

COUNCIL FOR LIFE

2021 Strategic Plan—The next 5 years of CFL

Our Shared, Practical Vision includes:

- Increased Visibility and Influence
- A Culture that Honors Life
- An Established Affiliate Program
- Expanded Community Participation
- Dynamic and Strategic Fundraising
- Next Generation Leaders
- Strategic and Impactful Events
- Innovative Messaging Platforms
- Enhanced Relationships with Churches
- Broadened Leadership and Infrastructure
- A Collaborative Engagement with Life-affirming Agencies

Innovative, Practical Strategies that will achieve our Vision include:

- **Strengthening Our Identity**
 - Refining Our Message
 - Initial talking points and possible refinement of Mission and Core Values completed (First quarter 2022)
 - Continued clarification of message in response to cultural shifts; update board (Ongoing-2026)
 - Communications plan for website, emails, events, social media implemented (2021)
 - Uniting Americans' Hearts and Minds for a Culture of Life (Ongoing-2026)
- **Galvanizing Our Community**
 - Continuing to Deepen Beneficiary Relationships (Ongoing-2026)
 - Engaging Young Leaders (Ongoing-2026)
 - Engaging Churches with Resources
 - Council for Life website resources available to churches (2021)
 - Encourage 10-20 DFW churches to have an active Council for Life lay leader (Ongoing-2026)
 - Encourage 10-20 DFW churches to offer a Life ministry (Ongoing-2026)
 - Diverse advocate neighborhood list expanded (Ongoing-2026)
- **Positioning For Growth**
 - Honing Our Focus
 - Events are optimized (2022)
 - Restructuring Operations
 - New office move completed (2022)
 - Staff & board restructuring plan completed (2021)
 - Bylaws, policies & procedures are revised (2022)
 - Implementing a Comprehensive Development Plan
 - Development plan presented to the board (2021)
 - Creating a Strategic Affiliate Model
 - Central Texas Affiliate model in place (2022)
 - Additional Texas Affiliate models in place (Ongoing-2026)