



“Accomplishing the Mission - Extending the Reach”

Senior Leadership Planning Conference

20-24 January 2010 – Big Sandy, Texas



First Off - Thanks!

- For your **energy** – to stay in the battle, to accomplish the tasks, and to fight for fathers and sons
- For your **commitment** – to your family, to me, to ALERT Cadet, and to the fathers and sons we serve
- For your **creativity** – to share ideas, best practices, and better ways to use the resources God has provided
- For your **sacrifice** – of time, family, and personal resources in support of this ministry
- For your **support** – of Sue, our family, and me; your encouragement keeps us strong in this battle



Theme for Our Meeting

- “Strong to Overcome” – 1 John 2:14-16
 - Little Children – need to know God and establish a personal relationship with Him
 - Young Men – are involved in spiritual warfare and defeating the enemy
 - Fathers – must have intimacy with God to lead our families well
- This is the “Law of Process” in action. Men (and organizations) are not built in a day, but daily.

We must never forget that it is God who directs the steps



Purposes for Our Meeting - 1

- “Accomplishing the Mission”
 - Share, and take energy from, what God accomplished in 2009
 - Rejoice in God’s faithfulness to provide people and resources for the mission
 - Look critically at what went well and... not so well in 2009
 - Define what is necessary to maintain a strong core at the center of the ministry
 - We are no longer a “start-up” ministry but ready to move boldly forward

2009 was a great year of progress!



Purposes for Our Meeting - 2

- “Extending the Reach”
 - What is required to “reach the next level” with ALERT Cadet?
 - What does the “next level” look like, and what are we passionate about?
 - To whom should we take this ministry to maximize the impact?
 - Do we have the right resources and enough of them to get the job done?

We will think both strategically and tactically!



What Will Success Look Like?

- Relationally...
 - Bonded as a leadership team
 - Know what we will do to mentor those under our care
 - United as a family around a clear “family ministry” in ALERT Cadet
 - Moving to knit together all active ALERT Cadet members
- Honest evaluation of...
 - Our activities for effectiveness
 - Our people for areas of excellence and improvement
 - The organization for growth potential and problems
- Clarity regarding...
 - “Hedgehog Concept” as it relates to ALERT Cadet
 - Metrics to measure accomplishment of the vision
 - Resource drivers/providers to reach the goals
 - Implementation steps to broaden the reach and to maintain the core

These are the measures for our meeting

The ALERT Cadet Vision and Mission



- **Vision - Tells Who, What, and Why**
 - *“Assisting fathers...*
 - *... to win and keep the hearts...*
 - *... of their 8 to 17-year-old sons.”*
- **Mission - Tells How to Accomplish the Vision**
 - **Develop tools and activities** (programs, activities, training, and materials) and **provide a structure** to accomplish the ALERT Cadet vision.
 - **Encourage and train a network** of like-minded fathers who can and will assist other fathers.
 - **Give fathers worthy goals for their sons**, including a heart for service to God, His people, and those in need.

We are guided by a consistent vision and mission

The ALERT Cadet Guiding Principles



- **Evaluate** all decisions in light of Scriptural principles
- **Focus** on changing people's lives, not on developing or administering a program
- **Run** at the pace of God-provided resources (people, talent, and money)
- **Maintain** a 100% volunteer (either self-supporting or donor supported), distributed organization
- **Utilize** best-in-class and best available technology to get the job done efficiently
- **Plan** for the future and allow God to direct the individual steps and timing
- **Administer** the program centrally but allow local implementation and adaptation

