

A decorative graphic element consisting of a horizontal line with a gradient from purple to yellow, ending in a large, stylized, teardrop-shaped arrowhead pointing to the right. The arrowhead has a gradient from dark brown to light brown.

# ***PEN Strategic Plan***

**Understanding and Managing the Task**

*April 6-9, 2005*

*PEN eSchool*

*Harrisonburg, VA*

*PEN Vision*



*To proclaim Christ publicly*

# *PEN Mission*



*To saturate every community  
in the United States by 2015  
with public proclamation*

# *Important Definitions*



**Community:** normally a local area of commerce averaging 50,000 people, but can include specific demographic communities such as Native American Reservations, prisons, schools and campuses.

## *Important Definitions (cont)*

- **Saturation:** when 30% or more of individuals in a community have heard a clear salvation message and have a chance to respond.
- **Reached:** 11-29% have heard.
- **Effected:** 5-10% have heard.
- **Engaged:** less than 5% have heard.

(Average U.S. family size 2.59 members)

# *Number of Communities (summary)*



## **Totals**

- **311 Million People** (*averaging in growth over the next 13 years. Current population in USA is 288 Million*)
- 13,066 communities

# *Number of Communities in USA*

- 2 World Class “metros”
  - New York/North Jersey/Long Island (20M)  
(estimated communities - 400)
  - Los Angeles/Riverside/Orange County (16M)  
(estimated communities - 320)
- 12 “mega metros” (Range 3-9 million) (60M)  
(estimated communities - 1,200)
- 36 large metros\* (Range 1-3 million) (57M)  
(estimated communities 1,140)

