

**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** — The publishing teams at LifeWay continue to provide an assortment of trustworthy, doctrinally sound Bible studies used by ongoing groups in churches. While the majority of these churches are Southern Baptist churches, there are congregations from different denominations that have partnered with LifeWay and now provide LifeWay ongoing Bible studies to the members of their congregations, recognizing the quality and sound doctrinal studies.

LifeWay's ongoing Bible studies are more user-friendly than ever before, with some churches using the studies at times other than Sunday mornings, and on days throughout the week and at off-campus locations. Flexible and easy to use, LifeWay's ongoing Bible studies are being warmly received inside and outside the denomination.

The Daily Discipleship Guide, an alternative group study tool now available in student and adult groups, continues to grow and reach new audiences. The Daily Discipleship Guide is used in the group Bible study, but group members now have the added advantage of five daily studies that build upon the learning that takes place in their group. An extra "D-group" (discipleship group) feature adds another level of depth in disciple-making as group members can now use a final section in each study to meet with three or four individuals and continue their learning and accountability.

To better serve churches that prefer the King James Version, *Bible Studies for Life* created a new option for those churches in 2019, and the Herschel Hobbs Commentary (which is KJV based) pairs well with the new King James Version study. Additionally, a Daily Discipleship Guide has been created to serve this large audience (an alternative to the Personal Study Guide that is available), as well as a KJV Group Box (a new resource that contains everything a group of 10 people and their leader will need for Bible study): 10 Personal Study Guides, 1 Leader Guide, 1 Leader Pack, 1 Herschel Hobbs Commentary, 1 *Biblical Illustrator*, and access to a free Wordsearch Bible Digital Library of eBooks that complements each quarter's study.

The annual Sunday School support booklet, *Saddle Up: Leading with Purpose, Posture, and Preparedness* was published and released for use by churches who want to train group leaders. The booklet continues as a part of the series written by former director of Sunday School, David Francis. Michael Kelley, Ken Braddy, and Dwayne McCrary partnered to write this annual resource ([lifeway.com/trainingresources](http://lifeway.com/trainingresources)). Michael Kelley directs LifeWay's groups ministry, Ken Braddy is the new director of Sunday School and well-known champion of Sunday School, and Dwayne McCrary is a seasoned Christian education veteran who serves as the team leader for

*Explore the Bible* (adults). The book was made available as a purchasable booklet and as a free PDF download from LifeWay.com. 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.

Finally, the book *Breathing Life Into Sunday School* was released in April 2019. Authored by Ken Braddy, the book chronicles 12 essentials for revitalizing and growing a church's Sunday School. The book went into reprint in Fall 2019.

**Future Plans** — *Explore the Bible*, one of LifeWay's most popular ongoing studies, will be refreshed in Fall 2020. In addition, the *YOU* curriculum (designed for urban and multi-ethnic congregations) will undergo a similar refresh for Fall 2020. A book commemorating Arthur Flake will be released in 2019 and will become a training resource at future Essentials conferences. Ken Braddy, the new director of Sunday School, plans to launch a new monthly podcast for Sunday School leaders in 2019.

### ***Discipleship***

**Significant Accomplishments** — Serving the Church through discipleship resources and training remains at the very core of what LifeWay seeks to accomplish. To that end, in the past year, LifeWay has focused on creating clear, simple ways to help churches prepare their people to make disciples. LifeWay released a training book for Sunday School leaders – *Breathing Life into Sunday School: 12 Essentials to Revive Your Most Important Ministry* as well as a book for small group leader training – *Leading Small Groups: How to Gather, Launch, Lead, and Multiply Your Small Groups*. Both of these books have found an audience and are being used to help people fulfill the commission to make disciples.

In addition, LifeWay has focused on providing digital training content to disciple-makers through our Groups blog and through the *Group Answers Podcast*, which has tripled its audience in the past year.

From a live-training standpoint, LifeWay has promoted the Discipleship Pathway philosophy around the country and incorporated those research-supported principles into the *Bible Studies for Life* curriculum as well as the stand-alone Bible study portfolio. This plan can be accessed at [lifeway.com/balanceddiscipleship](http://lifeway.com/balanceddiscipleship).

On the study resources side, LifeWay has recently partnered with both Radical and Passion Ministries to develop new discipleship studies.

LifeWay continues to serve tens of thousands of churches through our primary ongoing curriculum lines, *Explore the Bible*, *Bible Studies for Life*, and *The Gospel Project*. Each of these resources has experienced growth in the last year.

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

**Future Plans** — In 2020, LifeWay will release a new expression of the popular curriculum, *Explore the Bible*. This new version, called *Characters*, is a one-year exploration of the Bible through the lives of its people. This 7-volume series will help disciples and disciple-makers understand how the Bible fits together and how God works through regular people like them.

LifeWay will also continue to seek new discipleship training opportunities and strategic partnerships. And we will 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 2019 focused on equipping church leaders and volunteers in ongoing training and leadership development. The team continues to see great momentum in the new version of Ministry Grid, with more than 2,000 subscribing churches. LifeWay Leadership has also continued its partnership with Southeastern Baptist Theological Seminary to host 10 free online open classes on Ministry Grid, which includes more than 3,800 users.

