

PRAYERS BEYOND BOUNDARIES

MINISTRIES

FINAL DRAFT

STRATEGIC PLAN

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1.0 INTRODUCTION.

This strategic plan document contains a five years, 2009 - 2013 strategic action plan document that is developed to serve the ministry of PRAYERS BEYOND BOUNDARIES MINISTRIES (PBBM). The strategic plan is the first of its kind for PBBM since its establishment in August 2007. The founders and associates of PBBM have felt they would like to serve God with wisdom and like the Men of Issachar (I Chron 12:32), understand the times and seek God on what must be done in the prayer arena to bring national and global transformation.

This plan has been developed as a result of an outcome of meetings initially with the founders, the entire congregation and three workshop meetings all of which were held between November 2008 and February 2009

2.0 Background.

PBBM was founded by Lucy Njeri Ngunjiri in August 2007. This was as a response to her own personal call as she got exposed to the overwhelming need by the public for prayer and the spiritual hunger. The major trigger for this was Lucy's Christian program in a popular radio station that endeared her to millions of listeners. A decision was made that the need required support of friends who had the same passion and a team of 12 associates was put together. The ministry was registered in 2007 as a society with three office bearers. The immense growth in the reach to thousands of people with prayers, salvation at crusades, pastors who have received bicycles and needy children who have received love has now made it necessary to put together this strategic plan.

3.0 Methodology

PBBM values the contribution of each and every member to its future. The plan has been developed through the input of at least 1100 members through focused groups at spread out meetings. Their dreams for what they wish to see PBBM become form the backbone of the key strategic priorities the next 5 years. Their expressions to participate fully were captured in all the focused groups during the preparation of this plan.

4.0 STAKE HOLDERS ANALYSIS.

PBBM has its core primary stakeholder group as the congregants who frequent the prayer meetings. They expect to be ministered to and taught the whole word of God, but in particular they look forward to quality time of prayer and worship. The ministry expects they will pray, support and express commitment to all its programs. The other primary stakeholders are the associates who expect ministry opportunity and support to serve as they give sacrificially their time, talents and passion for the PBBM mission. The other primary groups are the needy children and disadvantaged pastors in the community who expect varied support. They provide a ministry ground and are expected to continually pray for the ministry. PBBM would not achieve its vision without its donors and partners who form the last category of primary stakeholders. They expect the ministry will exercise good stewardship and accountability to all the resources given.

Institutions, families, pastors, intercessor and other interest groups form the secondary stakeholders and in general there is mutual exchange of networking with the ministry with each meeting a specific need. Government's expect compliance to all legal issues on the part of the ministry while the ministry expects security and a stable society whenever they hold meetings nationally.

5.0 Situational and External Analysis

PBBB has benefited from great publicity, the founder director being a media personality and a gospel artist. The associates are current or recent college graduates giving the ministry a pool of young energetic team who are trained in ministry. There are strong networks with pastors, friends and national leaders. The integrity of a prayer and inter-denominational ministry is also a great asset.

There has been a notable unity of purpose, heart and placement with diversity in gifting among its leaders. PBBM has in its two years of ministry through its leadership been run as a faith ministry, depending on God's provision for all its programs.

There has been poor communication system with notable financial constrains and lack of reliable source of income. The tendency to be anilingual [using a lot of kikuyu] is a major weakness in the face of country with over 40 tribes. Limited meeting times-once a month and limited publicity structures with lack of interactive web-site pose another weakness. Currently the meeting venues in one region, specifically Nairobi coupled with lack of holistic involvement of the team in mission outside the city is another drawback. The ministry does not have proper structures for follow up of new converts and there is inadequate publicity, for meetings. The other needs are lack of full time ministry and great challenge on resources to run the ministry.

There are neglected needy cases in the society which provides unique ministry opportunity. The publicity platform/advantage through the vision bearer in the media scenes is an advantage. There is a prayer revival wave and over time PBBM has found favor with the executive and influential leaders nationally. The connection with influential gospel artists makes PBBM have a lot of exposure. There are resource mobilization opportunities in the meetings where T shirts and music can be sold.

6.0 External Environmental Analysis (PESTEL)

PBBM is committed to ministering with relevance on what is happening to its environment. The ministry views itself as salt and light to the needy community.

The country continues to be faced by acute shortage of food with rising cost of living and harsh climatic change. PBBM has a needy congregation who must grapple with limited resources. Politically there is ethnic volatility with the past three elections leaving a country that is bleeding, a nation that fears transitions. There is leadership uncertainty as the country tries out the new coalition government.

The nation is awaiting constitution reforms and any bills in parliament that will determine the future of land allocations and distributions. PBBM as a ministry could be affected with other religious groups by any bills that regulate churches.

