

“Attempt something so great for God
it’s doomed to failure unless God be in it.”



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STRATEGIC PLAN

A BIBLICALLY BASED STRATEGY TO
DOUBLE THE CHILDREN REACHED BY
CHILD EVANGELISM FELLOWSHIP®
IN THREE YEARS

MISSION STATEMENT

Child Evangelism Fellowship® is a Bible-centered, worldwide organization composed of born-again believers whose purpose is to evangelize boys and girls with the Gospel of the Lord Jesus Christ and to establish (disciple) them in the Word of God and in a local church for Christian living.



STRATEGIC PLANNING

is an organizational leadership activity used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended results, and assess and adjust the organization's direction in response to new opportunities.

It is **GOD'S STRATEGY** to display Himself for His glory to every human being through His creation.

PSALM 19:1-4

"The heavens declare the glory of God, and the sky above proclaims his handiwork. ²Day to day pours out speech, and night to night reveals knowledge. ³There is no speech, nor are there words, whose voice is not heard. ⁴Their voice goes out through all the earth, and their words to the end of the world..."

God has a **DEFINED STRATEGY** to communicate His plan of redemption. This Good News must be proclaimed with the spoken or written word.

ROMANS 10:13-15, 17

"For 'everyone who calls on the name of the Lord will be saved.' ¹⁴How then will they call on him in whom they have not believed? And how are they to believe in him of whom they have never heard? And how are they to hear without someone preaching? ¹⁵And how are they to preach unless they are sent?.... ¹⁷So faith comes from hearing, and hearing through the word of Christ."

PRIOR TO 1937, the founding date of *Child Evangelism Fellowship*®, God put on the heart of J. Irvin Overholtzer, that the Good News (Gospel) could be understood and received by a small child. In the years that followed, *CEF*® was established and within two years, the first missionaries were sent out to foreign lands. God burdened Mr. O with a passion for prayer. He asked God for an army of child evangelists who would one day encircle the globe. We are still reaping the benefits of his prayers.

IN 2006, God put on the hearts of *CEF* leadership a passion to carry out the Great Commission—the last command the Lord Jesus gave before returning to His Father in Heaven and the first command He gave to His church.

MATTHEW 28:18-20

"And Jesus came and said to them, 'All authority in heaven and on earth has been given to me. ¹⁹Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age."

After much prayer, *CEF* leadership put a strategy in place to establish ministry in every nation of the world. This was a task far beyond human ability. We stand in awe of the power and glory of God as He demonstrated His grace. In answer to the prayers of the *CEF* family, ministry was established in 67 remaining nations. Children and adults around the world are praying for the children in North Korea. A strategy is in place to go into 31 cities in North Korea the moment God answers our prayers and opens the Demilitarized Zone and allows the Good News to go in. What governments, politicians and military cannot do in North Korea, the prayers of children (and your prayers) will do. We believe God has blessed our desire to follow His direction. Now that we are working in so many harvest fields, we desperately need more laborers to bring in the harvest.

ASIA PACIFIC

2017 WORKERS: 659		
2017 CHILDREN REACHED: 2,708,634		
3-YEAR GOAL		
WORKER INCREASE	NEW CHILDREN REACHED*	
2019	36	147,968
2020	63	258,944
2021	81	332,928
MORE WORKERS*: 180 TOTAL WORKERS: 839		
TOTAL REACHED IN 2021: 3,448,473		

EAST & CENTRAL AFRICA

2017 WORKERS: 178		
2017 CHILDREN REACHED: 5,624,107		
3-YEAR GOAL		
WORKER INCREASE	NEW CHILDREN REACHED*	
2019	64	2,022,151
2020	112	3,538,764
2021	144	4,549,839
MORE WORKERS*: 320 TOTAL WORKERS: 498		
TOTAL REACHED IN 2021: 15,734,861		

WEST & CENTRAL AFRICA

2017 WORKERS: 239		
2017 CHILDREN REACHED: 1,896,335		
3-YEAR GOAL		
WORKER INCREASE	NEW CHILDREN REACHED*	
2019	50	396,723
2020	88	698,232
2021	112	888,659
MORE WORKERS*: 250 TOTAL WORKERS: 489		
TOTAL REACHED IN 2021: 3,879,949		

SOUTHERN AFRICA/ INDIAN OCEAN

2017 WORKERS: 173		
2017 CHILDREN REACHED: 1,916,717		
3-YEAR GOAL		
WORKER INCREASE	NEW CHILDREN REACHED*	
2019	32	354,537
2020	56	620,440
2021	72	797,709
MORE WORKERS*: 160 TOTAL WORKERS: 333		
TOTAL REACHED IN 2021: 3,689,403		

Int'l HQ

Children

124 22,878,335

130 27,316,111

140 35,086,106

152 45,067,214

BIG PLAN

REACHED IN 3 YEARS
N TO 45 MILLION
RKERS* IN 3 YEARS

- ▲ New children reached based on regional average in 2017
- ★ Net increase in workers
- ◆ Workers refers to those serving full time. There are also hundreds of thousands of volunteers.



