

**LIFEWAY CHRISTIAN RESOURCES**  
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**Ministry Goals and Accomplishments**

**1. Ministry Assignment: Assist churches in the development of church ministries**

***Sunday School***

**Significant Accomplishments** — Most SBC churches continue to encourage members not to limit their church involvement to worship attendance, but to take the next step on a path of discipleship by participating in a smaller group for foundational Bible study, ministry, and outreach. Most employ the principles of Sunday School, although some may use a different name. Most gather into classes on Sunday morning at the church facilities, although some offer groups on weekdays away from the church campus. Some offer small groups instead of Sunday School, and many offer small groups alongside Sunday School. Whatever the occasion or location, these groups are typically open and ongoing. Open, ongoing groups can be considered as Sunday School for reporting purposes. On average, the number of people who participate in these groups/classes is about two-thirds of the number of people who attend worship during any given week.

**Good News.** After a 10-year decline in Sunday School/Small Group attendance we experienced a 1% increase last year. More and more pastors are recognizing the importance and value of discipleship and spiritual growth through small groups. Scripture presents Jesus preaching to the multitudes but doing His most intense and intimate discipleship in a small group of twelve that we call His disciples. This model of discipleship has captured the hearts of many leaders in our denomination. Sunday School/Small Groups has many benefits: teaching/learning/obeying the Word of God, relationship building, ministry opportunities, outreach, care ministry, assimilation of new people, and service opportunities for people to exercise their Holy Spirit-given gifts.

**Curriculum.** LifeWay continues an “occasion neutral” approach in the development of Bible study curriculum for ongoing groups. This strategy allows churches to easily use ongoing curriculum on Sundays or any other day of the week as they start groups to reach more people for Christ.

In 2018, LifeWay introduced *Gospel Foundations*. Created by the teams that created *The Gospel Project*, this six-volume resource with seven sessions per volume gives churches a Christ-centered overview of the Bible and its story of redemption within a one-year time frame. *Gospel Foundations* was designed to be used in both Sunday School and small-group settings and is a video-enhanced resource to help people more fully understand the timeline of Scripture and God’s redemptive activity in the world.

In September 2018, LifeWay refreshed *The Gospel Project*. Adult, student, and kids resources were updated for the start of a new three-year study plan. The Daily Discipleship Guide was introduced in adult and student versions, which encourages daily Bible reading

and study after a group Bible study experience. *The Gospel Project* continues to grow in popularity as people discover this Christ-centered approach to studying the Bible. Ninety percent of adult classes using LifeWay materials order one of the three main series (*Explore The Bible*, *Bible Studies For Life*, or *The Gospel Project*). A strong 10 percent use one of the other adult offerings: *MasterWork*, *YOU!*, Baptist Adults, smallgroup.com, or customized curriculum. *Access* and *Special Buddies* continue to serve classes for Special Needs adults and kids. *Bible Studies For Life* is now released concurrently in a Spanish version so that churches with both Spanish- and English-speaking groups can study the same passages of Scripture together.

**Training. *Sunday School Matters DVD Training Kit*** — LifeWay has developed a significant training resource to help churches develop and train group leaders. This resource contains 12 sessions, 25-30 minutes each, to train Sunday School workers and leaders. Each session is taught by some of the top Christian Educators in the Southern Baptist Convention.

**Training. *Leader: Creating Caring Community*** — In 2018, LifeWay published the fourth of a series of four books in the *Three Roles* series of annual training books. *Leader: Creating Caring Community* focused on the shepherding aspect of a teacher’s ministry to his or her group. It challenged classes and groups to intentionally care for members and guests. David Francis and Ken Braddy completed writing this series and partnered with Ken Coley from Southeastern Baptist Theological Seminary as co-author. Francis and Braddy are well-known champions of Sunday School; Ken Coley is an expert on the teaching-learning process. The book was made available as a purchasable booklet and as a free PDF download from [LifeWay.com/DavidFrancis](http://LifeWay.com/DavidFrancis). This resource included teaching plans, PowerPoint® presentations, and other downloads for church leaders who are training others to start new groups. Free downloads of the book were also made available through the iTunes store and through the LifeWay Reader for other devices.

**Future Plans** — In 2019, LifeWay will celebrate the 100<sup>th</sup> year anniversary of Arthur Flake coming to The Baptist Sunday School Board in 1920 with an annual training book on his work and influence that still exists today in the life and ministry of our Sunday Schools. Flake is known for his “Flake’s Formula” that outlined five principles for Sunday School growth and effectiveness.

- Know your possibilities
- Enlist and train workers
- Enlarge the organization
- Provide space and resources
- Go after the people

His legacy lives on in so many church leaders and multitudes of Sunday Schools throughout our convention.

### ***Discipleship***

**Significant Accomplishments** — The mission of the LifeWay Resources Division is to serve the Church in her mission of making disciples. This mission is threaded throughout

every experience, training, and resource we seek to provide to the church. Aiding and resourcing the Church in discipleship resources and practices remains at the very core of what we seek to accomplish.

The report from the SBC commissioned disciple-making task force has shown that the number one factor in spiritual maturity is Bible engagement. LifeWay remains energized to support the recommendation of the task force as well as the biblical mandate of discipleship by providing resources that, above all, push people into the Word of God.

To that end, LifeWay has released a new series of resources designed to not only bring people into God's Word daily, but to do so in a way that daily Bible reading aligns with the group Bible study text. The Daily Discipleship Guides, available in all major brands of LifeWay's ongoing curriculum, provide five daily Bible reading that support the group Bible study. We are pleased to report that the Daily Discipleship Guides have significantly grown in usage over the past year. Churches report a greater engagement in not only Bible reading from their members using this resource, but also a higher degree of interaction in their group discussions.

In addition, LifeWay is working to provide churches that use stand-alone Bible study options with a wise discipleship plan driven by years of validated research. By using this discipleship plan, churches and groups can make sure their people are experiencing a balanced approach to discipleship. This plan can be accessed at [lifeway.com/balanceddiscipleship](http://lifeway.com/balanceddiscipleship).

LifeWay also released a series of resources designed to walk people through a chronological study of the Bible called *Gospel Foundations*. This series of resources has been widely adopted by individual groups as well as churches. The resources will help people have an overall grasp of the storyline of the Bible, increasing biblical literacy and further aiding the cause of discipleship.

Classic discipleship studies from LifeWay like *Experiencing God* continue to provide great value for deep discipleship experiences in the church.

**Future Plans** — LifeWay will begin to train and equip churches on a discipleship pathway philosophy built on 10 years of research. This philosophy will provide a framework of discipleship for a ministry to adopt.

LifeWay will also continue to educate churches and leaders on how flexible Bible study resources can help move people into greater engagement with God's Word regardless of how their groups are structured.

