

Strong Marriages Florida 5 Year Campaign Plan Outline

Objectives and Goals:

- 1) Exponentially increase the number of couples receiving pre-marital preparation.
- 2) Strengthen existing marriages and provide help to restore crisis marriages.
- 3) Reduce the number of divorces in Florida by 10%.
- 4) Save taxpayers the costs of family fragmentation by over \$100 million annually.
- 5) Create community awareness and a positive culture of marriage which celebrates and respects the institution of marriage for the benefit of children, families and the common good of society.

Methods to Achieve Goals:

- 1) Heavily promote the Smart Marriages Conference in July 2009.
- 2) Pass the "Marriage Preparation Act" in the Florida Legislature to fund Community Marriage Initiatives.
- 3) Launch a Statewide "Pledge to Prepare" clergy press conference in all 10 major Florida media markets.
- 4) Identify leadership for and help create new 12 fully functioning Community Marriage Initiatives (CMI).
- 5) Train 10,000 Mentor Couples throughout the state of Florida.

Strategies:

- 1) Hire a full time, highly motivated state director with passion for the mission.
- 2) Utilize existing relationships with diverse churches from network of marriage amendment campaign.
- 3) Hold numerous pastors retreats with the primary goal of ministering to pastors and their wives.
- 4) Maximize use of traditional earned media to gather public awareness and support.
- 5) Utilize state of the art technology, social networking and viral marketing tools.
- 6) Intentionally develop CMI leadership in Black and Latino communities.
- 7) Commission OPPAGA Legislative study to analyze all available data on state of marriage and divorce.
- 8) Develop strategic relationships to explore common ground with potential opponents of effort such as the Florida Bar Family Law section, Domestic Violence Advocates and Feminist leaders.
- 9) Develop turn key front end operational systems to assist and expedite CMI creation. Ex: Non-profit IRS applications, grant writing, accounting procedures, website design and internal management of CMI.
- 10) Utilize *Live the Life, Inc.* and Richard Albertson as a model of what could be done statewide.
- 11) Creatively make the case to pastors for appoint and train marriage mentors in local churches.

Outline of Campaign Timeline:

2009- Launch public campaign; Promote Smart Marriages Conf; Locate and secure grant funding; Hire State Director; Identify and cultivate potential leadership for CMI's; Start inviting key pastors to marriage retreats.

2010- Extensive survey and study of church needs and existing programming; OPPAGA study completed, Marriage Prep Bill Passed; Deepen relationships with potential CMI leaders; Develop proprietary systems for turn key CMI creation; Extensive church and grassroots networking; Hold multiple Marriage mentor trainings.

2011- Launch "Pledge to Prepare" public press events statewide; Secure widespread commitment from pastors to "Fireproof" their churches with trained marriage mentors; Jump start CMI's in 5-6 cities; Continue marriage retreats for pastors and marriage mentor training; Add dedicated staff to train, network and administer start ups.

2012- Continue to assist and serve existing CMI's; Create minority led CMI's in Jacksonville, Tampa, Fort Lauderdale and Miami; Begin to study and track impact of campaign by county and region.

2013- Continue creation of CMI's; Utilize paid media to mainstream campaign and CMI work beyond the church community; Hold "Real Results" Victory Rallies in major regions of state; Ongoing mentor training.