These principles provide clarity in day-to-day decision making



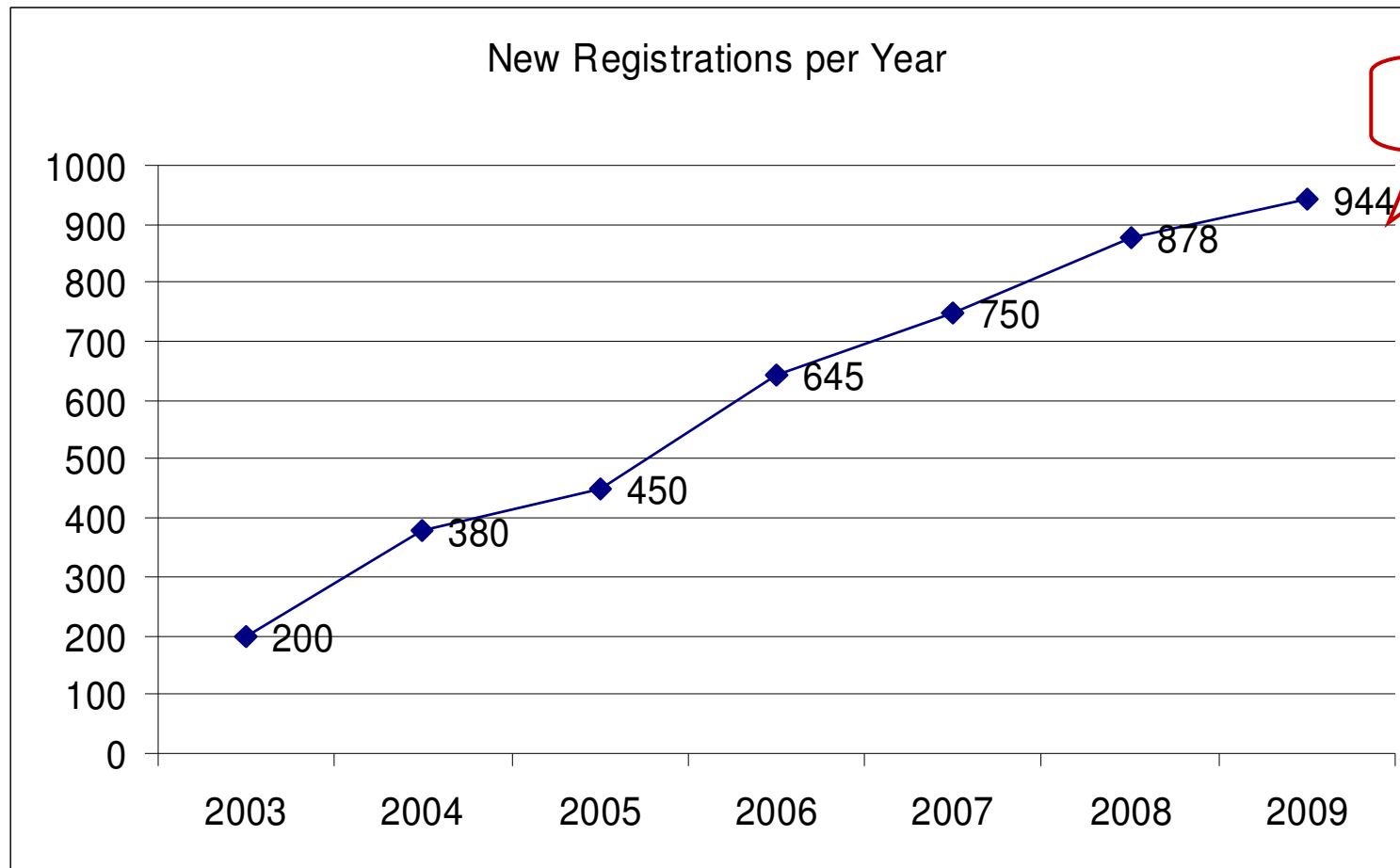
2009 in Numbers

■ Getting the Word Out

- 38 – Number of homeschool book fairs and conferences attended
- 18 – Number of workshops and speaking engagements for ALERT Cadet and ALERT leadership
- 2 – Number of videos produced (Book Fair and Leadership Training)
- 11,000 – Number of ALERT Cadet brochures distributed
- 1,300 – Number of *Welcome to ALERT Cadet* booklets distributed
- 944 – Number of new members in ALERT Cadet
- >33% - Number of new members not affiliated with IBLP/ATI
- 9 – Number of new units chartered; 6 new units in progress