### ***Leadership Development***

**Significant Accomplishments** — LifeWay Leadership's key initiatives in 2018 focused on equipping church leaders and volunteers in ongoing training and development. With the launch of a new version of Ministry Grid in late 2017, the team saw great momentum in the mobile-first platform with almost 500 churches purchasing in the month of August

alone. LifeWay Leadership has also continued its partnership with Southeastern Baptist Theological Seminary to host 10 free MOOCs on Ministry Grid, which includes more than 1,800 new users in 2018.

LifeWay Leadership continues to see success in Leadership Pipeline coaching as an underlying philosophy and framework for leadership development. The team hosted Pipeline West in Orange County, California, which featured speakers Carey Nieuwhof and Eric Geiger and equipped 300 church leaders in Leadership Pipeline coaching. LifeWay Leadership also held coaching day events in Denver and Dallas, and the team returned to Australia where they hosted Leadership Pipeline coaching days in five cities to equip churches, denominations, and church planting networks. The Pipeline event in Nashville focused on creating a culture of recruiting and ongoing development with plenary sessions from Carey Nieuwhof, Albert Tate, Clayton King, Thom Rainer, Tami Heim, Léonce Crump, Shannon Miles, Kevin Peck, Josh Patterson, Danny Franks, and Todd Adkins. The Nashville coaching days sold out.

LifeWay Leadership also partnered with Josh Patterson and Kevin Peck to launch three Strategic Learning Communities, which met three times over six months to equip ministry leaders and pastors in executive and organizational leadership. The team also launched a Pipeline Learning Community, providing church leaders a six-month, in-depth Leadership Pipeline experience hosted by Todd Adkins and Daniel Im.

The team continues to add credibility to its brand with the success of its “5 Leadership Questions” podcast, which has reached more than 1.9 million downloads. In the fall, LifeWay Leadership simultaneously launched the LifeWay Leadership Podcast Network and new podcast “Ask Me Anything” with J.D. Greear. Other podcasts in the Network include “5 Leadership Questions” by Todd Adkins and Daniel Im; “New Churches Q&A” with Ed Stetzer, Todd Adkins, and Daniel Im; “Est. Church” by Sam Rainer, Micah Fries, and Josh King; “Making Disciples” by Robby Gallaty; “Group Answers” by Chris Surratt and Brian Daniel; and “The One Thing” by Scott Sanders and Derek Hanna.

Additionally, the LifeWay Leadership team provided free resources to more than 600 new church plants, including access to Ministry Grid, curriculum, website support, online giving, and other LifeWay resources. The New Churches podcast has continued to grow and reached over 860,000 downloads by the end of the year.

**Future Plans** — The LifeWay Leadership team has a heart to see local churches develop an army of leaders, not just an audience. In 2019, the team will offer a new coaching event called Blueprint. This two-day experience includes speakers Carey Nieuwhof, Todd Adkins, and Daniel Im and provides participants with a plan to implement change in their church. Blueprint events will be held in Orange County, California; Austin, Texas; and Nashville, Tennessee. The team will also continue their Leadership Pipeline and Ministry Grid partnership in Australia and plans to host coaching days in other international locations. LifeWay Leadership will also continue to add features and enhancements to Ministry Grid to enable church leaders to provide training and resources to their volunteers and leaders for ongoing development.

### ***Worship and Music Ministry***

**Significant Accomplishments** — Since the Southern Baptist Convention’s 2018 annual meeting, many exciting developments have been accomplished through LifeWay Worship, the church music and church supplies arm of LifeWay Christian Resources. Here are just a few of the highlights.

Broadman Supplies enjoyed a record year of serving churches through communion supplies, bulletins, evangelistic tracts, and more in North America and around the world. LifeWay Specialty Imprints and One Source both moved to the Worship area of LifeWay and began to expand offerings to churches with custom imprinting services and a diverse offering of church services.

LifeWay Worship celebrated the 10th anniversary of the 2008 Baptist Hymnal and the launch of the corresponding website, [lifewayworship.com](http://lifewayworship.com). New features and songs have been added to the website to serve churches better than ever with new resources for congregational worship. More than 4,000 songs and hymns are now available through the website.

WorshipLife Events at California Baptist University and in Gatlinburg served more than 1,000 worship leaders across the convention. SonPower celebrated its 20<sup>th</sup> Anniversary by training over 500 students in worship in Orlando.

LifeWay Worship released a robust offering of anthems, musicals, collections, folios, magazines, and recordings with over 200 new titles available in stores, online, or directly from LifeWay Worship. One of those titles, *Mommy and Me*, was a final nominee for a Dove Award in the “Children’s Album of the Year” category. Additionally, LifeWay partnered with Lillenas and Daywind to provide resources for choirs and worship ministries.

For the first time LifeWay Worship joined legacy Christian artist group, Point of Grace, to produce two new critically acclaimed and exclusive albums, “Sing Noel” and “Beautiful Name.”

B&H Publishing also released the book, *Worship Essentials – Growing a Healthy Worship Ministry without Starting a War* authored by Mike Harland, director of LifeWay Worship.

### **Future Plans**

The student worship event, SonPower, is moving to Nashville in 2019 after 20 years in Orlando! The event has been redesigned to help churches develop student worship leaders and ministries.

LifeWay Worship is partnering with LifeWay Global to develop a new modern hymnal for Spanish churches. This hymnal will be the first of its kind and will serve churches all over Latin America and the world.

### ***Christian Education***

**Significant Accomplishments** — The ministry of Christian Education is essential to the health of our churches. Everything we know to do as believers comes from our study and knowledge of Holy Scripture. As a church we know to worship, fellowship, care for one another, witness, and disciple because the Word instructs us so. Therefore, Christian Education is vitally important. As an employer, employee, student, parent, child, neighbor, and friend we know how to treat others because “the Bible tells me so.” Therefore, Christian Education is vital to the spiritual health of individuals.

Christian Education is primarily carried out on the shoulders of Sunday School and/or the small group ministry of a local church. Christian Education has been most effective when implementing five intentional practices in the Sunday School/Small Group ministry.

**Intentional, On-Going Training.** Churches that are effective provide on-going training for their Bible study teachers and leaders. LifeWay provides a 12-session DVD Sunday School Training Kit called *Sunday School Matters*. Ministry Grid is another valuable tool LifeWay offers for on-going training with hundreds of training videos.

**An Intentional Curriculum Map.** Discipleship is not a haphazard endeavor. Curriculum matters. LifeWay provides several curriculum tracks: *Explore the Bible* (Bible book studies), *Bible Studies for Life* (tackling real life issues), *The Gospel Project* (seeing how all Scripture points to Jesus), and *You* (addresses the multiethnic churches).

***Sunday School Matters* DVD Training Kit.** LifeWay has developed a significant training resource to help churches develop group leaders. This resource contains 12 sessions, 20-30 minutes each, to train Sunday School workers and leaders. Each session is taught by some of the top Christian Educators in the Southern Baptist Convention.

