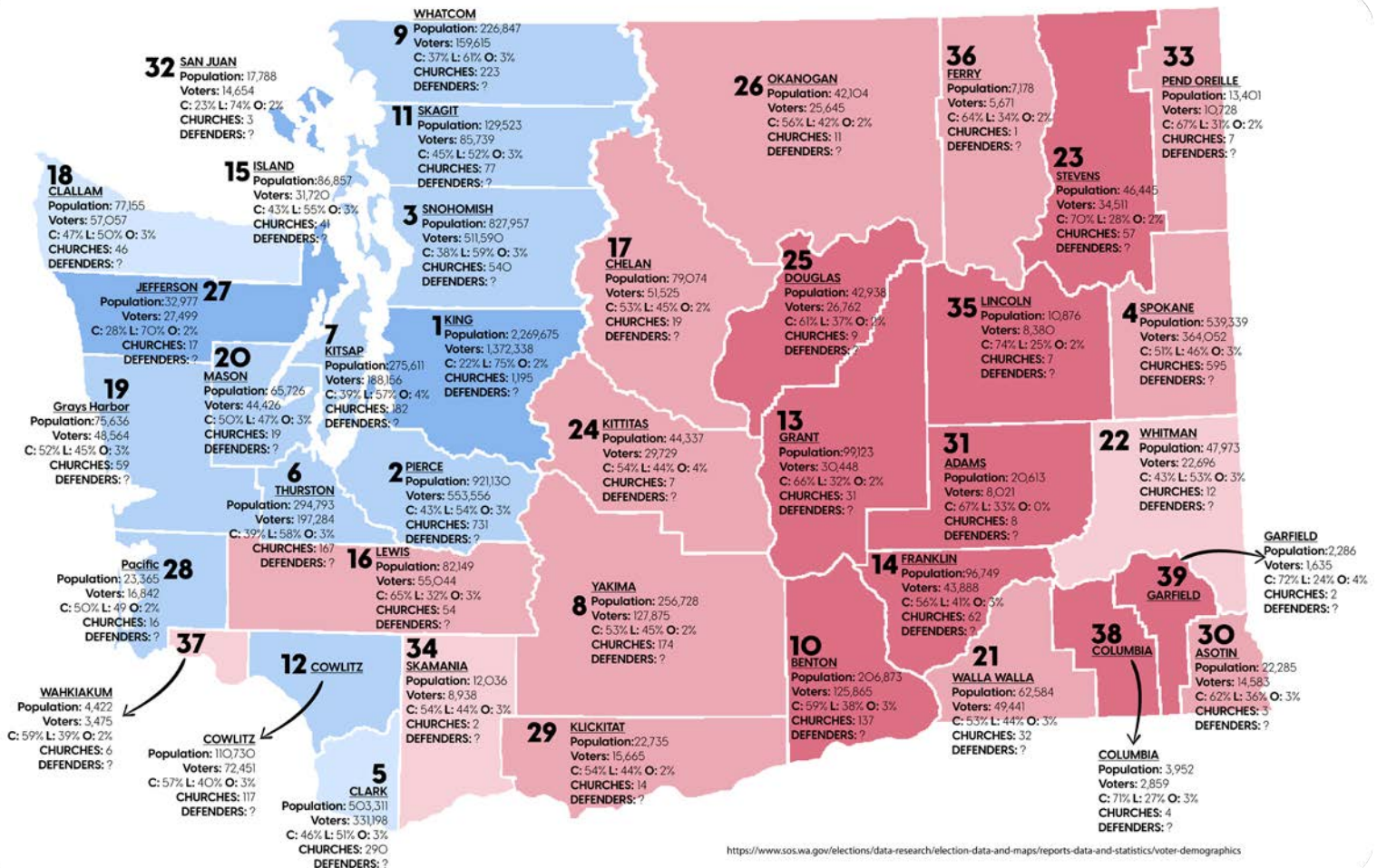


# Family Policy Institute OF WASHINGTON

## STRATEGIC PLAN



COUNTY BY COUNTY · ZIP CODE BY ZIP CODE · CHURCH BY CHURCH

TOGETHER WE WILL

## DEFEND & ADVANCE

BIBLICAL VALUES IN THE PUBLIC SQUARE

FPIW  
**DEFENDERS**  
YES, WE WILL WIN!

P. BRIAN NOBLE

**TOGETHER  
WE WILL WIN**



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Thank you for taking the time to read through this strategic plan. You were given this document because we believe you can help us build a better state that reflects our God-entrusted responsibilities. The Family Policy Institute of Washington has a county-by-county, church-by-church approach to influence the public square in order to develop healthy biblical roots.

We know two principles to be true. Principle #1 is that God-fearing individuals must steward the public square with boldness and humility. Principle #2 is those God-fearing individuals must love their neighbor by looking out for their interests and keeping them from harming themselves.

**We need Defenders of our public square.** Together, we can defend and advance biblical values in the public square. Together, we will build the long-term infrastructure to protect generation-to-generation conservative values. Together, we will preserve our constitutional rights and responsibilities. Together, we will ensure that Washingtonians are free to pursue life, liberty, and happiness.