*\*9 are cities of 1M or more*

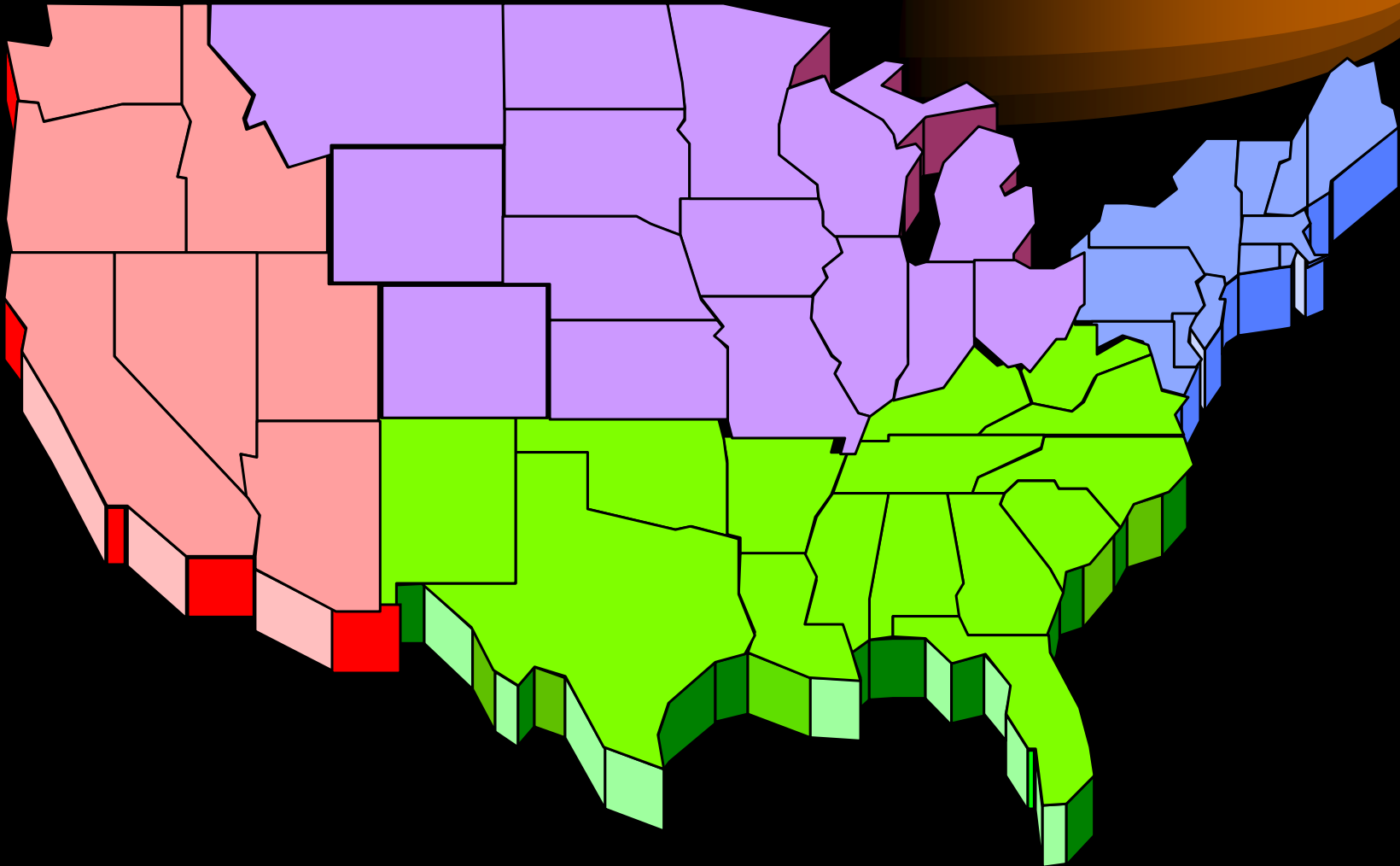
## *Number of Communities (cont)*

- **91 metros\*** (250K - 1 million) **(43M)**  
(estimated communities 860)
- **137 large cities** (50K - 250K) **(20M)**  
(estimated communities - 400)
- **2,374 medium cities** (10K - 50K) **(70M)**  
(estimated communities 2,374)
- **7,372 small cities** (1K - 10K) **(25M)**  
(estimated communities 7,372)

*\*58 of these are cities*

# *Current Status Report*

*(Campaigns since January 2000)*



# *Current Status Report*

*(Campaigns since January 2000)*

- Campaigns shown in yellow were from Jan. 2000 to Feb. 2003
- Campaigns shown in red were from Mar. 2003 to Mar. 2005

## Abbreviations:

BGEA: Billy Graham Evangelistic Association

SWEA: Steve Wingfield Evangelistic Association

YWAM: Youth With A Mission

OSL: Operation Starting Line

COE: Company of Evangelists

LPEA: Luis Palau Evangelistic Association

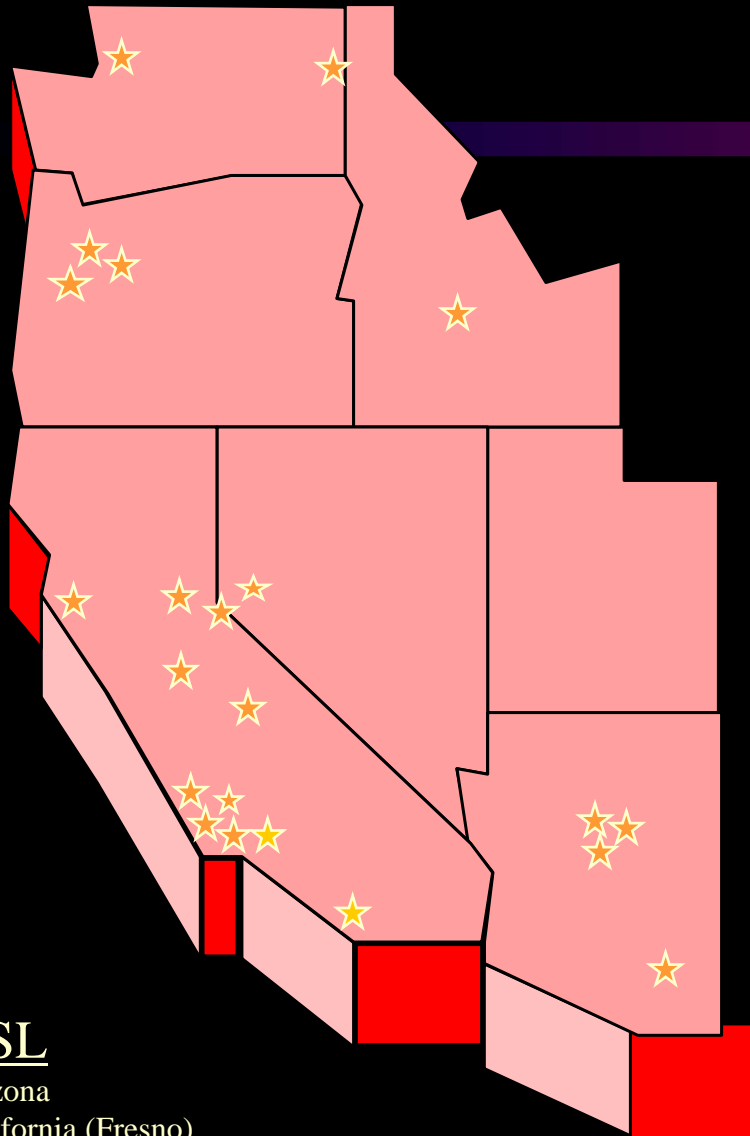
NGA: Next Generation Alliance

Harvest Crusades: Greg Laurie Ministries



# The West Region

2000 – Feb 2005



## Harvest Crusades

Orange County, CA  
 Sacramento, CA  
 Anaheim, CA (2)  
 Hawaii (2)

