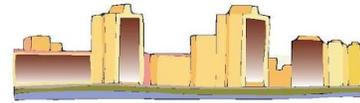


# METRO

“iron sharpening iron”

APOSTOLIC



NETWORK

## OUR STRATEGIC PLAN FOR 2018

- **VISION** *Our Vision defines our future and declares what we want to accomplish*

**OUR VISION IS TO UNIFY AND BUILD STRONG APOSTOLIC RELATIONSHIP  
AMONG OUR MEMBERS - “IRON SHARPENING IRON”**

- **PURPOSE** *Our Purpose shows what makes us different from others and defines our objectives based upon our key strengths and skills.*

**OUR PURPOSE IS TO BRING APOSTOLIC ALIGNMENT TO THOSE WHO  
SHAPE SOCIETY**

- **MISSION** *Our Mission connects our Purpose to our Vision and creates a daily focus for us.*

**OUR MISSION IS TO IMPACT EVERY ASPECT OF SOCIETY AND ADVANCE  
THE KINGDOM OF GOD**

**OBSTACLES** *are the pitfalls and hindrances that stand between our Purpose and our Vision to prevent the realization of our Vision*

1. Insufficient sustainable revenue stream to fuel our growth and impact
2. A lack of a clear understanding of our Vision and Mission
3. A lack of enough Members to Advance the Kingdom of God in our Region

**GOALS** *help us overcome and eliminate our Obstacles.*

1. Increase income and financial support
2. Develop a clear understanding of our Vision, Purpose and Mission
3. Double our Membership from 37 to 70 by 12-31-2018

● **STRATEGIES** *are specific actions will help us accomplish our Goals and implement our Vision and Mission*

1. Increase income and financial support
  - a. Create a compelling message using print, Audio & Video to increase Membership
  - b. We will create several short Videos in which Members can state the case for Financially Supporting Metro
  - c. Encourage Members to use Auto Pay feature to pay dues
2. Develop a clear understanding of our Vision, Purpose and Mission
3. Create a 3 minute video presenting our Vision, Mission and Purpose telling people why they should join Metro and telling them the Benefits of Membership. This will be posted on the Metro website and all social media and be emailed to all the Metro Members for sharing on their websites and Social Media so they can buy into the Vision
4. Increase membership to 70 by December of 2018
  - a. Launch a Membership Campaign to promote Membership utilizing our Gatekeeper Gatherings, Events, Website and Social Media
  - b. Launch a regularly scheduled Video/Audio Conference Call to share the vision and purpose of Metro
  - c. Clearly answer the question: Why are we members and what are we accomplishing?
  - d. Hand out a "Contact Card" twice a year to update email, cell phone #'s and Assistant's contact info
  - e. We will hand out a "Connect Card" so recommendations for New Members can be solicited at Meetings and Events