45% of new members in 2009 heard about us at book fairs

ALERT Cadet – New Registrations

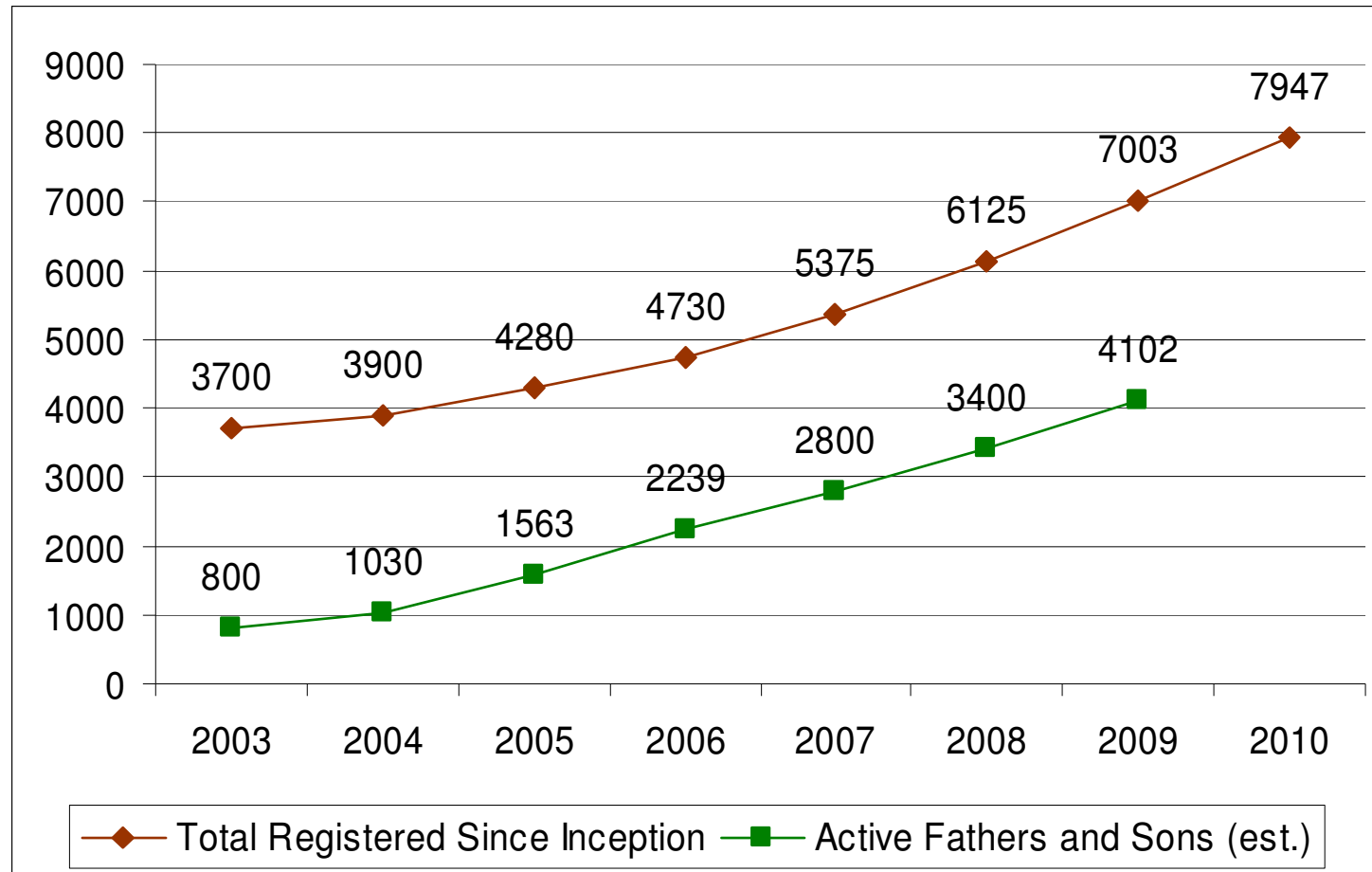


WOW!