**Training and Development Opportunities** — LifeWay provides training and continued learning for Christian Educators (Ministers of Education, Discipleship Pastors, Family Pastors, etc.) through four training opportunities. The conferences are held in Nashville and other locations across the country several times each year at no registration cost to participants. Each of these conferences start on Mondays at 1 p.m. and conclude on Wednesdays at noon. The four conferences are...

1. **ME Essentials.** Attendees learn the basic principles of group ministry, disciple making, how to enlist leaders, staff relations, evangelism strategy, time management, leadership, and more. Through this training, educators are equipped to take the first steps toward healthy discipleship. More than 1,550 education/discipleship ministry leaders have been trained over the past ten years, with another 160 to be trained in 2019. There is no registration fee and LifeWay provides hotel and all meals.
2. **ME Essentials2.** Those having participated in ME Essentials qualify for ME Essentials2. There is no registration fee and LifeWay provides all meals. Like ME Essentials, it is a three-day conference that dives deeper into leading the educational/discipleship ministry of a local church as attendees learn how to develop a

leadership pipeline, shape church culture, build a team, utilize and manage basic educational facilities, and when to plan for multiple Sunday School hours.

3. **Next Level Essentials.** This conference is for young Christian Educators 40 years of age and younger. They are exposed to older, more seasoned Christian Educators and cover topics such as developing as a high potential leader, how to lead from the middle of the pack, turning people into Great Commission Christians, how to make a difference in the church and people as a Christian Educator, and how to go to the next level.
4. **Pastor/ME Essentials.** This conference requires both the senior pastor and the education/discipleship pastor to attend together since they are the two main disciple-makers in the church. Getting these two key leaders unified on a discipleship strategy can have significant impact on their church. This conference helps the pastor and Christian Educator to discover the next steps in their discipleship and outreach process and to align activities accordingly.

The conferences are held in Nashville and other locations across the country several times each year at no registration cost to participants.

Information concerning any of these four **Essentials** conferences can be obtained by contacting [allan.taylor@lifeway.com](mailto:allan.taylor@lifeway.com). Essentials conferences are also available for leaders in kid's ministry, student ministry, men's ministry, women's ministry, and small group ministry.

### ***Pastoral Ministries***

**Significant Accomplishments** — LifeWay networks with state convention, associational, and seminary leaders to provide conferences and training events for pastors.

**Pastors Essentials.** “Pastors Essentials: Leading the Disciple-Making Ministry in Your Church,” is a unique workshop designed specifically for the senior pastor who has a heart and passion to develop and lead the disciple-making ministry in the local church. With training and discussion specifically tailored for senior pastors, Pastors Essentials addresses issues and topics pastors face in making disciples. The goal is for pastors to leave the conference with a plan to disciple their people with wisdom and intentionality. LifeWay offers 11 Pastors Essentials each year averaging 20 Pastors in attendance.

**LifeWay Pastors.** LifeWay partners with state conventions, associations, seminaries and other evangelical ministries to facilitate pastoral and church health. Each year Lifeway hosts 12-15 regional Pastor Date Nights and Pastor Roundtables. LifeWay also co-hosts approximately 10 conferences and retreats throughout North America. LifeWay's [FactsAndTrends.net](http://FactsAndTrends.net), including the LifeWay Pastors department, covers faith, culture, and local church ministry, providing insight to cultural and religious trends that are sure to impact the church.

**Transitional Pastor training** — LifeWay continues to partner with state conventions to support training for transitional pastors, equipping them to help churches in smooth,

troubled, or crisis transitions. More information is available at <http://www.lifeway.com/Article/Transitional-pastor-overview>

**Future Plans — Partners' Summit:** LifeWay partners with state convention leaders to provide opportunities for networking, skill development, and encouragement at the annual Partners' Summit. This is held each year the first week in December. This annual gathering of state convention and LifeWay leaders is designed to provide opportunities to explore topics of mutual interest that can benefit churches of the Southern Baptist Convention.

The goals for the Partners' Summit are:

**Enhance** LifeWay's partnership with state convention leaders

**Equip** the leaders with new insights and skills

**Engage** other leaders through collaborative learning

**LifeWay Church Partners** are on the field annually having more than 22,000 face-to-face conversations with pastors and other ministerial staff. They discover personal, professional, and church ministry needs while providing solutions, serving as trusted advisors, and offering networking opportunities with other church leaders. They also regularly relate to leaders in state conventions and associations to address the needs of pastors and staff.

### ***Evangelism***

**Significant Accomplishments —** Lifeway continues to support and produce a variety of evangelism books and resources to support and train believers in evangelism. *Turning Everyday Conversations into Gospel Conversations* by Jimmy Scroggins and Steve Wright continues to be a practical and easily used guide to help believers understand the 3 Circles method of sharing their faith.

LifeWay continues to provide training resources to assist churches to reach the millions of people in the U.S. and Canada who have no relationship with Jesus Christ. One evangelism training resource, by pastor Greg Laurie, is titled, *Tell Someone: You Can Share the Good News*. This video-enhanced resource encourages believers to share the gospel by sharing Jesus' story and their own story of how Jesus changed their lives.

Based on the experiences of Dustin Willis and Aaron Coe, *Life On Mission: A Simple Way to Share the Gospel* is a five-session Bible study that invites believers to connect with God's mission and equips them to leverage their influence to bring unbelievers to faith in Christ. Find out more at [www.LifeWay.com/lifeonmission](http://www.LifeWay.com/lifeonmission).

*My 8: Embrace and Engage the Wonder of Evangelism* is an 8-session Bible study by Ed Newton for students that deals with the heart and how-to of evangelism. Students are challenged and equipped to share their faith.

One of the greatest evangelism opportunities for churches is Vacation Bible School. Multiplied tens of thousands of people will come to faith in Christ as a result of VBS. And, there are additional untold numbers of families within communities who will be impacted. Vacation Bible School opens a multitude of doors of evangelistic opportunity.

*Leading a Child to Christ Training Pack* continues to be a strong, digitally available evangelism tool that is well designed to assist parents, teachers, pastors, and older children in sharing their faith. This digital training pack includes two video segments, “Leading a Child to Christ” and “Leading a Friend to Christ,” as well as conference plans for training.

*What is a Christian? Answers for Kids* is an eight-week activity book for kids which helps them answer questions about becoming a Christian. This study covers includes questions about God, Jesus, Sin, The Gospel, Becoming a Christian, Heaven, Baptism, and the Lord’s Supper. An included parent section equips parents to have conversations with children who are asking questions about the gospel. *What is a Christian?* can be used in a class setting at church or in a home environment to help kids work through their questions related to what it means to be a Christian and how to receive God’s gift of salvation.

*Share Jesus Without Fear*, revised edition, presents a simple and relational approach to witnessing that underscores dependence on God’s power for the results. Birthed out of the radical life-transformation of its author, Bill Fay, *Share Jesus Without Fear* teaches believers how to navigate a witnessing conversation in everyday situations. LifeWay has released additional *Share Jesus* tools to equip believers to share their faith: the *Share Jesus Without Fear* app and *Share Jesus Without Fear Scripture and Question Cards*.

