



friendship force
INTERNATIONAL

Strategic Plan
2015 - 2018

Thanks to you... we have a plan!

Dear friends,

Over the last 18 months, your FFI staff and Board of Directors have been working hard – listening, asking questions and talking to as many of our members around the world as possible - asking you what you want out of the organization we all hold dear and share. With your collective voices, ideas and information in mind, we have developed the new [2015-2018 Strategic Plan](#) for Friendship Force, in order to define a new direction with bold, clear initiatives that will help to focus us all toward our goal of building a bright future for our legendary community - and for the next generation.

8 Initiatives of the Strategic Plan

1	Enrich Friendship Force Exchanges	5	Branding & Marketing
2	Maximize Exchange Participation & Hosting Capacity	6	Leverage Modern Technology
3	NextGen for Everyone	7	Partnerships
4	Leadership Development	8	Enhance & Secure Revenue Streams

As always, our first and most important goal is to engage as many people as possible in our movement of friendship and in our signature programs. Each of the eight initiatives was written with this goal in mind.

Many clubs and volunteers, as well as the FFI staff, have already begun implementing new and creative strategies to include more people in our important mission. These efforts in the year 2014 form the foundation for this new strategic plan.



FFI Pioneers of all ages traveled to Italy from around the world to help local volunteers start a new club in Rome.



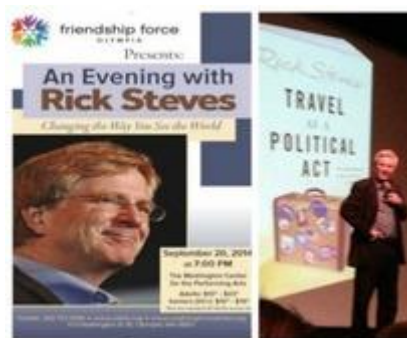
Ambassadors in Jamaica gave back to their host community through humanitarian service projects.



A new partnership with the Osher Lifelong Learning Institute is introducing dozens of new people to the Friendship Force mission in Tallahassee, FL, USA.



Friendship Force members experienced the Christmas culture in Germany through the new partnership with Grand Circle Travel.



FF Olympia hosted a speaking event for travel writer Rick Steves and garnered over 100 new signups.



New technology is making the FFI staff more available to you through web conferencing and other online tools.

Your determination and your creativity have kept our organization strong and have inspired this plan. We thank you for your feedback and terrific ideas, as well as the many solutions you yourselves have offered us.

From here, we will need your help to make this plan a success. We will be calling upon the many people who have already raised their hands and said, "We want to help." We are grateful for your support.

We look forward to working together with you throughout the 2015-2018 period. With an esteemed legacy behind us, we are committed to paving the way for a vibrant future ahead - a future of more friendship for all.

Please let us know your questions and ideas, and let us know if you want to share this work with us.

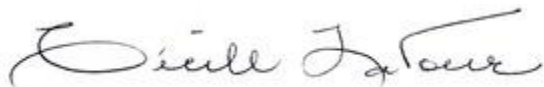
In friendship,

A handwritten signature in black ink that reads "Joy E. DiBenedetto". The signature is written in a cursive style with a large initial "J" and "D".

Joy E. DiBenedetto

President, Friendship Force International

With the full contribution and endorsement of the Board of Directors.

A handwritten signature in black ink that reads "Cecile Latour". The signature is written in a cursive style with a large initial "C" and "L".

Cecile Latour

Chair, FFI Board of Directors