30% per year compound growth in new registrations!



ALERT Cadet – Total Members



God continues bringing fathers and sons



2009 in Numbers

- **Program Development**
 - **13** – Number of regional, high adventure, and leadership camps
 - **3** – Number of new curriculum sets completed (*Basic Training Manual 7th Ed.*, *Novice Handbook 2nd Ed.*, *Servant Handbook*)
 - **3** – Number of languages ALERT Cadet curriculum is available in (Spanish, Indonesian, and English)
 - **5** – Number of countries with active ALERT Cadet units (Indonesia, Malaysia, Singapore, Mexico, and USA)
 - **3** – Number of leader training manuals and videos produced (*Senior Leadership Manual*, *Leadership Manual*, *New Unit Leader Training Video*)

ALERT Cadet is now a mature program



2009 in Numbers

■ Program Statistics

- 17 – Number of ALERT Cadet Senior Leaders
- 16 – Number of volunteers serving at least one month
- \$50,000 – Total sales from the ALERT Cadet store
- 697 – Number of orders processed by ALERT Cadet
- \$160,000 – Total ALERT Cadet annual budget
- 0 – Number of paid ALERT Cadet staff

God has provided the resources to get the job done.

ALERT Cadet Finances



All data in thousands

	2008 Financials	2009 Financials
Income		
Fees	107	99
Gifts	33	39
Retails Sales	43	23
Total	183	162
Expense		
Operating	113	116
Retail Purchases	38	6
Total	151	122
Net Income	32	40

Fixed cost fees paid to IAA – \$30 - 35 per year

Paying our bills – must increase our donor base to fund expansion

We Chart Progress in Six Strategic Areas

By 2013, God willing, ALERT Cadet will be...



- Externally
 - **Thriving** (growing, expanding)
 - **Impacting** (accomplishing the vision)
 - **Recognized** (outside of its traditional circles)
- Internally
 - **Organized** (field and HQ staff, volunteers, replacements)
 - **Mature** (curriculum, supporting materials, activities, website, operations, SOPs)
 - With **resources** (funding, facilities, inventories) available to accomplish its goals.

