

the  
**McWilliams**  
2014 EXPANSION family



*"We wanted a family, but God  
wanted a story for this hour."*

# OUR MISSION

Why are we here?

God has entrusted our family with a story and an expanding life message of faith, hope and vision. Our desire in all of it is that God be glorified and lives transformed.

McWilliams Family Ministry, Inc. was originally established in 1981 and currently operates under the DBA, Generations Global. The name captures our mission and our reach. We have a vision for future Generations and our reach is Global. The Generations Global motto is “beyond the horizon, around the globe and to generations yet to come.”



# OUR BEGINNING

## Where did it all start?

“TONY AND GAIL MARRIED IN 1978  
COMBINING THEIR INDIVIDUAL  
GIFTINGS INTO ONE.”

Tony and Gail married in 1978 and were immediately involved in itinerant ministry, combining their individual giftings into one. They desired a family, though doctors told them it would be impossible. They now celebrate four daughters and a son whose lives will impact generations yet to come. The devastating and disappointing loss of Gail's eyesight with each child has now created a life message that inspires others to see beyond.



Over the years Tony and Gail have hosted a TV show, recorded multiple albums, pastored churches and launched a private Christian school in the Midwest. During these years they worked together and even mobilized their young children. In 2000 the McWilliams family moved to Dallas, Texas, and gave themselves to the work of Christ For The Nations where God expanded their vision for the world. Tony and Gail designed and now conduct a marriage event called “Engaged in Marriage.” Gail started speaking for pro-life events in 2003 and now speaks frequently for life-affirming organizations as a keynote. She has assisted 75 pregnancy resource centers in 35 states to raise needed funds to help rescue lives.

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# WHERE WE ARE TODAY

Looking back, each step has been in preparation for the expanded outreach the McWilliams enjoy today. The small Mom and Pop Ministry accelerated in growth in 2006 with Gail's first published book, *Seeing Beyond* with foreword by Zig Ziglar. Tony and Gail have carried the workload of both ministry and administration. The work continued to intensify and the juggling became more difficult as God increased their opportunities. A defining moment came when Tony said to Gail, "We will no longer babysit a ministry. But we will believe God for what is needed to go to the next level."



Tony and Gail were the only staff for years. God helped them write and publish multiple books, including two in Spanish. They continued to travel and speak, provided interviews on TV and radio and took two international ministry trips. Amazingly, ministry opportunities increased. Their sense of vision also expanded. While on the road, though, no one was back home taking care of the office and administrative needs. It became imperative to expand the team in 2014.

SPRING 2014 GENERATIONS GLOBAL WAS GIVEN A GIFT...TO ADVANCE GROWTH.

The **GOAL** was the **SAME** then  
**AS IT IS** **TODAY.**

**EXPAND THE TEAM**  
**EXPAND THE RESOURCES**  
**EXPAND THE OUTREACH**

### WHAT HAS HAPPENED IN THE LAST 7 MONTHS?

The first step was to create a strong brand for the main arm of Generations Global, Gail McWilliams. A branding/content strategy company in Atlanta was contracted, and in August the GAIL McWILLIAMS brand was launched.

### WHY IS THIS IMPORTANT?

The Gail McWilliams branding model will be used to brand and launch other ministry arms of Generations Global. We are in the beginning stages of brand creation for Tony McWilliams, Lindey Duckworth, and Holly McWilliams.