LifeWay Leadership partnered with the Ethics & Religious Liberty Commission (ERLC) and the SBC’s Sexual Abuse Advisory Group to produce the video lessons for *Becoming a Church that Cares Well for the Abused* and the website ChurchCares.com. B&H published the accompanying handbook. For individuals and churches to assign this training, track user progress, and receive a certificate of completion, the videos and downloadable handbook are accessible for free on Ministry Grid. Completing this training is step 5 of the Caring Well Challenge, an initiative of the ERLC and the Sexual Abuse Advisory Group.

LifeWay Leadership continues to see success in Leadership Pipeline coaching as an underlying philosophy and framework for leadership development. The team hosted Leadership Pipeline coaching events in Houston, Austin, Nashville, and Bangalore, India. The team also returned to Australia where they hosted Leadership Pipeline coaching days to equip churches, denominations, and church planting networks.

LifeWay Leadership has also continued partnering 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 ministry of this team has grown through the success of its “5 Leadership Questions” podcast. The team also continues to see success with the LifeWay Leadership Podcast Network, which includes “Ask Me Anything” by J.D. Greear; “5 Leadership Questions” by Todd Adkins; “New Churches Q&A” by Ed Stetzer, Todd Adkins, and Daniel Im; “Unseen Leadership” by Chandler Vannoy and Josh Hunter; “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 1 million

downloads in early 2019. In late 2019, the team also released the Church Planter Candidate Assessment (CPCA) on Ministry Grid.

**Future Plans** — The LifeWay Leadership team has a heart to see local churches develop an army of leaders, not just an audience. In 2020, the team will release three exclusive leadership courses with Carey Nieuwhof on Ministry Grid. 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 2019 annual meeting, there have been many new and exciting developments for LifeWay Worship, the church music and church supplies arm of LifeWay Christian Resources. Here are just a few of the highlights.

LifeWay Worship increased its music releases significantly in 2019. Offerings in choral and instrumental music were complemented by a new pipeline of albums/playlists in the digital streaming market. Working with Provident Music Group, LifeWay Worship is releasing music through all of the major digital streaming providers, including iTunes Music, Spotify, Pandora, TuneCore, and many others. LifeWay Worship continues its work with Daywind Music Group in choral music and song publishing.

WorshipLife Events at California Baptist University and in Gatlinburg served more than 1,000 worship leaders this year. With its unique blend of corporate worship, training, reading sessions, counseling, and concerts, the event serves pastors and worship leaders professionally, spiritually, and emotionally. The SonPower student event moved this year from Orlando, Florida, to Nashville, Tennessee. Students were encouraged through times of worship, training, and a hands-on mission project in association with The Nashville Bridge ministry. They presented a live concert event with Christian artists: Joseph Habedank, Michael Farren, and Janice Gaines.

Broadman Supplies enjoyed a record year of growth serving churches through communion supplies, bulletins, evangelistic tracts, and more in North America and around the world by increasing our channels of distribution. Our LifeWay One Source Program also continued to show growth with diverse offerings of church services and solutions.

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

LifeWay Studios will open in early 2020. This audio recording/production studio will be used by multiple departments within LifeWay for premium quality audio recordings and will help the company save significant product development costs.

SonPower has been rebranded TRIBE for 2020. While, the event will still have a deep music/band emphasis, students will be submerged into hands-on mission projects as they live out their faith through ministry. The two TRIBE events scheduled for 2020 will be in Louisville, Kentucky, (June

8-11) and Riverside, California, (July 13-16). WorshipLife will celebrate its 5<sup>th</sup> Anniversary in Gatlinburg, Tennessee, June 22-25.

### ***Christian Education***

**Significant Accomplishments** — The largest gathering of people outside of the weekly worship service in Southern Baptist churches takes place in the ministry of Christian Education. The church is commanded to “Go, therefore, and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe everything I have commanded you” (Matthew 28:18-20). Through the teaching of the Word of God, the church becomes more mature “until we all reach unity in the faith and in the knowledge of God’s Son, growing into maturity with a stature measured by Christ’s fullness” (Ephesians 4:13). The preaching of God’s Word is a foundational ministry, and when a church’s education ministry strongly partners with the pastor to move people from worship services and into small group Bible studies, a Holy Spirit-empowered transformational experience can take place in the lives of men, women, boys, and girls. Discipleship happens most effectively in groups, and it is in these groups that people discover and apply God’s Word to their lives in age-appropriate ways.

In 2019, LifeWay’s Christian Education ministry sponsored training and development opportunities for Christian education leaders from the local church. These intense periods of training and encouragement took place at LifeWay’s corporate headquarters, as well as in strategic locations around the country, hosted by a Southern Baptist church in each location, or a Southern Baptist entity such as one of our six seminaries. Known as M.E. Essentials (Minister of Education), these three-day events exposed church practitioners to LifeWay leaders, best practices in Christian education today, and created new networks of relationships among the participants. The average attendance at any of the Essentials events is limited to approximately 20-25 practitioners so that interaction with LifeWay personnel is maximized, and so that these church leaders can experience interactive, engaging learning approaches during the three-day conference. Information concerning Essentials conferences can be obtained by contacting [ken.braddy@lifeway.com](mailto:ken.braddy@lifeway.com).

