

We believe that the current turmoil in our nation and world make NCMM more crucial than ever. Men are asking questions today that they were not asking two years ago, and that they may not be asking two years from now.

The members of NCMM are uniquely positioned to assist churches in reaching and discipling these men. We cannot miss this opportunity to see God bring revival to the hearts of men.

Ministry Mission

Equipping NCMM's members to help every church build a vibrant discipling ministry with men.

Ministry Members

NCMM is a coalition of ministering organizations and individuals committed to the mission of NCMM. This includes:

- Parachurch ministries with a focus on men
- Denominations
- Churches (likely with a regional focus)
- Speakers and authors
- Regional coalitions

Ministry Strategy

Our strategy to achieve this mission is built upon four core initiatives:

- **Connection.** NCMM will foster points of connection between its members and churches.
- **Incubation.** NCMM will serve as an incubator to develop emerging ministries.
- **Resources.** NCMM will facilitate faster access to member resources.
- **Visibility.** NCMM will become the voice of ministry to men, raising awareness to the need to disciple and mobilize men.

Challenges

We must address the following challenges:

- Our strategy over the last few years has been unclear and it may be a challenge to create immediate alignment with a new direction.
- We have little funding from which to mobilize significant resources.
- We rely largely on a volunteer network to accomplish our objectives.
- We have had some internal confusion about our identity and operating model.

Steps Taken So Far...

To overcome these obstacles and move toward our mission, we have achieved the following objectives:

- Create clarity around organizational decision making through the appointment of a Board of Directors and Executive Team.
- Board appointed Interim President. David Delk was named in June 2008.
- Reduced headquarter expenses by utilizing Man in the Mirror's staff and space.
- Communication channels were expanded up with NCMM constituents via email, Town Hall teleconferences, survey, and video.
- Began evaluating three different models of ministry structure for the new President and Executive Director.

2009 Objectives...

In 2009, we will:

- Foster the input of new leadership voices by redesigning our Steering Committee structure into a Leadership Team. The goal of this team will be to do the work necessary to carry out various strategic and operational efforts.
- Articulate and clearly communicate member benefits and create a membership fee model commensurate to member organization size.
- Continue to increase **connection** and **value** to members through regular communications channels such as email and teleconference.
- Retain current members and grow membership base for the future.
- Assist in incubating additional new ministries to men across the country.
- Design and implement a recruiting and funding plan for a new President and/or Executive Director.
- Increase the visibility of NCMM as a national champion and source of resources for church based ministry to and through men.

Critical Success Factors

Some of the critical success factors include:

- Members believe that we can accomplish more together than we can alone
- Ministry members commit to work plan
- Strong communications vehicles; coalition e-zine
- Adequate funding