

**CEF of Michigan - Master Plan 2009-2014  
for 2010**

**Page 1    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Capacity**

**1.** 15% increase in # of children in GNC over 2012-2013

**1 YEAR GOAL**

**Capacity**

**1.** 10% increase in # of children in GNC over 2008-2009 (5,185)

**OBJECTIVE**

**Capacity**

**1a.** Increase number of regular and after-school GNC's

**1b.** Increase number of children in clubs

**1c.** Increase number of helpers in clubs

**ACTION STEPS**

**Capacity**

**1a.** Challenge directors to add 2 new school clubs/yr  
Utilize promotion spots (:30-:60) for radio. Look in Comm. Dev. book

Develop internal incentives to encourage directors

Encourage us of "The Plan"

Challenge directors to begin 2 new church partnerships

**1b.** Encourage higher use of party clubs

Encourage participation in school open houses

Develop flyer for distribution at fairs and festivals

**1c.** Share promotional ideas at state staff meetings

Improve promotion of clubs in TCE I & II. Make it a requirement

Teach PSA writing skills at state staff meetings

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**Page 2    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Capacity**

**2.** 15% increase over 2013  
in # of children in 5-DC

**1 YEAR GOAL**

**Capacity**

**2.** 10% increase over 2009  
in # of children in 5-DC's  
(7,428 summer 2009 )

**OBJECTIVE**

**Capacity**

**2a.** Increase number of  
churches hosting 5-DC's

**2b.** Increase number of  
returning summer  
missionaries

**2c.** Increase number of  
children in 5-DC's

**ACTION STEPS**

**Capacity**

**2a.** Challenge directors to  
partner with 3 new  
churches

Promote on radio and  
TV with :30 and :60 spots.  
Utilize pre-produced spots

**2b.** Promote summer intern  
program

Promote student staff  
program  
Develop a scholarship  
program for returning  
students

Promote CMI  
scholarship program

**2c.** Encourage more  
promotion through  
children's programs in  
churches

Develop flyer for  
distribution at fairs and  
festivals

Promote through GNC's

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**Page 3    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Organization**

1. 21 chapters with local directors/coordinators

**1 YEAR GOAL**

**Organization**

1. 2 new local directors/coordinators in place (NW/GDA)

**OBJECTIVE**

**Organization**

1a. Advertise on the web

1b. Promote in local churches

1c. Other promotion

**ACTION STEPS**

**Organization**

1a. CEFonline.com

CEFMI.com

Maintain a user-friendly website

1b. Announce at missions conferences

Develop a PP presentation that chapters could borrow

Develop artwork and articles for local newsletters as well as ATS

1c. Christian college career days

Advertise in "Around the State"

Help wanted ads in church bulletins

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**Page 4    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Organization**

**2.** CEFMI being a sending state

**1 YEAR GOAL**

**Organization**

**2.** Develop relationships outside of MI

**OBJECTIVE**

**Organization**

**2a.** Develop a stronger relationship with Kenya

**2b.** Develop a stronger relationship with Mississippi, Kentucky, and Delaware

**2c.** Look into other areas: Caribbean, South America, other states

**ACTION STEPS**

**Organization**

**2a.** Promote MI missions policy

Promote “Student Thunder” program  
Promote at CYIA and Urban training

**2b.** Develop mission opportunities with Mississippi

**2c.** Utilize “Student Thunder”  
Utilize “Adventure Bound”

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**Page 5    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Fund-Raising**

1. 21 chapters fully funded (100%)

**1 YEAR GOAL**

**Fund-Raising**

1. 21 chapters with 10-15% support increase

**OBJECTIVE**

**Fund-Raising**

- 1a. Promote Partnership Plan and train

- 1b. Develop specific helps for missionaries to use

**ACTION STEPS**

**Fund-Raising**

- 1a. Hold specific training on the Partnership Plan at SSM

- 1b. Help CEF missionaries in writing fundraising letters, newsletter, etc.  
Help develop ideas for fundraising events for local chapters

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**Page 6    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Board Strengthening**

**1.** A 15-member state board representing MI makeup

**1 YEAR GOAL**

**Board Strengthening**

**1.** Two new board members of diverse backgrounds

**OBJECTIVE**

**Board Strengthening**

**1a.** Identify potential Caucasian and non-Caucasian board members

**1b.** Identify potential board members of various socio-economic levels

**1c.** Identify potential board members in various age, education, and work levels

**ACTION STEPS**

**Board Strengthening**

**1a.** Promote in like-minded churches

Evaluate local committee makeup

Get recommendations from local directors

Invite potential members to a meeting

Develop personal relationships

Distribute committee member applications to interested parties

Increase awareness in local directors/coordinators of need for diversity at SSM's, etc.

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**Page 7    Theme Verse: Hebrews 12:1    Slogan: Running With Perseverance**

**5 YEAR GOALS**

**Secondary Programs**

**1.** Wonder Dev. Time  
integral part of all GNC's

**1 YEAR GOAL**

**Secondary Programs**

**1.** Wonder Dev. Time  
increased in GNC's

**OBJECTIVE**

**Secondary Programs**

**1a.** Increase emphasis at  
state staff meetings

**1b.** More children  
completing devotional  
books through GNC's

**1c.** Raise funds needed for  
chapters to increase  
Wonder Dev. Time in  
GNC's

**ACTION STEPS**

**Secondary Programs**

**1a.** Spend time at state staff  
meetings

    Challenge directors to  
encourage teachers to  
emphasize Wonder Time  
    Promote through ATS

**1b.** Challenge directors to  
have all current clubs active  
in program

    Pass along successful  
ideas at state staff meetings  
    Make sure that directors  
are aware of when books  
are published

**1c.** Approach churches that  
already sponsor clubs to  
help with costs

    Give donation  
opportunity to mailing list  
through ATS

    State office produce  
brochure and/or response  
cards chapters can use in  
missions events