

North American Goals for 2021

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From our recent leadership meeting:

True Mother will return to American in December

Our next Rally of Hope will be in early December.



Nat'l 2021 Goals - Areas of Focus
A healthy & hopeful Heavenly USA

1. 10%+ increase in Active Members, Donors & Leaders
2. 400+ singles preparing for the Blessing
3. 1200+ Couples completing 43 Day
4. 144,000+ introduced to the Blessing
5. Support towards a Heavenly Unified Korea



1. 10%+ increase in Active Members, Donors, Leaders

PROJECTS

Re-engage Disconnected / Resting Members

- Confirm data of active membership
- Organize inactive members into target groups
- Set up strategic teams for each target group to re engage them over next 3~4 months

Inspire next generation to donate

Set up exceptional leadership training program



2. 400+ singles preparing for the Blessing

Engaging 1st & 2nd Gen singles with Blessing education

- Ilshim program for middle school youth
- Devoted program for high school youth
- Blessing level 1 workshops for young adults
- GPA members attending whole "Be fruitful" program
- CARP intro the Blessing to all single members/guests
- YCLC going through 43 Day Purity Devotion



3. 1200+ Couples completing 43 Day

Multiple approaches to get couples started on their 43Day

- CB Inductees focus on their core 43 thru local church programs
- Clergy & Christians through ACLC TFV, Pastor Summits & mega church outreach
- Ethnic groups through Ethnic Leadership Summits
- Civic leaders through UPF Vision for Peace
- Women leaders through WFWP Cornerstone for Peace



4. 144,000+ introduced to the Blessing

Video campaign introducing the Blessing

- Create series of video shorts introducing the Blessing
- Empower members to post on FB & engage their friends
- Work w/mega-church pastors and influencers to share with their followers and host their own watch party





5. Support towards a Heavenly Unified Korea

Increase awareness & support for a Heavenly Unified Korea

- UPF & WFWP info webinars
- YCLC trips to Korea
- YSP Peace Projects

