



# Strategic Plan Summary

2023-2026



# The Love INC Movement

## Together, we envision

A world where Christian churches are united in purpose and fully engaged in actively living out their faith by lovingly serving people in need in their communities.

## Together, our mission is

To mobilize local churches to transform lives and communities  
In the Name of Christ.



**Love INC National's purpose  
is to encourage, equip and elevate  
the Love INC Movement.**

**We help make our vision a reality  
by advancing our mission.**



# Love INC Strategic Plan

2023-2026

## Process

- Affiliate survey, August 2022
- Stakeholder listening through surveys and interviews
- Compiled background information on topics of interest
- Taskforce of staff and board prayed, processed, and discerned direction



# Love INC Strategic Plan

2023-2026

Building on past progress, we believe there is fertile ground to **accelerate our mission.**

Unleashing the potential, talent, and commitment of Love INC leaders across the country, we seek a **thriving Love INC Movement.**

As a unifier and amplifier of local church outreach, we are uniquely positioned to **listen, innovate, and partner with local churches to see them flourish** in communities where compassionate care is most needed today.



# Love INC Strategic Plan

2023-2026

Our main initiatives, with supporting objectives and key results.



**Mission  
Acceleration**



**Thriving  
Movement**

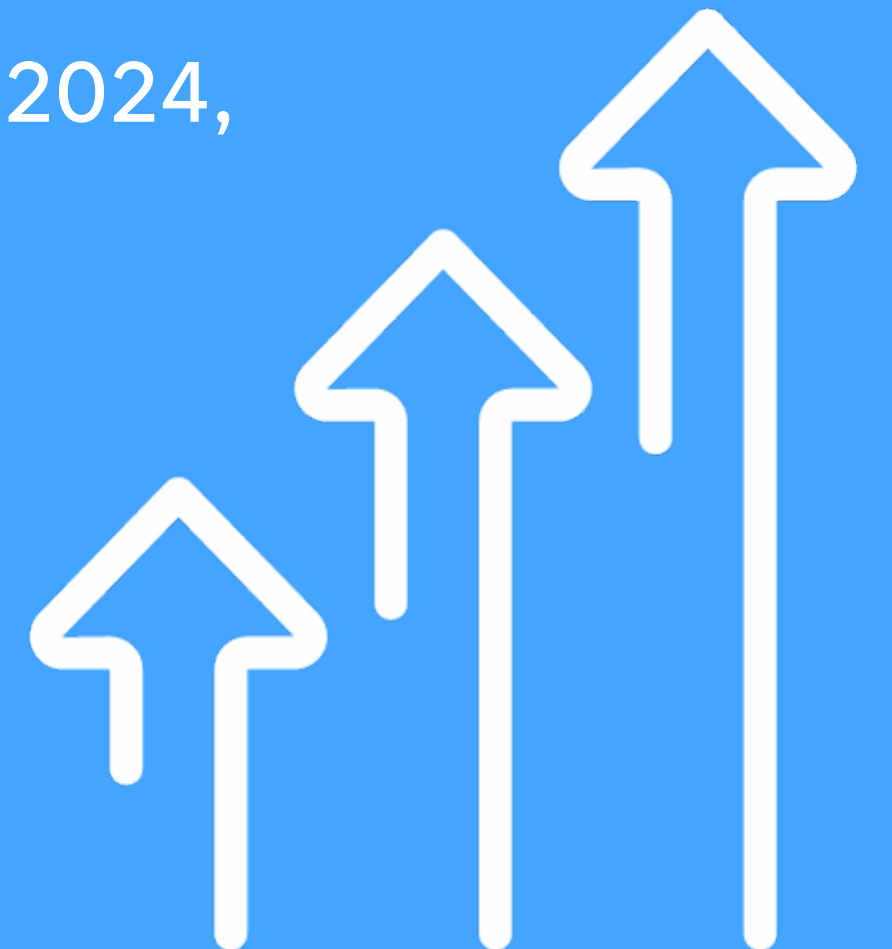


**Flourishing  
Church**

# Mission Acceleration

## Prayer

- Mobilize and support a Love INC Movement monthly prayer team
- Promote two Love INC Movement prayer events per year
- Review and modify all core training materials (modes of ministry and roles) for enhanced prayer integration. Review to be done by June 2024, modifications to be done by December 2025.



