

# Mission Nation Publishing 2021-2024 Strategic Direction and Plan

## (Draft for MN BoD Feb 23, 2021)

**Mission:** Strengthening God's mission in churches in America by providing resources to reach ethnic groups different from their own.

**Vision:** Mission Nation is strategically partnered and positioned to engage in transformation to increase multi-ethnic ministries and missionary support.

### Strategic Priorities:

- 1) Missionaries
- 2) Multi-ethnic Missions
- 3) Marketing and Communications
- 4) Fundraising
- 5) Organization, Business and Finances

### Missionaries

Janice McDaniels - Leader

### Objective #1: To connect and support new missionaries

Strategies (1), Initiatives (a), Actions (-) and Metrics (dates):

#### 1) Identify, Connect and Support Missionaries

- a) Identify new missionaries
  - Develop data base (2<sup>nd</sup> Qtr. 2021)
- b) Gather mission stories
  - Interview missionaries and multi-cultural mission leaders for stories (3<sup>rd</sup> Qtr. 2021)
- c) Publish print and audio books, videos, prepare online sharing and blogs
  - Establish goal of producing two books per year and monthly communications for online sharing and blogs (1<sup>st</sup> Qtr. 2021)
  - Identify additional individuals to prepare blogs (2<sup>nd</sup> Qtr. 2021)

#### 2) Develop innovative ways to connect with and support missionaries and partners

- a) Develop networks and partnerships for missionary connections
  - Develop networks (2<sup>nd</sup> Qtr. 2021)
  - Identify one new district and one new missional partner per year (2<sup>nd</sup> Qtr. 2021)
  - Identify multi-ethnic oriented congregations for match with mission and missionary (3<sup>rd</sup> Qtr. 2021)
- b) Identify financial needs of Missionaries and opportunities to assist where possible
  - Connect with District Mission Execs and others to identify needs (2<sup>nd</sup> Qtr. 2021)
  - Establish a financial threshold for amount and frequency of support (3<sup>rd</sup> Qtr. 2021)

**Objective #2: To influence the understanding of Multi-ethnic Missions**

**Strategies, Initiatives, Actions and Metrics:**

**1) Presentations: Engage and encourage through presentations and conferences**

- a) Connect with the LCMS Synod, Districts, Circuits, congregations, Seminaries and Universities through presentations and on line activities
  - Schedule two in person presentations quarterly (4<sup>th</sup> Qtr. 2021)
- b) Present and display at conferences regionally and nationally, e.g. Homeschooling
- c) Provide In person visits, online activities and teleconferencing

**2) Partnerships: Generate value added synergy in Multi-ethnic ministries**

- a) Partner on research projects
  - Draft research project and identify roles of partners (2nd Qtr. 2021)
  - Pilot the project within the FL GA District (1<sup>st</sup> Qtr. 2021)
- b) Connect with organizations involved in multi-ethnic missional activities such as NAME and Lutheran Hour Ministries
- c) Provide a coaching structure and initiatives for partners to use
- d) Partner with Concordia Universities for communication projects
  - Concordia Irvine (1<sup>st</sup> Qtr. 2023)

**3) Products: Provide materials and information**

- a) Publish electronic, print and audio books
  - Print two new Books per year – format to be determined (2<sup>nd</sup> Qtr 2021)
- b) Monitor and expand Book displays
  - Assess use, condition, replacement and expansion (3rd Qtr. 2021)
- c) Provide Blogs, enhanced Website and webinars
  - Provide monthly Blog
- d) Expand On line Sales
  - Determine demographics of customers (3rd Qtr. 2021)
  - Reframe sales and marketing based on changing demographics (4<sup>th</sup> Qtr. 2022)

**4) Possibilities: Identify new and emerging opportunities**

- a) Host and engage in Multi-ethnic mission talks
  - Identify purpose, leaders and format (3rd<sup>d</sup> Qtr. 2021)
- b) Influence multi-ethnic missions in the U.S.
  - Determine criteria and gather experiences of congregations and Mission minded organizations (3<sup>rd</sup> Qtr 2021)

## Communications and Marketing

John Friend –Leader

### Objective #3: To develop strategies to get the word out about Mission Nation Publishing

#### Strategies, Initiatives, Actions and Metrics:

##### 1) Communicate Missionary stories

- a) Gather stories, tape interviews, publish books and provide blogs
  - Evaluate effectiveness of monthly blogs and online sharing (1<sup>st</sup> Qtr. 2022)

##### 2) Use advanced media for communication and marketing

- a) Develop a Marketing Strategy that will reach more church bodies with books
- b) Develop a communication strategy
- c) Upgrade the website
  - Build a “state of the art” website (1st Qtr. 2021)
  - Identify how to make website more robust to sell books (1<sup>st</sup> Qtr. 2021)
- d) Enhance Book Displays
  - Refurbish and explore options for audio attachment (3<sup>rd</sup> Qtr. 2021)
  - Establish a marketing goal for distribution throughout the Lutheran Community (1<sup>st</sup> Qtr. 2022)
- e) Evaluate markets such as Amazon, book stores and online for sales of books

