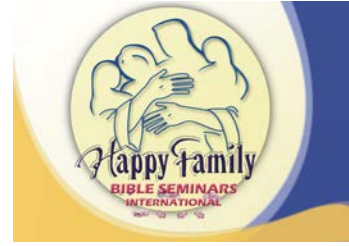


# Happy Family

**BIBLE SEMINARS International**

P. O. Box 338, Apopka, FL 32704 • Tel: 1-407-884-0859 or 1-800-291-3060  
Website: [www.HappyFamilyBSI.com](http://www.HappyFamilyBSI.com) • E-mail: waveney@happyfamilybsi.com



## **THREE YEAR STRATEGIC PLAN 2015 - 2017**

### **I. VISION STATEMENT**

Families Empowered - for Time and Eternity!

### **II. MISSION STATEMENT**

Our mission is to save families in the community, uplift families in the church, and equip leaders to do both.

### **III. OBJECTIVES**

1. Raise the quality of family life in homes and communities around the world.
2. Effect positive change in families in Christian churches.
3. Foster standards of healthy living in families and communities.
4. Equip pastors, educators and other leaders to teach family life and family health.
5. Create, publish, and market innovative resources to fulfill our objectives.

### **IV. Values**

Spirituality, Integrity, Relevance, Innovation, Excellence.

## V. STRATEGIES TO ACCOMPLISH EACH OBJECTIVE

### OBJECTIVE 1: Family Life in Communities

**Strategy # 1:** Television Series. Have the series of 21 half hour Family Life episodes aired on three television TV networks.

**Strategy # 2:** DVD Series. Distribute 200 sets of DVDs containing 21 seminars on 7 discs at the rate of 70 sets per year.

**Strategy # 3:** Public Campaigns. Conduct three Family Life Outreach Seminars or Community Campaigns – one per year.

### Objective 2: Family Living in Churches

**Strategy # 4:** Family Life Education. From existing syllabus, host six events and conduct family life seminars in churches – two per year.

### Objective 3: Community Family Health

**Strategy # 5:** Family Health Series taped. Videotape a series of 18 episodes for use on television.

**Strategy # 6:** Family Health on TV. Have this series aired on two television networks.

**Strategy # 7:** Family Health on DVDs. Produce the series on DVDs.

**Strategy # 8:** *Healthy and Happy* Study Guides. Complete and publish a series of 18 eight-page study guides that match the TV episodes.

**Strategy # 9:** *Healthy and Happy* Seminar CD. Create companion CD with Power Point presentations for the 18 presentations.

**Strategy # 10:** *Healthy and Happy* Small Group Lessons. Create and publish an abbreviated series of 16 lessons for use in Small Group Outreach.

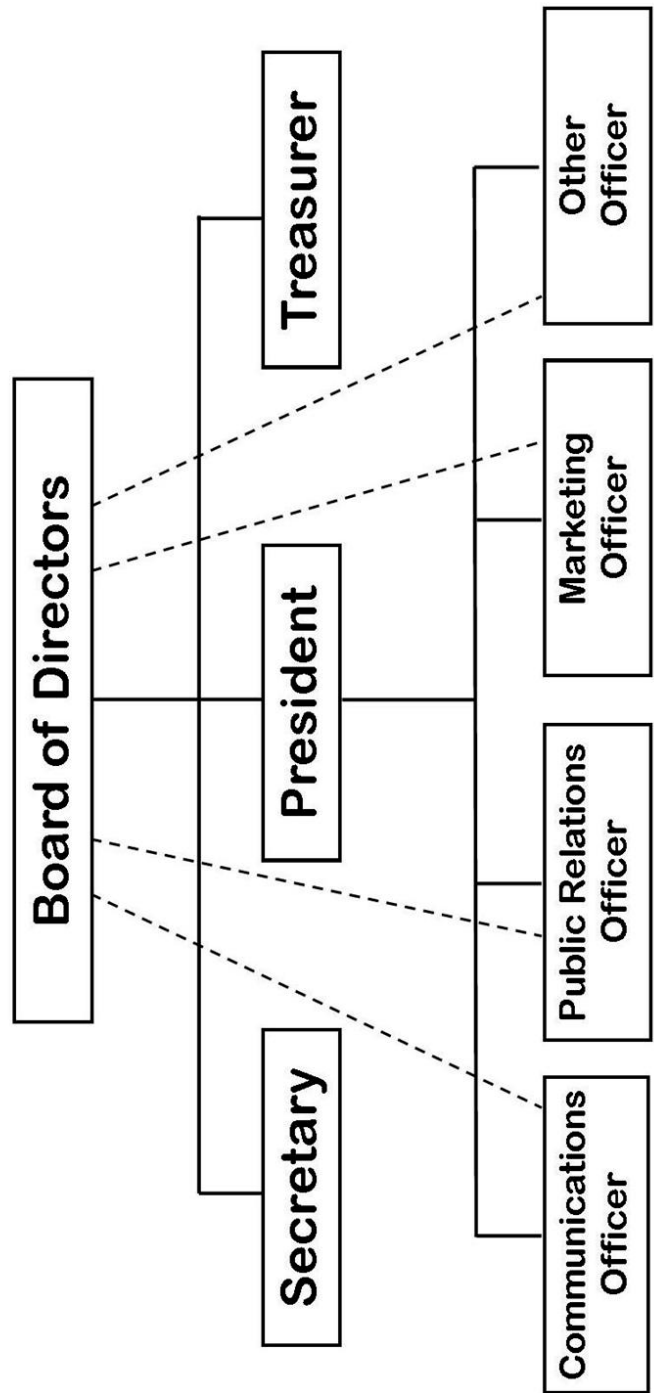
### Objective 4: Leadership Training

**Strategy # 11:** Leaders' Workshops. Conduct three workshops – one per year – equipping pastors and other leaders to do Integrated Family Life Evangelism and Integrated Family Health Evangelism.