I look forward to serving you and winning again in Washington State.



**FAMILY POLICY INSTITUTE OF WASHINGTON**

**P. Brian Noble**



Executive Director

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**DEFENDERS**

ADVANCING BIBLICAL VALUES IN THE PUBLIC SQUARE



DEFENDING  
LIFE AND THE  
VULNERABLE



DEFENDING  
MARRIAGE  
AND FAMILY



DEFENDING  
RELIGIOUS  
LIBERTIES



DEFENDING  
PARENTAL  
RIGHTS



## MOTTO, MISSION, VISION, & VALUES

### MOTTO

Defenders: Advancing Biblical Values in the Public Square



### MISSION

To unite, represent, educate, and equip Washington legislators, pastors, and citizens to speak out on authentic biblical values, public policy, and bills impacting individuals and families within the public square.

### VISION

A state where authentic biblical values flourish, and people are free to live out their faith in the workplace and community.



## CORE VALUES

**Value People:** We believe that each person has inherent value. Therefore, we believe the way we talk, write, and think about other people should reflect their intrinsic worth and value, regardless of philosophical, religious, or ideological disagreements.

**Be Positive:** We believe we live in the greatest nation on earth. While we will fight vigorously for the things we hold dear, we will conduct ourselves in a way that reflects the gratitude we hold for the unmerited favor we enjoy as Americans.

**Be Professional:** We believe that excellence is crucial to effectiveness. We believe our conduct, our speech, and any work product should be professional and are committed to ensuring that everything we do meets the highest standards of professionalism.

**Be Thoughtful:** We believe personal and emotional issues should be dealt with in a considerate and thoughtful way. We do not believe anyone is obligated to agree with us. Therefore, as we endeavor to persuade others of the rightness of our cause, we are committed to focus our discussion on ideas, not people.

**Have Integrity:** We believe it is imperative to the success of our mission that we maintain a united front that exemplifies the integrity and character of the Gospel of Jesus Christ. It is only by supplementing our faith through virtue, excellence, knowledge, truth, and self-control, that we will be able to serve the needs of Washington State Christians and families, and boldly and confidently represent biblical family values and moral standards in the State Legislature. (2 Peter 1:5-8).

