

# **Strategic Ministry Plan**

**of the  
United Methodist Men  
of the North Georgia Conference**

***Uniting Ministry and Men***  
**by**  
**“DOING THE WORD”**



**Rev 0**

## EXECUTIVE SUMMARY

### INTRODUCTION

After much prayer and thought about the Apostle James' admonition to "be ye doers of the word, and not hearers only" in James 1:22 (KJV), the leadership of the United Methodist Men of the North Georgia Conference has made a strategic decision to significantly increase their Kingdom ministry over the next several years. This Strategic Ministry Plan, entitled DOING THE WORD, documents the planned efforts to accomplish this goal. In all the ministries defined in this plan, the UM Men will work closely with and in support to the many existing and planned ministries, parachurch organizations, and local churches within the North Georgia Conference of the United Methodist Church in being doers of the word and not hearers only.

### PURPOSE

The purpose of this document is three-fold:

1. Define the areas of ministry and goals to be accomplished;
2. Define specific steps required to achieve those goals over time;
3. Delineate methods planned to generate the funds necessary to implement these steps to achieve these goals.

### APPROACH

We have defined 10 areas of ministry for specific focus for the UM Men over the next 6 years, beginning in July 2012. For each area of ministry, specific goals are defined which are quantitative and phased, so that progress can be measured against plans over time. Each area of ministry is defined with a Conference Ministry Lead who is a member of the UM Men Executive Committee and accountable to the Leadership Council. Each leader is responsible for implementing the steps required to accomplish the goal and to monitor the progress of efforts under their leadership within each phase of the plan. Regular reporting of progress to the men of the conference is required.

### AREAS OF MINISTRY

The chosen areas of ministry are:

1. **Evangelism** - promoting personal witnessing and training in partnership with local churches and Conference organizations;
2. **Spiritual Growth** - teaching and guiding men in the North GA Conference to have a deeper knowledge and understanding through Bible Study, Walk to Emmaus and spiritual retreats;
3. **Prayer Advocacy** - teaching and leading the men of North GA to have vibrant prayer lives and supporting the Upper Room Prayer Line;
4. **Hunger Advocacy** - creating awareness and increasing participation in the fight to end hunger in our community and around the world;
5. **Missions** - serving mission needs in our communities, the North Georgia Conference, the state, the nation and Internationally directly and through partnerships;
6. **Disaster Response** - responding to disasters, wherever they may occur, being prepared with proper training, using the resources available through the North Georgia Conference;
7. **Prison Ministry** - minister to the needs of inmates and their families in North Georgia through Kairos, Amachi (Big Brothers & Big Sisters), DISCIPLE Bible Outreach and other organizations;
8. **Scouting Ministry** - promoting, supporting and serving Scouting organizations across North Georgia;
9. **Leadership Development** - training men to be leaders in their local church, the District, and the North GA Conference, through UM Men and with the Conference Board of Laity programs;\_
10. **Communications** -\_improving the processes of effective and efficient communications delivering timely and relevant information to men across the conference

## **OVERALL STRATEGY**

The overall strategy is to first pray for guidance at each step of the way, and then develop a plan that is believed to be in line with God's guidance. The plan is to be bathed in prayer at each meeting of any group that meets as part of the plan's implementation, looking for any corrective guidance along the way. Much prayer has already gone into the initial development of this plan, and it is offered as a starting point in our journey towards a vibrant collection of ministries that show forth the majesty of God and bring men into the His Kingdom.

In each area of ministry, we start by organizing for implementation of the ministry. This step requires finding and selecting men with a heart for a particular type of ministry, then training and equipping them for leadership in the selected area. Generally, the idea will be to find men who are willing to lead in the ministry areas at the Conference level and in each of the 12 Districts of the North Georgia Conference (NGC). The Conference Lead in each ministry area will work with District Leads in each District form a core team that in accepts the responsibility to reach out in their respective ministries across the conference. The District Presidents will include in their respective District Leadership Committees the District leads in these ministry areas, in addition to their Zone Vice Presidents, the District Secretary, and the District Treasurer. This District Leadership Committee will meet on a regular basis to not only conduct the business issues within the district but to both gather information from and give information to the ministry leaders and receive reports from these ministry leaders as to the activities in each ministry area since the previous meeting. The Districts Leads in each of the ministry areas will be in regular contact, with each other, as well as with the Conference Lead in the appropriate ministry area for new information, ministry implementation guidance, encouragement, and communication of relevant activities in other Districts in the same area of ministry. The frequency of interactions and the communication method used for each ministry will be defined by the team consisting of the Conference Lead and the District Leads for that ministry, with primary responsibility for this communication assigned to the Conference Lead.

