



## **PROJECT ASK**

*“Ask and it will be given to you;  
Seek and you will find;  
Knock and the door will be opened to you”  
(Matthew 7:7)*

## **PROGRESS REPORT TO THE FICM-USA “FAMILY” EXECUTIVE SUMMARY**

*Freedom in Christ Ministries-USA*  
**November 2017**

# **Executive Summary**

## **Project ASK Progress Report**

### **INTRODUCTION**

In 2016, FICM-USA's God-given Community Freedom Ministry (CFM) strategy entered its 6<sup>th</sup> year. We determined that it was time to 1) assess the state of the Ministry as a whole and the CFM strategy in particular, and 2) develop and implement a resulting 3-year, strategic plan. So, we undertook our two-part Project ASK (Matt. 7:7): Phase I - Ministry assessment, Phase II - strategic planning. Many of you participated in Phase I data/information gathering activities, and we completed that phase in late 2016. In 2017 we have moved into Phase II - the strategic planning and implementation phase. We need to share with you major findings from the Phase I assessment and what Phase II has produced to date. So, many of you are receiving two documents - a more detailed progress report and this Executive Summary of that report. We encourage you to read the "Full Report", but this summary will give you the flavor of what we found (Phase I) and what we are doing about it (Phase II).

Some of you are receiving only this Executive Summary because we felt that you might not want to spend time on the full report. If you wish to read the full report, it can be accessed on the FICM-USA website (<http://www.ficm.org>), or we will send it to you, if you request it.

### **Project Organization**

To plan and oversee the entire project, the FICM-USA Board of Directors appointed a seven-member Oversight Task Force. At the conclusion of the assessment phase (Phase I), seven (7) strategic planning task forces were appointed to address the findings, develop recommendations to the Board in their respective areas and then oversee implementation of the recommendations approved. Appendix A to the "Full Report" lists the members of all task forces described here.

### **FINDINGS AND ACTIONS**

A few of the most important Phase I findings and Phase II plans and actions are reported below. They are broken out into eight (8) sections, seven of which represent the work of the seven strategic planning task forces. For more information, please read the "Full Report".

#### **1. FINDINGS - MINISTRY STRENGTHS and ACCOMPLISHMENTS**

FICM-USA strengths and accomplishments include:

- God's accomplishments over 28 years through Presidents Neil Anderson and Rich Miller, competent and dedicated staff, previous and current Board members, donors, and many, many volunteers.
- Neil Anderson's and Rich Miller's reliance on prayer and their leading FICM-USA to make prayer the first priority.
- A strong, clear, life changing, Biblical message, consistently conveyed through conferences, books, and other resources.
- A core of faithful donors.
- The God-given Community Freedom Ministry (CFM) strategy.

## **2. FINDINGS – PRAYER**

- Many Community Freedom Ministry Associates (CFMAs) report that they have no local prayer team, nor prayer partners for freedom appointments.
- CFMAs want/expect regional leaders and the national office to mobilize prayer for their teaching activities and freedom appointments and for their own or their CFM’s crises
- Prayer requests from the field (CFMAs, field staff, others) have, until now, been processed through the national office, but that task is now too extensive for the small central office staff.

### **ACTIONS – PRAYER**

- The Board of Directors has approved re-organization of national and regional leadership teams formerly consisting of two persons (Regional Director, Prayer Coordinator). There are now three-person Regional teams: Director of Expansion, Director of Care and Training, Director of Prayer, and there are national directors for each area. (See Appendix B of the full report for a list of all team members.)
- Planning for needed training for and assistance to CFMAs in local prayer development is underway. (Prayer and Care and Training task forces)
- Processing of prayer requests is being negotiated under the leadership of Regional Directors of Prayer.

## **3. FINDINGS – CFMs and CFMAs**

- The number of CFMs and CFMAs at the end of six years was considerably fewer than originally projected; a number of persons who completed CFM training have “fallen off the map”, and some CFMs consist of one person (one CFMA).
- Senior pastors are key to understanding, acceptance, and promotion of CFMs in their churches.
- CFMAs want 1) more support, help, and training from FICM-USA leadership and 2) more connectedness with other CFMAs in their geographic region and state.

### **ACTIONS – CFMs and CFMAs**

- A Care and Training (CaT) component has been added to the Ministry to enhance support, help, training, and connectedness desired by CFMAs. CaT activities are being piloted now.
- Additional print and non-print resources and new strategies will be developed to help Regional and State Directors and CFMAs introduce the Ministry to local churches and communities.