IN THE FALL OF 2018, the Lord put on the hearts of CEF leadership the amazing truth, the undeniable reality, the absoluteness of Luke 10:2.

“Now after this the Lord appointed seventy others, and sent them in pairs ahead of Him to every city and place where He Himself was going to come. ²And He was saying to them, ‘The harvest is plentiful, but the laborers are few; therefore beseech the Lord of the harvest to send out laborers into His harvest.’”

LUKE 10:1-2, NASB

Now that God has planted the CEF flag in nearly every nation, the CEF laborers He has sent are not enough. He tells us how to solve this problem. He gives us **HIS PRAYER REQUEST**—God tells us to **pray earnestly**, to **beseech** Him, to **beg**, to **implore for more laborers**. Throughout the Gospel of Luke, we see examples of persistent, ongoing prayers, to the point of shameless persistence.

God gives clear instructions in verse 1—who is responsible to pray. It is the appointed and sent ones. That is the CEF family.

As the Holy Spirit opened our eyes to the absoluteness of this passage, God put it on our hearts to simply take Him at His Word and obey (adopt a biblically based strategy). ECFA President Dan Busby wrote in a letter dated January 7, 2019, “Hearing from God will trump strategic planning. Ministries are becoming more receptive to hearing from the Holy Spirit first and then using strategic planning to carry out God’s plan. But, first, we must master the discipline of stillness, lower the RPMs, and be aware of the gentle promptings of the Holy Spirit.”

That is why the six Culture Points of CEF are critically important to the future of this ministry. Each one causes our focus to be drawn to God and His Word for direction. In the letter referenced above, Dan Busby wrote, “Culture eats strategy for breakfast.”

CEF CULTURE POINTS:

- 1. Importance of godly leadership at every level
- 2. Importance of the spiritual welfare of our workers
- 3. Importance of prayer as our foundation

“It is not the work we do, the meetings we hold or the decisions we make that bring the greatest advances in the work; it is the time spent before the throne of God in prayer, in the name of our Lord Jesus Christ, that brings **POWER, LABORERS** and **RESOURCES** into the ministry.”

- 4. Importance of evangelizing children
- 5. Importance of a clear and biblical presentation of the Gospel
- 6. Importance of a commitment to excellence, for the glory of God

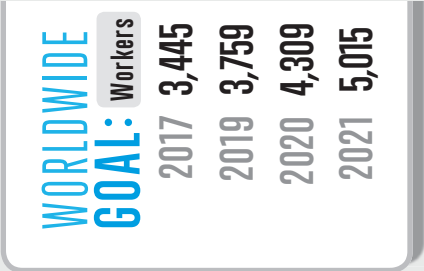
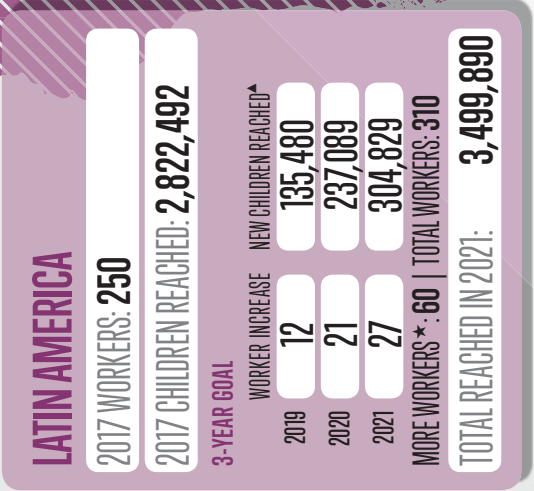
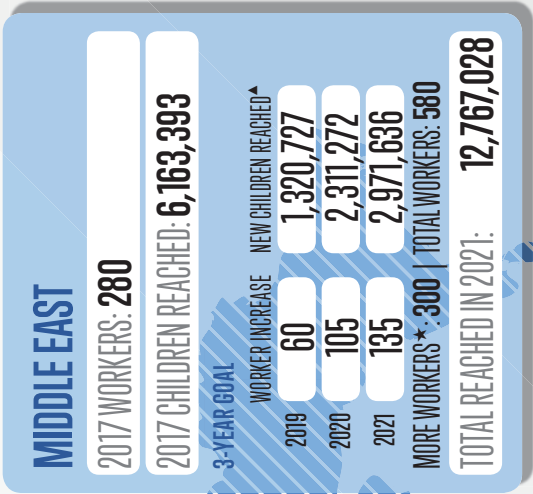
God is leading us with His vision. He has been opening nations. His harvest is plentiful. The fields are white unto harvest. The time is now. We are to beseech Him for laborers.

