

**A. CONTACT INFO**

|                                    |  |
|------------------------------------|--|
| <b>Ministry Name</b>               | Family Research Council                      |
| <b>CEO Name &amp; Title</b>        | Tony Perkins, President                      |
| <b>Primary Contact &amp; Title</b> | Gil Mertz, Regional Director of Development  |
| <b>Address, City, State, Zip</b>   | 801 G Street, NW, Washington, D.C., 20001    |
| <b>Phone</b>                       | 949-305-3681 or 202-393-2100                 |
| <b>Fax</b>                         | 202-393-2134                                 |
| <b>Email</b>                       | <a href="mailto:grm@frc.org">grm@frc.org</a> |
| <b>Website</b>                     | <a href="http://www.frc.org">www.frc.org</a> |

**B. KEY INFO**

|   |   |
|---|---|
| <b>Year Founded</b>   | 1983  |
| <b>Total Employees (FT &amp; PT)</b>  | 81  |
| <b>Total Volunteers</b>   | 10  |
| <b>Total Board Members</b>  | 9   |
| <b>Total Donors (last 24 months)</b>  | 41,123  |
| <b>Organizational Memberships</b>   | <input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org)<br><input type="checkbox"/> Christian Management Association (CMAonline.org)<br><input type="checkbox"/> Christian Stewardship Association (stewardship.org)<br><input type="checkbox"/> Other: _____ |
| <b>Is your IRS 990 form available for public inspection?</b>  | <input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No  |
| <b>Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?</b> | <input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> We will meet this standard by (date): _____  |

**C. FINANCIAL INFO** (per ECFA reporting categories – [www.ecfa.org](http://www.ecfa.org))

| (FRC's fiscal year runs from Oct. 1 – Sept. 30) | Last Fiscal Year Actual (FY07) | Current Fiscal Year Forecast (FY08) | Estimated Budget FY09 |
|---|--------------------------------|-------------------------------------|-----------------------|
| <b>INCOME</b>                                   |                                |                                     |                       |
| Donated Income                                  | \$11 million                   | \$14.0 million                      | \$13.2 million        |
| All Other Income                                | \$0.8 million                  | \$0.8 million                       | \$0.8 million         |
| <b>Total Income</b>                             | \$11.8 million                 | \$14.8 million                      | \$14.0 million        |
| <b>EXPENSE</b>                                  |                                |                                     |                       |
| Program Services                                | \$10.4 million                 | \$11.3 million                      | \$10.8 million        |
| General & Administrative                        | \$1.3 million                  | \$1.5 million                       | \$1.4 million         |
| Fundraising                                     | \$0.8 million                  | \$1.4 million                       | \$1.3 million         |
| <b>Total Expense</b>                            | \$12.5 million                 | \$14.2 million                      | \$13.5 million        |

**D. OUR "ELEVATOR SPEECH" (external)**

|  |  |
|--|--|
| <b>Brand Promise</b> (tagline)                             | Advancing Faith, Family and Freedom.   |
| <b>What do you do?</b> (50 words or less)                  | FRC is a <b>think tank</b> , demonstrating the vital link between the family and a healthy society. FRC <b>advocates pro-family policy</b> in Congress, the administration, courts and state legislatures. FRC <b>educates and mobilizes citizens</b> through pastors, churches, and print and broadcast media. FRC <b>develops future leaders</b> for long-term, cultural change. |
| <b>Key Endorsements</b> (names of people or organizations) | President Ronald Reagan; President George W. Bush; Dr. James Dobson; Dr. William Bennett; Senators Sam Brownback, John Ashcroft, John Cornyn, Rick Santorum, Jim DeMint, etc; Congressmen Roy Blunt, Mike Pence, Don Manzullo, Joe Pitts, etc.   |
| <b>Our "BHAG" (Big Holy Audacious Goal) is:</b>            | To restore the traditional family as the cornerstone of American society, to heal America's spiritual roots, and to protect the sanctity of life from conception to end.   |

**E. THE FIVE DRUCKER QUESTIONS (internal)**

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Ask* (leadertoleader.org)

|   |   |
|---|---|
| <b>1. What is our mission?</b>                    | Family Research Council (FRC) champions marriage and family as the foundation of civilization, the seedbed of virtue, and the wellspring of society. FRC shapes public debate and formulates public policy that values human life and upholds the institutions of marriage and the family. Believing that God is the author of life, liberty, and the family, FRC promotes the Judeo-Christian worldview as the basis for a just, free, and stable society. |
| <b>2. Who is our customer?</b>                    | <ul style="list-style-type: none"> <li>• Our PRIMARY customer is: The American family</li> <li>• Our SUPPORTING customers are: Legislators (national and state level), White House Administration officials, public policy experts, pastors, churches, students and the media</li> </ul>  |
| <b>3. What does the (PRIMARY) customer value?</b> | Protection of the traditional family, freedom to raise children and practice faith according to Judeo-Christian values, and restoration of public policy that respects the sanctity of human life.  |
| <b>4. What have been our results?</b>             | Protection of traditional marriage through <b>state marriage amendments</b> and the 1996 <b>Defense of Marriage Act</b> ; fought for <b>child tax credit</b> and <b>marriage penalty relief</b> , which combined have returned \$683 billion to families; key role in the passage and upholding of <b>federal partial-birth abortion ban</b> ; led coalition fight for Supreme Court <b>Justices Roberts and Alito</b> ; and much more.                     |
| <b>5. What is our plan?</b>                       | Compile irrefutable research to support pro-family, pro-life policy positions; advocate these policy positions in national and state legislatures, the courts, the Administration, and the public square; educate American citizens on the impact of public policy on their families and religious freedom; activate a grassroots network to stand for faith, family and freedom; train future pro-family leaders.  |

**F. S.W.O.T. ANALYSIS**

| <b>STRENGTHS</b>  | <b>WEAKNESSES</b>   | <b>OPPORTUNITIES</b>   | <b>THREATS</b>   |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>• Leadership team: prayerful, dedicated, experienced experts</li> <li>• Synergistic approach: policy, legislation, church outreach, leadership training</li> <li>• Longevity (25 years)</li> </ul> | <ul style="list-style-type: none"> <li>• Personnel vacancies in key positions</li> <li>• Aging donor base</li> <li>• Beltway-centric vocabulary and perspective (must connect with the average family)</li> </ul> | <ul style="list-style-type: none"> <li>• Multi-media expansion: new video production equipment and daily radio program</li> <li>• Newly formed FRC Action PAC</li> <li>• Engage Generation X to energize movement</li> </ul> | <ul style="list-style-type: none"> <li>• Anti-family, liberal Congress</li> <li>• Liberal-leaning mainstream media</li> <li>• Apathy of citizens who are unaware of the effects of public policy on the family.</li> </ul> |

**G. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED**

| <b>No.</b> | <b>Opportunity/Task/Volunteer Role</b>  | <b>Target Date</b> |
|------------|---|--------------------|
| <b>1</b>   | Developing communication resources for the Stem Cell Research debate.                     | 2009               |
| <b>2</b>   | Organizing a Salt & Light Ministry in your local church to educate members on the issues. | 2009               |
| <b>3</b>   | Attend and support local FRC events, banquets, deserts, and receptions.                   | 2009               |
|            | <u>Major Prayer Request:</u><br>For genuine revival in America.                           | Now!               |