

# LWML Strategic Plan Goals and Objectives

October 27–29, 2016

<b>Goals:</b>					
<b>I. Bring the joy and energy of missions and missionaries to LCMS women.</b>	<b>II. Communicate a fresh image to LCMS pastors and church workers.</b>	<b>III. Promote effectively who we are and our resources within our congregations.</b>	<b>IV. Train and mentor future generations.</b>	<b>V. Compete for people's time.</b>	<b>VI. Help individuals and groups prioritizing time in the Word.</b>
<b>Initiatives</b>					
1. Research and utilize local mission opportunities. a. Advertise the missions in your home church.	1. Connect/Engage with pastors and church workers in a strategic manner.	1. Create a plan for connecting and building relationships within our congregations.	1. Develop a process to gather information from young women on how they might contribute to LWML's mission and vision.	1. Create, initiate, and implement effective, relevant focused, meaningful events.	1. Research existing resources.
2. Engage LCMS Women Beyond Local Missions. a. Provide ideas on how to tie together the missionary experience with opportunity to physically support missionaries.	2. Intentionally invite and involve P/CW in LWML events at all levels.	2. Develop, publicize, and provide easy access to tools (resources) that promote LWML.	2. Develop a mentor program to partner a seasoned LWML woman with a young woman.	2. Develop time-sensitive, flexible varied events.	2. Build on existing and develop new resources to fill gaps.
3. Engage missionaries in the field through social media. a. Provide ideas on how to tie together the missionary experience with opportunity to physically support missionaries.	3. Connect & engage P/CW to LWML's mission focus.	3. Provide resources for family engagement and opportunities.	3. Stay on the cutting edge of technology to disseminate information and encourage participation.	3. Develop meaningful personal relationships.	3. Educate general membership about resources.
4. Bring missionaries to the home congregations to present personal testimonies.	4. Increase LWML visibility at LCMS meetings and events.		4. Engage youth in LWML missions.	4. Include unique Christian relationships opportunities.	4. Model use of Bible study (LWML materials) at all LWML events.
				5. Engage with local mission entity for one-time servant event	