A new book about Arthur Flake, LifeWay’s first director of Sunday School, will be released in 2020 to commemorate Flake’s 100<sup>th</sup> anniversary as the original director of Christian education ministries in the local church. The book, created and edited by Ken Braddy and Allan Taylor, will also highlight the famous “Flake’s Formula”—a five-step strategy for growing a church’s Christian education ministry. Each chapter of the book was written by a LifeWay Christian education expert or a state Sunday School/Discipleship director known for expertise in Christian education.

***Future Plans*** — The aforementioned ME Essentials conferences will be rebranded in 2020 and will become the Christian Education Essentials conference. The content of the three-day event has been completely re-written and will focus on three essential roles of the person responsible for Christian education in the local church. The participants at these new Christian Education Essentials will be fully immersed in learning Arthur Flake’s five-step strategy for growing a Christian education ministry. Whether a church’s strategy is Sunday School (on campus) or small groups off campus, the steps in Flake’s Formula will be crucial no matter which approach is chosen by a local church.

Other Essentials conferences are being revitalized, and in some cases created, to meet the needs of the church. The M.E. 2 Essentials will become the Church Leaders Essentials conference and will focus on four aspects of leading change in the local church. Both pastors and Christian education leaders will be invited to attend together so LifeWay can help these two important church leaders create new synergy and direction for the education ministries of the church.

A new Essentials will be created and launched in 2020 that will focus on meeting the needs of seminary students and people preparing for full-time or bi-vocational ministry in the church. LifeWay's goal is to partner with seminaries to bring the training to the school campus where young leaders will be engaged and exposed to principles that will help them in their leadership roles.

### ***Pastoral Ministries***

**Significant Accomplishments** — LifeWay values its partnerships with state convention, association, and seminary leaders, placing an emphasis on providing conferences, training events, and ministry guidance for pastors and church leaders.

**The Partner's Summit**, held in December of each year, is an opportunity for state convention partners to gather with key leaders from LifeWay to discuss matters of church practice in disciple-making. The last Partners' Summit included large group gatherings, ministry role intensives, and breakout sessions. The topic discussions centered on ways to assist group ministry growth in churches. The theme was "Groups Still Matter."

**"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 Church Partners** are experienced, proven leaders who serve churches across the United States, having more than 22,000 face-to-face conversations annually with pastors and church leaders. Employed remotely, the Church Partners assist church leaders with short- and long-term planning on discipleship processes, guiding them to trusted, reliable solutions that can be used by churches of all sizes and contexts. Church Partners are highly valued by pastors as trusted advisors and offer networking opportunities with other church leaders. In addition to serving the church, they also relate on a regular basis to leaders in state conventions and associations in an effort to assist them in ministering effectively to the needs of pastors and staff.

LifeWay's **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. In 2019, the site had 3.5 million total page views and 1.6 million users. The Daily Insights newsletter reaches 28,000 church leaders.

**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.

**Future Plans** — Church Partners will be conducting future versions of Essential conferences in the areas in which they live and work across the country. These special Essential conferences will be in the form of one-day events, making this an affordable and convenient option for pastors and key leaders of their church. The conferences will offer biblical, practical, and transferable principles on disciple-making ministry planning and implementation. Coaching follow-up will also take place through the Church Partners to guide and assist church leaders in growing their church discipleship efforts, both numerically and spiritually.

### ***Evangelism***

**Significant Accomplishments** —LifeWay continues to position evangelism as a crucial component of its publishing strategy. By keeping existing evangelism resources in front of churches through consistent messaging and developing new concepts and titles, LifeWay is taking measures to ensure that evangelism and evangelism strategies maintain in their rightful place as a core discipline. *Three Circles* by Jimmy Scoggins walks through the three circles evangelism strategy to help believers discover just how simple sharing the gospel can be.

*Something Needs to Change* by David Platt is a powerful message that focuses on reaching unreached people groups with the gospel. This small-group Bible study experience points out the need to take the gospel message of Jesus into unreached regions. Specifically pointing to the Himalayan areas of the east, *Something Needs to Change* makes it clear that even though the mountains have proclaimed God's creation for generations. And the fewer than 100 believers among the millions of inhabitants goes to show the need for Christians confessing Jesus as Lord as the only way to reach these unbelievers.

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. This video-enhanced resource *Tell Someone: You Can Share the Good News* by pastor Greg Laurie encourages believers to share the gospel by sharing Jesus' story and their own story of how Jesus changed their lives.

Sharing the gospel with kids is one of the most important elements of kids ministry. With *The Gospel: God's Plan for Me* curriculum, kids will be encouraged and challenged as they explore what God has revealed about His plan for salvation through Jesus in the Bible. This study presents the gospel story in kid-friendly language with applicable Scripture verses. It includes information about how to respond to the gospel, pages to guide parents in at-home conversations, and downloadable leader content.

*What is a Christian? Answers for Kids* is an eight-week activity book for kids that helps them answer questions about becoming a Christian. This study 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*.

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.