Ventura, CA  
 Santa Barbara, CA  
 Anaheim, CA

## BGEA

Dehli, CA  
 Fresno, CA  
 San Diego, CA  
 Bakersfield, CA

Juneau, AK  
 Spokane, WA  
 Los Angeles, CA

## LPEA/NGA

Portland, OR  
 Molalla, OR  
 Boise, ID  
 Reno, NV  
 Tucson, AZ  
 Redmond, WA  
 Santa Cruz, CA  
 Portland, OR

## YWAM

Prescott, AZ  
 Prescott Valley, AZ

## OSL

Arizona  
 California (Fresno)  
 San Diego, CA

# The Midwest Region

2000 – Feb 2005

## LPEA/NGA/SWEA

Montrose, CO	Muscatine, IA
Powell, WY	Canton, OH
Fargo, ND	Jackson, MI
Evansville, IN	Cochocton, OH
Flint, MI	Minneapolis/St Paul, MN
Sioux Falls, SD	Berlin, OH
Dayton, OH	

## YWAM

Salina, KS	Wichita, KS
Liberal, KS	Garden City, KS
Scott City, KS	Great Bend, KS
Sublette, KS	Lindsborg, KS
Goddard, KS	Winfield, KS
Mulvane, KS	Herington, KS
Columbia, MO	Sedalia, MO
Mexico, MO	Chillicothe, MO
Centralia, MO	Fulton, MO
Bethany, MO	

## Harvest Crusades

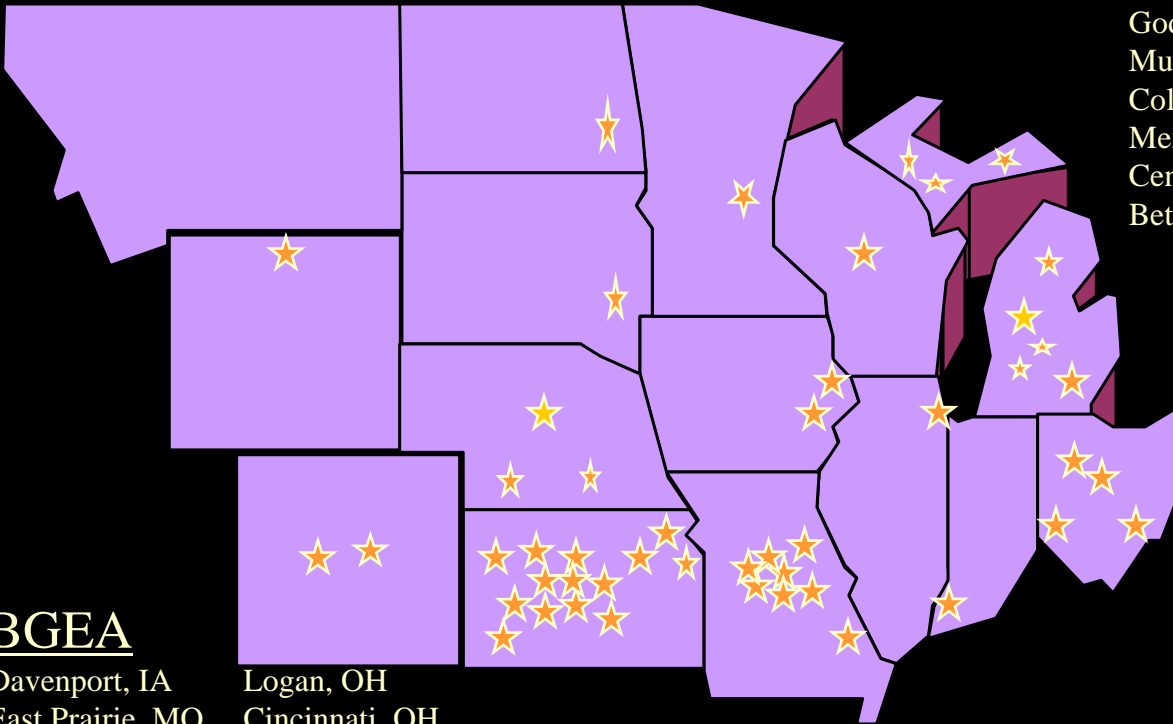
Chicago, IL (Moody Church)  
Akron, OH

## OSL

Michigan	Wisconsin
Kansas	Michigan
Nebraska	

## BGEA

Davenport, IA	Logan, OH
East Prairie, MO	Cincinnati, OH
Gunnison, CO	Kansas City, MO