What does Scripture say about the laborers God will send?

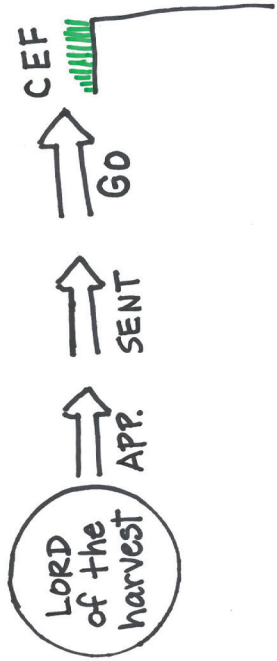
- 1. God has chosen them and will appoint them to their ministries.
- 2. God has gifted them with spiritual gifts to carry out their ministries.
- 3. God has prepared them (His workmanship) to do His good works.
- 4. God will send them out to bear fruit He produces.
- 5. God will supply their every need.



STRATEGIC
DOUBLING CHILDREN
FROM 22 MILLION
ADDING 1,600 WORKERS

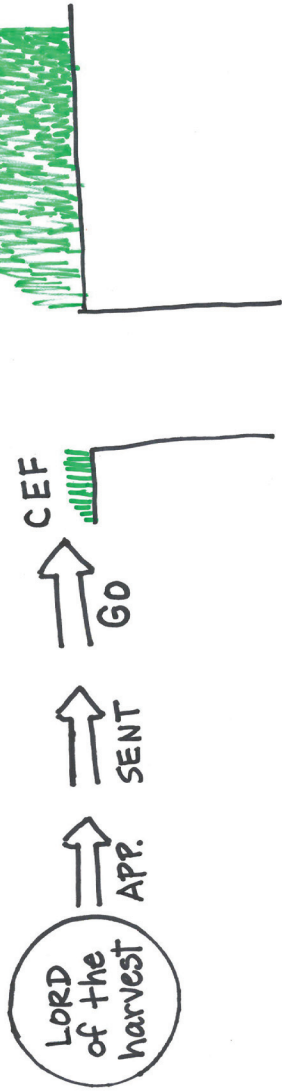


1



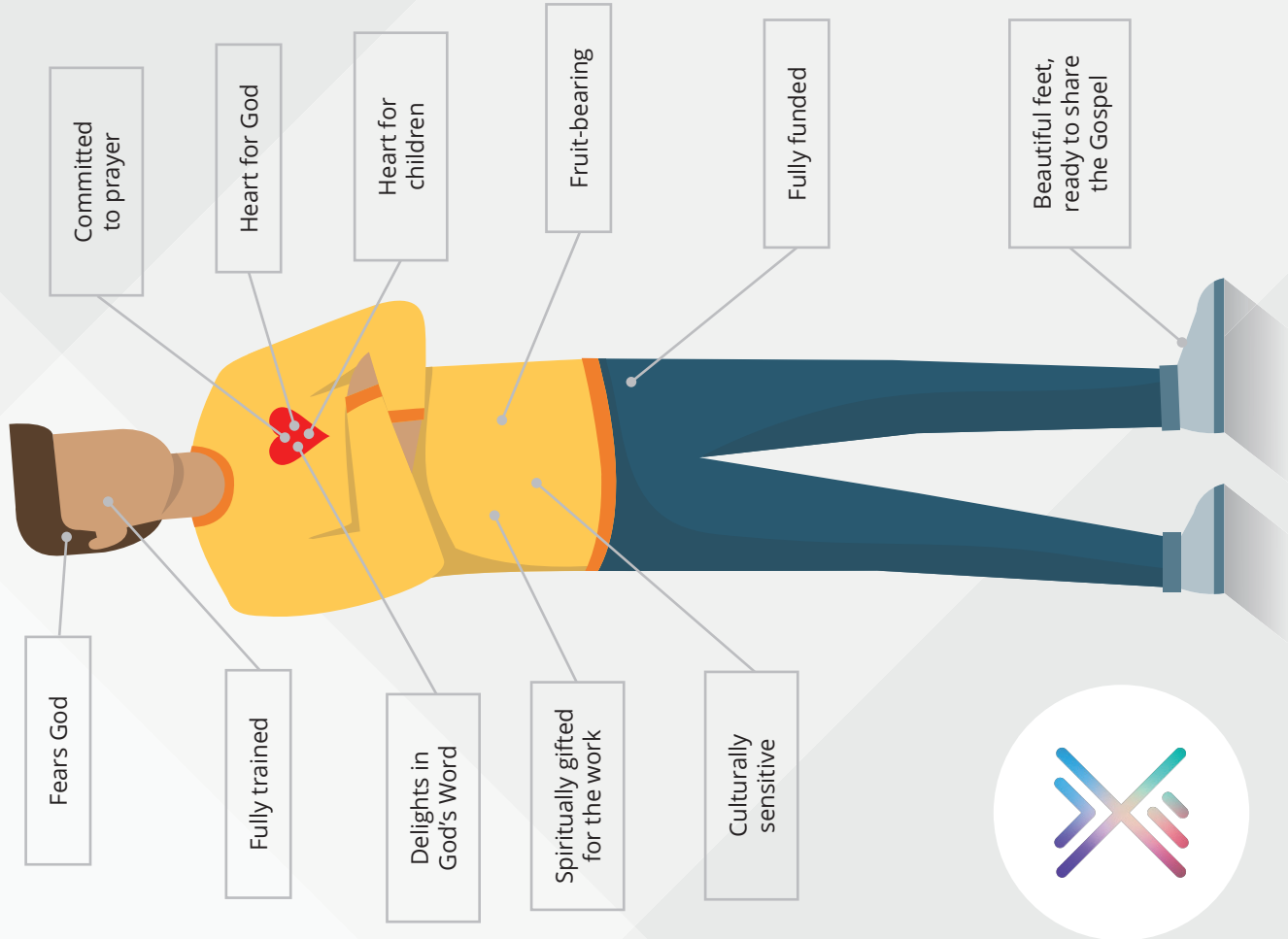
God has appointed you and sent you to go and bring in the harvest. You have obeyed.

2