*Go & Tell Kids Mission Trip VBS* is an easy-to-use, transportable VBS designed to help mission trip teams host a Vacation Bible School anywhere in the world. Simple visuals, 100+ recreation games, and five sessions of gospel-centered content equip volunteers to explain the good news to kids in any context.

**Vacation Bible School** is the largest outreach to unchurched kids in a given year for 78% of churches hosting VBS, according to LifeWay Research. In fact, 69% of American parents will encourage their child to participate in a VBS event at a church they don't attend if they are invited by a friend. Since the opportunities for evangelism, discipleship, and relationship-building that can take place in one week of VBS might take half a year for a Sunday School teacher, LifeWay provides churches with evangelistic VBS and Backyard Kids Club curriculum materials.

### ***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**—Focused on faith, family, and life, HomeLife is a monthly 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 biblical and relevant content. Each issue offers practical helps with 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 daily encouragement and small group questions 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). It also includes a prayer guide that focuses on praying for missionaries serving through the International Mission Board.

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 difficult topics of life from a strong biblical perspective.

*Woo Marriage*: In 2019, LifeWay launched an online tool that provides marriage coaching for churches. As pastors struggle to find adequate time to offer marriage ministry and encouragement, *Woo Marriage* is a convenient and biblical way to help couples prepare for marriage, strengthen their marriage, and resolve conflicts. Some of the coaches include LifeWay authors such as Ben and Donna Stuart, Derwin and Vicki Gray, Byron and Carla Weathersbee, and more. In six months, more than 50 churches subscribed to this new resource and many more have started the free trial.

Parenting resources: *22:6 Parenting* is a digital discipleship plan for parents that now reaches more than 400 families around the world. Led by Dr. Joshua Straub and his wife, Christi, this resource is offering encouragement through not only this digital resource, but also their weekly podcast “Famous at Home,” which receives more than 50,000 downloads a month. In March 2019, the Straubs released their first children’s book with B&H titled, *What Am I Feeling?* and in April 2019, their first LifeWay Bible study, *Homegrown*, was released.

### ***LifeWay Global***

**Significant Accomplishments** — LifeWay Global continues to develop a unified strategy to better serve global churches and individuals, anchored by our market-leading publishing lines: Bible and Reference, Trade Books, Leadership Resources, Women’s Resources, Kids Resources, On-Going Curriculum, and Short-Term Studies. LifeWay Global enjoyed another record year in 2019 with more than 4 million lives impacted in more than 160 countries through print, digital, licensing, and training.

Contextualization continues to be a strategic imperative for LifeWay Global. To that end, we have indigenous staff in Beijing, Delhi, Mexico City, Cali, and Guatemala City. And our publishing ministry is primarily focused on indigenous authors, including key Hispanic communicators: Miguel Nunez, Sugel Michelen, Wendy Bello, and Juan Sanchez. Key Indian authors include: Stanley Mehta, Rajiv Chelladurai, Sam Verghese, Joel Gummadi, and PC Matthew. In 2019 LifeWay reached a milestone as we acquired our 50<sup>th</sup> global author.

LifeWay is making Vacation Bible School a global ministry to teach children throughout the world the good news about Jesus. In India alone, VBS reached more than 100,000 children in 2019, and more than 24,000 kits in Hindi and Telugu were distributed.

In recent years, LifeWay Global has felt a conviction to complement our indigenous publishing with world-class training by our key authors. Last year (2019) was a breakout year with training events for pastors, including *Equipa* (Equip) in Mexico with more than 3,000 attendees in person and more than 15,000 unique visitors online. LifeWay is also impacting all key evangelical denominations through live events and online training—anchored by *Equipa*, a Spanish Learning Management System (LMS) serving more than 7,000 leaders in 30 countries.

LifeWay followed the successful launch of the Christian Standard Bible (CSB) text in South Africa in 2018 with a strong CSB launch in the Philippines in Fall of 2019. Our vision is to impact the English-speaking Church worldwide with this growing and trusted text. We also enjoyed major growth in key English-speaking countries (e.g. Canada, UK and Australia) through a more aggressive strategy around key publishing lines and new channel development.

Last year was also a solid year for Spanish ongoing curriculum, anchored by *Bible Studies for Life*. We experienced another year of growth in Spanish kids publishing, built around *En La Naturaleza* (Into the Wild)—our VBS program. We continue to expand our market-leading Spanish Bible program, anchored by the RVR60 and NVI texts. And 2019 was a breakout year for LifeWay Mexico as we expanded our reach through more than 100 events, social media, and mass retail distribution. Our fastest growth in Spanish in 2019 was stateside with 50 million-plus Spanish speakers in the U.S. LifeWay will continue to innovate around customer engagement—especially on proprietary platforms like LifeWay.com.

**Future Plans** — LifeWay Global will expand its leadership in Spanish publishing in 2020 with the introduction of *Adoremus*—a Spanish hymnal, 13 new short-term Bible studies, the *Women’s Devotional Bible*, and the *Chronological Study Bible*. We will also launch our Indian Bible publishing program—anchored by the *Telugu Study Bible* (Fall 2020). And we’re currently developing *The Gospel Project* for Kids to equip Indian churches with on-going discipleship as a complement to VBS (Summer 2020).