The second step is the development of specific goals, tasks required to achieve these goals, and expected costs to implement the tasks. Effective implementation of these tasks will lead to an expectation of increased goals as time progresses and the impact of the ministry in each area grows, with a corresponding increase in expected costs. A draft set of goals, steps, and costs for each ministry area is suggested in this plan. All these goals will surely change as the relative needs of each area are better understood by the ministry teams in each area, and, as this happens the plan will be updated.

The third step is the development of revenue generation methods to fund the delineated tasks in each area of ministry. This revenue generation is expected to consist of six primary revenue streams:

1. regular monthly, quarterly, or annual gifts by individuals or local mens' ministries in the churches in the conference, recognized at different levels, which are delineated in the chart at the end of the plan;
2. special fund-raising events and activities;
3. bequests from wills;
4. endowments,
5. grants, and
6. matching funds.

It is the responsibility of the Conference Leads in each ministry area to become actively involved in encouraging men in the conference, leading by example, and promoting the ministries both within and external to the conference to develop each of these revenue streams to fund the chosen ministries. **It is expected that as the ministry teams are put in place and the goals and the costs of each area are communicated to the men of the North GA Conference, as well as external to the Conference, the needed revenue will flow.**

## **SPECIFIC MINISTRY PLANS**

Specific ministry plans in the 10 ministry areas have been outlined, including the goals by service year (SY), beginning with SY 2013 (July 1, 2012 – June 30, 2013) through SY 2018, the initial steps to begin implementation, and estimated funding needed. The specific ministry plans are expected to grow and evolve over time as the ministry area team completes steps in achieving the goals, and defines new goals with the steps needed to accomplish them. The goal for the current year, SY 2012, is to prepare for this six years of expanded ministry in the selection of men to fulfill the defined emphasis area leads at the Conference level and in the 12 Districts and to begin communicating the plan, its goals in each ministry area, and its funding needs throughout the Conference.

## **SUMMARY COST AND REVENUE**

The final section summarizes the cost and revenue goals by SY and the sources from which the goals are expected to be met.

## **INFRASTRUCTURE SUPPORT**

The efficient and effective functioning of the 10 ministry areas assumes a basic infrastructure is in place to serve as a central point of contact for the different activities of the organization; act as a constant and knowledgeable phone interface to the North Georgia Conference, including the Bishop, and other affiliated organizations within the Conference, as well as the individual men of the Conference. These roles are served by the Executive Director, currently a part-time (50%) position, and a part-time (40%) secretarial position. This minimal staff must be continued and increased as the ministry areas increase their footprints in the Conference. The equipment – computers and peripherals, primarily – must be maintained and replaced over time. Budgeting for these items must be an explicit part of any sustainable ministry plan. Near-term upgrades required are to

1. replace the duplicator with a multi-function device that serves as a copier, printer, fax machine, and scanner;
2. replace the 3 personal computers used by the Executive Director, the Secretary, and the Treasurer in the coming year and every 3 years thereafter.

To decrease the current manual labor expended on different activities, new or developed software is required to

1. allow for updating of the Conference UM Men database by more than one individual,
2. build/modify database from annual online charter applications from local ministries, and
3. streamlining the update process to the Conference UM Men website, Facebook, UM Men page on NG Conference website, and the General Commission UM Men website, so that each can be updated with one modification that is propagated to all four websites.

Without this infrastructure support, the UM Men of the North Georgia Conference will not be able to function effectively and efficiently in the days and years ahead. Projected funding requirements for these personnel and equipment needs are reflected in the Cost and Revenue Generation Chart shown at the end of this plan.

## MINISTRY AREA 1 - EVANGELISM

### Ministry Lead: Director of Evangelism

The objective of this area of ministry is, specifically, to bring men to know Jesus as their personal Savior and Lord. The purpose of this area of ministry is to support the church in its mission to accomplish this objective. The overall method to be followed is to engage individual churches to determine if there are any ways in which the United Methodist Men of the North Georgia Conference could assist the local church in this area of ministry. Some examples might be: 1) provide speakers when the pastor needs to be absent (or not) who can bring a message of salvation to the church (Certified Lay Speakers); 2) bring a Lay Witness Mission to the church; 3) teach a specialized course on the meaning of salvation and its biblical basis; and 4) offer the church a spiritual retreat focused on salvation. Since measurement of success in this area of ministry would, of course, be the number of souls saved in a given SY, we can only expect to obtain an approximation of this number through the use of the NGC data of the number, across the conference, of new professions of faith. While not completely accurate, of course, this number is stably measured each year and would give us access to a common measurement by which we (and the NGC) could gage the effectiveness of our efforts in this area of ministry.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
GOAL	200	400	800	1600	3200	6400