## YWAM

Albuquerque, NM    Las Cruces, NM  
Santa Fe, NM        Pecos, NM  
Moriarity, NM      Chama, NM  
Española, NM       Rio Rancho, NM Los  
Lunas, NM           Clovis, NM  
Portales, NM        Ruidoso, NM  
Alamogordo, NM    Texaco, NM  
Santa Rosa, NM     Mescalero, NM  
Grants, NM          Cuba, NM  
Belen, NM           Springer, NM  
Ojo Encino, NM    Quemado, NM  
Fort Sumner, NM    Napels, FL

Ft. Myers, FL        Estero, FL  
N Ft. Myers, FL     Cape Coral, FL  
Bonita Springs, FL

## COE

Cary/Apex NC

# The Southeast Region

2000 – Feb 2005

## Others

Wilson, NC    Sanford, NC  
Oxford, NC    Rockingham, NC  
Hillsville, VA Martinsville, VA

## LPEA/NGA/SWEA

Oklahoma City, OK  
Crestview, FL  
Ft. Lauderdale, FL  
Charleston, SC  
Portland, TN        Franklin, WV  
Bristol, TN         Elkin, NC

## BGEA

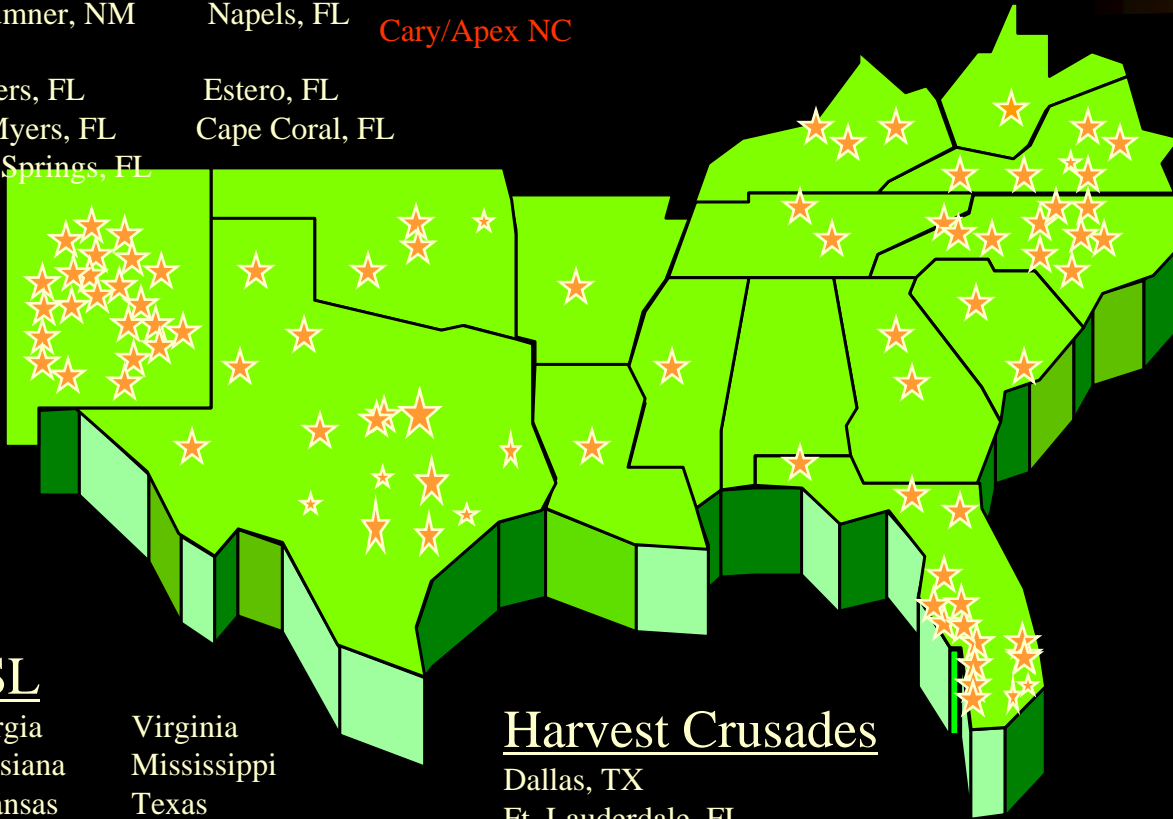
Louisville, KY        Dallas, TX  
Nashville, TN        Greenville, NC  
Gainesville, FL      Spartanburg, SC  
Jacksonville, FL     Lubbock, TX  
College Station, TX   Amarillo, TX  
Lexington, KY        Boone, NC  
Parkersburg, WV      Whiteville, NC  
Concord, NC           Conyers, GA  
Culpepper, VA        Manchester, TN  
Roanoke, VA           Oklahoma City, OK  
Tulsa, OK              Arcadia, FL

