC PLAN**

**V11: Work Plan by Year**

<b>Year</b>	<b>Objective</b>	<b>Activities</b>	<b>Organization Division</b>	<b>Expected Outcome</b>	<b>Proposed Cost</b>
<b>2011</b>	<b># 1 Enhance church families</b>	<b>Conduct Education Seminars in at least 7 churches</b>	<b>Administration Communications Marketing Public Relations</b>	<b>Enhance decision making processes in 600 families</b>	<b>\$2,000</b>
	<b># 2a Train Pastors &amp; FM leaders</b>	<b>Train leaders to conduct third cycle of seminars in education syllabus</b>	<b>Administration Communications Marketing Public Relations</b>	<b>40 trained leaders conduct third cycle of seminars in churches 20 Leaders certified.</b>	<b>\$7,000</b>
	<b># 2b Train Pastors &amp; Evangelists</b>	<b>Train Pastors &amp; Evangelists in FL Evangelism, Option 3</b>	<b>Administration Communications Marketing Public Relations</b>	<b>40 trained pastors &amp; evangelists conduct FL Evangelistic Seminars. 20 Evangelists certified.</b>	<b>\$7,000</b>
	<b># 3a Provide communities with Family living essentials</b>	<b>Conduct third cycle of FL Education seminars in 3 targeted communities</b>	<b>Administration Communications Marketing Public Relations</b>	<b>100 Families empowered to make positive changes in the areas of Male-Female Relationships, Forgiveness, and Family Health.</b>	<b>\$12,000</b>
	<b># 3b Provide communities with spiritual &amp; family life essentials</b>	<b>Conduct FL Evangelistic series in 2 communities</b>	<b>Administration Communications Marketing Public Relations</b>	<b>70 Families commit to practicing these family and spiritual principles of life</b>	<b>\$9,000</b>
	<b># 4a Create innovative resources</b>	<b>Create advanced Health &amp; Life series</b>	<b>Administration Public Relations</b>	<b>1,000 sets of H &amp; L Study Guides for Seminar Evangelism.</b>	<b>\$10,000</b>
	<b># 4b Create innovative resources</b>	<b>Create series for Women</b>	<b>Administration Public Relations</b>	<b>1,000 Training Guides with accompanying CD ready for use.</b>	<b>\$7,000</b>
	<b># 4c Use cutting edge technology</b>	<b>Upgrade website &amp; Newsletter</b>	<b>Administration Communications</b>	<b>Website upgraded by 20%. Improved newsletter. 200 subscribers: Newsletter Advertisement overseas</b>	<b>\$6, 800</b>