

CEF NorCal Strategic Objectives for 2021

**Vision: To Give Every Child the Opportunity to Hear the Gospel in NorCal
Installing Studs (Mathew 7:24-27)**

To build on the foundation laid throughout “Vision 2020” CEF NorCal will train 300 new people in 2021.

- 1. CEF NorCal will build upon our culture by continuing to value Prayer, Godly Leadership, Community, and Spiritual Leadership.**
 - a. Establish consistent communication schedules at all levels of the organization and to the whole CEF family.
 - b. Fill all officer positions on all local committees while adding “Prayer Chairmen” to all committees
 - c. Continue to recruit dynamic men and women who love the Lord to serve in CEF NorCal.

- 2. CEF NorCal will increase its corporate income to \$1.5 million**
 - a. Establish a dynamic media presence
 - b. Secure 120 new regular donors by leveraging our successful fundraising events and online presence.
 - c. Unify all chapters and the states fundraising schedules
 - d. Ensure that no paid staff is financially impacted due to lack of funding by holding committees accountable.

- 3. CEF NorCal will not only survive Covid-19 but will thrive in the current environment while becoming a ministry leader post COVID-19.**
 - a. Use our current online platforms to continue to grow into new schools and capitalize on the new relationships when we can re-establish “Boots on the Ground Ministry”
 - b. Establish a fully functioning committee that supports EB/NB
 - c. Utilize our online platforms to train new teachers in areas that we would not have been able to reach before.