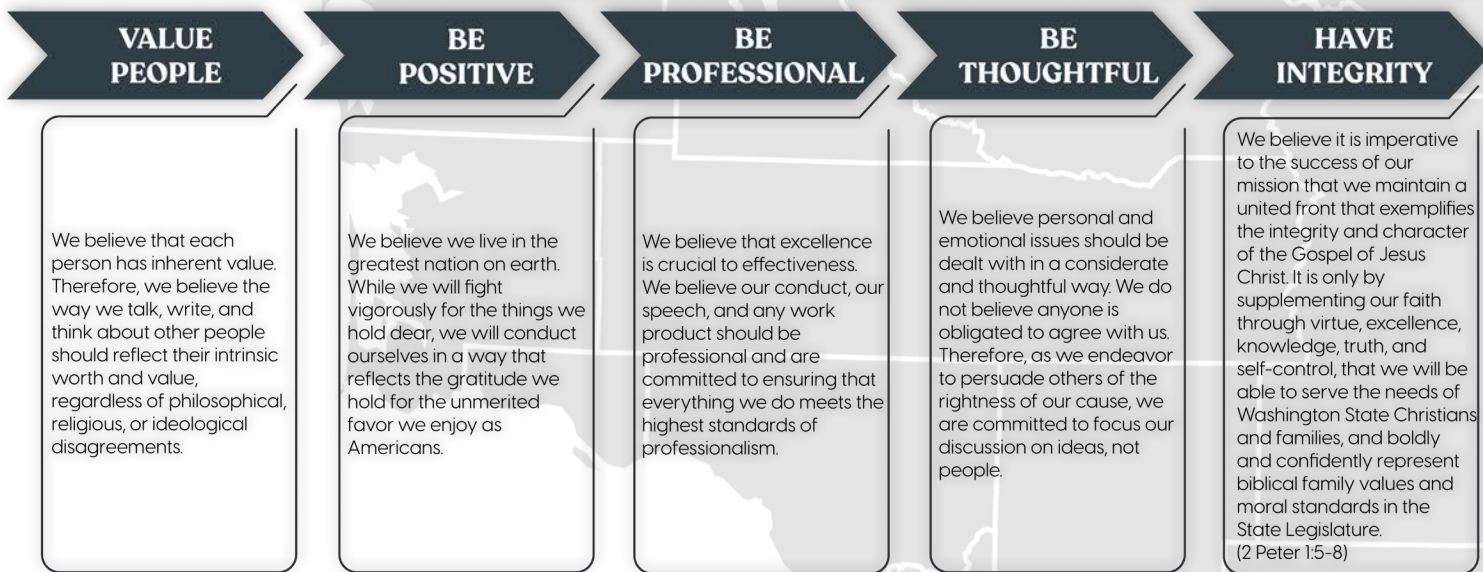


# DEFENDERS

## INPUTS - THE WHAT



## THE HOW BEHIND THE WHAT



ADVANCING BIBLICAL VALUES IN THE **PUBLIC SQUARE**

# OUTPUTS

**OUTCOME**

**Creating a  
state where  
authentic  
biblical values  
flourish and**

**OUTCOME**

**people are free  
to live out their  
faith in the  
workplace and  
community**

*Raise Up***1.7****MILLION**  
CONSERVATIVES\*

---

**DEFENDERS**

Build a team of Defenders,  
1.7 million passionate Christian conservatives  
committed to making a meaningful impact and  
holy stewardship of the public square.  
With a shared biblical worldview and  
a genuine love for others, we can work together to  
develop a community that stands for what's right and just.  
We will advance biblical values in the public square.

\* In sum, we estimate one-third of Christians hold conservative values. The formula is: (Population) x (Christians) x (35%). This estimate is a FPIW strategic calculation based upon the Pew Research Center's "U.S. Religious Landscape Study" (2014). Overall, the Washington State population is 7,785,786, per the U.S. Census (2022). The number of Christians is 4,749,329 or 61% of the population, per the Pew Research Center. Therefore: (7,785,786) x (61%) x (35%) equals 1,662,265 – or 1.7 million.

<b>Washington State Counties</b>	<b>Christian Adults According to Pew Research</b>	<b>Conservatives According to Voting Patterns</b>	<b>Christians that typically do not vote but are registered</b>	<b>Christians completely not involved in the voting process</b>
Adams	9,933	10,894	1,403	6,444
Asotin	10,739	10,845	1,839	3,682
Benton	99,692	96,424	16,344	39,259
Chelan	38,106	33,046	5,752	12,428
Clallam	37,181	28,648	5,657	8,033
Clark	242,546	183,698	39,388	79,903
Columbia	1,904	2,207	267	427
Cowlitz	53,361	50,212	8,594	17,760
Douglas	20,692	20,760	3,658	8,025
Ferry	3,459	3,612	554	862
Franklin	46,623	42,802	7,630	27,482
Garfield	1,102	1,304	122	226
Grant	47,767	51,761	6,878	25,452
Grays Harbor	36,449	31,071	6,913	13,738
Island	41,856	29,162	5,954	10,161
Jefferson	16,774	7,727	2,052	1,169
King	1,093,756	401,642	119,475	376,105
Kitsap	132,817	85,133	22,153	40,195
Kittitas	21,366	18,844	2,564	5,795
Klickitat	10,956	9,645	1,506	2,906
Lewis	39,588	42,313	6,791	12,802
Lincoln	5,241	6,324	925	1,055
Mason	31,673	26,169	5,153	9,726
Okanogan	20,290	18,627	2,992	7,639
Pacific	11,260	9,155	1,888	2,874
Pend Oreille	6,544	7,220	1,468	1,382
Pierce	443,893	312,180	64,855	171,079
San Juan	8,939	3,429	1,142	775
Skagit	62,417	45,943	8,982	19,099
Skamania	5,800	5,087	1,135	1,483
Snohomish	398,992	249,861	53,945	140,867
Spokane	259,907	216,021	48,624	86,459
Stevens	22,382	25,684	4,187	5,517
Thurston	142,061	91,059	21,593	43,311
Wahkiakum	2,131	2,047	347	358
Walla Walla	30,159	26,105	4,200	11,804
Whatcom	109,318	65,770	15,534	27,487
Whitman	23,118	16,410	1,491	10,765
Yakima	123,717	107,086	20,826	66,539
	<b>3,714,511</b>	<b>2,395,928</b>	<b>524,785</b>	<b>1,301,074</b>

# DEFENDERS

**commit** to pray for their elected officials.

**commit** to pray for their county, state, and nation.

**commit** to pray for their school board, teachers, and support staff.

FPIW DEFENDER  
**PRAYER**  
WARRIORS

3,714,511

**PRAY**

# DEFENDERS

**defend** life through their vote.

**defend** marriage through their vote.

**defend** our sacred religious liberties through their vote.

**defend** the primacy of parental rights through their vote.

**defend** Godly sexuality and the innocence of children through their vote.

FPIW DEFENDERS

# VOTE

1,700,000

# VOTE

# DEFENDERS

**commit** to signing initiatives that align with the biblical worldview.

**commit** to signing referendums that align with the biblical worldview.

FPIW DEFENDER

# SIGNERS

1,000,000

# SIGN

# DEFENDERS

**commit** to being “salt and light” in the Public Square (Matt. 5:13-16).

**commit** to loving God and their neighbor through practical policies (Matt. 22:36-40).

**commit** to passing on the biblical worldview to the next generation (Deut. 6:7-9).

FPIW DEFENDER  
LEGISLATIVE  
ACTIVIST  
700,000

ENGAGE

Washington State is in danger of losing its identity due to the implementation of radical Leftist policies. Conservative residents have been forced to leave, resulting in negative population growth and a consequential lack of proportional support for family-friendly candidates. This has led to a shift in control of some legislative districts, with the impact of right-of-center causes largely depending on litigation rather than lobbying against policies at their inception point in Olympia.