#### Tasks:

1. **SY 2013.** Fully utilizing existing resources develop a cohesive, brief, description of the ministry area that could be read by pastors and other lay leadership in local churches explaining the types of help we desire to offer to them in evangelism.
2. **SY 2014.** Get that description out to the local congregations.
3. **SY 2015.** Find and select 12 men who have a heart for evangelism.
4. **SY 2016.** Train and equip them in the basics necessary to implement the help described in the brief description given to the churches.
5. **SY 2017.** Once the ministry area is established in a basic way, develop advanced training materials to use in training more men within and outside of our conference in implementing this support to local churches.
6. **SY 2015 – 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can bring the message of salvation to the not-yet saved.

#### Expected Costs for travel, honorariums, and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	2000	4000	6000	8000	10000	12000

## MINISTRY AREA 2 - SPIRITUAL GROWTH

### Ministry Lead: Director of Spiritual Development

Even though Ministry Area 1, Evangelism, is a subset of this ministry area, achieving its objective requires different tasks to be implemented. When a man has accepted Christ, it is extremely important for that man to be immersed in good biblical teaching about Christian life basics, such as spiritual disciplines which are needed in spiritual warfare. Once again, the purpose of this ministry area is to support the church in its mission to accomplish this objective. As in Evangelism, the overall method to be followed is to engage individual churches to determine if there are any ways in which the United Methodist Men of the North Georgia Conference could assist the local church in this area of ministry. Some examples might be: 1) teaching specialized courses on spiritual gifts, spiritual warfare, fruit of the spirit, G. Ross Freeman's A Spiritual Journey for Men or A Transforming Journey for Men; 2) offering Certified Lay Speakers to speak when the pastor will be absent (or not) specifically on the topic of spiritual growth; or 3) offer the church a spiritual retreat focused on spiritual growth. Measurement of success in this ministry area does not come easily. One approach is to ask the pastor of each church engaged to rate on some scale (say 1 to 100) the spiritual maturity of his/her men on average, based on their intentional engagement in the church's ministry. Get that rating before the church is engaged by us and some time (say 6 months) after our engagement. Our measure would then be the shift in the average of the ratings obtained within a given SY. Using some type of shift measurement like this one, our goals could be as follows. (Note that on this scale the goal would be to get to a point where most men in the congregation exhibited a significant spiritual growth in their lives, so a steady state goal would be a shift only due to new Christian men added to the congregation in the last year or so. For the purpose of the chart, that number is assumed to be 10 %.)

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	10	20	30	30	20	10

#### Tasks:

1. **SY 2013.** Fully utilizing existing resources develop a cohesive, brief, description of the ministry area that could be read by pastors and other lay leadership in local churches explaining the types of help we desire to offer to them in spiritual growth.
2. **SY 2014.** Get that description out to the local congregations.
3. **SY 2015.** Find and select 12 men who have a heart for spiritual growth.
4. **SY 2016.** Train and equip them in the basics necessary to implement the help described in the brief description given to the churches.
5. **SY 2017.** Once the ministry area is established in a basic way, develop advanced training materials to use in training more men within and outside of our conference in implementing this support to local churches.
6. **SY 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can explain the necessity of and methods for achieving spiritual growth.