### Objective 5: Marketing Resources

**Strategy # 12:** Website. Use our website [www.HappyFamilyBSI.com](http://www.HappyFamilyBSI.com), as well as special events, to market Family Life and Family Health products to both church and community.

**VI. ORGANIZATIONAL CHART**



## VII. Work Plan: Year 2015

No.	Objective	Activity	Expected Outcome	Cost
1	Family Life Television Series	Have series aired on two networks	Have series aired on two TV stations	
2	Family Life DVD series	Promote sale of DVDs	Sale of 70 sets of DVDs	
3	Family Life Public Campaigns	Conduct one Family Life campaign	Impact church members. Baptize 10 souls	
4	Family Life Education	Conduct two Family Life Education events in two churches.	Empower 300 participants to improve quality of family life	
5	Family Health Series Taping	Videotape series of 17 episodes	Series ready for use on television and on DVDs	\$ 45,000
6	Family Health Series on TV	Share pilot with Hope Channel for acceptance	Commitment of network to air series in 2016	
7	Family Health series on DVDs			
8	Healthy & Happy Study Guides			
9	Healthy & Happy Seminar CD			
10	H&H Small Group Lessons			
11	Leaders' Workshops	Conduct workshop for pastors in identified Conference	Empower 50 pastors to do Family Evangelism	
12	Marketing	Use website to advertise. Host booth at GC Session to market products.	Increase sales by 20% over previous year	

## VIII. Work Plan: Year 2016

No.	Objective	Activity	Expected Outcome	Cost
1	Family Life Television Series	Have series aired on two networks	Have series aired on three TV stations	
2	Family Life DVD series	Promote sale of DVDs	Sale of 70 sets of DVDs	
3	Family Life Public Campaigns	Conduct one Family Life campaign	Impact church members. Baptize 10 souls	
4	Family Life Education	Conduct two Family Life Education events in two churches.	Empower 300 participants to improve quality of family life	
5	Family Health Series Taping			
6	Family Health Series on TV	Submit full series to Hope Channel	Airing of series on television network	
7	Family Health Series on DVDs	Put TV episodes on DVDs	DVDs ready for the public	\$12,000
8	Healthy & Happy Study Guides	Complete and design 18 eight-page study guides	Series ready for publication and printed	\$13,800
9	Healthy & Happy Seminar CD	Create companion CD for presenters	CD with 18 Power Point ready for duplication	\$ 1,200
10	H&H Small Group Lessons			
11	Leaders' Workshops	Conduct workshop for pastors in selected Conference	Empower 50 pastors to do Family Evangelism	
12	Marketing	Use website to market products	Increase sales by 10% over previous year	

## IX. Work Plan: Year 2017

No.	Objective	Activity	Expected Outcome	Cost
1	Family Life Television Series	Have series aired on two networks	Have series aired on three TV stations	
2	Family Life DVD series	Promote sale of DVDs	Sale of 70 sets of DVDs	
3	Family Life Public Campaigns	Conduct one Family Life campaign	Impact church members. Baptize 10 souls	
4	Family Life Education	Conduct two Family Life Education events in two churches.	Empower 300 participants to improve quality of family life	
5	Family Health Series: Taping			
6	Family Health Series on TV	Submit series to Non-SDA TV station for acceptance	Airing Health series on second TV networks	\$20,000
7	Family Health Series on DVDs	Advertise DVDs	Start sale of DVDs	
8	Healthy & Happy Study Guides	Advertise 18 eight-page study guides	Start sale of Study Guides	
9	Healthy & Happy Seminar CD	Advertise companion CD for presenters	Start sale of Presenter's CD	
10	H&H Small Group Lessons	Create 16 four-page lessons	Series ready for publication	\$ 9,000
11	Leaders' Workshops	Conduct workshop for pastors in selected Conference	Empower 50 pastors to do Family Evangelism	
12	Marketing	Use website to market products	Increase sales by 10% over previous year	

## **X. Funding**

### **A. Financial Resources: Needed**

Year 2015: \$ 45,000

Year 2016: \$ 27,000

Year 2017: \$ 29,000

### **B. Financial Resources: Acquisition**

1. Sale of Materials.
2. Grant from funding organizations.
3. Donations from Supporters.

## **XI. Evaluation**

### **A. Board of Directors.**

Annual evaluation of projects and accomplishments by Board of Directors.

### **B. Participants & Clients**

1. Preparation of Evaluation document, and use of this document by participants at each event.
2. Feedback from clients by emails and surveys giving feedback on materials used.

## **XII. Partners & Collaborators**

1. SDA organizations: General Conference, Divisions, Unions, Conferences, Churches.
2. Television Stations: 3ABN, Hope Channel, Hope Church Channel, Loma Linda Broadcasting Network
3. Other Ministries: ASI, Seminars Unlimited, Heart and Soul, Sapphire Throne Media.

**Voted** by the Board of Directors, November 6, 2014.