Yet despite the challenges conservatives face in Washington, they retain the numbers to be competitive and even victorious at statewide, legislative, and local levels. **The biggest challenge facing conservatives in the state is voter apathy. To overcome this, conservatives and Christian voters must undertake one of the most ambitious organizing efforts in the state's history.**

The obstacle to overcome is not  
**KING COUNTY.**

The barrier to overcome is  
**Christian APATHY &  
Lack of a Biblical Worldview**

## KING COUNTY.

Registered Voters  
1,372,338

## ADULT CHRISTIAN POPULATION IN WA STATE

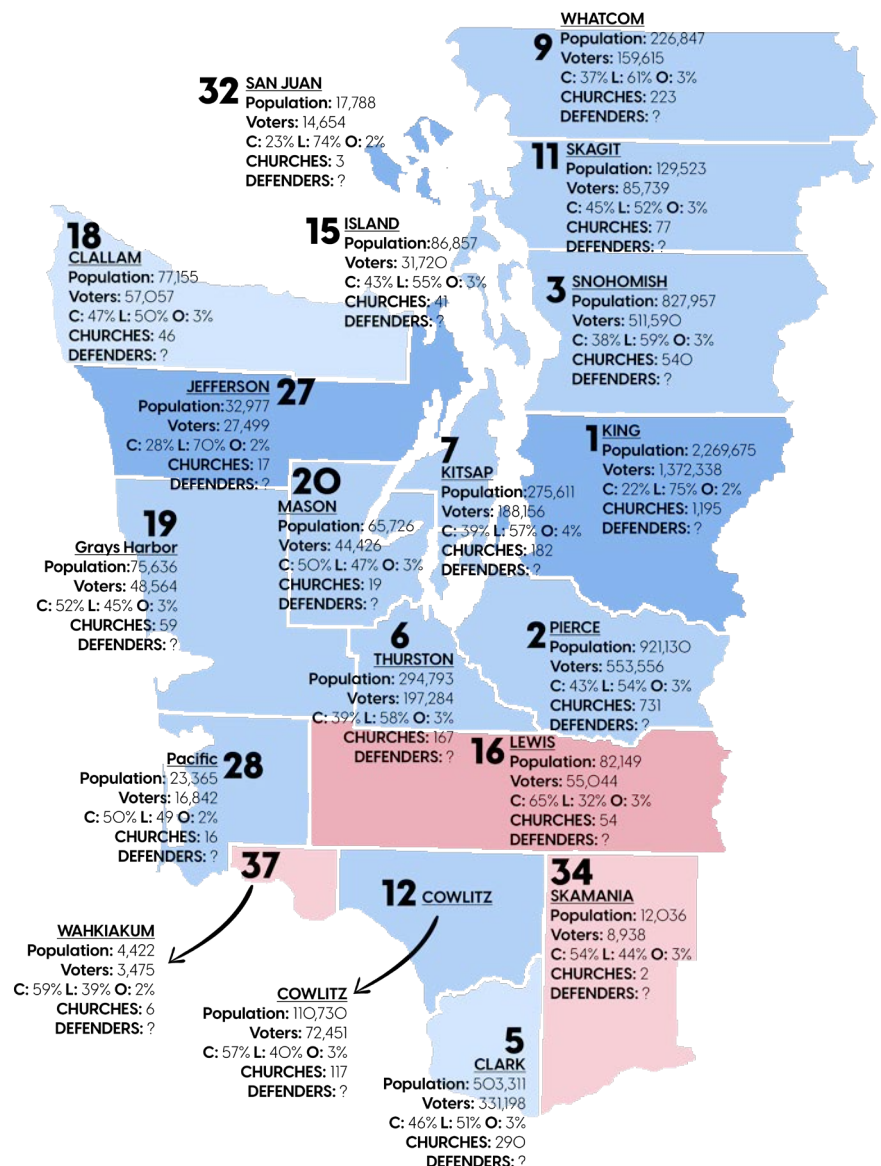
Registered Voters  
3,714,511

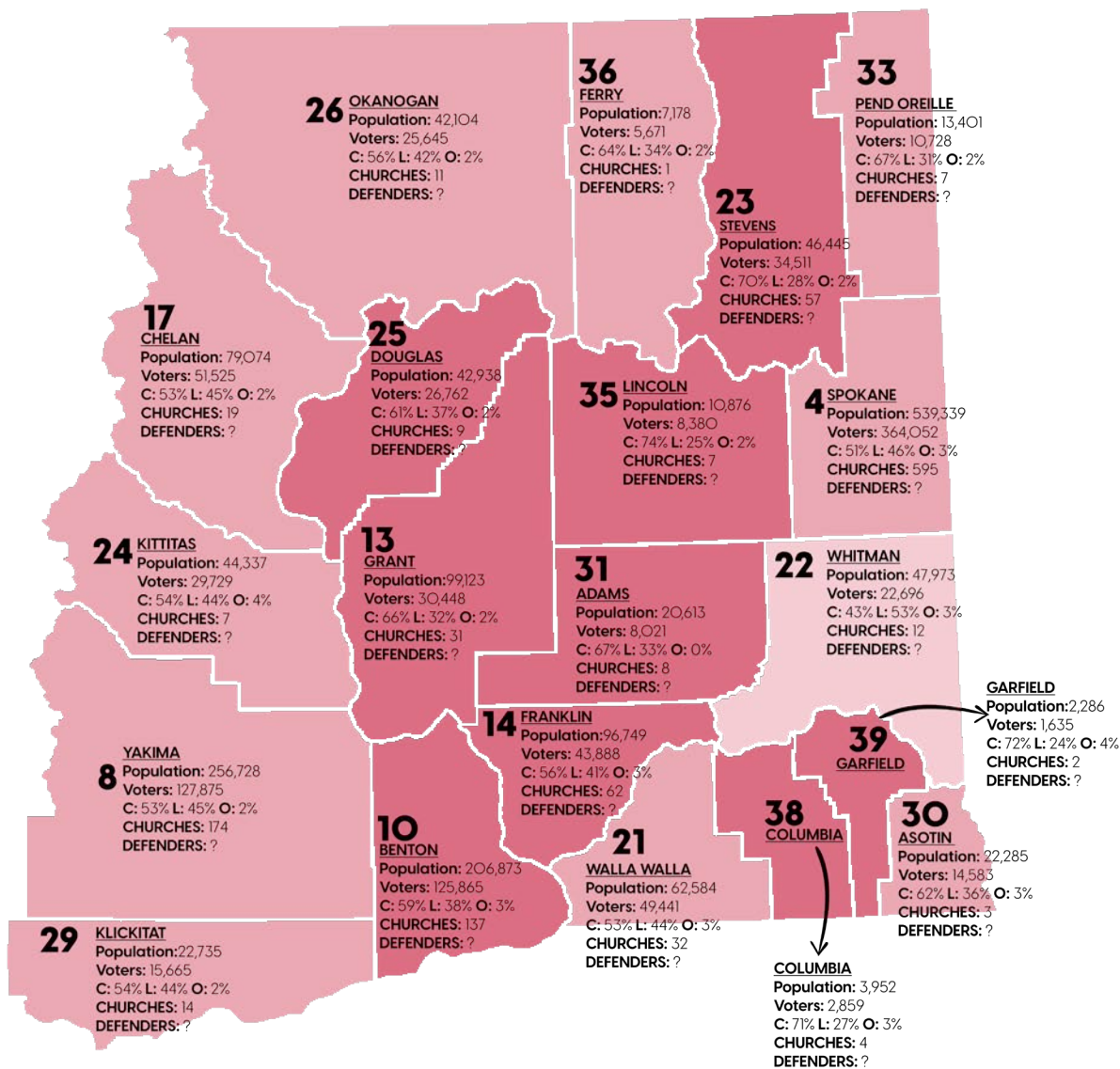
## ADULT CHRISTIAN POPULATION WITHOUT KING COUNTY CHRISTIANS

Registered Voters  
2,620,754

## CHRISTIANS THAT DO NOT PARTICIPATE IN THE GOVERNMENTAL PROCESS

1,301,074





The Family Policy Institute of Washington (FPIW) is committed to influencing state and local laws and public policies to support religious freedom, parental rights, the sanctity of life, and the institutions of marriage and family. If FPIW can successfully organize conservative Christian voters to pray, vote, sign, and engage in this challenging environment. In that case, it will achieve its highest priority and ensure that Washington remains true to its conservative values

**2,349,093** have a biblical worldview or **somewhat** of a biblical worldview and got involved in stewarding the public square (voting): Conservative Christians + Liberal Christians.