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

**Significant Accomplishments** — LifeWay continues to serve churches seeking to reach and equip college students with the gospel of Jesus Christ. 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 ministry 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 that are great for college students. These short-term studies are ideal for semester small groups and retreat settings. A variety of authors and subjects are considered “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 *Life + Love* (Ben Stuart), *Something Needs to Change* (David Platt), and *Jude* (Jackie Hill Perry). We also released a new mentoring guide, *Flourish*, in partnership with Passion City Church, which is a great resource to encourage young adults to disciple others.

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

**Beach Reach.** For three weeks in March 2019, almost 800 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 where the gospel is verbally shared, college students reached out to fellow college students on Spring Break in PCB. Some 42 salvation decisions were made among college Spring Breakers during the three weeks along with hundreds of other gospel conversations. Also, in 2019, participants engaged in hurricane relief due to the devastation of hurricane Michael. Early registration each year ends in mid-December, but groups can register up to the time of the event.

**Collegiate Week.** More than 1,900 college students and leaders gathered at Falls Creek Conference Center in Oklahoma during the first week of August 2019 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. After a second great year in Oklahoma, Falls Creek has become the new home for Collegiate Week.

A National Collegiate Ministry network continues to partner with LifeWay to give direction and leadership on a number of important topics in reaching and equipping college students. Baptist Collegiate Network (BCNet) consists of seven committees staffed by church and campus-based college ministers in coordination with Baptist Collegiate State Directors (BCSD). LifeWay's partnership with BCNet and BCSD is an essential component in continuing to emphasize collegiate ministry in the SBC. Together, we launched a new national website for college ministry in the SBC, [www.collegeministry.com](http://www.collegeministry.com).

LifeWay also partners with the North American Mission Board and the International Mission Board along with other networks such as College Metro and Baptist Collegiate Ministry 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 *The Prodigal Son* by Matt Carter, *Everyday Theology* by Mary Wiley, and *Help My Unbelief* by Barnabas Piper. Additionally, a Go2 resource will be released to help college ministries challenge graduates to two years of missions (utilizing their degree) upon graduation.

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 2020.

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.

The Women's Event Team continues to look for new ways to engage women through various means of engagement. Living Proof Live events featuring author Beth Moore and worship with Travis Cottrell were held in the following cities from October 2018 through September 2019: Albany, New York; Long Beach, California; Memphis, Tennessee; Roanoke, Virginia; Lincoln, Nebraska; Eugene, Oregon; Green Bay, Wisconsin; Cincinnati, Ohio; Austin, Texas; and Woodstock, Georgia. A special Living Proof Live event was held in October 2018 for Native American women in Chinle, Arizona. These events ministered to more than 32,000 women. The Beth Moore simulcast event was partnered with the live event in Woodstock, Georgia, and

included 253 churches and 4,427 individuals representing more than 14 countries. The total people reached was more than 45,000.

A growing ministry for the event team is the Going Beyond Live events with Priscilla Shirer. These events were held in the following cities: Mobile, Alabama; Charlotte, North Carolina; and Sacramento, California. More than 15,000 women attended one of these live events. A simulcast event was held in conjunction with the Mobile, Alabama, live event and included 676 churches and 6,649 individuals representing more than 22 countries. The estimated number of people reached through this simulcast was more than 112,000.

LifeWay strengthened the event opportunities by offering The Word Alive (TWA) events with Lysa TerKeurst. These live events, featuring worship leader Ellie Holcomb, were held in Athens, Georgia; Fort Lauderdale, Florida; and Dallas, Texas. More than 6,000 women attended these events. A special event with TerKeurst included a destination event to Israel. More than 400 women attended this trip. The Abundance event, featuring several LifeWay authors was held at the end of 2018 in Dallas, Texas, and Portland, Oregon. More than 4,000 women attended these events. This event was replaced with a new event in 2019 called LifeWay Women Live. It was held in Orlando, Florida, and more than 2,500 women attended.

The year was a full year of releases from the short-term Bible study team. These included: *God of Covenant* by Jen Wilkin, *Surrendering the Secret* (updated) by Pat Layton, *We Over Me* by Whitney Capps, *Legacy* by Jackie Green and Lauren Green McAfee, *Psalms 40* by Sarah Mae, *20/20* by Christine Caine, *Finding God Faithful* by Kelly Minter, *Jude* by Jackie Hill Perry, *Trustworthy* by Lysa TerKeurst, and a new Advent study by LifeWay Women employees. A special release of a new mentoring resource, in partnership with Passion City Church, called *Flourish*, was released in May.

LifeWay Women continued to offer online Bible studies with 75,663 participants.

More than 8,700 women were equipped in 2019 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: Albany, New York; Dallas, Texas; Long Beach, California; Mobile, Alabama; Memphis, Tennessee; Roanoke, Virginia; Charlotte, North Carolina; Eugene, Oregon; Green Bay, Wisconsin; Cincinnati, Ohio; Woodstock, Georgia; and Sacramento, California.

More than 1,600 women gathered at the 2019 Women's Leadership Forum, November 7-9 at Long Hollow Baptist Church in Hendersonville, Tennessee. Featured authors included Christine Caine, Kelly Minter, Robby Gallaty, Whitney Capps, Jada Edwards, and Shelley Giglio.