## **4. FINDINGS – CFM UNIVERSITY**

- CFM University is underutilized.
- CFMAs and regional and state leaders strongly recommended development of an Encourager training program for those who just want training in how to use “The Steps to Freedom in Christ”. (Current CFMU courses focus on developing leadership for CFMs.)
- Current CFMU courses CFM 101 and 201 need to be revised and upgraded.

## **ACTIONS – CFM UNIVERSITY**

- A basic Encourager training course is in development. It will be filmed in January 2018 and should be ready for use by late March.
- CFM 101 will be updated in the next 9 months and CFM 201, thereafter.
- The Financial Development task force has recommended and the Board has approved establishment of a CFMU scholarship fund to help individuals with limited resources complete CFMA training. Application criteria and procedures and donation procedures will be communicated to all FICM-USA constituents by year-end (2017).

## **5. FINDINGS – RESOURCES for MINISTRY**

- New resources most desired by visitors to the FICM-USA bookstore and by CFMAs included: resources for children, resources for parents, and resources addressing freedom from pornography and sexual addiction.
- We have done little to develop digital resources that can be delivered via social media.
- Many current Ministry resources and materials (books, non-print resources) are underutilized.
- Pastors are asking for short video testimonies/stories that portray life changes.

## **ACTIONS – RESOURCES for MINISTRY**

- A chart matching available FICM resources to presenting problems/issues is being developed and should be distributed to all constituents by January, 2018.
- Searches are underway for co- developers (with Rich Miller) of resources on freedom from pornography and sexual addiction and creative, high quality electronic/digital resources for children (think quality of “Veggie Tales”.)
- A video library of testimonies/stories will be developed. Guidelines for video contributions will go out to regional and state leaders, CFMAs, and field staff by January 2018.

## **6. FINDINGS - COMMUNICATIONS and MARKETING**

- The FICM-USA website needs to be redesigned and upgraded. It does not draw people to it, and those who come spend a very short time.
- FICM-USA is still a well-kept secret in many areas of the country and many churches.
- FICM-USA desperately needs a staff member (Director/VP of Communications and Marketing) who can devote full time to this essential area. Needs cannot be met by the current, small office staff who are not trained in this area.

## **ACTIONS - COMMUNICATIONS and MARKETING**

- Specifications/criteria for website redesign are in development. Request for Proposals (RFP) should be ready for dissemination to vendors by January 2018.
- The Communications and Financial Development task forces have recommended and the Board has approved an “immediate” search for a Director/VP of Communications and Marketing. Notice of the position, its requirements, and application procedures will be made public by year end (2017).

## **7. FINDINGS – OUTREACH to MILLENNIALS and MINISTRY to RACIAL and ETHNIC GROUPS**

- We are not reaching many persons age 35 and under, nor many African Americans, Latinos, or Asian Christians.

### **ACTIONS – OUTREACH to MILLENNIALS and MINISTRY to RACIAL and ETHNIC GROUPS**

- The Millennials task force has recommended 1) creative podcasts targeting this group and 2) training for field staff, CFMAs, and regional and state leaders in how to reach millennials.
- An Outreach To Racial and Ethnic Groups task force, led by Rich Miller, is in discussion of needed actions.

## **8. FINDINGS - FINANCIAL DEVELOPMENT**

- Relatively little effort has been given to financial development over the years.
- Donations account for 54% of FICM-USA income. Bookstore sales and account administrative fees account for most of the remaining 46%. Donors donate because they have seen the Ministry change lives. Most churches hosting CFMs and/or regularly purchasing materials do not give to the Ministry, but may never have been challenged to do so.
- Many of the actions needed to correct deficiencies and expand the Ministry cannot be implemented at our current income level.

### **ACTIONS - FINANCIAL DEVELOPMENT**

- The Financial Development task force has recommended and the Board has approved:
  - 1) establishment of a CFM University scholarship fund.
  - 2) increased emphasis on estate planning and giving.
  - 3) “immediate searches for a Director/VP of Communications and Marketing and a Director/VP of Development
  - 4) establishment of a CFMU scholarship fund.

## **A FINAL NOTE**

We remind the reader that the Project ASK “full report” contains more information than this Executive Summary and that further reports will be sent as the strategic planning task forces move forward. We encourage you to contact any of the persons listed below, if you have questions, suggestions, ideas, or names of persons who might be candidates for needed positions.

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