#### Expected Costs for travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	2000	4000	6000	8000	10000	12000

## MINISTRY AREA 3 - PRAYER ADVOCACY

### Ministry Lead: Prayer Advocate

A major component of spiritual growth for anyone is to learn how to pray to Almighty God. The spiritual discipline of prayer does not come naturally. It needs to be taught, either by way of example (best) or by formal teaching (next best). A mature prayer life will come most quickly and thoroughly when a man has the advantage of both. One of the greatest needs in our churches today is a vibrant prayer life, particularly among men. Women seem to accept this need in their lives easier than men do. Prayer changes things. In particular, a vibrant prayer life can completely transform a man from a weak and fruitless Christian to one who is exhibiting the fruits of the Spirit on a constant basis and becomes an evangelist just by the way he lives. Again, the purpose of this ministry area is to support our local churches by bringing a vibrant prayer life to the men in the church. As in the other ministries, the overall method to be followed is to engage individual churches to determine if there are any ways in which the United Methodist Men of the North Georgia Conference could assist the local church in this area of ministry. Some examples might be: 1) teaching specialized courses on prayer; 2) offering Certified Lay Speakers to speak when the pastor will be absent (or not) specifically on the topic of prayer; or 3) offer the church a spiritual retreat focused on prayer. Again, measurement of success in this ministry area does not come easily. One approach is to ask the pastor of each church engaged to rate on some scale (say 1 to 100) the vibrancy of the prayer life of his/her men on average, based on their demonstrated participation in the prayer ministry of the church – praying in Sunday School, praying in the congregation, attending or (better yet) leading studies on prayer, or simply being known as a man of prayer in the community. Get that rating before the church is engaged by us and some time (say 6 months) after our engagement. Our measure would then be the shift in the average of the ratings obtained within a given SY. Using some type of shift measurement like this one, our goals could be as follows.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	5	15	30	30	20	10

#### Tasks:

1. **SY 2013.** Fully utilizing existing resources develop a cohesive, brief, description of the ministry area that could be read by pastors and other lay leadership in local churches explaining the types of help we desire to offer to them in improving the prayer lives of their men.
2. **SY 2014.** Get that description out to the local congregations.
3. **SY 2015.** Find and select 12 men who have a heart for developing vibrant prayer lives in men.
4. **SY 2016.** Train and equip them in the basics necessary to implement the help described in the brief description given to the churches.
5. **SY 2017.** Once the ministry area is established in a basic way, develop advanced training materials to use in training more men within and outside of our conference in implementing this support to local churches.
6. **SY 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can explain the necessity of and methods for achieving vibrancy in prayer.

#### Expected Costs for travel, honorariums, and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	2000	4000	6000	8000	10000	12000

## MINISTRY AREA 4 - HUNGER ADVOCACY

### Ministry Lead: Hunger Advocate

Few things strengthen the spiritual walk of a man more than learning how to reach out to his neighbor with a helping hand. Of the many ways a man can reach out, feeding a hungry neighbor probably does the most, since this is a basic requirement of life, more so even than clothing or shelter. There are many excuses not to feed the hungry – “they are lazy and need to work to feed themselves”; “I’ve got my own to feed”; “aren’t there agencies to do that sort of thing?”; and, most insidious, “I support bringing people to know Christ, but I will not support a social gospel!”. As Christians, particularly in the Wesleyan tradition, we reject all these excuses. Hunger is as basic a need as a person can have. Christ, of course, wants all men to be spiritually fed, but as the Apostle James said under inspiration of the Holy Spirit, “If a brother or sister be naked or destitute of daily food, and one of you say unto them, Depart in peace, be ye warmed and filled; notwithstanding ye give them not those things which are needful to the body; what does it profit? (James 2:15-16, KJV). In this area, our approach is somewhat different in support of our churches, although the support is still there. The approach is to contact the churches across our Conference to find out where the greatest needs are and to focus our efforts there first, then spread out across the Conference, the US, and internationally, particularly to our nearest neighboring states and countries. The goal is nothing less than to end hunger everywhere in our lifetime. Our approach is to partner with churches, parachurch organizations such as food banks and food coops in our Conference, the Society of St. Andrew, and Stop Hunger Now to find and to feed the hungry. A measure of the results of our efforts locally will come primarily from the food banks and food coops as they assess for us the impact of our efforts in terms of the decreased % of the number of people who come there for help. Our goals by SY might be as follows, again, showing progress over time and ending with a steady state number that might be expected.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	5	15	30	30	20	10

#### Tasks:

- SY 2013.** Fully utilizing existing materials develop a cohesive, brief, description of the ministry area that could be read by pastors and other lay leadership in local churches explaining the types of help we desire to offer to them in feeding the hungry in their area.
- SY 2014.** Get that description out to the local congregations.
- SY 2015.** Find and select 12 men who have a heart for feeding the hungry.
- SY 2016.** Train and equip them in the basics necessary to implement the help described in the brief description given to the churches.
- SY 2017.** Once the ministry area is established in a basic way, develop advanced training materials to use in training more men within and outside of our conference in implementing this support to local churches.
- SY 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can explain the necessity of and methods for feeding the hungry.