*More to Life*, authored by Dennis Pethers, is being used across the United States and the world. State conventions, associations, and churches are embracing this resource as well as the strategy behind it to strengthen evangelism training and practices. This resource and process offer evangelistic training based on a simple four-story approach that encourages and enables believers to more easily engage individuals in spiritual dialog and help them reach “people who are far from God, but close to you.” *More to Life* not only trains believers, but also offers a discovery tool designed to engage nonbelievers in discovering who Jesus is, as revealed in four stories from the Gospel of John.

Many churches continue to experience great success with *FAITH Evangelism*. The resources for *FAITH Evangelism*, highlighted at [LifeWay.com/Faith](http://LifeWay.com/Faith), include:

- *FAITH Evangelism 1* is designed to equip believers to grow in their personal faith while, at the same time, taking the gospel and needed ministry into their communities.
- *FAITH Evangelism 2* continues the evangelism journey while focusing on building strong, committed leaders who will pour and multiply their lives into the lives of learners.

### ***Marriage and Family Ministry***

**Significant Accomplishments** — LifeWay has resourced churches in family ministry for many years through the publication of quality family and devotional magazines. Included are:

- HomeLife—A monthly family magazine with articles and fresh ideas for families, marriages, and personal development.
- Mature Living—A monthly magazine focusing on the spiritual and personal needs of adults, from boomers to seniors.

- ParentLife—A monthly magazine offering practical ideas, devotionals for families, and Christian living insights written especially for parents.
- Parenting Teens—A monthly magazine providing encouragement, information, and insights to address the unique challenges of guiding a teen through adolescence into adulthood.
- Journey—Monthly devotional magazine for women with content that is substantive but not overwhelming for busy schedules.
- Stand Firm—A monthly devotional guide for men with role-model interviews and articles that fit into a man’s busy schedule.
- Open Windows—A quarterly devotional guide featuring individual daily readings and selected Scripture passages (also available in large print).

Churches use these resources to help families realize and prepare for the fact that life happens between Sundays. While these magazines provide wonderful leisure reading, they also hit hard topics of life from a strong biblical perspective.

In 2017, LifeWay launched 22:6 Parenting, a digital subscription for parents to help their kids learn how to live, love, and lead well. In 2018, 22:6 Parenting has continued to minister to 500+ families through intentional monthly discipleship tools. The 22:6 Parenting subscription is led by LifeWay’s Marriage & Family Strategist, Dr. Joshua Straub, and his wife Christi. The Straubs also host the “In This Together” podcast that focuses on marriage and parenting. They are privileged to serve more than 35,000 people each month through their podcast downloads.

**Future Plans** — In March 2019, Dr. Josh and Christi Straub will release their first children’s book with B&H titled, *What Am I Feeling?* The following month, the Straubs’ first LifeWay Bible study, *Homegrown*, will be released. *Homegrown* is a six-week family experience studying the fruit of the Spirit. Parents and children can walk through each week with fun, practical activities and lessons to help bring the Scriptures to life!

In late Spring 2019, LifeWay plans to launch *Woo Marriage*, an online tool that provides Christ-centered marriage coaching for churches. Through video courses, our seasoned ministry leaders share biblical encouragement, practical guidance, plenty of laughter, and even some tears as they help couples prepare, equip and restore their marriages. Woo Marriage’s mission is to woo couples to Christ and to one another. We believe that when couples fully understand Christ’s pursuit of them, their marriage changes for the better. Woo Marriage will be available to churches via digital subscription. Course content can be used for one-on-one coaching, small group curriculum, individual use and more. More information can be found at [woomarriage.com](http://woomarriage.com).

### ***LifeWay Global***

**Significant Accomplishments** — The focus of LifeWay Global is to “serve the Church in her mission of making disciples—worldwide.” Over the past several years, LifeWay Global has successfully integrated all publishing lines into a unified strategy to better serve global churches and individuals. Those lines include Bible and Reference, Trade Books, Leadership Resources, Kids Resources, On-Going Curriculum, and Short-Term Studies. LifeWay Global experienced another record year in 2018 with more than 4 million lives

impacted by our trustworthy content through print, digital, licensing, and training programs (live and online).

A strategic priority for LifeWay Global is the contextualization of our work. To that end, we have offices and indigenous staff in Beijing, Delhi, Mexico City, Rio De Janeiro, Cali, Guatemala City, and San Jose' (Costa Rica). And our publishing ministry is increasingly focused on indigenous authors, including key Hispanic communicators: Miguel Nunez, Juan Sanchez, Otto Sanchez, and Patricia Namnun. 2018 was also a breakthrough year with expansion of LifeWay VBS into four Indian languages (Hindi, Tamil, Telugu, and Malayalam) and author development in India, including: Stanley Mehta, Anand Mahadevan, Merilyn Amirtharaj, and Rajiv Chelladurai.

2018 was an outstanding year for Spanish ongoing curriculum, anchored by the growth of *Bible Studies for Life* (which now releases simultaneously with English). We experienced another year of significant growth in our Spanish kids program with domestic and international distribution and training around *A Jugar*—our VBS program. Our two biggest Spanish Bible releases in 2018 were the RVR60 and NVI Reference Bible programs. We continue to enjoy outstanding interest in the *The Study Bible for Women* and *The RVR60 Notetaking Bible*. We continue to expand pastor training and leadership resources, anchored by the recent launch of LifeWay Liderazgo—a Spanish leadership destination on LifeWay.com. And we're intensely focused on expanding LifeWay Mujeres—our publishing line and .com destination for women. 2018 was a breakout year for our program in Mexico as we built key relationships with nearly 20,000 leaders across Mexico (via 50+ events, social media, and key denominational partnerships).

In 2018 we expanded our partnership with Buena Vista Publishing on the distribution of the BKJ text in Brazil, positioning LifeWay as an emerging entrant into the world's second largest Bible market. In 2018 LifeWay distributed life-changing content to more than 160 countries through print and digital content (including Amazon, Apple, and Google).

**Future Plans** — LifeWay Global will continue to expand its leadership position in Spanish Bible publishing in 2019 with the expansion of our program in the Spanish NIV (NVI). This is the sixth Spanish text in our market-leading program, which also includes RVR60, RVR1909, RVC, Peshitta, and NTV. We will also continue to expand our indigenous publishing programs across Latin America and India, as well as launch a series of resources in Spanish and Portuguese around *Overcomer*—the Fall 2019 theatrical release from the Kendrick Brothers.

## **2. Ministry Assignment: Assist churches in ministries to college and university students**

**Significant Accomplishments** — LifeWay continues to recognize and emphasize the crucial importance of reaching and equipping college students with the gospel of Jesus Christ through the work of the local church and state convention supported ministries. There are almost 23 million college students in North America and churches are continuing to seek ways to reach and equip this important segment of our population. LifeWay

provides churches and collegiate ministries resources and events that will assist in making disciples of Jesus among college and university students.