"The harvest is plentiful, but the laborers are few...." You and I are just nibbling at the edge of the harvest.

A LUKE 10:2 WORKER



JOHN 15:16

"You did not choose me, but I chose you and appointed you that you should go and bear fruit and that your fruit should abide, so that whatever you ask the Father in my name, he may give it to you."

EPHESIANS 2:10

"For we are his workmanship, created in Christ Jesus for good works, which God prepared beforehand, that we should walk in them."

PHILIPPIANS 4:19

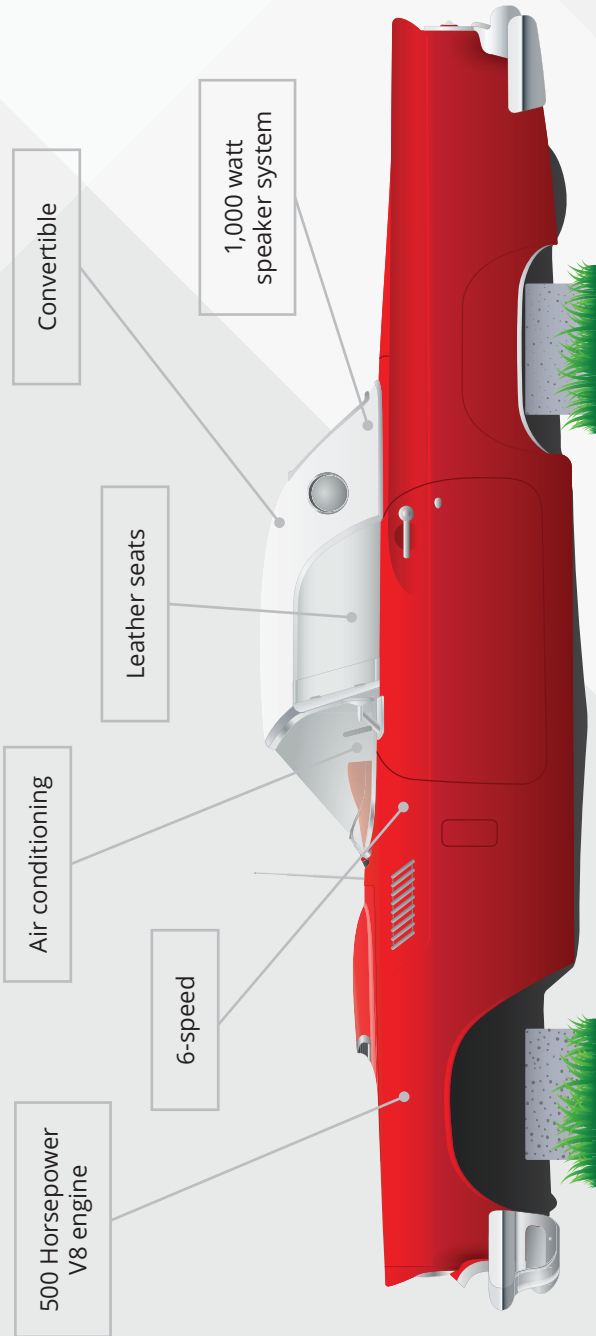
"And my God will supply every need of yours according to his riches in glory in Christ Jesus."