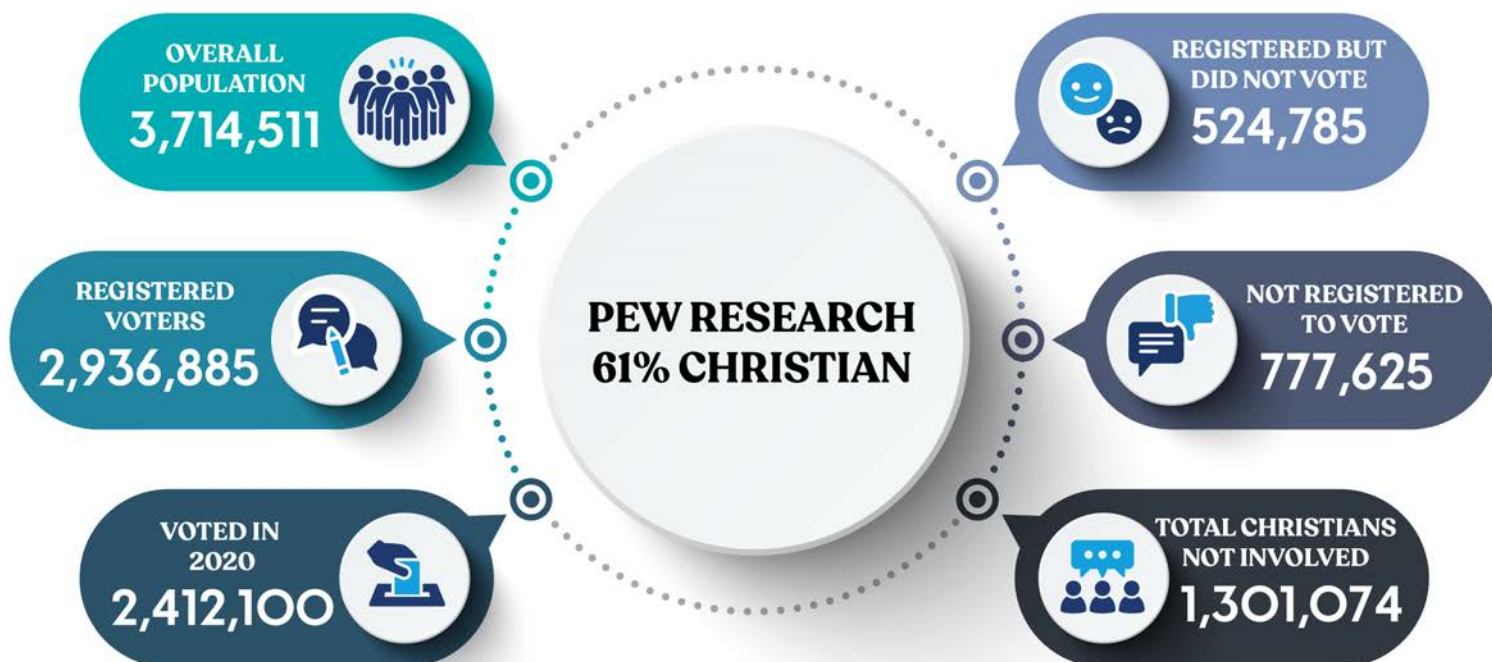
**1,301,074** with a biblical worldview did not get involved in stewarding the public square (voting).