Ongoing curriculum provides churches with trustworthy resources that give college students the opportunity to study the Scriptures in small groups, Sunday School, or on their own. *Bible Studies for Life—Young Adult*, *Explore the Bible—Daily Discipleship Guide*, *The Gospel Project*, and *YOU!* all address relevant and crucial issues of how the Scriptures intersect with the lives of college students. Whether the starting point in these groups is life, the text, or theology, the various lines of curriculum that LifeWay offers for college ministry will help students grow in their walk with Christ.

Short-term studies continue to be produced by LifeWay with the tag-line “LifeWay Young Adults Recommends.” These short-term studies are ideal for semester small groups and retreat settings. A variety of authors and subjects are given the tag-line of “LifeWay Young Adult Recommends” because of relevance to the life of college students and young adults. These titles can be found on the LifeWay Young Adults blog at [youngadults.lifeway.com](http://youngadults.lifeway.com) and recently include *James* (Matt Chandler), *Jesus Among Secular Gods* (Ravi Zacharias), and *No Other Gods* (Kelly Minter).

LifeWay also continues to offer meaningful and relevant events that promote spiritual growth and missions to churches and collegiate ministries including:

**Beach Reach.** For two weeks in March 2018, over 850 college students and leaders gathered in Panama City Beach, Florida, for one of the most intense and challenging experiences provided by LifeWay. Through daily pancake breakfasts (in partnership with the Georgia Baptist Disaster Relief Team), free van rides, and street/beach ministry, college students reached out to fellow college students on Spring Break in PCB. Some 36 decisions of salvation were made among college Spring Breakers during the two weeks among hundreds of gospel conversations. Early registration each year ends in mid December, but groups can register up to the time of the event.

**Collegiate Week.** Over 1,900 college students and leaders gathered at Falls Creek Conference Center in Oklahoma during the first week of August 2018 for a week of worship, Bible Study, and recreation. Collegiate Week continues to be a strong connection between churches and state conventions as college students prepare to return to their campuses for the Fall semester. Included in Collegiate Week is an intentional emphasis upon training of leaders through the leaders track. This was our first year at the new location and we saw growth over 50% from last year’s event!

**Collegiate Summit.** Over 700 Collegiate Leaders gathered in Nashville, Tennessee, in May 2018 for the National Collegiate Ministry Summit. The Collegiate Summit is an every-three-year training event that will have its next gathering in April/May of 2021. The 2018 Summit had plenary sessions led by Tom Richter, Dr. Russell Moore, Doug Schaupp, Gabe Lyons, and Ben Stuart. Worship was led by Brooke + Boggs. Along with the plenary sessions, there were break-out sessions based upon ministry settings, ministry topics and resources.

A National Collegiate Ministry network continues to partner with LifeWay to give direction and leadership on a number of topics of importance in reaching and equipping college students. BCNet (Baptist Collegiate Network) consists of six committees staffed by church and campus-based college ministers in coordination with BCSD (Baptist Collegiate State Directors). LifeWay's partnership with BCNet and BCSD is an essential component in continuing to emphasize collegiate ministry in the SBC.

LifeWay also partners with the North American Mission Board and the International Mission Board along with other networks such as College Metro and BCM Partners to provide resourcing, training, and connections with the opportunity to reach and equip college students as disciples of Jesus Christ.

**Future Plans** — LifeWay and National Collegiate Ministry will continue to seek opportunities to partner with churches and collegiate ministries in reaching and equipping college students and young adults.

Short-term studies will be offered under the “LifeWay Young Adults Recommends” tagline. These studies will be relevant to issues that young adults and college students are facing within their culture. Some of those studies in the new year include *Imago Dei* by Mike Cospers, *Gospel Above All* by J.D. Greear, and *Flourish: A Mentoring Journey* by Passion City Church.

Ongoing curriculum will continue to have a young adult emphasis. *Bible Studies for Life Young Adult*, *Explore the Bible Daily Discipleship Guide*, *The Gospel Project*, and *YOU!* will all be lines of curriculum that will help young adults understand what it means to be a disciple of Jesus within their context.

Beach Reach and Collegiate Week will be offered for college students and collegiate groups during 2019.

Opportunities for LifeWay trainers to interact with leaders of collegiate ministry are available for churches, associations, and state conventions by contacting LifeWay Collegiate/Young Adult ministry staff.

### **3. Ministry Assignment: Assist churches with Christian schools and homeschool ministries**

**Significant Accomplishments** — A biblical philosophy of education to guide the training of children and youth is presented in *Kingdom Education: God's Plan for Educating Future Generations, 2<sup>nd</sup> edition*. This resource provides the driving principles that shape essential biblical education services and resources to Christian schools, churches, and families.

*The Gospel Project for Kids: Home Edition*, is designed to help families—whether they homeschool or engage in traditional education—supplement biblical education and child discipleship.

LifeWay’s Student Ministry continues to provide *CharacterQuest* Bible Curriculum for Christian Schools and Home Schools.

**Future Plans** — LifeWay continues to provide consultation to schools and churches related to a wide range of topics about Christian school and homeschool education.

#### **4. Ministry Assignment: Assist churches in ministries to men and women**

##### ***Women’s Ministry***

**Significant Accomplishments** — LifeWay Christian Resources and the Women’s Event and Publishing Team continues to equip and minister to women across the country and beyond with multiple live events and resources for a diversified audience, both to the SBC and other women of faith.

In 2018 the Women’s Event Team celebrated 20 years of Living Proof Live events with Beth Moore and worship led by Travis Cottrell. From October 2017 through September 2018, cities included Sacramento, Calif.; Seattle, Wash.; Ft. Lauderdale, Fla.; Boone, N.C.; Green Bay, Wis.; San Diego, Calif.; Calgary, Ala., Canada; Columbia, Mo.; Hot Springs, Ark.; Huntsville, Ala.; as well as an Alaskan cruise during the summer. These events ministered to more than 50,000 women. The Beth Moore simulcast event was partnered with the live event in Huntsville and included 376 churches and 6,500 individuals representing more than 10 countries.

The Priscilla Shirer Live events were held in Toronto, ON, Canada; Tampa, Fla.; Charleston, S.C.; and Ft. Wayne, Ind. The Tampa event also included the simulcast event and included 650 churches, 8,100 individuals, and numerous countries reached through this global experience. Women attending a live event totaled 4,500.

LifeWay strengthened the event opportunities by offering The Word Alive (TWA) events with Lysa TerKeurst and Abundance events, which featured multiple LifeWay voices and authors, such as Lisa Harper, Kelly Minter, Jen Wilkin, Jennie Allen, Jamie Ivey, and many more. Cities for TWA included Oklahoma City, Okla.; Houston; and Orlando, Fla. A special gala event was featured at the Museum of the Bible in Washington D.C. in April. Abundance cities included Greenville, S.C.; Biloxi, Miss.; Colorado Springs, Colo.; and Richmond, Va. These two events ministered to 10,700 women.