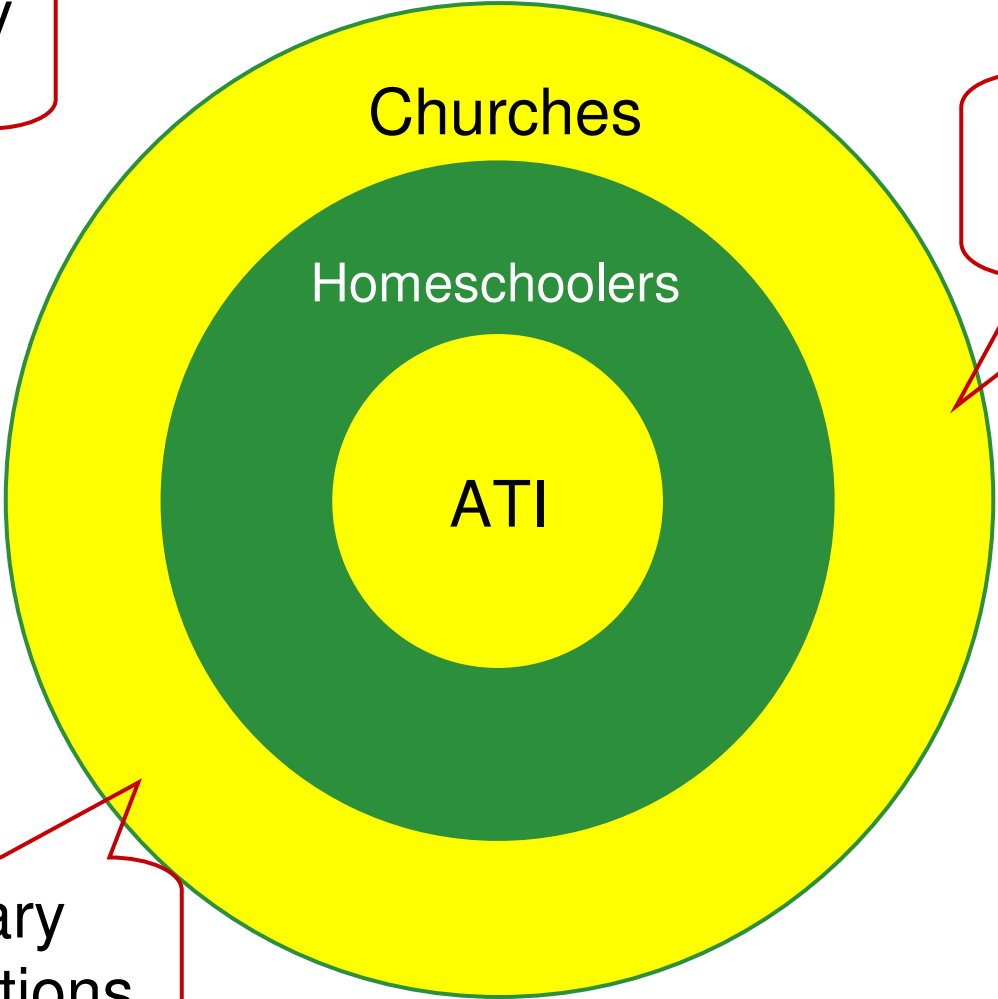
Significant progress made; more work to do in 2010!