#### Expected Costs for travel, honorariums, and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	2000	4000	6000	8000	10000	12000

## MINISTRY AREA 5 - MISSIONS

### Ministry Lead: Director of Missions

Following the “Jerusalem, Judea, and to the uttermost parts of the world” model Jesus used in a portion of the Great Commission; our “Jerusalem” for Missions is the North Georgia Conference. Our “utter most parts of the world” is exactly that. Even in this land that considered by most of the world as inhabited by the “haves”, as opposed to the “have nots”, there is plenteous need for mission work right here in North Georgia, as well as internationally. If we think of the teaching that undergirds spiritual growth as the “talk”, missions is the “walk”. The gospel will not spread without both of these components. The goal of the Missions ministry area is simple: meet the mission needs within the North Georgia Conference and internationally. Our mission outreach to other conferences in the nation is usually in response to disaster striking, and that need is met in Ministry Area 6, Disaster Response. Here in North Georgia, however, we are it. Any need is great for the person who needs it, however small it looks to those on the outside. Mission projects as small as clearing out an elderly persons yard to projects as big as building a cottage for the United Methodist Children’s Home are within the purview of Missions. Many churches in the Conference are mission minded and do a great job of seeing to mission needs they know about in the local area around the individual churches. However, many more churches are not mission-minded, leaving large areas within our Conference where people don’t have a place to turn. Also, some mission efforts are just too big to be achieved within the resources of even a big church. The job of Missions ministry area is to organize our churches to work together to meet ALL the mission needs in the Conference and as many internationally as possible. Missions ministry success can be measured clearly by the number of needs met on time within an SY.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	10	15	20	30	40	50

#### Tasks:

1. **SY 2013.** Fully utilizing existing materials develop a cohesive, brief, description of the ministry area that could be read by pastors and other lay leadership in local churches explaining the types of help we desire to offer to them in addressing mission needs originating in their area.
2. **SY 2014.** Get that description out to the local congregations.
3. **SY 2015.** Find and select 12 men who have a heart for local missions.
4. **SY 2016.** Train and equip them in the basics necessary to implement the help described in the brief description given to the churches.
5. **SY 2017.** Once the ministry area is established in a basic way, develop advanced training materials to use in training more men within and outside of our conference in implementing this support to local churches.
6. **SY 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can explain the necessity of and methods for meeting local mission needs.

#### Expected Costs for travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	4000	6000	8000	10000	12000	14000

## MINISTRY AREA 6 - DISASTER RESPONSE

### Ministry Lead: Director of Disaster Response

The occurrence of natural disasters within the US is a yearly phenomenon, often multiple phenomena in a given SY. As one of the more mission minded Conferences in the US, it falls to us to lend a helping hand everywhere we can. Our general goal is to be able to actively respond to every US disaster response need we receive. Our strategy will be to develop a trained and properly equipped team that can work closely with the Disaster Relief Agencies within our Conference and around the US, as well as UMVIM & UMCOR, to determine where our abilities at any given time can be best utilized. These projects typically will be medium-to-large in nature and consist of efforts like immediate needs assessments, further loss prevention, clearing debris from and rebuilding homes damaged by storms, earthquakes, and other natural disasters; working together with the Hunger Advocacy Program, arranging for food to be distributed to disaster areas; and working together with the Evangelism and Spiritual Growth ministry areas, arranging for individuals and materials to be sent to an area for spiritual guidance and support for those facing significant loss in disaster stricken areas. Measurement of success in this ministry area should be measured by the number of disaster response needs identified and responded to in a given year.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	2	3	4	6	8	10

#### Tasks:

- SY 2013.** Fully utilizing existing materials develop a cohesive, brief, description of the ministry area that could be read by the Conference Outreach Committee, as well as UMVIM and UMCOR representatives, explaining the types of help we desire to offer to them in addressing mission needs in the US.
- SY 2014.** Get that description out to all appropriate organizations.
- SY 2015.** Find and select 12 men who have a heart for US missions and form a conference-wide US Missions team.
- SY 2016.** Have the team all receive UMVIM and UMCOR training, thereby developing a strong group of mission team leaders.
- SY 2017.** Once the ministry area is established in a basic way, utilize existing UMVIM & UMCOR training and develop any other necessary training materials to use in training more men within and outside of our conference who may be undertaking major mission projects.
- SY 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can lead US mission teams at any given time.

