

**Four Bridges Ministry intends to be one of the very best
managed,
marketed,
administrated,
and financed
nonprofit organizations in the world.**

Managed

We integrate the best of the modern management theories, with the proven universal principles of the past.

We study, adapt and apply the most appropriate management method(s) for each situation.

We practice and master the following tools:

comprehensive strategic planning, focused mission statements, clearly defined goals, objectives that are subordinated to each goal, realistic deadlines, integrated project management techniques, well focused recruitment and placement, on-going training, coordinated reporting systems, participative decision making, highest possible quality control standards, impeccable ethics and outstanding corporate citizenship.

Marketed

We thoroughly research, carefully analyze and come to understand each group of people (market sector) involved in the complex web of relationships.

We are careful to temper our plans and actions with the following guidelines:

blend the application of technology with compassion
choose to respect each person and group
merge publicity and public service with education
always seek to incorporate honorable values.

We use our understanding and any other useful input to:

carefully create our products and services
thoughtfully revise them according to feedback
synergistically promote and distribute them.

Administered

We gracefully use our administrative policies and procedures to accomplish the following:

- embody the guidelines and directives of management
- execute the strategies and campaigns of the marketing department
- govern and coordinate all administrative actions
- maximize the best use of every dollar and in-kind donation
- streamline each production and distribution task
- facilitate the optimum use of each volunteer hour
- support the accuracy and timeliness of every financial report
- effectively interface people, information, things, services, and money with each other
- contribute to the best possible quality controls,
- insure superior customer service.

Financed

We apply ourselves to the highest standards of accountability, openness, fairness, honesty, accuracy and balance (short term vs. long term, risk vs. security, etc.).

We earn and sustain the trust of people by the excellent ways that we manage all of our resources (especially our money.)

We plan, execute and coordinate our fundraising campaigns in ways that are superb.

We carefully create and nurture relationships with each key player and group. These especially include our Trustees, Faculty, Students, Members, Donors, Customers, Sponsors, Advertisers, Bankers, Accountants, Lawyers and the IRS.