

**Medical Ambassadors International (MAI)**

**STRATEGIC PLAN 2020-2021**

Scope (Span of Influence)		Purpose (reason for existence)
8 Regions worldwide & Specialized CHE interventions		To serve God through using and teaching Community Health Evangelism (CHE), and enable wholistic transformation for the Glory of God.
Mission (purpose with goal)		Vision (future state)
Equipping Vulnerable Communities through Christ-centered Health and Development - <i>Healing Lives... Transforming Communities</i>		MAI envisions a world of thriving communities where people experience <u>reconciliation</u> of broken relationships, <u>restoration</u> of hope and health, and <u>dignity</u> through following Jesus.
Opportunities	Strategies (What to do)	Tactics (How to do it)
1. God uses physical and spiritual development to empower each other.	1. Strengthen the balance between physical and spiritual development in all CHE programs MAI manages or helps to guide.	1a. Promote wholistic transformation through CHE 1b. Identify model communities demonstrating strong integration 1c. Identify key factors/good practices that support integration
2. Connecting/ Cooperating with partners glorifies God and grows his kingdom more quickly.	2. Prioritize expanding the kingdom of God through helping partners succeed, and learning from them in return.	2a. Assist others with planning and empowering regional and area councils 2b. Consult for and train other organizations interested in CHE/NT (churches, schools in US, Canada & internationally) through MAI-Academy 2c. Develop relationships with like-minded networks/orgs to learn from emerging movements/strategies 2d. Develop strategic partnerships with Conglomerate networks
3. Describe CHE / MAI's role more clearly and quickly to Increase MAI's support and influence	3. Clarify MAI identity in an inspiring and succinct new way	3a. Explore, define and articulate- 'why does MAI exist?' (done with TBG- The Barnabas Group, CEC- Calvin Edwards Company and ROIM listing for 2018, 2019, 2020) 3b. Measure and revise MAI social media efforts as necessary to improve impact. (Harvest Media/Click nonProfit) 3c. Measure MAI worldwide impact per dollar spent (ROIM -3rd party assessments)
4. Attention to MAI staff's needs will enhance belonging and prevent burn-out	4. Maximize member health, satisfaction, and effectiveness through consistent caring practices	4a. Strengthen communication between field and home office  4b. Fund counseling/resilience building as appropriate  4c. Develop staff through MAI Academy 4d. Learn from member care models in other groups

<b>MAI Core Principles (beliefs, abbreviated)</b>	
1) <b>Prayer:</b> Aligns us with God's plans and power	
2) <b>Discipleship:</b> As Jesus commissioned us	
3) <b>Respect:</b> Value all people as God does	
4) <b>Focus:</b> On the vulnerable and marginalized	
5) <b>CHE:</b> Implement and improve - by CHE core values	
6) <b>Collaboration:</b> With other CHE organizations	
7) <b>Integrity:</b> Committed to high integrity service	
8) <b>Dependence on God:</b> For wisdom, direction, power, and resources	
<b>Owner</b>	<b>Milestones</b>
Global Coordinator and RCs	Continue to ID best practices /communities
	Identify CHE champions & tell their stories
	CQI of strategies that work-ongoing
	Continue M&E of new programs-ongoing
	Track progress of CHE growth project
Global Coordinator and RCs	Enhanced regional/area councils Plans each region - (ongoing)
President, Glob C, and Dean -MAI-A	Training - ongoing Pilot at least 2 institutional partnerships
President, Glob C, and RCs	continue to explore new partnerships Partnerships to pursue - ongoing. Formal partnership being explored
President	ROIM ministry certification by CEC Reports at each board meeting Ongoing refining of message
	Annual growth of 10-15% per year from 2018-2020. Feasibility study for Capital campaign to determine significant growth in 2021-2023
President/Global Coordinator & HR manager	Schedule regular contacts each RC & improve technology - Done, improvements continue.
	Funding provision for staff training at HO and others through MAI-A
	Discuss/study others/Make plan - May 2018/9
	Integrated plan in place - ongoing

Updated 03-15-2021