#### Expected Costs for training, travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	0	10000	12000	16000	20000	24000

## MINISTRY AREA 7 - PRISON MINISTRY

### Ministry Lead: Director Prison Ministry

An area of great need in any area of the country and certainly no less in North Georgia is the ministry to men in prison. There are already several fine prison ministries in our geographical area of our Conference, and they have good coverage between them of the prisons there. What is not covered nearly as well is the area of prison aftercare. The data show that men, even men who receive significant spiritual training in prison, when they get out, are much more likely to return to prison if they cannot find a strong and consistent program of aftercare. The AA organizations serve this function for alcoholics. The NA organizations serve this function for drug abusers. There is no comparable parachurch organization for aftercare for former inmates in North Georgia, although there are a few independent ministries which provide temporary housing and spiritual training and job training for a year or so, there are not many of these, and, due to the cost, the few that are there cannot provide for very many men. The general goal of this ministry area is to significantly improve that situation within our Conference. At present, the United Methodist North GA Conference has no program performing these services. We intend to be that program. The Church of God in North GA does have a well-organized prison ministry, but not an aftercare ministry. We could join them, sharing information, etc. and bring the power of a true ecumenical effort to bear on the problem. The percentage of men who return to prison after their first term in prison is called the rate of recidivism. A measure of success for our program could be the difference between recidivism for individuals which, we, working with other organizations in North Georgia, are able to help and those we are not able to reach due to lack of resources. Goals for this type measure could be shown as follows.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	10	15	20	30	40	50

#### Tasks:

- SY 2013.** Fully utilizing existing materials develop a cohesive, brief, description of the ministry area that could be read by the other prison ministry organizations within North Georgia.
- SY 2014.** Get that description out to all appropriate organizations.
- SY 2015.** Find and select 12 men who have a heart for prison ministry and form a conference-wide Prison Ministry team.
- SY 2016.** Have the team all receive the State of GA Certification in prison ministry training, thereby developing a team which is knowledgeable and motivated to carry forth the ministry.
- SY 2017.** Once the ministry area is established in a basic way, develop advanced training materials to use in training more men within and outside of our conference in implementing a prison ministry to reach more men in North GA.
- SY 2018.** Teach the methods in courses multiple times during the year, continually expanding the number of men who can assist in the ministry.

#### Expected Costs for travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	2000	4000	6000	8000	10000	12000

## MINISTRY AREA 8 - SCOUTING MINISTRY

### Ministry Lead: Scouting Coordinator

Men are boys before they become men. This obvious statement is nonetheless profound when one considers that we have the opportunity truly a life time to impact a boy's transformation to manhood under the tutelage of men who understand the importance of developing life skills early in the physical, emotional, and spiritual growth from boys into manhood. The Boy Scouts of America has a strong proponent in North Georgia already, with competent leadership and an active program in many places, often sponsored by United Methodist Churches. However, many churches do not have an active scouting program and the large majority of the boys growing up in North GA do not have the benefits that an active scouting program can bring. The eventual goal of this ministry area is to see that every boy in North GA at least has the opportunity to belong to a scouting organization. The approach will be two pronged – educating churches in North GA on the benefits to the local church of sponsoring a scouting program of some kind – cubs, Webelos, Boy Scouts, or Explorers. Connecting desires for scouting programs in given areas with the resources to get programs started. The measure of success of this program is the number of new scouting programs begun as a result of our efforts. Using this measure, our goals for each SY might be as follows.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	0	0	10	20	40	60

#### Tasks:

1. **SY 2013.** Fully utilizing existing materials develop a set of training materials for use in the training of individuals in how to set up a scouting program at their church.
2. **SY 2014.** Find 12 men with a heart for scouting and give them this training.
3. **SY 2015.** Publish the contact information for both the Conference and District Scouting leaders in messages targeted to the individual churches. Have District Coordinators give talks at local churches.
4. **SY 2016.** Select a District that is interested in having scouting grow. Hold a District Training session for interested churches in that District. Get feedback and incorporate into the materials. Have all District Scouting Coordinators at that meeting to hear feedback.
5. **SY 2017.** Conduct training at three other District meetings using revised materials.
6. **SY 2018.** Train remaining Districts.