LifeWay Women also partners with the SBC Ministers' Wives luncheon by providing registration and resources for the event. This was held in Birmingham, Alabama, in conjunction with the SBC Annual Meeting.

LifeWay Women continued to expand its social media reach through Facebook, Twitter, Instagram, and its blog, LifeWayWomen.com. In 2019, the blog had 2.17 million total page views and 773,764 million users. The LifeWay Women's Facebook page had close to 196,000 followers. There are 72,200 Twitter followers and 233,000 Instagram followers. In addition to its all access content, the 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 LifeWay Women Live. Destination events, including three cruises and a special adventure event in Colorado featuring Christine Caine and Lisa Harper will take place in 2020.

The publishing pipeline for 2020 includes plans to publish the following women's Bible studies: *Better: A Study of Hebrews* by Jen Wilkin, *Everyday Theology* by Mary Wiley, *Jesus and Women* by Kristi McLelland, *Into the Light* by Mary DeMuth, *Take Courage: A Study of Haggai* by Jennifer Rothschild, *Matchless: The Life and Love of Jesus* by Angie Smith, *With Us In The Wilderness* by Lauren Chandler, *TruthFilled* by Ruth Chou Simons, as well as a new Easter study and Advent study by LifeWay women employees.

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

**Significant Accomplishments** — In 2019, LifeWay partnered with Dr. Tony Evans and The Urban Alternative to produce *Kingdom Men Rising*, a feature documentary film distributed through Fathom Events. *Kingdom Men Rising* was in theaters for two days in the spring. More than 100,000 people saw the movie in theaters during its theatrical run.

In July 2019, the movie was released through various channels including digital, streaming, DVD, and church licenses. Television and international distribution opportunities are also being explored.

*Kingdom Men Rising* wrestles honestly with the unique questions and circumstances men face today. Matters of addiction, sex, race, and passivity are addressed from a biblical perspective. *Kingdom Men Rising* takes a journey that challenges men to rise above cultural or "toxic" masculinity to biblically defined examples.

*Kingdom Men Rising* featured Heisman trophy winner Tim Brown, former Dallas Cowboy quarterback Jon Kitna, Super Bowl winning coach Tony Dungy, and others. *Kingdom Men Rising* provides an honest portrayal of today's man that is countered by God's original design.

The film is a catalyst for getting men into groups to study Dr. Evans' Bible study, *No More Excuses*, published by LifeWay Groups. This is Dr. Evans' first men's Bible study since *Kingdom Man*, one of his best-selling resources.

LifeWay also partnered with Dr. Johnny Hunt and First Baptist Church, Woodstock, Georgia, to simulcast the Johnny Hunt Men's Conference with 59 churches, 61 small groups, and 87 individuals participating. In addition to Dr. Hunt, breakouts were led by Bob Reccord, James Eubanks, Robby Lewis, Buddy Hulsey, Eric Fuller, Bob Mehaffey, Keith Boggs, Jeremy Morton, Kris Dolberry, and Brian Jennings.

*No More Excuses* by Tony Evans was released in 2019 as a follow-up to the *Kingdom Men Rising* event. This Bible study challenges men to live in a way worthy of their calling.

**Future Plans** — LifeWay Men continues to provide biblically trusted resources most notably *Kingdom Man* and *No More Excuses* with Tony Evans, *Manhood Restored* with Eric Mason, and 6 volumes of *33 The Series* with Authentic Manhood.

LifeWay Men will also provide encouragement and training through fresh weekly content at LifewayMen.com and future Bible study releases created specifically for men's discipleship.

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

**Significant Accomplishments** — God impacted many lives at Ridgecrest Conference Center in 2019, hosting more than 65,000 guests and hundreds of events. All guest rooms in Mountain Laurel East Hotel were renovated, and guest feedback has been incredible.

Almost 3,500 campers attended Camp Ridgecrest for Boys and Camp Crestridge for Girls, and more than 800 individuals attended Family Camp, Father & Son Weekend, and Mother & Daughter Weekend.

**Future Plans** — Ridgecrest Conference Center will expand its self-programmed events portfolio in 2020. In addition, we will debut a completely new website in December 2019 ([ridgecrestconferencecenter.com](http://ridgecrestconferencecenter.com)).

## **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. In 2019, B&H was able to make significant contributions by publishing new products and collaborating with key partners in the SBC. In June, B&H partnered with the ERLC to publish *Becoming a Church that Cares Well for the Abused*, a handbook bringing together experts from various fields to equip church leaders to implement best practices for preventing and responding to a variety of sexual abuse scenarios. B&H also partnered with SBC president J. D. Greear to publish two new books: *Above All* and *Gospel: 40-Day Devotional Journey*. Other bestselling and award-winning titles include: *Not Forsaken* (Louie Giglio), *The Insanity of Sacrifice* (Nik Ripkin with Barry Stricker), *Pathways* (Tony Evans), *Afraid of All the Things* (Scarlett Hiltibidal), *Letters to My Students, Vol. 1* (Jason K. Allen), *Advocates* (Dhati Lewis), *Disciple Her* (Kandi Gallaty), *Here and Now* and *Recovered* (Robby Gallaty), *Difference Makers* (Gregg Matte), *Worship Essentials* (Mike Harland), and two new Elisabeth Elliot resources—the never-before-published *Suffering Is Never for Nothing* (Elisabeth Elliot) and *Devotedly: The Personal Letters and Love Story of Jim and Elisabeth Elliot* (Valerie Shepard).