In addition to these live events, a special simulcast event was held in Nashville in partnership with DaySpring.

Several new short-term Bible studies were released from the women’s resource area. These included: Jen Wilkin’s *God of Creation: A Study of Genesis 1-11*; *Rachel & Leah* by Nicki Koziarz; *Just Open the Door* by Jen Schmidt in partnership with (in)courage; *What Matters*

*Most* by Karen Ehman; *Raised Together: A Study of Colossians* by Gloria Furman in partnership with The Gospel Coalition; *Job* by Lisa Harper; *Psalms 23* by Jennifer Rothschild; *The Faithful: Heroes of the Old Testament*, a compilation study from previous works by authors Lisa Harper, Kelly Minter, Beth Moore, Jennifer Rothschild, and Priscilla Shirer; and *Ministry to Women* by Kelly King.

LifeWay Women continued to offer online Bible studies with over 96,000 participants. For the first time, Women's Bible studies were offered in LifeWay Christian Stores in 2018. A test market of 20 stores occurred in the first part of the year and expanded to all stores with an average attendance of 1,000 women each week.

More than 7,500 women were equipped in 2018 through training events. These events include Essentials, You Lead, the Women's Leadership Forum, as well as a variety of state convention partnership events, Baptist seminaries, and universities.

You Lead events were held in the following cities in front of Living Proof Live, Priscilla Shirer Live, and Abundance events: Sacramento, Calif.; Boone, N.C.; Biloxi, Miss.; Colorado Springs, Calif.; Tampa, Fla.; Calgary, Ala., Canada; Charleston, S.C.; Hot Springs, Ark.; and Huntsville, Ala.

More than 1,600 women gathered at the 2018 Women's Leadership Forum, November 8-10, at Long Hollow Baptist Church in Hendersonville, Tennessee. Featured authors included Jenn Wilkin, Lauren Chandler, Jeff Iorg, Jackie Hill Perry, and Jennifer Rothschild.

LifeWay Women also partners with the SBC Ministers' Wives luncheon by providing registration and resources for the event. LifeWay author Lisa Harper was the featured speaker in Dallas, Texas.

LifeWay Women continued to expand its social media reach through Facebook, Twitter, Instagram, and its blog, LifeWayWomen.com. In 2018, the blog had close to 4.5 million total page views and more than 1.16 million users. The LifeWay Women's Facebook page had close to 190,000 followers. There are 65,200 Twitter followers and 166,000 Instagram followers. In addition to its all access content, the [lifeway.com/womensministry](http://lifeway.com/womensministry) blog focused on content for leaders.

**Future Plans** — LifeWay Women will continue to offer multiple Living Proof Live events, as well as Going Beyond Live events featuring Priscilla Shirer, The Word Alive events with Lysa TerKuerst and a new LifeWay Women Live event in Orlando, FL. A special event featuring Lysa TerKuerst and Lisa Harper will take place in Israel in the spring of 2019.

The year 2019 brings with it plans to publish more women's Bible studies including *God of Covenant: A Study of Genesis 12-50* by Jen Wilkin, *We Over Me* by Whitney Capps, *Legacy* by Jackie Green and Lauren McAfee, *20/20* by Christine Caine, *Finding*

*God Faithful* by Kelly Minter, *Jude* by Jackie Hill Perry, a study by Lysa TerKeurst on Kings, and a new study by Beth Moore.

### ***Men's Ministry***

**Significant Accomplishments** — In 2018, LifeWay hosted The Main Event in both Mobile, Alabama, and Nashville, Tennessee. This conference for men was themed *Act Like Men*.

The event in Mobile was held at Dauphin Way Baptist Church and was attended by approximately 1,000 men. Speakers included James MacDonald, Rick Burgess, Brodie Croyle, Darryl Strawberry, Bryan Carter, Ted Traylor, and Stephen Graves. The event in Nashville was held at Long Hollow Baptist Church with sold out and overflow attendance of approximately 2,500. Speakers included James MacDonald, Robby Gallaty, Crawford Loritts, Trip Lee, Ted DiBiase, and Josh Ryan.

LifeWay also partnered with Dr. Johnny Hunt and First Baptist Church Woodstock, Georgia, to simulcast the Johnny Hunt Men's Conference. Eighty churches and 487 individuals participated in the simulcast. In addition to Dr. Hunt, breakouts were led by Gary Bates, Bob Reccord, James Eubanks, Lee Welborn, Buddy Hulsey, Eric Fuller, Bob Mehaffey, Keith Boggs, Kris Dolberry, and Brian Jennings.

The Manhood Restored Conference at Epiphany Fellowship in Philadelphia, Pennsylvania, was LifeWay's first urban men's event aimed at serving African-American men and churches. Speakers included Eric Mason, Keith Battle, Curtis Dunlap, Bobby Manning, Damon Jones, and JereMiah Carr.

LifeWay offered both in person and virtual training opportunities for men's ministries in 2018 including Leading Men, a training event held in conjunction with The Main Event. This training was a partnership with Long Hollow Baptist Church and was attended by approximately 150 men.

**Future Plans** — LifeWay Men continues to provide biblically trusted resources most notably *Kingdom Man* with Tony Evans and *Manhood Restored* with Eric Mason. We are pleased to also partner this coming year with Tony Evans for a new men's resource that will release with a Fathom events film in theaters.

LifeWay Men will also provide encouragement and training through fresh weekly content at [LifewayMen.com](http://LifewayMen.com).

LifeWay also launched in 2018 FaithWorks, a faith-based, coworking and shared office space for Christian business men and women.

## **5. Ministry Assignment: Assist churches through operation of Conference Centers and Camps**

**Significant Accomplishments** — God impacted many lives at Ridgecrest in 2018. Ridgecrest Conference Center hosted more than 66,000 guests and 435 events. 3,258 campers attended Camp Ridgecrest for Boys and Camp Crestridge for Girls, and 757 individuals attended Family Camp, Father & Son Weekend, and Mother & Daughter Weekend. Altogether, more than 70,000 individuals visited Ridgecrest (the second-highest attendance in more than 25 years). Guests loved the newly renovated Nibble Nook, which now features a grill (and, as always, ice cream!).

**Future Plans** — The significant transformation of Ridgecrest’s campus and facilities will continue in 2019, including a major renovation of Mountain Laurel East Hotel.