#### Expected Costs for travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	1000	2000	4000	4000	6000	18000

## MINISTRY AREA 9 - LEADERSHIP DEVELOPMENT

### Ministry Lead: Director of Leadership Development

The men of United Methodism have, to a large extent, abdicated the church leadership roles to the women of our church. That is not to say there are some outstanding exceptions, but they are exceptions nonetheless. In this plan, detailed UM Men officer training will be accomplished at the District level. Conference-level training will be reserved for District Trainers and District Officers. The eventual goal of this ministry area would be to have all local ministry UM Men officers trained in how to do the jobs of President, Vice President(s), Secretary, and Treasurer. . The measure of success for this area of ministry could be simply the percentage of all registered fellowships whose officers had gone through training for their positions. Using this type of measure, goals for each SY might be as follows.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	0	0	0	8	34	100

#### Tasks:

1. **SY 2013.** Fully utilizing existing materials develop a set of training materials for each officer in a local ministry and find 12 men willing to deliver officer training in each District.
2. **SY 2014.** Train the District trainers in each position of a local ministry using the developed materials. Get feedback on the materials and incorporate feedback into the materials.
3. **SY 2015.** Develop a cohesive, brief, description of the officer training opportunities available for local ministry officers. Get that description out to all local ministries and get feedback on particular needs.
4. **SY 2016.** Select a District that is willing and test the training materials at one District meeting. Get feedback and incorporate into the materials. Have all District trainers at that meeting to hear feedback.
5. **SY 2017.** Conduct training at three other District meetings using revised materials.
6. **SY 2018.** Train remaining Districts.

#### Expected Costs for travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	1000	2000	2000	4000	6000	18000

## MINISTRY AREA 10 - COMMUNICATIONS

### Ministry Lead: Director of Communications

Possibly the most urgent of all ministry areas for the North GA Conference United Methodist Men is the area of communications. It is a ministry area in the truest sense in that it is the connective tissue without which other areas of ministry are so hobbled that they will not be able to function at the level of efficiency and effectiveness necessary to sustain the ministry.

#### Six basic needs for communications across the Conference:

Intra-local ministry; Local ministry to/from District; Local ministry to/from Conference; Between Districts; District to/from Conference; Intra-Conference

The issue of proper balance of inexpensive electronic communications versus expensive US mail must be addressed explicitly and a plan formed to communicate with all men, regardless of their current access to email or the web, particularly in the next few years. None of the other 10 areas of ministry can function without communications. It is the heartbeat of the infrastructure of any organization, including ours. A comprehensive plan must be developed and promulgated to the men of the Conference, including some regular feedback loop to insure that critical messages are received by those for which they were intended. A network of District Directors of Communications and Support is envisaged whose principal job functions are:

1. Updating of the Conference web-based database for the data on the men of their District, through the local men's ministry unit,
2. Monthly interaction with the Conference Director of Communications for guidance and help.

Measurement of success in this ministry area could be simply the percentage of the men in registered local ministries whose data has been checked and updated during the current SY by the first day of the new SY. With this type of measurement, our goals by SY might be as follows.

#### Goals by SY

SY	2013	2014	2015	2016	2017	2018
Goal	50	60	70	80	90	100

#### Tasks:

1. **SY 2013.** Fully utilizing existing materials develop a set of training materials for use by each District Director of Communications to use as update training of the local ministries at the District meetings.
2. **SY 2014.** Train the District Directors of Communications in the use of the materials.
3. **SY 2015.** Select a District that is willing and test the training materials at one District meeting. Get feedback and incorporate into the materials. Have all District Directors of Communications at that meeting to hear feedback.
4. **SY 2016.** Conduct training at three other District meetings using revised materials.
5. **SY 2017.** Train remaining Districts.
6. **SY 2018.** Develop updated training materials to reflect the new expected balance of men with and without access to electronic communications that has occurred over the intervening years.

#### Expected Costs for travel and materials by SY

SY	2013	2014	2015	2016	2017	2018
Expected Costs (\$)	2000	2000	2000	3000	3000	3000

## SUMMARY COST AND REVENUE

FY	Cost and Revenue Generation Chart (\$)					
	2013	2014	2015	2016	2017	2018
Annual Costs for All Ministries	34000	54000	74000	97000	121000	165000
*Annual Infrastructure Costs	65000	67000	69000	70000	72000	76000
Annual Total Expected Costs	99000	121000	143000	167000	193000	241000
Sources of Revenue						
Sustaining Units (\$10/mo)	24000	26400	29040	31944	35138	38652
Bronze Sustaining Units (\$20/mo)	14400	15840	17424	19166	21083	23191
Silver Sustaining Units (\$30/mo)	18000	19800	21780	23958	26354	28989
Gold Sustaining Units (\$40/mo)	19200	21120	23232	25555	28111	30922
Platinum Sustaining Units (\$50/mo)	18000	19800	21780	23958	26354	28989
Total Sustaining Units	93600	102960	113256	124582	137040	150744
Endowments	0	0	5000	10000	10000	10000
Grants	0	0	10000	10000	10000	10000
Special Events Net Income	20000	22000	22000	22000	22000	22000
Bequests(Stocks, Gifts, Wills)	0	1000	3000	3000	3000	3000
Matching Funds	0	10296	22651	37374	54816	75372
Total Expected Revenue	113600	136256	175907	206956	236856	271116

