

# 2023 Strategic Goals with Key Deliverables

## Reach Boldly:

LMM will capitalize on our unique, distinctive mission.

**Outcome:** In 2023, LMM will create and implement a marketing/branding plan across all platforms to better reach our audience.

## Reach More:

LMM will increase participation in our experiences and use of our resources from our traditional audience.

**Outcome:** In 2023, LMM will identify, recruit, and equip 50 new volunteers to serve as leaders and/or congregational contacts. Assuming success, this will mean that through these volunteers LMM will reach approximately 350 men who have previously not been part of our ministry.

## Reach Wide:

LMM will intentionally reach and disciple younger, more diverse, and unreached men to be bold, daring followers of Jesus Christ.

**Outcome:** In 2023, LMM will identify, recruit, and equip at least 10 leaders and/or congregational contacts from and for this audience as we intentionally seek to minister to this important demographic.

## Reach Generously:

LMM will achieve financial sustainability.

**Outcome:** In 2023, LMM will grow support for LMM through regular giving, implementation of an enhanced major gifts program, and planned giving strategy, with the goal of securing \$250,000 for the fiscal year.



**Equip men  
to be bold  
and daring  
followers  
of Jesus Christ.**

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**REACH  
*beyond***



**ANNUAL CAMPAIGN 2023**



“Come, follow me,” Jesus said, “and I will send you out to fish for people.” At once they left their nets and followed him.

—Matthew 4:19-20 (NIV)



## Intentionally **Bold Disciples**

### Vision

For every man to be a bold, daring follower of Jesus Christ.

### Mission

By God's grace, to intentionally disciple men by personally modeling the character of Jesus by living and leading a lifestyle intended to help transform them from having an inward focus to a culture of naturally loving and serving our neighbors.

### Strategic Narrative

Bathed in Spirit-led prayer, Lutheran Men in Mission (LMM) will disciple men across the spectrum of Lutheranism and the larger Christian church. These men will embody a rich and redemptive representation of the body of Christ in age, ethnicity, theology, and spiritual maturity. All are hungry for God's Word and engaged in an intentional relationship with Jesus Christ.

LMM will build on its distinctive discipleship approach to equipping men to be bold and daring followers of Jesus Christ. Primary funding will come from diverse and dedicated sources, ensuring LMM's sustainability and enabling it to flourish into a strong, God-led future.

## Stories of **Bold Transformation**

“The joy and pride I feel inside as I see my sons in leadership roles with LMM is indescribable. I do not take this gift for granted... Honestly, this simply started with a prayer that they would participate with the programs and ministry of LMM to experience the love, brotherhood, accountability, and true friendships that I have received as a result of my participation with LMM.

It was my hope that they would see how much it means to me in my life and at least give it a try.

The second thing I did was to ask them to participate and attend a One Year to Live retreat.

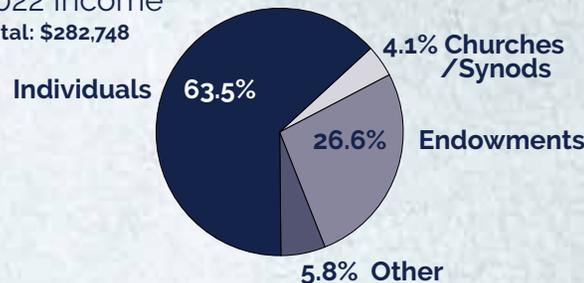
LMM did the rest by drawing them closer to Christ and blessing them with lifelong relationships with other men who are bold and daring followers of Jesus Christ. I enjoy watching them grow into leaders who are called to be in ministry for the sake of the gospel.” — *Sean Forde*

### 2023 Goal:



## Annual Fund Budget

2022 Income  
Total: \$282,748



2022 Expenses  
Total: \$376,241