## **6. Ministry Assignment: Assist churches through the publication of books and Bibles**

**Significant Accomplishments** — B&H Books publishes trustworthy books that impact children, teens, adults, families, churches, and God’s work around the world. Key accomplishments marked 2018. For example, *The Storm-Tossed Family* by Russell Moore, president of the Ethics and Religious Liberty Commission of the SBC, won the “Beautiful Orthodoxy” Book of the Year award (Christianity Today). B&H also published many bestselling titles for kids and adults alike. Key titles published for adults include: *How to Ruin Your Life* (Eric Geiger), *Leading Major Change in Your Ministry* (Jeff Iorg), *Being a Christian* (Jason Allen), *Words of Grace* (Scott Patty), *The Four Wills of God* (Emerson Eggerichs), *When We Say Father* (Adrian Rogers and Steve Rogers) *ReClaimed Church* (Bill Henard), *Letters to an American Christian* (Bruce Riley Ashford), *Living Fit* (Ronnie Floyd), *Mere Hope* (Jason Duesing), *Worship Essentials* (Mike Harland), *Gay Girl, Good God: Who I Was and Who God Has Always Been* (Jackie Hill Perry), *Playing for More* (NFL Quarterback Case Keenum), and *Pathways* (Tony Evans).

Key titles published for children include: *The Prince Warriors Deluxe Boxed Set* (Priscilla Shirer), *Who Sang the First Song?* (Ellie Holcomb), *Cornerstones: 200 Questions and Answers to Learn Truth* (Brian Dembowczyk), *ColorFull* and *ThoughtFull* (Dorena Williamson), *Who’s Your Daddy* (Lisa Harper), *God’s Big, Big Church* (B&H Kids), and *The Way to the Manger: A Family Advent Devotional* (Jeff and Abbey Land).

Since 2006, when Dr. Thom S. Rainer was installed as President of LifeWay, B&H has partnered with him to publish 14 books. In 2018, B&H was honored to publish three new titles from one of their bestselling authors of all time: *Becoming a Welcoming Church*, *We Want You Here*, and *Scrappy Church* (Thom S. Rainer).

B&H is honored to partner with others throughout LifeWay and across the denomination to produce resources that elevate the kingdom work of the SBC.

**B&H Bible & Reference** — In 2018, Holman Bibles continued to build upon the successful 2017 launch of the Christian Standard Bible. In its second year, the CSB was again the translation for many new Bible releases, most notably *The (in)courage Devotional Bible* in partnership with DaySpring and the (in)courage community. The combination of new CSB releases in 2018 and strategic promotional focus on 2017 releases resulted in CSB

becoming a leading translation in LifeWay stores. Other notable 2018 releases in CSB include the *Worldview Study Bible* (in partnership with General Editors David Dockery and Trevin Wax), *Fisher of Men Bible* (in partnership with LifeWay Global and General Editor Luis Pabon), the easy-to-use and economically priced *Everyday Study Bible* (a condensed version of the full-color *CSB Study Bible*), *Day-by-Day Chronological Bible* (in partnership with General Editor George Guthrie), and *The Restoration Bible* (in partnership with General Editor Stephen Arterburn). In year two, the *She Reads Truth Bible* has now sold more than 200,000 copies since release and the *CSB Study Bible*, featuring the ECPA award-winning Holman Study System, and *CSB Spurgeon Study Bible* continue to exceed expectations with over 50,000 copies sold to date each. In addition to CSB, Holman Bibles continues to extend the reach of God's Word by publishing KJV and NKJV Bibles, many of which are delivered all over the world through partnership with LifeWay Global. In order to continue serving these Bible readers well in 2019 and beyond, our KJV text Bible interiors will be refreshed and updated and key study Bible brands will be made available in KJV, beginning with a KJV edition of the *Spurgeon Study Bible* (in partnership with General Editor Alistair Begg) followed by the *Apologetics Study Bible*. To serve church leaders in their understanding and proclaiming of the Scriptures, the Holman Reference team continues to release commentaries that edify and equip God's people, most notably the Biblical Theology for Christian Proclamation series, the Christ-Centered Exposition series, and the New American Commentary series. Also in 2018, Holman Reference renewed efforts to publish illustrated guides that appeal to the church as well as Mass market and Christian Book Association customers. The *Ultimate Bible Guide* released in 2018 is the first release in an illustrated series of guides to follow in the coming years.

B&H Academic — In 2018 B&H Academic published 23 titles to serve our academic and pastoral audiences. In June 2018, we released the third volume of The Lost Sermons of C.H. Spurgeon series. We released three preaching textbooks: 1) *Preaching for the Rest of Us* by Robby Gallaty and Steven W. Smith. This book presents a clear step-by-step process for re-presenting Scripture in compelling text-driven sermons; 2) an updated version of one of our best-selling preaching books: *Spirit-Led Preaching* by Greg Heisler; 3) *Preaching by the Book* by Scott Pace. This book is part of the Hobbs College Library series and serves as a quick resource for developing biblical sermons.

The most significant accomplishment for B&H Academic in 2018 is finishing the production process for our first book outside of the area of Christian Studies: *American History I-II* by Dr. Thomas Kidd. This book will be full-color and is intentionally written from a Christian worldview. It is our hope to expand the publishing scope of B&H Academic, so we can publish other foundational undergraduate textbooks in biology, psychology, and more.

Wordsearch Bible launched new websites to help modernize marketing and branding. We also launched a major upgrade to the desktop program, Wordsearch 12.

## **7. Ministry Assignment: Assist churches through the operation of LifeWay Christian Stores**

**Significant Accomplishments** — LifeWay Christian Stores provides Biblical Solutions for Life through creating trustworthy and transformational experiences to help believers navigate their faith journey and through equipping local churches in their ministry to the local community. During fiscal year 2018, millions of individuals and tens of thousands of churches, both domestically and internationally, were served through 171 stores in 30 states and through LifeWay.com.

In 2018 LifeWay Christian Stores installed a new point of sale (POS) system that allows automation of many tasks including discounts, such as Buy One Boxed Card Get One Free. The new POS system also introduced our new Rewards System, My LifeWay Rewards, which is now fully automatic and will be tracked via the system—no more paper cards to keep up with.

LifeWay also rolled out a curriculum showroom to all LifeWay Christian Stores to broaden our curriculum presentation within the brick and mortar stores. This allows churches and individuals to preview all three major lines of LifeWay curriculum.

OneSource expands the array of solutions offered through LifeWay and helps churches maximize stewardship of their resources by continuing to connect them to savings opportunities on a broad range of quality products and services, such as background checks, signs, office equipment, and church buses, as well as custom-produced items.

Through our partnership with Global Hunger Relief, our customers responded and helped to raise thousands of dollars at the register. In 2018 LifeWay stores collected more than 100,000 plush animals to donate to ministry partners at Christmas. These ministries range from Children’s Hospitals to Police Departments, and even mission groups who take the plush toys around the world. One example is from our Billings, Montana, store, where they sent more than 1,000 animals in the past three years with one ministry. These plush animals have accompanied Bibles going to children in Iraq, Jordan, and Syria—children in refugee camps and those displaced by militant groups—to remind them of Jesus’ love and to let them know they are not forgotten in the midst of their situation. LifeWay stores also partnered, once again, with Samaritan’s Purse for a national Operation Christmas Child Shoebox Collection Day where more than 12,000 shoeboxes were collected through LifeWay stores nationwide.