## *United Methodist Men of the North Georgia Conference*

Notes: \* -- Minimum enabling infrastructure costs for ministries shown

- 1) Sustaining Units assume 200 units, 60 units in Bronze, 50 units in Silver, 40 units in Gold, and 30 units in Platinum categories in SY 2013.
- 2) Numbers assume a 10% growth in Sustaining Members at each level starting in SY2014.
- 3) Numbers assume 10%, 20%, 30%, 40%, and 50% of total Sustaining Funds will be matched in SY2014 through 2018, respectively, implying increasing numbers of matching donors over those years.
- 4) Units may be individual local men's ministries or individuals. Individual local ministries will be recognized on our website as to their level of giving (Sustaining, Bronze Sustaining. etc.).

The support received from EMS and Chartering is not shown in the list of possible sources of income to fund this Strategic Ministry Plan due to the extremely low participation of our men and our local ministries in these two programs. It is a fact that if only half of the 100,000+ men in our conference were participants in the EMS program and half the 900+ churches in our conference had chartered men's ministries, we would need none of the resources listed at the end of this plan to have funds enough for a very vital plan of ministry with no additional giving needed. We are far from meeting this goal at this time, although it is a worthy goal in the coming years. Sustained giving at needed levels by individuals and local ministries eliminates the need for fund raising events and allows focused attention to be given to ministry to and through the men of the North GA Conference.

## **APPENDIX - ADDITIONAL PROGRAMS OF MINISTRY**

Within the General Commission on United Methodist Men, in addition to the sources described in the Revenue Generation Section of this plan, two other significant opportunities exist to support men's ministry in your District, your Conference, and the world.

### ***EMS and Legacy Builders***

You can become an **Evangelism, Missions, and Spiritual Development (EMS)** member of the General Commission on United Methodist Men, the global governing body, with an annual donation of just \$45. These funds support many **existing** ministries both nationally and internationally. These ministries are listed on the General Commission's website, [www.gcumm.org](http://www.gcumm.org), and include resources that help grow men spiritually; ministries that help men be better fathers and husbands; leader recruitment and training; communications with men, pastors, and leaders; mentoring and youth programs; hunger relief; prayer ministries; support of UM leaders; and web-based communications. From each individual contribution of \$45 annually, the UM Men of the North GA Conference and your District UM Men each receive \$3.5 annually for each EMS member. In addition to the **EMS** program which funds existing ministries, the **Legacy Builder** program exists to offer sponsorships at the Bronze, Silver, Gold, and Platinum levels (\$10, \$25, \$50, and \$100/ month, respectively) to enable the development of **new** ministries at national and international levels. The bronze and higher Legacy Builder contributors are automatically EMS members.

The leadership of the UM Men of the North Georgia Conference strongly urges every Methodist man in our Conference to become at least an EMS member or, if possible, a Bronze or higher Legacy Builder

### ***Chartering / Recertifying Local Men's Ministry***

Additionally, the **Chartering / Recertifying** of your local Men's Ministry program enable a church's local men's ministry to charter with the General Commission for \$115 per year. The chartering process helps the ministry in several ways. First, it essentially pays for the updating of the national database of local men's ministries leaders to enable communications to each one through the men's quarterly newsletter of happenings across the country and internationally. This enables a local men's ministry to see successful implementations of different ministries across the nation and the world and not have to reinvent the wheel in their locally. Of this \$115, \$30 stays with the UM Men of the North GA Conference because we handle the chartering process in our conference for the General Commission, including the distribution of the chartering packet to the local men's ministries in our Conference. The packet we send out requests additional information beyond that put out in chartering packets for other conferences and allows us to gather names, addresses, and (if available) email addresses and telephone numbers of individual men in the local ministries. This level of detail is vital to an active ministry in which the contact information of individual men in the conference can be used to communicate with these individuals with respect to current District positions that are open and need men with passion to fill them in different areas of ministry, as well as to ask individual men for inputs to specific programs throughout the year. Finally, chartering helps to fund the Infrastructure Support of ministries in our Conference outlined in this plan.

The leadership of the UM Men of the North Georgia Conference encourage every local men's ministry to charter and benefit not only from news around the nation and world, but detailed information on activities and events specific to the North GA Conference.