



Implement M² Strategy



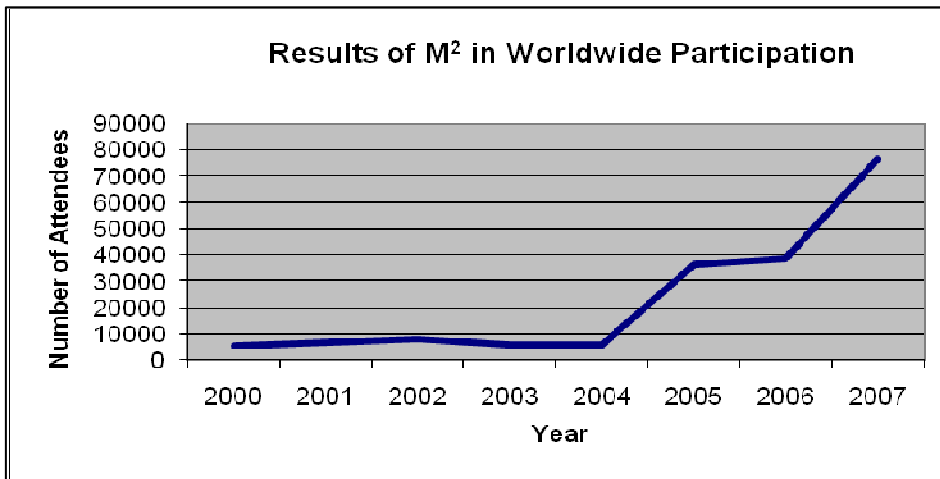
Global Outreach Strategic Goal #1

FamilyLife Global must fully implement the M2 strategy so that FamilyLife leaders, partners, and Campus Crusade staff can effectively engage in developing movements. The M2 strategy will be implemented by August 31, 2012.

Executive Summary

FamilyLife Global is trusting God to impact nations and cultures with the biblical principles for marriage and family. The M² or “Movement Makers” strategy is designed to allow Campus Crusade staff in a nation to use FamilyLife tools to start a movement to reach many thousands. The M2 strategy involves three phases of ministry development:

1. Launching
2. Developing
3. Maturing



The M2 strategy deliberately focuses on long-term sustainable results. Even so, the M2 emphasis, begun on a limited basis in 2003, is already showing dramatic results: ten times the ministry in only five years. This strategy is expected to continue reaching families for decades.

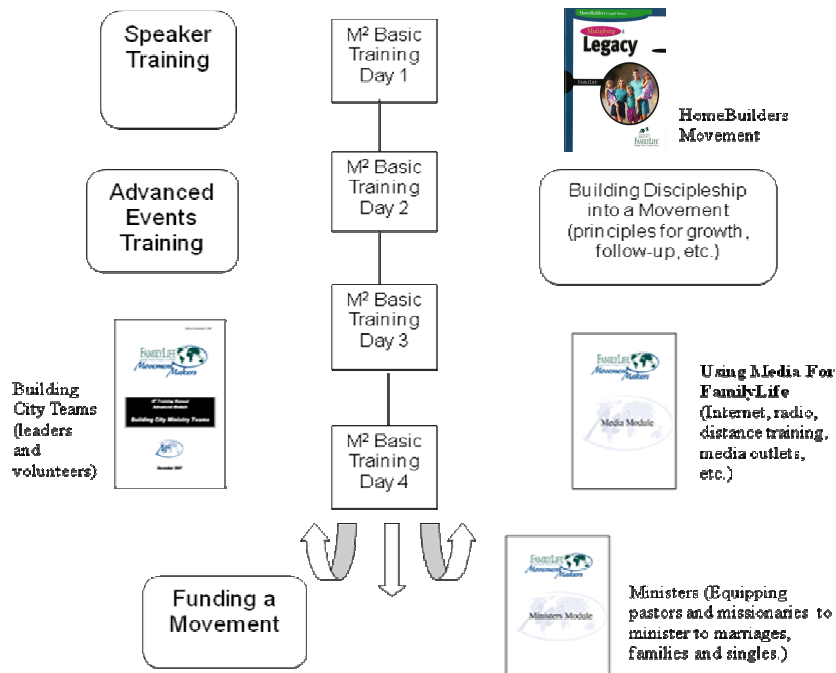
Worldwide Urgent Needs

- Between 1997 and 2007, divorces in Poland doubled. Between 1990 and 2005, children born outside of marriage tripled. Every year, the number of existing marriages is less.
- Worldwide, marriage and family are increasingly irrelevant to couples. In some countries, 90% of young couples are reported to live together without marriage.
- In Spain, a country with a strong heritage of family values, a divorce now occurs every 3.47 minutes. As a byproduct, Spain now leads Europe in AIDS, abortions, and cocaine use.
- New Zealand has the 2nd highest percentage of single parent homes. This contributes to the highest worldwide per capita rate of abortion and also youth suicide.

Implement M² Strategy

This strategy has specific ideas and goals for each phase. Specialized training is provided as needed when the movements expand.

M² Training Modules



Investment Opportunity

Middle East M ² Conference	18,000
Nicaragua M ² Conference	13,000
Cuba M ² Conference	11,000
All-Africa M ² Conference	29,000
Poland M ² Conference	11,000
Ukraine M ² city ministry team conference	17,060
Ukraine M ² advanced speaker conference	8,940
3 Additional M ² Conferences @ 13,000/ea	39,000
Total investment	\$ 147,000



FamilyLife conference in Kiev. Ukraine has one of the most mature FamilyLife movements in the world.

Expected Results

- Sustainable, financially self-sufficient movements led by nationals to impact nations and cultures
- Development of quality leaders able to become spokesmen for biblical families within their own culture
- Contribute to worldwide movement of discipleship and evangelism through Campus Crusade for Christ
- Literally millions of transformed lives through the principles of multiplication
- High-impact training provided in self-contained, bite-sized modules