**Future Plans** — In 2019 LifeWay is taking new steps to meet customer demand for online shopping experiences and to expand our reach globally. By providing trustworthy and transformational resources, we plan to maintain a strong ministry impact among individuals and churches as we emphasize ministry concerns of the Southern Baptist Convention.

#### **8. Ministry Assignment: Assist churches through church architecture consultation and services**

**Significant Accomplishments** — Visioneering Studios is proud to be a strategic partner with LifeWay Christian Resources to provide comprehensive architecture and planning

services for churches.

Through this dynamic ministry resource, LifeWay connects churches, associations, state conventions, and denominational entities with an expanded array of services including Real Estate Brokerage, Development Advisory Services, Campus Master Planning, Architecture, Interior Design, and Construction. Our integrated project approach of Envision-Design-Build allows us to engage each church uniquely based on their distinctive people, place, and passions.

Visioneering serves churches nationwide through its full-service, multi-disciplinary studios in Nashville, Tennessee, and Santa Ana, California, and satellite locations in Dallas, Texas, and Charlotte, North Carolina.

In 2018, Visioneering served 68 churches and not-for-profit organizations, including Franklin Avenue Baptist Church, Severns Valley Baptist Church, Kingsland Baptist Church, Gateway Church, and others. In total, we worked in 22 states and 61 cities throughout the year.

We have won numerous, national Solomon Awards such as Best Church Architect, Best Church Design, and Best Building Contractor. This year, we were awarded two 2018 Solomon Awards for Church Building Design. One award was given for our work with Park Cities Baptist Church in Dallas, Texas, on *Youth and Children's Spaces* and another for our work with Cherry Hills Community Church in Highland Ranch, Colorado, on *Gathering and Community Spaces*. Our industry-leading talent continues to be recognized across the country. For example, Danae Dougherty, a managing principal, was invited to speak at the notable 2018 STORY Gathering in Nashville.

One of the ventures Visioneering embarked upon this year was streamlining our design-build process to connect and serve more deeply given the complex realities that churches face during projects. Two key components are the Basecamp Experience and the Field Guide:

- Basecamp Experience is a reimagined version of a kickoff meeting—this creative process of brainstorming and dreaming begins the journey of putting story into space, and ultimately leads to capturing each church's milestones and potential pitfalls.
- Field Guide is a clearly articulated course of action—the data-driven, fully researched plan includes budget, demographics, due diligence, and concepts. The process includes a number of refreshing, uncommon services for churches, such as guaranteed maximum pricing for projects.

**Future Plans** — Visioneering Studios is dedicated to *Launching Inspired Vision into Reality* with churches and not-for-profit organizations through our diverse team of real estate professionals, developers, architects and designers, financial analysts, and construction professionals. In doing so, our calling is to carefully steward all of our client partners' resources including facilities, budgets, time, and each unique story, vision, and mission.

For more information, call Visioneering Studios in Nashville at (877) 899-1872. We can also be found on Facebook, Twitter, and Instagram. You can also find more information at our website [www.visioneeringstudios.com](http://www.visioneeringstudios.com) on how God is using this ministry nationally.

### **9. Ministry Assignment: Assist churches in capital fund raising**

**Significant Accomplishments** — Auxano Resourcing provides unique, innovative consulting services to help churches navigate capital campaigns and build cultures of generosity throughout their congregations. In addition to serving churches across the country this year, we have continued to expand the team's best-in-class services and have launched a new website ([www.auxanoresourcing.com](http://www.auxanoresourcing.com)).

As part of this continuous improvement initiative, the Auxano team also has launched expanded cutting-edge capital campaign and generosity consulting tools aimed for client service excellence, and the posturing of our services as both proven and entrepreneurial. Sample highlights include:

- New *Congregational Assessment* offering, providing personal interviews and digital surveys to determine buy-in and pre-campaign giving potential
- Variety of entry points now offered including Remote Boot Camp, Onsite Boot Camp, Digital Coaching, and Onsite Navigation
- Focused emphasis on discipleship-based campaign approach
- Strategic partnership with virtual reality company offering cutting edge “walk through” to congregations considering renovation and construction

Auxano Resourcing in 2018:

- Served a wide variety of clients, including church plants, small churches averaging less than 200 in worship, mega-churches averaging 3,000-10,000 in worship, and multi-campus churches
- Served 10 states coast to coast
- Served seven denominations
- Spoke at numerous events across the country including denominational conferences, generosity forums, and pastor gatherings
- Partnered with LifeWay Generosity and Auxano Navigators as content experts for free video coaching offerings at [www.lifewaygenerosity.com](http://www.lifewaygenerosity.com)

**Future Plans** — Greg Gibbs has completed a book called *Capital Campaign Playbook: An Insider Look at a Church Consultant's Game Plan*. Advance copies will be available in the first quarter.

In addition to continuing to expand our services to churches as described above, the Auxano Resourcing team will debut and test a Capital Campaign Readiness Boot Camp in Nashville based on both the new training materials and the new book by Greg Gibbs.

### **10. Ministry Assignment: Assist churches by conducting research and compiling statistics**

**Significant Accomplishments** – LifeWay Research released a variety of significant research studies in 2018. These included articles about the views of pastors, Americans and/or churchgoers on alcohol, domestic and sexual violence, racial reconciliation, adoption and foster care, church discipline, evangelical views on Israel, technology, how churches welcome guests, sabbath, politics in the church, prosperity teaching, tithing, donor behavior, invitations to church, the state of theology in America, and Vacation Bible School.

LifeWay Research conducted research with numerous ministries including the North American Mission Board, Southern Baptist Foundation, Baptist Global Response, Wheaton College, Ligonier Ministries, Unlocking the Bible, Moody Radio, and Outreach Magazine.

The SBC Annual Church Profile (ACP) for 2017 showed the Southern Baptist Convention added more churches in 2017, due mostly to church planting efforts. Churches also reported higher average worship attendance, but other key measures declined including membership and baptisms.

The number of churches affiliated with the Southern Baptist Convention grew by 0.58 percent over 2016. Average worship attendance increased 2.30 percent.

While the number of SBC-related congregations increased, reported membership declined 1.39 percent. Southern Baptists also experienced a decline in baptisms, down 9.49 percent to 254,122. Reported baptisms have fallen eight of the last 10 years, but additional analysis showed that this is likely due to fewer churches reporting ACP statistics.

**Future Plans** – LifeWay Research will release research studies in 2019 on young adults staying in church or dropping out published in the book *Within Reach: The Power of Small Changes in Keeping Students Connected*, discipleship, worship music, sports betting, Wednesday night activities, Hispanic church planting, and sexual abuse and assault among Protestant churchgoers.