

Introduction to 2017 Ministry Report

In order to carry out the provisions of SBC Constitution, Bylaw 18E, 12, *“To utilize an appropriate report format which will enable the Executive Committee to obtain from the entities adequate and comparable information about ministry plans, accomplishments, and financial data”*, the Executive Committee, SBC, presents this thorough and complete **2017 Ministry Report**.

The **2017 Ministry Report** is the compilation of each entity’s updated reports, responses to questions, and other related reports, and is presented in four separate groupings. These groupings are: **President’s Letter, Ministry Goals and Accomplishments, Ministry Inquiries**, and **Financial Statements** (excluding Seminaries). Seminaries include **Seminary Formula** tables and **ATS Reports**. Along with full and complete responses in each of these groupings, attachments and supporting documents may be included or attached.

The purpose of this Ministry Report is to assist the Executive Committee in planning, evaluating and implementing a Cooperative Program Allocation Budget, which will be presented as an Executive Committee recommendation, in consideration for adoption, each year at the SBC annual meeting.

Also, in this Introduction to the **2017 Ministry Report** there is a listing of Cooperative Program Allocation Budget “highlights” or actions which have occurred over the years.

Cooperative Program Promotion

In 2010, messengers to the Southern Baptist Convention asked the state Baptist convention(s) to assume a larger role in promoting gifts to the “entire” Cooperative Program, and to forward a larger percentage of their state-level Cooperative Program receipts to the national SBC missions and ministries. The intended outcome of these cooperative funding measures is to provide overall, more dollars for SBC missions and ministries, and for state conventions to move toward a 50/50 split of all Cooperative Program dollars. Many of our cooperating Baptist state conventions have taken significant strides to respond affirmatively to these requests.

2013 – 2014, Dr Frank Page, in collaboration with state convention executive directors, appointed a 15 member Cooperative Program Advisory Council. This group was comprised of state convention executive directors, SBC entity representatives and pastors. The purpose of this group was to develop a comprehensive and unified strategy to promote the entire Cooperative Program over a ten year period of time, leading up to the 100th anniversary of the Cooperative Program (1925 – 2025). This group met together 6 times over the two year period. At the end of its process, the CP Advisory Council produced a strategic framework document which listed, Major Objectives, Strategic Initiatives and Action Steps, for each level of SBC life, in order to effectively advance the Cooperative Program. A fundamental belief of this advisory council is expressed in this statement, “It is our belief and conviction that everyone and every entity which receives funding and benefit from the Cooperative Program, shares an equal responsibility to advance the Cooperative Program.” To that end, the Executive Committee has undertaken to accomplish the major objectives and executes to this day, against the strategic framework document.

Ohio, June 2015, Dr. Frank Page launched Great Commission Advance, a comprehensive, multi-faceted, multi-year and multi-tiered emphasis among all Southern Baptists, in order to maximize all out efforts to reach our world with the gospel of Jesus Christ. The GCA focuses on biblical

disciplines: missions, stewardship, prayer and discipleship. As a part of the Great Commission Advance (GCA) a “peer group,” comprised of 12 state executive directors and the presidents of two mission boards was formed. The purpose of this peer group was to evaluate current and proposed promotional elements of a long term emphasis for increasing the Cooperative Program. Along with that, the peer group engaged an Atlanta based marketing team, Christian Marketing Association, Mark Montini, President. This marketing team produced a customized software system which will assist state conventions and SBC entities to process “real time” data, segment churches by their missions giving practices and execute timely content and messaging.

2015 – 2016, Members of the peer group began utilizing the software and the expertise of the Christian Marketing Association to create a unified message and approach to engage and encourage SBC pastors in cooperative missions. The process is named “NetCP:”. Over 11,000 SBC pastors have been contacted through the NetCP system. Thank you emails were sent from State Executive Directors to over 9,500 pastors for their investment in SBC missions and ministries through the Cooperative Program, and an additional 1,700 pastors were sent information on the benefits of utilizing the Cooperative Program as a primary method for their church’s Acts 1:8 strategy. A report on the NetCP Initiative was given at the 2017 State Executive Directors Fellowship meeting. The initiative is also being rolled out to all 42 state conventions.

The **2017 Ministry Report** will be distributed to each Executive Committee member, each SBC entity leader, each state Baptist convention Executive Director Treasurer (EDT), editor(s) of *Baptist Press* and all the state convention Baptist papers. Also, in an effort to increase visibility and awareness for all SBC entities, among all Southern Baptists, the **2017 Ministry Report** will be posted online at www.SBC.net.

Also, along with a formal response from each entity President, in the form of a President’s letter, you will find the President’s response in a video format.