## OSL

Georgia            Virginia  
Louisiana          Mississippi  
Arkansas           Texas  
Oklahoma           Texas  
Kentucky           Florida

## Harvest Crusades

Dallas, TX  
Ft. Lauderdale, FL  
Winston-Salem, NC



# *The Northeast Region*

2000 – Feb 2005

## Harvest Crusades

Manhattan, NY

## LPEA/NGA/SWEA

Portland, ME

Providence, RI

Buckmont County, PA

Clinton County, NY

Seaford, DE

Chambersburg, PA

Ocean City, MD

Hartford, CT

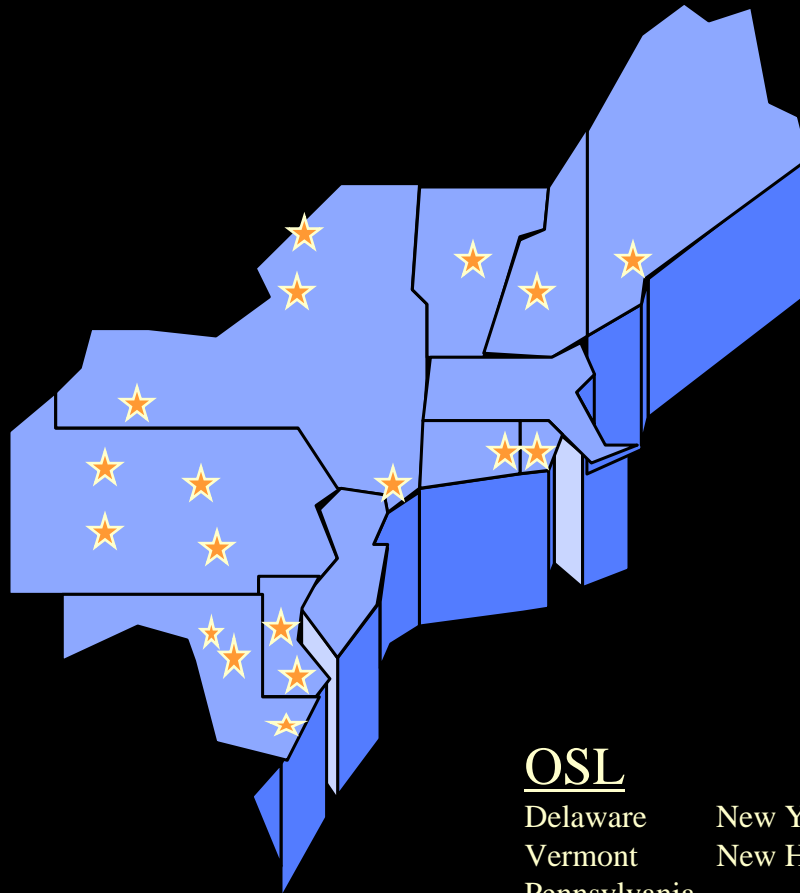
Syracuse, NY

Johnstown, PA

Lewisburg, PA

Salisbury, MD

McHenry, MD



## OSL

Delaware

Vermont

Pennsylvania

New York

New Hampshire

# Summary Analysis

<u>Category</u>	<u>Statistics</u>		<u>Attendance Estimates</u>	
	<u>3/03</u>	<u>4/05</u>	<u>2003</u>	<u>2004/5</u>
“World Class” Metros	0/2	1/2	385K	867K
Mega Metros	1/11	1/11	250K	250K
Large Metros	7/35	8/35	700K	970K
Metros	15/91	23/91	475K	1.04M
Large Cities	23/137	30/137	500K	404K
Medium Cities	25/2,374	32/2,374	300K	352K
Small Cities	125/7,372	126/7372	100K	108K
“Other” Communities	60	67	300K	422K
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Total “Communities”	400/13,000 ( 3%)	425/13,000 (3.2%)	3.0M/311M ( .9%)	3.4M/311M (1.1%)

# *How Can my ministry be included?*

- The Goal is Community Saturation with the Good News.
  - Evangelistic Proclamation emphasis
  - Membership in PEN Directory
  - Record and report your event on the form provided by PEN