### WHAT'S BEEN DONE IN 2014

THE NEW BRAND • NEW LOGO • PRESENTATIONS • 4TH PRINTING OF *SEEING BEYOND* • RECORDED AND PUBLISHED *SEEING BEYOND* AUDIO BOOK • NEW WEBSITE • NEW SOFTWARE & SOCIAL MEDIA STRATEGIES IMPLEMENTATION • NEW BROCHURES DESIGNED AND PRODUCED • NEW EMAIL CAMPAIGNS AND CONTENT STRATEGIES PUT INTO PLACE • CONTRACTED CORPORATE MARKET AND RADIO-MEDIA CONSULTANT TEAM • HIRED PERSONAL ASSISTANT FOR GAIL • HIRED LIMITED PART-TIME STAFF FOR MARKETING, MEDIA, AND LOGISTICS

### 2014 SPEAKING HIGHLIGHTS

SO FAR IN 2014 GAIL HAS SPOKEN AT OVER 100 EVENTS (MORE THAN DOUBLE THE PREVIOUS YEAR)  
HER RADIO SHOW IS ON 160 STATIONS IN 20 STATES

#### APPEARANCES:

GOV. MIKE HUCKABEE, FOX NEWS

KIRK CAMERON, TBN

JONI LAMB, DAYSTAR

JAMES & BETTY ROBISON, LIFE TODAY

CONVOCATION SPEAKER, LIBERTY UNIVERSITY

KEYNOTE SPEAKER, CARENET CONVENTION

KEYNOTE SPEAKER, HEARTBEAT CONVENTION

NATIONAL LEADERSHIP EVENT, WASHINGTON, D.C.

AMERICAN RENEWAL PROJECT (20 CITIES)



# OUR TOMORROW

## EXPAND THE TEAM

### STAFF POSITIONS

- MARKETING DIRECTOR
- MEDIA DIRECTOR
- EVENTS & LOGISTICS COORDINATOR

### DONOR BASE

- MONTHLY DONORS
- SPECIAL PROJECT DONATIONS

## EXPAND THE RESOURCES

### BOOKS

- HOPE SEES by Gail McWilliams (FOREWORD by Mike Huckabee)
- STUCK OR POSITIONED by Gail McWilliams
- COVENANT by Tony McWilliams
- ENGAGED IN MARRIAGE (WORKBOOK) by Tony and Gail
- FACTS by Chet Moyers

### MUSIC & MEDIA

- HOPE IN THE WAITING, Holly McWilliams (CD)
- McWILLIAMS GIRLS MUSIC CDs
  1. CHRISTMAS
  2. MOST REQUESTED
- UPDATED McWILLIAMS FAMILY STORY VIDEO
- VIDEO TEACHING SERIES
- SO SHALL MY WORD BE, Tony McWilliams (AUDIO BOOK)

## EXPAND THE OUTREACH

### MARKETING/BRANDING NEW MINISTRY ARMS

- TONY McWILLIAMS
  - Ministry Speaking Engagements
  - Weekly Podcast
  - Video Teaching Series
  - Blog
  - New Books
- LINDEY DUCKWORTH
  - Ministry Speaking Engagements
  - New Book
  - Blog
- HOLLY McWILLIAMS
  - New CD
  - Music Ministry Engagements & Promotion
  - Worship Team & Vocal Workshops

### MEDIA

- STUDIO PRODUCTION FOR RADIO & AUDIO BOOKS
- AFFILIATE EXPANSION INTO NEW RADIO MARKETS
- AUDIO/VIDEO PRODUCTION EQUIPMENT

### CORPORATE

- KEYNOTE & MOTIVATIONAL PRESENTATIONS



We are grateful our lives have intersected with yours in this strategic hour. Thank you for your interest in our ministry expansion. The momentum continues to grow. It is an accelerated season that will require a team. Our ultimate desire is transformed lives with renewed hope and vision. There could be no greater joy.

Please consider partnering with us as the story advances and others are encouraged to live with no limits. Our need is simple—increased monthly support and immediate help to secure the team and equipment for the new expansion projects.

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May the Lord increase us all with provision, wisdom and favor to accomplish the tasks at hand. May He be glorified in it all.

Committed to His purposes,

Tony and Gail McWilliams and Family

**Generations**  
**GLOBAL**  
PO BOX 701362  
DALLAS, TEXAS 75370

**Gail**  
McWILLIAMS

[www.GailMcWilliams.com](http://www.GailMcWilliams.com)