*How many votes are needed to win a statewide election?*

If every registered voter voted, it would take

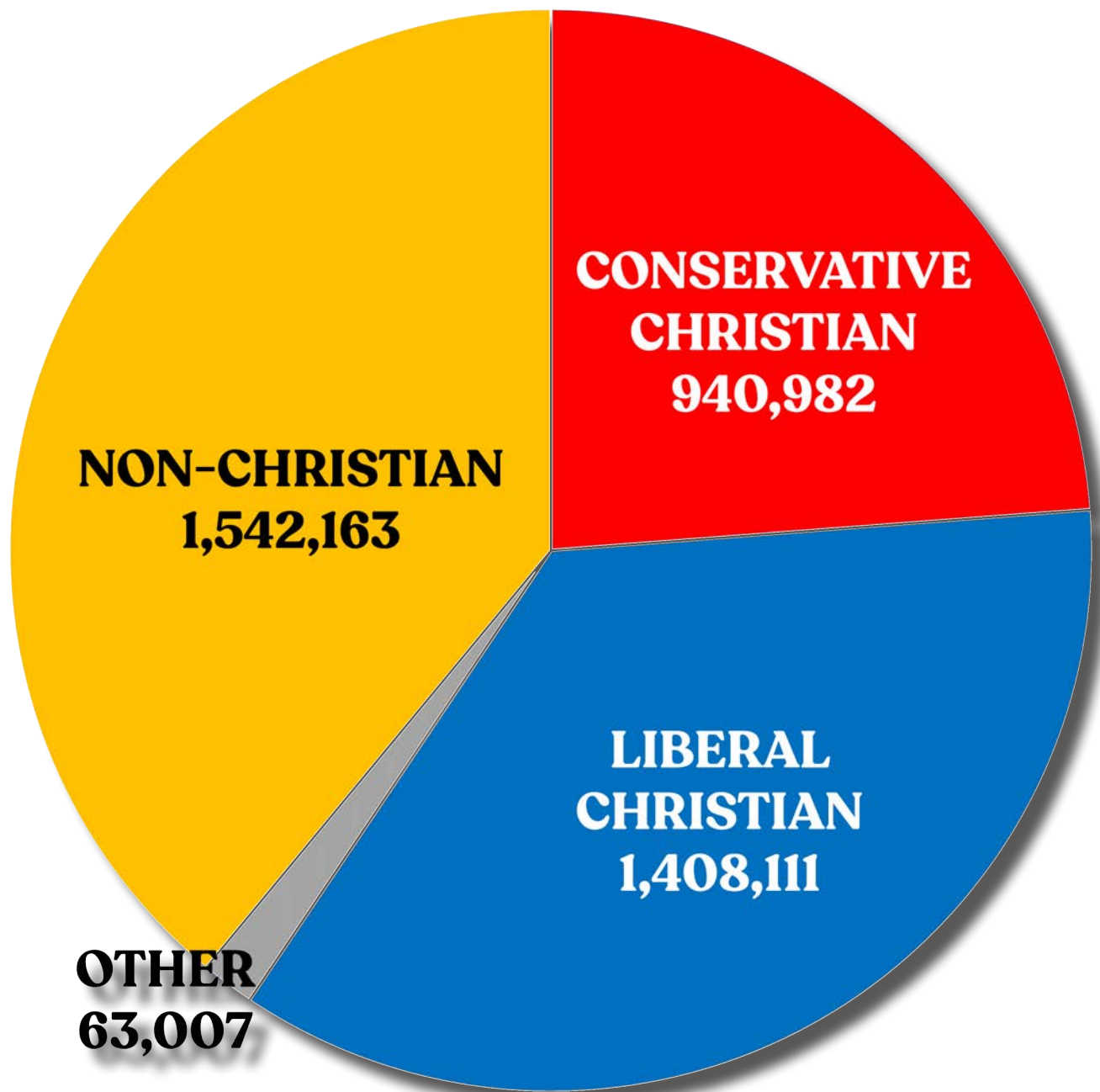
**2,407,283 + 1**

*Apathy Challenge*



FPIW Staff performed a data analysis using the following sources: U.S. Census Bureau's "Quick Facts Washington" (July 1, 2023); U.S. Census Bureau's "Washington: 2020 Census: Washington State Grew By Almost 1 Million" (August 25, 2021); Washington Secretary of State's "Voter Demographics" (March 4, 2024); Politico's "Washington Presidential Results" (January 6, 2021); and Pew Research Center's "Religious Landscape Study" (2014).

# Worldview Challenge



However, typically it is between

**988,566 to 1,581,705 +1**

**SUMMARY:** In Washington State, FPIW is the leading expert in mobilizing the Christian conservative market to engage actively in the public square.

**Niche:** The Christian Conservative Community

### **Strengths**

- FPIW has a well-rounded team with decades of experience in critical areas. Because of this, the organization is well-suited to move quickly on ideas, produce quality content, host valuable events, and serve as messengers to the state's conservative Christian populations.
- FPIW's organizational longevity is a significant strength. With almost 20 years in operation, the organization maintains a credible voice in times of crisis, benefits from a well-established support base, and keeps a contingency of loyal, vocal opposition.
- FPIW's board of directors operates cohesively with FPIW's staff and contractors. The organization continues to operate seamlessly, serving Washingtonians through many programs and events.
- FPIW's events are seen as critically important. The events are generally well-attended, engaging, and timely.

### **Weaknesses**

- FPIW's fundraising apparatus is underdeveloped. This exposes FPIW to financial risk and creates a tenuous financial position wherein the organization heavily depends on continued financial input from the Board of Directors.
- FPIW does not advertise or administrate a permanent legacy-giving program. Long-term gifts, bequeaths, and legacy gifts (either cash or stock) can be major financial boons to not-for-profits.
- Churches and pastors DO NOT understand the importance of speaking on these crucial topics.

## Opportunities

- By collaborating and strengthening our bond with other conservative grassroots organizations, we are positioned to co-labor alongside a variety of catalysts to increase both the validity and efficacy of FPIW in Washington State.
- FPIW's remote-first staff is efficient at operating with geographical distance, minimizing the need to commute to an office, and diminishing the expenses involved with relocation and in-person work.
- FPIW's organizational credibility gives it a leg-up in organizing litigation, serving as a fundraising conduit, and acting as the public relations directory locally.
- Washington State's homeschooling and religious private schooling utilization rates increased dramatically due to overburdensome COVID restrictions in Washington State. Combined with evident political agendas being pushed by government-funded schools, parents are perhaps more aware of the threats – and open to options – than ever before.
- FPIW's pastors' network is growing more than ever before. Our challenge is to get them to speak out about biblical worldview and FPIW Core Issues from the pulpit and in the halls of the church.

## Threats

- Bureaucracy at the federal and state levels continues to be a threat to all religious organizations in Washington State. COVID served as a firm reminder that governments will use any excuse to curtail free speech and religious freedom – especially for Christian organizations.
- Negative population growth among conservatives is a major threat to conservative objectives. Elections, at their core, are math equations. If negative population growth continues, it will make FPIW's organizing efforts more and more difficult.
- Similarly oriented national organizations are utilizing Washington State for fundraising opportunities, diminishing the available resources for FPIW. In most cases, the finances these groups raised in Washington State do not return to the state for advocacy or education.
- Exclusive by-mail balloting continues to operate without oversight, giving the Left's ballot harvesting operations a leg-up on the right's more traditional voter turnout approaches. Accountability and integrity are critical in the pursuit of free and fair elections.

## OBJECTIVE



## KEY RESULTS

### **3,714,511 Defender Prayer Warriors**

All public square battles are ultimately spiritual battles. Therefore, we want all Christians in Washington State to pray for their neighbor, city, county, and state.