Our Target Groups



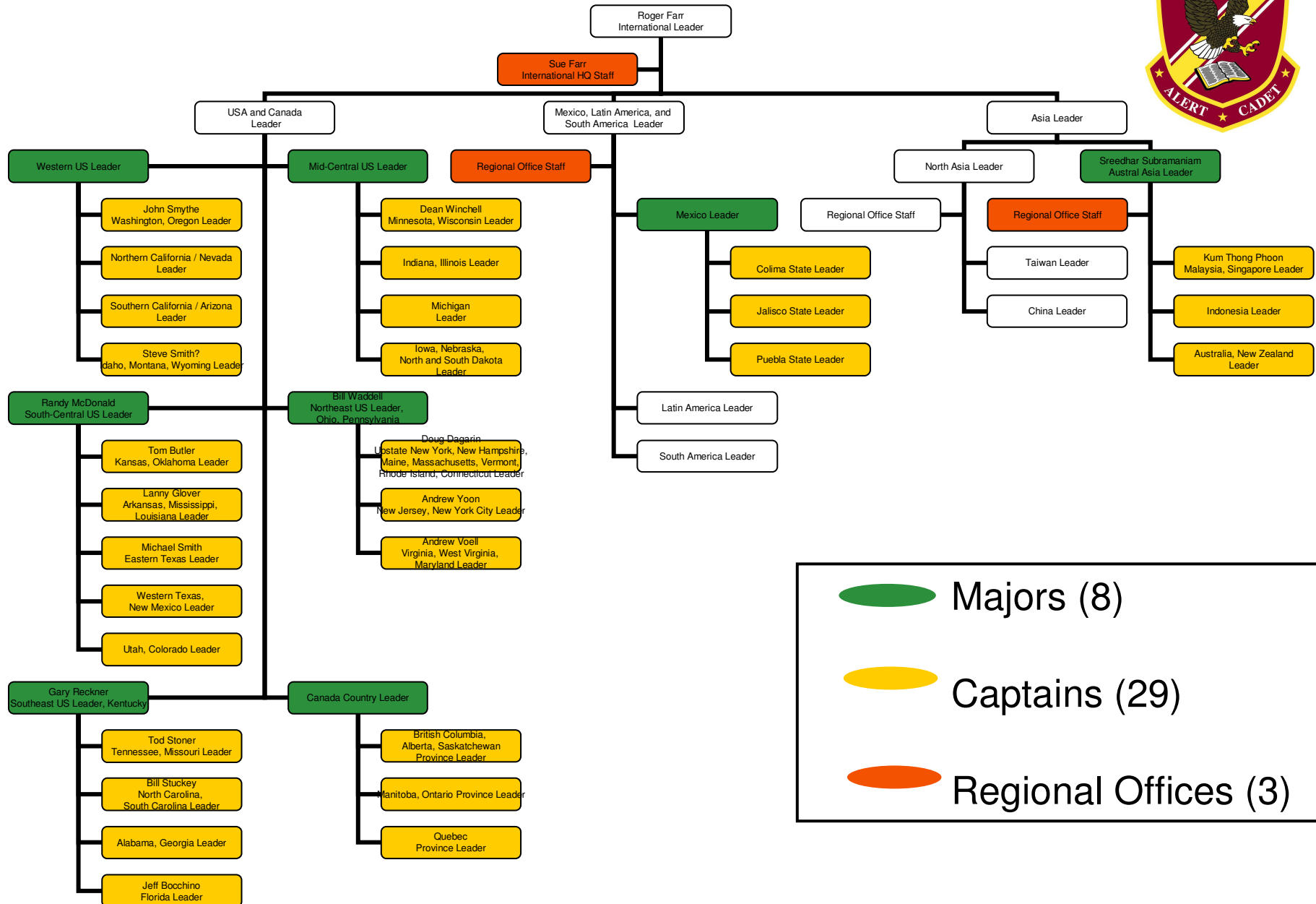
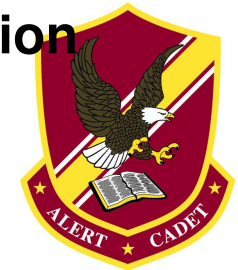
Christianity
at Large




Father
Networks



Military
Installations

2010 (and beyond) ALERT Cadet Senior Leadership Organization



 Majors (8)
 Captains (29)
 Regional Offices (3)

2010 Plans in Our Six Strategic Areas



- **Thriving** – Begin to actively introduce ALERT Cadet into churches; continue international expansion in Mexico, South East Asia, New Zealand, and Australia
- **Impacting** – Begin member father surveys and individual unit metrics to determine present effectiveness and future direction
- **Recognized** – Increase bookfair presence from 38 to 43; continue writing for homeschool magazines and web sites; increase speaking engagements; seek opportunities to present in churches
- **Organization** – Nominate and promote new senior leadership; develop these leaders with formal mentoring programs; continue to train and empower longer-term volunteers
- **Mature** – Maintain the gains of 2009 with changing staff; reproduce internationally
- **Resources** – Open regional offices; incorporate ALERT Cadet in all countries where it does business; implement new database software to allow access and record keeping by regional offices and individual members; actively solicit donors and make the vision known to them.

ALERT Cadet – a growing, thriving, and reproducing ministry!



What is God Teaching Me?

- Continue to grow/develop
 - Physical - Caleb at 85; strength and endurance
 - Skills – leadership, mentoring, computers, and people
 - Faith – seeing God at work in the Scriptures and in the lives of people
- Time – my most precious resource; invest it, don't spend it!
- People/Leadership – how to best influence and build godly principles into the lives of others – my family included
- Placement – my time in history, my job to accomplish, my role to fill
- I'm in the right place to accomplish the task of ALERT Cadet and to fulfill the ministry in my heart – (and Sue agrees with me!)



**“Accomplishing the Mission,
Extending the Reach”**