COMES WITH WHEELS!

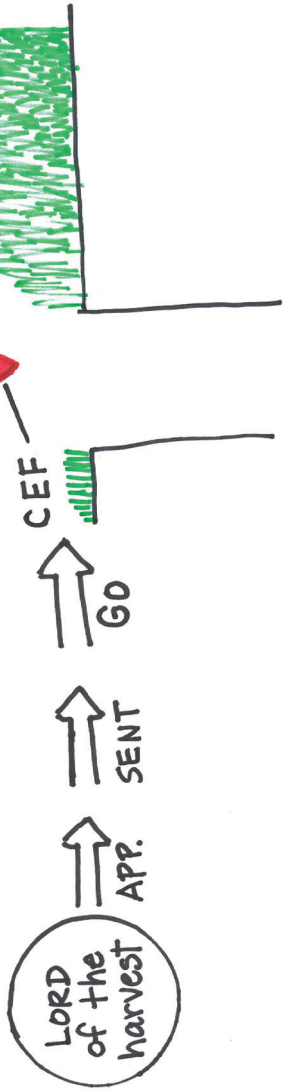
IMAGINE YOUR DREAM CAR

WITH ALL THE EXTRAS...



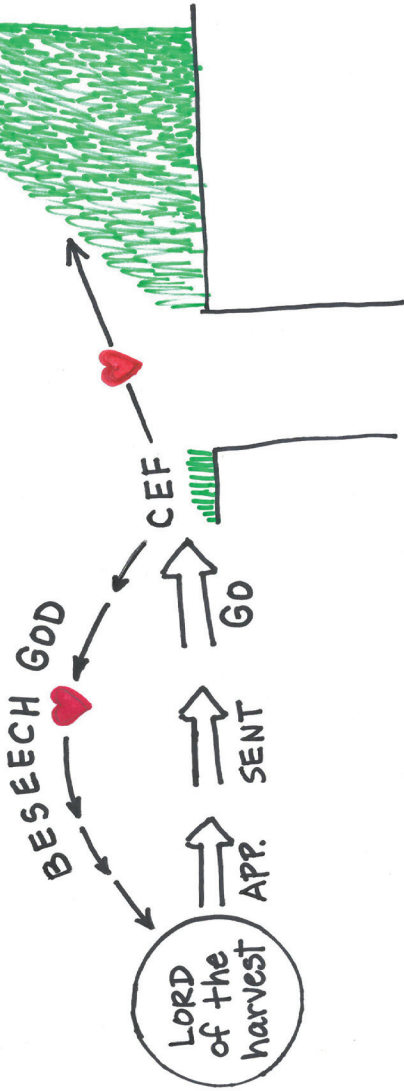
EXCEPT WITHOUT WHEELS!

3



We look up and see the great harvest. Our hearts go out to the unreachable. There are simply not enough of us. It is like a chasm keeping us from reaching the harvest.

4



The Lord gives you and me His solution to the problem. He commands us to beseech Him to send more laborers to bring in His harvest.



HOLY SPIRIT

ABUNDANT WORKERS

BESEECH GOD

LORD
of the
harvest

APP.

SENT

GO

CEF