Christians are divided over their biblical worldview. By building relationships, we will avoid name-calling and labels and instead celebrate the conservative values that unite us. Together, we will return to Scripture and the fear of God. Through repentance and forgiveness, we will heal the divide.

If Christ's followers united behind a biblical worldview, we would have a safer, just, and prosperous public square. We will not confuse unity with uniformity. If we will genuinely listen to each other and look out for others' interest we will discover what is best for our neighbor.

### **1,700,000 Defenders**

FPIW aims to educate Defenders on the importance of adopting a biblical worldview. We believe in calling the church to engage in the public square and to embrace conservative values. Our goal is to help them love their neighbors wholeheartedly by promoting a God-honoring public space that prioritizes the interests of others, not just their own.

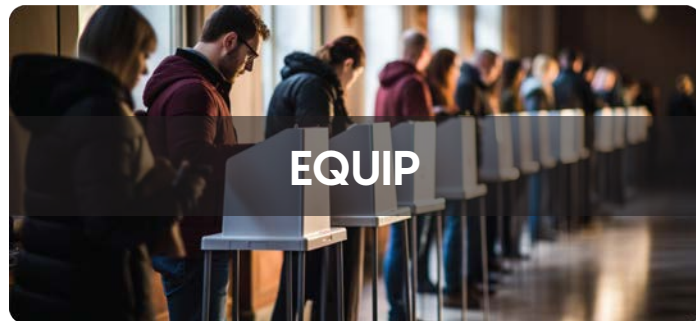
# OBJECTIVE



**STEWARDSHIP**



**SPEAK OUT**



**EQUIP**



**MOBILIZE**

# KEY RESULTS

## **1,700,000 Defender Actions**

Public squares are like soil; if left uncultivated, weeds will grow. However, through the Washington Constitution, defenders can ensure they are stewarded excellently. Stewardship involves taking responsibility for what has been entrusted to you by God.

## **1,700,000 Defender Actions**

Empowering conservatives to make their voices heard is key to FPIW's success. By providing training on utilizing the ballot box, signing referendums and initiatives, and making the most of legislative sessions, we can ensure that conservative values are represented at every level of government.

Empowering Christians to cast their vote and legally collect ballots is of utmost importance. We will encourage family members to hold each other accountable for voting, and we will make it easy to submit your ballot. Our aim is to ensure that every citizen's voice is heard through fair and free elections.

## **1,000,000 Defender Signers 700,000 Defender Activists**

Mobilizing Christians to become leaders in their community can alter the course of the public square. We will train Defenders to form a team of signers and legislative activists.

County by county, church by church, we will create groups that will have an impact on the direction our state is heading.

# TECHNOLOGY STRATEGY

## WEBSITE

Our goal is to create a comprehensive website that serves as a one-stop-shop for all public square activities that impact individuals and families, and to maintain it to world-class standards.

## OTHER PLATFORMS

In today's digital age, social media and other online platforms have become a powerful tool for mobilizing people towards a common goal. As Christians, we can leverage these platforms to raise awareness and actively engage in the public square with great confidence. Through compelling podcasts, captivating videos, and thought-provoking posts, we can inspire and motivate fellow Christians to take an active role in shaping our society for the better. So let's utilize these platforms to their fullest potential and make a positive impact on the world around us.

## APP

The majority of our Christian community members possess mobile devices, which presents an opportunity for us to communicate with them instantly through a digital platform. To achieve this, we plan to develop a secure app that can be tailored to each individual's interests and concerns. This app will enable us to inform users about important events like signing locations, ballot box drop-off locations, and bills that require their attention right away.

## EMAIL & TEXT

Email and text messaging continue to serve as the primary means of coordinating group activities. Our existing infrastructure enables us to rapidly organize individuals to take action in the public square. Going forward, we plan to tailor this technology to address the concerns of each individual and prevent overloading them with excessive emails and texts.

# EMBRACE A **BIBLICAL WORLDVIEW**

## REMOVE **APATHY**

With the help of our database and newly acquired lists, we can identify conservatives in every county who are ready to make a difference and become Defenders.

PRAY · VOTE · SIGN · ENGAGE



### STEP 01

#### COUNTY BY COUNTY

### STEP 02

#### ZIP CODE BY ZIP CODE



We will ask those newly discovered Defenders to work with their elders and deacons to take a stand.

PRAY · VOTE · SIGN · ENGAGE



We will ask the newly discovered elders and deacons to work alongside their pastors and become Defenders.

PRAY · VOTE · SIGN · ENGAGE



### STEP 03

#### CHURCH BY CHURCH

### STEP 04

#### PASTOR BY PASTOR



We will train the pastors, elders, and deacons to disciple the next generation into stewarding the public square and loving their neighbors by being Salt and Light.

PRAY · VOTE · SIGN · ENGAGE



● GENERATION TO GENERATION

# Family Policy Institute

OF WASHINGTON

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TOGETHER WE WILL

## DEFEND & ADVANCE

BIBLICAL VALUES IN THE PUBLIC SQUARE