Key titles published for children include: *What am I Feeling?* (Josh and Christi Straub), *The Promises of God Storybook Bible* (Jennifer Lyell), *Why God?* (Dan DeWitt), *Empowered: How God Shaped 11 Women's Lives* (Catherine Parks), *Gracefull: Growing a Heart that Cares for Our Neighbors* (Dorena Williamson), two new books from the Little Bible Heroes series—*The*

*Prodigal Son / The Faithful Servant* and *The Wise Builder / The Sower*, and four books in the Slugs & Bugs series—*Are We Still Friends?*, *Who Will Play with Me?*, *The Society of Extraordinary Raccoon Society*, and *The Society of Extraordinary Raccoon Society on Boasting* (Randall Goodgame).

For more than a decade, B&H Books has had the privilege of partnering with Stephen and Alex Kendrick to publish books that relate to their feature films. In 2019, B&H published a suite of bestselling books in support of the new movie *Overcomer*. These books include: *Defined* (Stephen Kendrick and Alex Kendrick), *Revealed* (Stephen Kendrick and Alex Kendrick with Troy Schmidt), *Radiant* (Priscilla Shirer), *Wonderful* (Stephen Kendrick and Alex Kendrick with Amy Parker), and *What's So Wonderful about Webster?* (Stephen Kendrick and Alex Kendrick).

B&H looks forward to moving ahead into 2020 with the publication of several more impactful adult and kids books, by Russell Moore, J. D. Greear, Jeff Iorg, Ellie Holcomb, Jimmy Scroggins, Trevin Wax, Art Rainer, Daniel Darling, Lara Casey, Bob Lepine, and more.

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 2019, Holman Bibles continued to build upon the successful 2017 launch and 2018 growth of the Christian Standard Bible. In its third year, the CSB was again the translation for many new Bible releases, most notably *The Tony Evans Study Bible* in partnership with Dr. Tony Evans and the Urban Alternative ministry. Continued focus on quality new CSB releases in 2019 in combination with strategic promotional focus on backlist 2017 and 2018 CSB Bibles resulted in continued growth of CSB as a leading translation in the market. Other notable 2019 releases in CSB include *The He Reads Truth Bible* (in partnership with the She Reads Truth/He Reads Truth ministry communities), the *Ancient Faith Study Bible* (in partnership with IVP), the group-focused *Life Connections Study Bible* (an updated *Serendipity Study Bible* in partnership with Lyman Coleman), the easy-to-use *Seven Arrows Bible for Students* (to accompany Seven Arrows study method based curriculum), and the *Defend Your Faith Bible for Kids* (kids apologetics Bible based on the *Apologetics Study Bible for Students*). In year two, the *(in)courage Devotional Bible* has seen continued success, with more than 50,000 copies sold since release. The *She Reads Truth Bible* has now sold more than 250,000 copies since release and the *CSB Study Bible*, featuring the ECPA award-winning Holman Study System, continues to exceed expectations with over 75,000 copies sold to date. 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 2019, the *Apologetics Study Bible* was released and well received in KJV to accompany the previously released KJV edition of the *Spurgeon Study Bible* (in partnership with Alistair Begg). The first edition KJV text Bibles with refreshed and easily readable interiors also released in 2019 and will be followed by additional sizes in subsequent release cycles as strategic focus is given to updating and refreshing our KJV Bible and brand assortment. 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 Christ-Centered Exposition series and the New American Commentary series. Editorial work continues in 2019 toward a planned 2020 release of the first edition of the Christian Standard Commentary series. Also in 2019, Holman Reference continued

efforts to publish illustrated guides that appeal to the church as well as mass market and Christian Book Association customers. The *Ultimate Guide to Defend Your Faith*, *Ultimate Bible Dictionary*, and *Christian Worldview Handbook* followed the 2018 release of the *Ultimate Bible Guide* with more illustrated guides to follow in the coming years.

B&H Academic — In 2019 B&H Academic published 24 titles to serve our academic and pastoral audiences. In April 2019, we released our first book outside of the area of Christian Studies: *American History I-II* by Dr. Thomas Kidd. These full-color textbooks are used by colleges, Christian high schools, and homeschool networks across the U.S. Some other notable academic titles are *EGGNT: Hebrews* by Dana Harris, a print edition of *Trinitarian Theology*, and a unique textbook titled *Bible Toolbox* by Bryan Cribb and Channing Crisler that demonstrates the unique opportunity we have to create resources that are thoroughly integrated with our Wordsearch platform.

B&H Academic also created more resources that can be used in the classroom and the church. We worked with Jared Musgrove, groups pastor at The Village Church, to create a study guide for *Superheroes Can't Save You* that can be used in small groups or as an individual study. We released *The Bible Story* by Preben Vang, a concise overview of the Bible that is a helpful resource for new believers. We also published two more volumes in the Hobbs College Library: *Student Ministry by the Book* by Ed Newton and Scott Pace and *Who is the Holy Spirit?* by Malcolm Yarnell. Finally, we were honored to publish *Spiritual Warfare in the Storyline of Scripture* by Bill Cook and Chuck Lawless. It is our prayer the Lord will use this book to equip ministry leaders to have a biblical understanding of spiritual warfare and to live a victorious life because of the finished work of Christ.

