

CHARTING THE COURSE FOR COMMUNITY TRANSFORMATION
Creating a Strategic Plan that Goes the Distance

VISION

MISSION

OBJECTIVES

GOALS

TACTICS

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VISION – the destination

A vision statement clearly communicates the ultimate destination of your effort or organization. The vision statement shares the ideal so to inspire people participating in the effort or organization. The vision statement is for internal purposes and motivates those working on the mission to stay focused and committed to the journey. Be clear and concise.

- “To make the Northwest the world’s premier place for marriage, family life and children.” (*Families Northwest*)
- “To create a community of strong, healthy families.” (*Life Connections – Puyallup, WA*)
- “Empowering marriages and families to thrive.” (*Marriage & Family Connections – Multnomah County, OR*)
- “To make Snoqualmie Valley a great place to grow healthy families, marriages and relationships.” (*Families 203 – Snoqualmie Valley, WA*)
- “Together, building a community of healthy relationships, marriages and families.” (*Healthy Families Inland Northwest – Spokane, WA*)
- “Thriving marriages and families for a stronger community.” (*Thriving Families - Vancouver, WA*)
- “Banding together to transform marriages, families and relationships in the Yakima Valley.” (*Family Connections-Yakima Valley – Yakima Valley, WA*)

○ **WHAT IS THE ULTIMATE DESTINATION OF YOUR EFFORT OR ORGANIZATION?**

○ **VISION STATEMENT – DRAFT VERSION**

○ **VISION STATEMENT - FINAL VERSION**

MISSION — the road map

A mission statement is the road map to reach the destination (the vision). The mission statement explains how the vision will be accomplished. The mission statement provides unique purpose to your effort or organization. It should be concrete and communicable.

- “Families Northwest champions two primary roles in advancing the Northwest Marriage & Family Movement: (1) We are a positive voice for safe, healthy and lasting marriages to the media, government and other public institutions. (2) We train leaders and build community partnerships to improve the relationships of couples and families.” (*Families Northwest*)
- “To equip church leaders and unify congregations to create a healthy environment for marriage, family life and children.” (*Life Connections*)
- “Creating a community partnership to equip marriages and families for success. We are committed to providing: vital connections, impacting events and relevant resources.” (*Marriage & Family Connections*)
- “Through both faith-based and secular programs in pre-marital education, fatherhood training and mentoring, marriage enrichment and other programs, Healthy Families Nampa intends to impact families throughout the community.” (*Healthy Families Nampa*)
- “Families 203 is growing a community network to equip families, marriages and relationships through ongoing programs, events and services.” (*Families 203*)
- “By networking among community, business and church leaders, our mission is to strengthen, educate, and encourage marriages and families to thrive.” (*Thriving Families*)
- “Healthy Families Inland Northwest serves our community and mobilizes resources to enrich, equip, and support relationships, marriages, and families.” (*Healthy Families Inland Northwest*)

○ **WHAT IS THE ROAD MAP FOR YOUR EFFORT OR ORGANIZATION?**

○ **MISSION STATEMENT – DRAFT VERSION**

○ **MISSION STATEMENT - FINAL VERSION**

OBJECTIVES – the mile markers

Objectives act as mile markers to ensure the effort or organization is on the right road to accomplish its mission and ultimately, its vision. Objectives can prevent efforts or organizations from taking the wrong path or getting lost altogether. They should focus on the long-term, intended results of the effort. Objectives should be cogent and complete.

- “Families Northwest is advancing the Northwest Marriage & Family Movement, a cultural campaign aimed at increasing the rate of marriage success, enhancing family health and turning the tide on family breakdown so more children are raised in nurturing homes by their married mother and father.” (*Families Northwest*)
- “Life Connections networks resources from area churches and ministries, reaches the unchurched by reaching out to the entire community, and builds new ministries by identifying the needs of couples, families, singles and youth.” (*Life Connections*)
- “Families 203 coordinates resources and creates opportunities to improve the quality of youth and singles relationships, raise the rate of marriage success, and enhance family health.” (*Families 203*)
- “Family Connections-Yakima Valley will increase healthy marriages, families, and relationships in all stages of life throughout the Yakima Valley.” (*Family Connections-Yakima Valley*)
- “Healthy Families Inland Northwest will improve the quality of youth and singles relationships, increase marital success, and enhance the health of families and children at all stages. (*Healthy Families Inland Northwest*)

- ***WHAT ARE THE MILE MARKERS FOR YOUR EFFORT OR ORGANIZATION?***

- ***OBJECTIVES – DRAFT VERSION***

- ***OBJECTIVES - FINAL VERSION***

MEASURABLE GOALS - the dashboard gages

Measurable Goals act like a dashboard gage that conveys the specific, quantifiable outcomes the organization is striving for, and to monitor the real-time progress toward achieving their vision. Measurable Goals are detailed statements that communicate the anticipated results by the organization's long-term efforts. Objectives should be comprehensive and calculable.

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○ *WHAT ARE THE DASHBOARD GAGES FOR YOUR EFFORT OR ORGANIZATION?*

○ *MEASUREABLE GOALS – DRAFT VERSION*

○ *MEASUREABLE GOALS - FINAL VERSION*

TACTICS – the travel plan

Tactics are general actions describing the travel plan of the effort or organization. Tactics lay out wide-ranging activities necessary to reach the milestones (goals) that follow the road map (mission) that lead to the destination (vision), affirmed by the dashboard gages (goals). They should be corresponding and crisp.

- “The Northwest Marriage & Family Movement has two distinct, interdependent components.

The “Regional Marriage Promotion Campaign” is Families Northwest’s strategy to inform leaders in the media, government, education, business and in the general public on the importance of marriage. Through our “Family Matters” radio program, our Turn the Tide and Healthy Relationships Toolbox e-mail publications, the Family Times newsletter, the Families Northwest website, guest newspaper editorials and other media initiatives, we’re getting the message out that healthy marriages are essential to the strength of our families and communities. As part of this campaign, Families Northwest facilitates the following statewide initiatives for churches, communities and individuals to celebrate and invest in the marriages and families of their communities: Northwest Marriage Week, Marriage Matters Month, Northwest Family Week.

The second component of the Northwest Marriage & Family Movement is the “Community Transformation Plan,” which represents the work Families Northwest does on the grassroots level in specific communities. In the Community Transformation Plan, Families Northwest partners with community leaders (e.g. church, government, business, education and civic) to develop programs and long-term strategies for creating healthy families and turning the tide on family breakdown. These community-wide efforts are exciting opportunities to create positive, long-term change in Northwest communities.” (*Families Northwest*)

- “Life Connections, as a relational hub, will: (1) Catalog and update all local relationship services and resources. (2) Communicate to inform congregations, recruit lay leaders and provide a detailed view of counseling service/resource. (3) Identify chaplains, Christian counselors and ministries to partner with Life Connections and expand intervention services. (4) Train pastors and lay leaders. (5) Enrich marriage and families through special events. (6) Develop a library of resources for all churches to use.” (*Life Connections*)

- **WHAT IS THE TRAVEL PLAN FOR YOUR EFFORT OR ORGANIZATION?**

- **TACTICS – DRAFT VERSION**

- **TACTICS - FINAL VERSION**