

MarriageTeam

Strategic Plan and Business Strategy

Statement of Strategic Intent

MarriageTeam program has been proven with over 2000 couples served in the last 15 years. Its intent is to be the best Christian marriage coaching service available to churches and the public that prepares, strengthens and saves marriages at an affordable price across the country. It offers highly effective coaching that saves 9 out of 10 marriages that were headed for divorce. Its confidential services are delivered couple to couple nationally and internationally at significantly lower prices than other equivalent marital resources. MarriageTeam is recognized as having the best customer satisfaction as measured by the Net Promoter Score or other instruments. It is the only program in the country that equips lay couples as marriage coaches and facilitates marriage coaching for church marriage ministry needs and the community.

Differentiation

MarriageTeam is the only NPO that equips Christian couples as marriage coaches and manages a marriage coaching program to support church marriage ministries and requests for help from the community. Not all couples are good candidates for coaching and MarriageTeam screens requests for coaching suitability and makes referrals to trained professionals where needed.

Business Model

MarriageTeam is currently 85-88 % donor supported and charges very reasonable fees that enhance couple commitment to coaching. We do offer limited partial scholarships. The ministry will become self-sustaining with modest, below market value, price increases and significantly increased demand. We offer money back guarantees (except material costs) when couples believe they did not get their money's worth from their coaching experience.

Our intent is to grow demand and our model through collaborative relationships with like-minded ministries, churches, nonprofits and businesses as well as our internet presence.

Beliefs and Values

We strive to serve all our couples calling for help, coaches, churches, and partners with the best possible Christian service and compassion.

- The Bible is the inspired word of God. (2 Tim 3:16)
- The biblical definition of marriage is one man and one woman with fidelity as God's plan for healthy families, churches and communities. (Gen 2:18-25; Ex 20:14; 1 Cor 7:2-3)
- The Lord hates divorce. (Malachi 2:16)
- The need to equip Christian couples for service as marriage coaches. (Eph 4:11-12)
- Paul's admonition to husbands and wives to serve one another out of reverence for Christ and the roles they each have. (Eph 5:21-33)
- The Great Commission. (Mat 28:18-20)

Goals

Goals that will have been met when we achieve our strategic intent include:

- At least 25 church financial partners by Dec 31, 2027.
- Coaching service and training revenue covers ministry operational costs by Dec 31, 2029.
- There are 1500 active coach couples by Dec 31, 2029. (180 new coaches a year on average, 9 trainings per year)
- 2200 couples a year are receiving coaching services by Dec 31, 2029. (Increase 80%/year)

| MarriageTeam SWOT ANALYSIS | |
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| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • Roughly a million marriages end in divorce each year • There are enough struggling couples for all the counselors in America • Offer follow-on coaching to FL WTR • Equip FL couples as marriage coaches. • Work with like-minded partners (SAMI, Communio, Gloop) • Potentially a massive increase in demand to 2200 couples a year will lead to breakeven operations | <ul style="list-style-type: none"> • Other “mentoring” programs that offer superficial training and are not as effective as coaching, but are perceived as doing something • Not invented here attitudes • Churches becoming trained and deciding to go it alone • Public opinion that a religious NPO like MT does unlawful discrimination • Churches are reluctant to have couples volunteer with another organization even when serving their own congregation • Wokism that marriage is uncool |
| STRENGTHS | WEAKNESSES |
| <ul style="list-style-type: none"> • Only Nonprofit that does what we do • We get great results; highly effective • Coaches care deeply about helping other couples • Very affordable; we leverage skilled volunteers to deliver exceptional services • Money back guarantee • Work closely with pastors • Video conference coaching removes geographical barriers to service delivery • 24 hours of live, interactive training creates a high degree of coaching competency | <ul style="list-style-type: none"> • Current number of coaches will support another estimated 70 couples coached a year. • A massive increase in demand requires a massive increase in coaches. • Getting the word out about the effectiveness of MT coaching • Limited budget for mass advertising • Challenge to educate couples on the value of coaching • Adequately conveying our exceptional service to pastors to create the trust they need to move forward • Current ability to mass train coaches should we get a massive increase in demand • Volunteer executive director • Financial resources to pay an FTE ED • Limited staff – need training, church outreach, development support • Board reluctance to raise coaching fees • Inability to generate enough donations to meet all our needs for expansion in services |

Strategic Actions

In order to accomplish our Strategic Intent, we will take the following strategic actions:

1. Support partner organizations and churches with collateral materials to inform the public about MarriageTeam's programs
2. Develop written procedures for working with pastors or church ministry leaders.
3. Create the financial resources required to hire key staff to support this strategic plan (AED, Church Relationships, Admin, Trainer)
4. Increase training capacity by developing a facilitated live, on-line training program where most content is provided by videos.
5. Document the couple placement and tracking processes.
6. Reduce the coaching program by 1-2 sessions (11-22%) to support increased throughput.