



VISION 2022

Our Vision	A freer future.
Our Mission	SFL's mission is to educate, develop, and empower the next generation of leaders of liberty.
Who We Are	SFL is the largest pro-liberty student organization in the world in terms of leaders, active countries, events, and groups. SFL supports pro-liberty students by fostering a welcoming community , providing high-quality leadership training , and incubating innovative projects to spread the ideas of liberty.
What Liberty Means to SFL	Economic, individual, and academic freedom.
SFL's 5 Year Vision	SFL's leadership programs are the primary choice for pro-liberty students in the US and across the globe. Our students are well trained, eloquent, humble, persuasive, and highly impactful on campus and after graduation. SFL is the most influential student organization in terms of members and their impact in the world.

Students For Liberty's Work and our Theory of Social Change

During the selection of leaders, we look for kind, humble, and knowledgeable pro-liberty students. A leader for SFL is a volunteer that we accepted and trained. We focus on quality over quantity. Our leadership training programs develop our students into effective organizers, thinkers, communicators, and better overall advocates for liberty. We have the right ideas, but we also have to be the better people.

We encourage our leaders to propose new and innovative techniques to spread the ideas of liberty. We support our best leaders in the implementation of such projects. Examples of previous student-led projects include pro-liberty-themed festivals, free market start-up incubators, regional conferences, film, art, music, and fundraisers for communities in the US and abroad.

After their time at university, our leaders continue to spread the ideas of liberty while holding influential positions in business, academia, journalism, non-profits, and politics. Our leaders develop and practice their activism skills at university today in order to more effectively build a freer future. This is our theory of social change.

OBJECTIVE	DESCRIPTION	FIRST 10 YEARS CUMULATIVE RESULTS	2018-2022 CUMULATIVE GOAL	FISCAL YEAR 2018 RESULTS
Primary Choice for Students	Students For Liberty educates and trains more students through our programs and events. Our community is attractive and growing, which brings more people and groups into the SFL network, expanding the number of quality prospects for our leadership programs.	We added 140,000 contacts.	We add 275,000 contacts to our network.	We added 60,505 contacts.
		We hosted 959 events and retreats.	We host 3,000 events + retreats.	We hosted 1,482 events and retreats.
		54,314 students and alumni attended our events.	150,000 students and alumni attend our events.	65,180 students and alumni attended our events.
Grow our Leadership Pipeline	All of our leaders go through training that combines insights from a decade of student-led activism, including best practises in executing projects and how to apply these insights.	We received 12,173 applications.	We receive 40,000 applications to our leadership programs.	We received 7,455 applications.
		We completed 6,388 trainings for 3,462 leaders.	We complete 20,000 trainings for 12,000 leaders.	We completed 4,247 trainings for 2,087 leaders.
	This approach (theory and praxis) produces capable leaders who want to continue their involvement with SFL and share knowledge with others in the network.	N/A	Leader satisfaction with our training averages 4 on a 5-point scale.	Leader satisfaction 4.2 out of 5
Increase the Impact of our Leaders	There is no silver bullet for achieving liberty. Incubating student-led projects produces great leaders, and results in inspiring and impactful stories, leading to more progress toward a freer world. For inspiring examples, see: studentsforliberty.org/successstories .	We documented 139 success stories.	We have 1,000 success stories, which include individual lives changed, unique and impactful student activism, and alumni successes.	We documented 137 success stories.
More Investment in Liberty	To accomplish our 5-year goals, our individual, corporate, and foundation support must fund the activities that lead to greater impact.	Budget for FY18 \$4.1 million	Increase annual revenue to \$8 million.	Budget for FY19 \$3.9 million.