# Mission Acceleration

## Tell Our Story and Impact Well

- Refine Love INC National and Love INC Movement mission impact metrics for approval by the board by October 2024. Mission metrics tracked at least annually thereafter, quarterly where possible.
- Increase Love INC brand awareness across United States by the end of 2026:
  - *Grow prospective leads for Developing New Affiliates by obtaining a 3x increase in Start A Love INC webpage visits.*
  - *Grow prospective donor leads—by building our email list up to 5000 recipients.*





# Mission Acceleration

## Tell Our Story and Impact Well

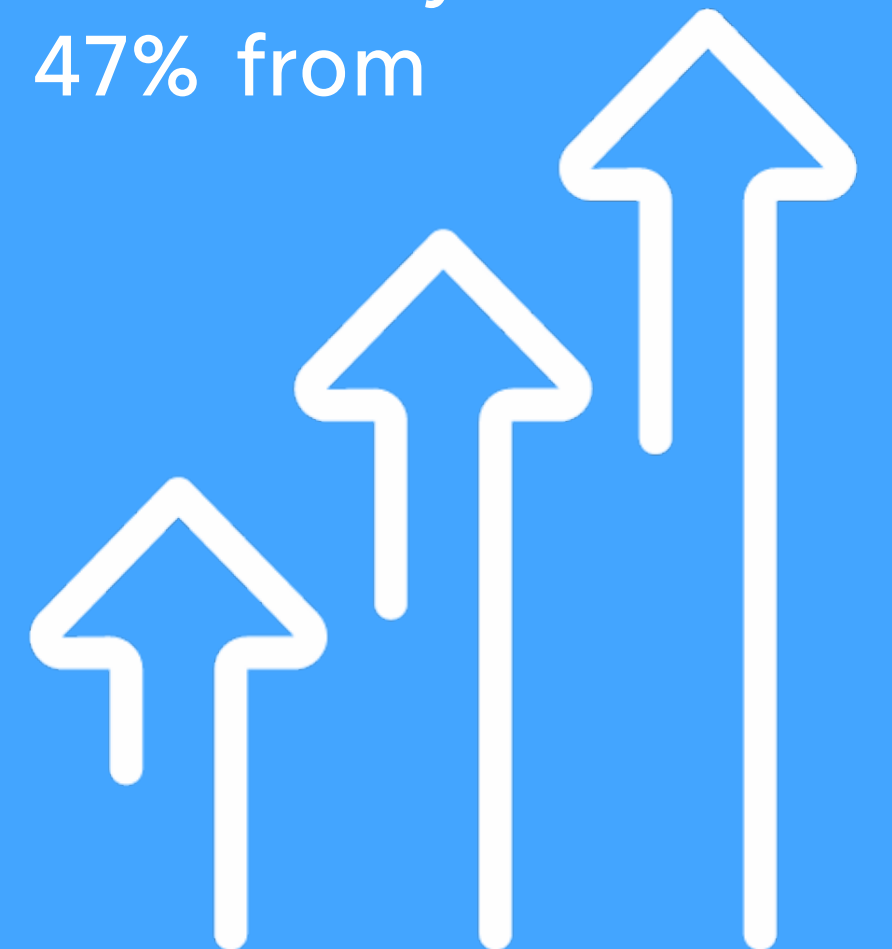
- Resource affiliates to share the mission and impact of Love INC through the creation of 4 videos, one per year 2023-2026.



