



CHRIST-CENTERED.EYECARE.MINISTRY.

Strategic Plan 2019-2022

(Updated March 1, 2020)

Our Mission

Creating a world where everybody sees better both physically and spiritually.

Mission Description

RPLF has a ministry of sharing God's love and the Gospel through the provision of education and free eye care. We believe that there is an inherent connection between physical health and spiritual well-being. It is our desire to use this ministry to connect individuals to the local church, through our service and prayers.

We also realize the power of Christ to sustain these efforts. RPLF partners with local health providers, spiritual leaders, and authorities to prepare and equip them to meet the ongoing needs of their community. Through education and training, both in clinical care and discipleship, we are leveraging our gifts that the love and compassion of God may be known in all the world.

Our Vision

To be the foremost Christ-centered eyecare ministry, focusing on physical and spiritual well-being throughout the world.

Our Purpose

To use our gifts to provide eyecare while fulfilling the call to share God's love.

Our Core Values

Bold Courage. We accept the risks and challenges of bringing eyecare and the Gospel to a world in need. Hebrews 13:5-6

Compassion. We show God's love, grace, and mercy through our interactions with others. Psalm 86:15

Excellence. We provide outstanding quality and the highest standard of care wherever we serve. Galatians 5:13-14

Faithfulness. We are committed to being obedient in following God's will to love others through the ministry of eyecare. Revelation 2:10

Servanthood. We are the hands, feet, and voice of Jesus Christ to the underserved throughout the world. Colossians 3:17

Integrity. We firmly adhere to the highest standards of personal actions, spiritual faithfulness, and professional ethics. Titus 2:7

Humility. We value others above ourselves to glorify our Father in Heaven. Philippians 2:3

Partnership. We build relationships on the foundation of God's Word and love for others. Acts 2:46-47. Not limited to: communities, mission organizations, ministries, schools, churches, local and national governments, health authorities, facilities, spiritual leaders, caregivers, prayer warriors, donors, industry and corporate entities, eyecare providers, friends, family, and teammates.

KEY STRATEGIC GOALS, OBJECTIVES & MEASURABLE RESULTS

1. Missions, Execution, Programs

- Identify locations for eyecare clinics and education programs that are renewable, and lead toward developing sustainable programs in the local community.
 - "Until All Can See" Santa Rosa, Peru (October 2020, + 2021?)
 - Student OD & Discipleship Mission - TBD (in 2021)
- Develop quality Continuing Education programs of excellence, using innovative approaches to content and delivery, which are affordable to local health care providers.
 - "Glaucoma/SLT & Discipleship Conference" Nigeria (Spring 2021)

2. Board Development & Governance

- Attract a highly qualified, diverse pool of applicants
 - Recruit at least 2 applicants annually (by March 2022)
 - Increase by 100% the number of non-caucasian board/staff members (by March 2022)

- Develop roles for new category members
 - Fill role of Student Liaison to each school (by October 2020)
 - KYCO
 - NECO
 - SCO
 - NOSA Liaison (by March 2021)

- SWOT Risk Management
 - Complete Necessary Policies and Procedures Documents
 - Board of Directors (first quarter 2020)
 - Operations (first quarter 2020)
 - Finance & Fundraising (first quarter 2020)
 - Branding, Communications & Media (first quarter 2020)
 - Secure Insurance Coverage
 - General Liability/ D&O (completed Feb 2020)
 - Professional Liability/ Abuse & Molestation Liability (completed Feb 2020)
 - Fiduciary Bond (completed Feb 2020)
 - Cyber Liability (pending first quarter 2020)
 - Property & Workers Comp (not currently required)

3. Responsible Stewardship

- Proper stewardship requires faithful utilization of all one's resources. From receipt, to management, to the giving back, RPLF pledges responsibility, accountability, and transparency. RPLF looks to identify existing and new revenue sources, implement programming to sustain these sources, and to steward them responsibly.
 - Grants/ Matching Grants
 - Caring for Sight - L'Occitane (Feb 2020)
 - GoFundMe Charity (May 2020)
 - Kentucky Gives Day (April 15, 2020 2021 2022)
 - Practice related programs (2nd half 2020)
 - Dr. Give-A-Day
 - Patient Sharing/ Pay-It-Forward
 - #Giving Tuesday (Nov 2020, 2021, 2022)
 - #2020 Giveback Celebration (June 2020)
 - #Christmas In July (July 2020, 2021, 2022)

- Develop & Expand Sustainable Giving
 - Director Personal Contribution Policy (implemented)
 - CRM driven campaigns (begin April/May 2020)
 - Year End Campaign (fourth quarter 2020)

4. Affiliates & Visionaries

- Leverage new approaches to recruiting graduates, integrating new affiliates, and continuously assuring value to visionaries.
 - Recruitment/ Retention/ Engagement (second quarter 2020)
 - Former trip members
 - Graduating OD students
 - Web-based marketing
 - Increase & maintain presence at Optometry Schools (by October 2020)
 - Affiliate Chapters (with FCO)
 - Student Liaisons
 - KYCO, NECO
 - Establish connections at additional schools
- Develop Corporate Partnership & Sponsorship Programming (by Jan 2021)
 - Eyecare Space
 - Alcon/ Novartis
 - Lumenis
 - Ellex
 - Essilor
 - Others
 - Other Ministries
 - Christian Medical & Dental Association - FCO International
 - Abundant Life Church/ Jimmie M. Squires Ministries
 - Seeds of Love Missions
 - Kentucky Bible College
 - Others

5. Branding, Communications & Media

- Utilize new and existing technologies to increase awareness of RPLF, connect and communicate our message to potential visionary affiliates, and maintain relationships that lead to involvement and sustainable support.
 - Website RollOut (Mar-Apr 2020)
 - RPLF.org & RetPrayLoveFoundation.org (05/2019)
 - Client Relations Management (Mar-Apr 2020)
 - NeonCRM
 - MemberLeap
 - Others

- Social Media
 - #SpiritualCareSunday Vlogs by Pastor Horn (Jan 2020)
 - #birthdayblessings for visionaries (ongoing)
 - Weekly/Monthly Themes (ongoing)

6. Advocacy - Government and Corporate

- The mission of RPLF involves many stakeholders. Cooperation to the highest degree possible amongst these various groups will lead to the greatest success in completing the mission. RPLF seeks to promote communication and knowledge between all parties involved to facilitate a synergy of effort toward our success.
 - Identify Stakeholder Groups for Advocacy (2019 ongoing)
 - CMDA-FCO International
 - Optometry Schools
 - KYCO, NECO, Others
 - Ministry Groups
 - ALC-JMSM, Seeds of Love, KBC
 - National and Local Governments
 - Peru, Santa Rosa/Ancon
 - Nigeria, Lagos & Benue State
 - Acknowledge and Engage Other Opportunities
 - Academia
 - Corporate
 - Governmental
 - Eye Care Groups
 - Ministerial & Global Health Missions Groups