The society has seen a rise in cases of divorce and separation bringing in quite some strain on the family front. Tribal and ethnic tensions also continue to polarize the country especially in

the rural areas often as communities fight over scarce resources. Drugs, crime and insecurity especially in urban areas continue to increase as the growth in population is noted

7.0 Vision, Mission and Core Values and Strategic Focus.

PRAYERS BEYOND BOUNDARIES MINISTRIES.					
Vision: Transformed nations and their leaders by the power of prayer					
Mission: To mobilize individuals, families, leaders and nations in order to teach, sensitize and encourage them to have a prayerful lifestyle by organizing regular prayer meetings and events					
OUR CORE VALUES	<ul style="list-style-type: none"> ○ Prayer as a lifestyle ○ Pursuit of righteousness ○ Truth and moral integrity ○ Accountability ○ Upholding Christian family values 				
Strategic Focus	2009	2010	2011	2012	2013
Prayer	Teach and practice prayer and fasting in regular forums of meetings Organize prayer meetings every 3 rd Sunday in a Nairobi location altering venues with growth. Have all sermons and prayer meetings posted on the internet commencing April 2009 Ensure clips/interviews on national leadership issues are highlighted in prayer meetings as prayer guides Ensure there is another prayer meeting beside the 3 rd Sunday regular one.				
	Give special attention to prayer focus family concerns by introducing quarterly focus in program and each year after that.	Set up a prayer toll free call center to provide prayer support to callers.	Grow and develop the toll free infrastructure to handle more calls..	Put up a prayer facility.	Improve the prayer facility infrastructure.
	2009	2010	2011	2012	2013
Charity	<ul style="list-style-type: none"> ○ Provide support to under privileged ministers every quarter. ○ Donate wheel chairs to the needy on a quarterly program. ○ Charity events for children/orphans and the needy every quarter 				
	Set up a children's home and launch it before December beginning with 200 children by December	Grow the capacity and Increase number of children at the home to 275 by December.	Grow the capacity and Increase number of children at the home to 350 By December.	Grow the capacity and Increase number of children at the home to 425 by December.	Grow the capacity and Increase number of children at the home to 500 by December.
Family	<ul style="list-style-type: none"> ○ Allocate time to family Christian professionals in the Sunday meetings to provide information for prayer direction four times per year 				

	o Set up and have a family day, time of prayer and interaction together once every August				
	2009	2010	2011	2012	2013
	Network with a counseling unit to address family concerns. Network with existing family organizations on singles for seminars /events (second quarter)	Network with existing family organizations on the married for seminars /events (second quarter)	Network with existing family organizations on men's ministries for seminars /events (second quarter)	Network with existing family organizations on children's for seminars /events (second quarter)	Network with existing family organizations on singles for seminars /events (second quarter)
	2009	2010	2011	2012	2013
Partnerships.	<ol style="list-style-type: none"> 1. Teach on Christian discipline on a quarterly program using associates and invited speakers. 2. Publicize PBBM through the internet and TV commencing April 2009. 3. Organize Christian business forums/events for partners and leaders at a fee every October each year. 4. Electronically record all meetings on DVD/ audio and make them available for sale at a fee in meetings 				
	2009	2010	2011	2012	2013
	Select a fund development team for local international fundraising and come up with calendar. -Conduct fundraising for children's home in June. -Give out materials having the ministry vision and support details and provide forms for commitments at the Plan launch and in every consequent meetings	Conduct local and international fund raising trips 2 nd quarter Partnership Materials distribution in all meetings.	Conduct local and international fund raising trips 2 nd . quarter Partnership Materials distribution in all meetings. Conduct fundraising meeting for children's home.	Conduct local and international fund raising trips 2 nd . quarter Partnership Materials distribution in all meetings.	Conduct local and international fund raising trips 2 nd quarter Partnership Materials distribution in all meetings.
	2009	2010	2011	2012	2013
Organization Development.	<ol style="list-style-type: none"> 1. Prepare ministry report and budget, audited accounts and conduct annual general meeting before April each year. 2. Have annual planning meeting every October to set the next year's calendar, plans and budget. 				
	2009	2010	2011	2012	2013
	Set up organization structure by March. Organize holistic training/ capacity building for associate by March Staff recruitment and initiate an interns program by March. Purchase public	Holistic training/ capacity building for associate by first quarter. Staff appraisal and develop and staff policy handbook by March. Open ministry branch offices.	Holistic training/ capacity building for associate by first quarter Staff appraisal by March.	Holistic training/ capacity building for associate by first quarter Staff appraisal by March.	Holistic training/ capacity building for associate by first quarter Staff appraisal by March.

	address system by end of year and make a stage by June.				
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8.0 MONITORING AND EVALUATION.

PBBM commits itself to achieving the mission and vision of the strategic plan and as a way of ensuring this is monitored, the following will be undertaken.

- Regular meetings each year by the associates to assess progress.
- Twice a year entire leadership retreats to asses progress
- Have at least one mid term evaluation of the plan(after 2 ½ years)
- Establish a culture of all departments giving quarterly reports and have a ministry AGM to provide accountability, transparency and vision ownership.