# Mission Acceleration

## Increase Funding

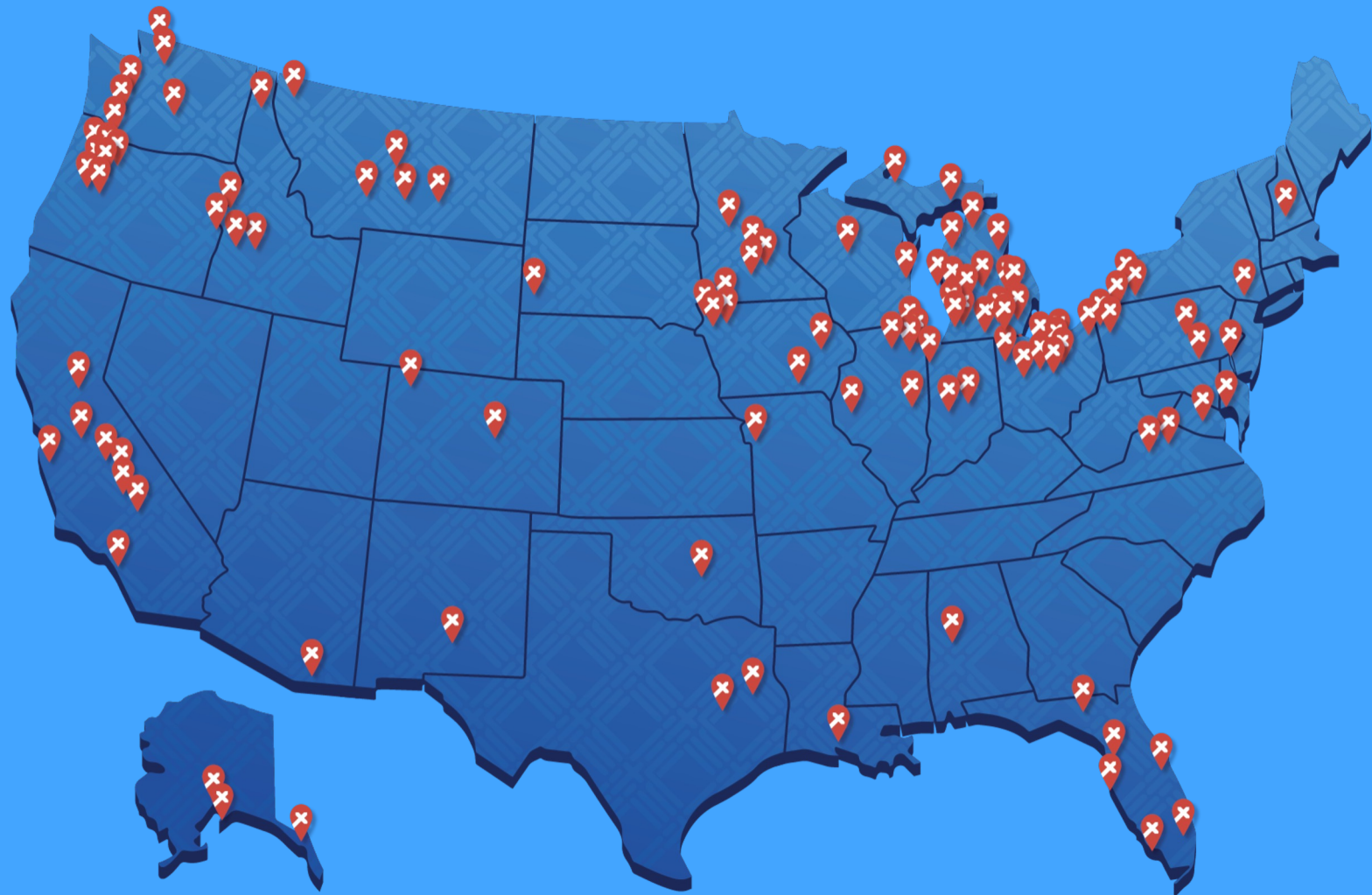
- Increase total investment in the Love INC Movement by 10% annually (2024/2025 and 2025/2026).
- Increase external investment in Love INC National to \$350,000 annually by fiscal end of June 2027 (an average annual growth rate of 47% from 2023).



# Mission Acceleration

## Expanding Our Footprint

Open 27 new affiliates by the end of 2026.



# Mission Acceleration

We desire to follow God's leading, communicate our impact well, and invite others to join and support the ministry.



## **Prayer**

(Prayer Team,  
Prayer Events,  
Prayer Throughout  
Training)



## **Telling Our Story**

(Metrics, Brand  
Awareness,  
Love INC videos)



## **Increase Funding**

(Focus on Affiliate  
and National  
Funding)



## **Expand Our Footprint**

27 new affiliates

# Thriving Movement

## Pursuit of Excellence

By December 2026, 60% of our affiliates will meet our “Pursuit of Excellence” Certification.



# Thriving Movement

## Executive Director Support

Maximize support and connectedness of Executive Directors to help extend their tenure to at least 5 years of service and beyond.

## Health Benefit Options

To help recruit, support, and retain Love INC affiliate leadership, Love INC National will identify healthcare benefit options by December 2024 to be launched by January 2026.



# Thriving Movement

## Innovation and Technology

Listen to various stakeholders to scope and discern opportunities to enhance our ministry modes via technology or other innovations by June 2025.



# Thriving Movement

We seek to maximize Executive Director support and connectedness to achieve enhanced mission delivery.



## Pursuit of Excellence

Support affiliates to achieve “Pursuit of Excellence” Certification



## Exec Director Support

Increase support to help increase tenure to 5 years



## Health Benefit Options

Identify options by Dec 2024 for 2026 launch



## Innovation + Technology

Scope and discern IT solutions to enhance our ministry modes



# Flourishing Church

## Church Listening

Increase focus on understanding our primary stakeholder, local churches, by completing a National-led church listening effort with summary report by December 2025.



# Flourishing Church

## Increase the Number of Mobilized Churches

Grow the overall annual number of churches mobilized by 10% from 2022 to December 2026.

## Increase Volunteer Engagement

Increase the annual number of volunteers engaged by 15% from 2022 to December 2026.



# Flourishing Church

We are committed to leading the Love INC Movement in listening well to churches and discovering ways to increase church and volunteer engagement.



## **Church Listening**

National-led effort to foster learning and engagement



## **Mobilized Churches**

Increase number of mobilized churches



## **Volunteer Engagement**

Increase the number of engaged volunteers

# Mission Acceleration



**Prayer**



**Telling Our Story**



**Increase Funding**



**Expand Our Footprint**

# Thriving Movement



**Standard of Excellence**



**Exec Dir Support**



**Health Benefit Options**



**Innovation + Technology**

# Flourishing Church



**Church Listening**



**Mobilize Churches**



**Volunteer Engagement**



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