##### 3) Employ best practices and develop new audiences through marketing and communications

- a) Ensure Advantage Marketing Group is focused on internet sales
  - Identify non Lutheran demographics of purchasers on Amazon (4<sup>th</sup> Qtr 2021)
- b) Expand strategies for connecting with new audiences and organizations
  - Identify new audiences and how to reach them (3<sup>rd</sup> Qtr. 2022)
  - Market throughout the LCMS, ELCA and other Christian Denominations nationally and regionally (1<sup>st</sup> Qtr 2022)
  - Assess what has worked in FL/GA District and SE District as models to expand outreach (4<sup>th</sup> Qtr. 2021)

## Fundraising

Ben Haupt – Leader

### Objective #4: To identify financial support for Mission Nation initiatives

#### Strategies, Initiatives, Actions and Metrics:

##### 1) Build and expand MN's capacity to increase revenue streams and cash flow

- a) Identify potential granting organizations and request grants
  - Research Non-profit foundations - e.g. Pew, Casey etc. (3<sup>rd</sup> Qtr 2021)
- b) Develop a Donor and Sponsor base
  - Expand to stakeholders such as Congregations, partners and individuals (3<sup>rd</sup> Qtr 2021)
  - Conduct two donor connections a year, Christmas and Epiphany(4<sup>th</sup> Qtr. 2021)
  - Establish gift acceptance policies and procedures (2<sup>nd</sup> Qtr. 2021)
- c) Enhance the sales of books and materials strategies
- d) Maintain Guidestar guidelines
  - Assess status with Guidestar annually (3<sup>rd</sup> Qtr 2021)
  - Determine Charity Navigator guidelines for use for MN donors (4<sup>th</sup> Qtr. 2021)

##### 2) Identify volunteer or contractor to lead development initiatives

- a) Scan Lutheran rosters such as ALDE (Association of Lutheran Development Executives) or retired Development leaders (2<sup>nd</sup> Qtr. 2021)
- b) Establish an advisory group of grant writers, influencers and gift planners (2<sup>nd</sup> Qtr 2021)

##### 3) Develop a culture of philanthropy that emphasizes self -support and sustainability

- a) Make fundraising an intentional organizational strategy based on donor id, solicitation and retention (1<sup>st</sup> Qtr 2022)
- b) Ensure strong financial management as a part of the case for support (2<sup>nd</sup> Qtr. 2021)
- c) Provide Board training on donor identification and cultivation (3<sup>rd</sup> Qtr. 2022)

**Organization: Governance, Finance and Management - Ross Stroh and Dan Gilbert – Leaders**

**Objective #5: To ensure proper governance, financial and operational management practices are in place and followed**

**Strategies, Initiatives, Actions and Metrics:**

- 1) **Ensure policies are prepared, communicated and followed**
  - a) Inform Board and Committee members of Mission, Vision and Purpose
    - Provide Board orientation and Board manual to each new member (2<sup>nd</sup> Qtr. 2021)
    - Establish a protocol for release of information (2<sup>nd</sup> Qtr. 2021)
  
- 2) **Follow established not-for-profit best practices and legal requirements**
  - a) Screen 501c3 guidelines and organizational documents for legal compliance
    - Legal requirements are reviewed annually (1<sup>st</sup> Qtr 2021)
  - b) Practice good governance, transparency and oversight procedures in place
    - Board membership is diverse, multi-ethnic and includes necessary skill requirements, i.e. technology, leadership, business and ministry (1<sup>st</sup> Qtr 2022)
    - Assess staffing needs annually (4<sup>st</sup> Qtr. 2021)
  - c) Conduct operational and management activities through the EC
  - d) Schedule two on line and one face to face EC meetings each year (3<sup>rd</sup> Qtr. 2021)
  - e) Ensure fiduciary oversight by the Board is in place
  - f) Prepare succession planning guidelines
    - Exec Committee prepare such (2<sup>nd</sup> Qtr. 2021)
  
- 3) **Assess current mission, operations and financial situation**
  - a) Budget for and fund ministry activities and costs
  - b) Review MN's current impact and accomplishments semi-annually
    - Provide a feedback mechanisms for users, partners and donors (2<sup>nd</sup> Qtr. 2023)
    - Assess book display purchases, restocking and maintenance Qtrly(2<sup>nd</sup> Qtr. 2021)
    - Establish risk management procedures ( 2<sup>nd</sup> Qtr. 2021)
  
- 4) **Prioritize funding objectives in operations, administration and mission emphases**
  - Set targets for partnerships, operations and administration costs (3<sup>rd</sup> Qtr 2021)
  - Prioritize missionary interviews (2<sup>nd</sup> Qtr. 2021)
  
- 5) **Review the Strategic Direction and Plan**
  - Conduct a Semi-Annual review by the EC (3<sup>rd</sup> Qtr. 2021)
  - Ensure annual updates, monitoring and evaluation by the Board (4<sup>th</sup> Qtr. 2021)