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

**Significant Accomplishments** — In 2019 LifeWay took steps to correct substantial losses in its brick-and-mortar chain. As we began to assess the future of LifeWay's brick-and-mortar presence, it became clear that a retail chain of any size was unsustainable. In March 2019, LifeWay announced the decision to close all 170 of its brick-and-mortar stores. By the end of the year, LifeWay had shifted its retail strategy to other channels.

During fiscal year 2019, millions of individuals and tens of thousands of churches, both domestically and internationally, were served through LifeWay's online store LifeWay.com. The shift to e-commerce has allowed LifeWay to meet customer demand for online shopping experiences and to expand our reach globally.

LifeWay interacts with customers in a variety of channels—our own proprietary channels of LifeWay.com and our Customer Service Center, as well as external channels that help customers interact with our resources.

LifeWay is expanding access to its materials through channels such as the Amazon Marketplace and a new network of independent Christian bookstores serving as authorized dealers of LifeWay resources.

Since the beginning of June 2019, more than 400 independent bookstores across 46 states have signed up to have a dedicated section of their store containing LifeWay content. We're finding new shelf space to allow customers to touch and feel our products before they buy them.

In addition to retail stores, we're also partnering with local churches who wish to carry an assortment of LifeWay resources. LifeWay has extended its ministry reach into more than 90 new markets—regions where LifeWay never had a brick-and-mortar store.

LifeWay also has strong partnerships with retailers like Walmart, Mardel, Books-a-Million, and Christianbook.com.

**Future Plans** — LifeWay will continue to provide our resources at competitive prices through our online store at LifeWay.com, as well as provide LifeWay Stores at regional and national events. The closure of our proprietary brick-and-mortar stores expands the opportunity to provide LifeWay resources globally through multiple retail channels.

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**

Visioneering Studios is proud to be LifeWay's strategic partner to provide comprehensive architecture and planning services for churches nationwide. Visioneering Studios serves as a guide for churches and other organizations to climb toward a new level of impact for God's Kingdom.

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 and Interior Design, and Construction Services. VSI's integrated project approach of *Envision – Design – Build* allows the firm to engage each church uniquely and serve their individual people, place, and passion.

Visioneering Studios has full-service, multi-disciplinary studios in Santa Ana, California, and Nashville, Tennessee, and a new studio in Dallas, Texas.

**Significant Accomplishments** — Visioneering had the privilege to come alongside 86 churches and nonprofit organizations in 2019, including New Vision Baptist Church, Golden Springs Baptist Church, Magnolia's First Baptist Church and Whittier Area Community Church, among many others. In total, Visioneering worked in 19 states and 73 cities throughout 2019.

Visioneering Studios exists to launch inspired vision into reality by being trusted stewards of story and space. The firm has won numerous, national Solomon Awards such as Best Church Architect, Best Church Design, and Best Building Contractor. In 2019, Visioneering was

awarded two Solomon Awards for the Best Building Contractor for Central Christian Church in Weatherford, Texas, and Severns Valley Baptist Church in Severns Valley, Kentucky. Visioneering also received an Award for Best Church Design for Youth and Children's Spaces for McLean Bible Church in McLean, Virginia, as well as an award for Franklin Avenue Baptist Church in New Orleans, Louisiana, for Best Building Design of Traditional and Contemporary Spaces.

Along the way, Visioneering's home studio in Santa Ana, California, was honored to be named by *The Orange County Register* as one of Orange County's best workplaces for the third year in a row.

Another venture Visioneering embarked upon this year was to create a strategic project readiness calculator called Buildify.app. After nearly 20 years of experience working with thousands of churches, Visioneering has developed a platform to help churches measure their project readiness. Visioneering's team of real estate experts, designers, architects, and contractors have identified 20 critical variables that lead to a successful renovation or expansion plan. When church leaders complete the 20-question Buildify quiz, they'll get a custom report with the following vital insights:

- A project readiness score
- A personalized look at your current and future growth
- Any potential growth barriers
- A report on your church's property usage
- A look into your building's capacity and pain points
- An analysis of your attendees' generosity
- A review of your financial outlook with tips on how to prepare for a loan

Visioneering is made up of talented team members whose work is recognized across the country. In 2019, Visioneering contributed four articles to Lifeway's FactsAndTrends.net to help support the local church, including articles on "9 Signs It Might Be Time To Refresh Your Church's Interior Design," "5 Steps For Finding The Best Property For Your Church," "10 Ways To Evaluate Your Church's Readiness For An Active Shooter," and "7 Design Tips To Help Your Church Visitors Stick."

**Future Plans** —Visioneering Studios is dedicated to providing services to churches and non-profits utilizing its diverse team of real estate professionals, developers, architects and designers, financial analysts, and construction professionals to steward all of their client partners' assets including facilities, budgets, time, and each unique story, vision, and mission.

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

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

**Significant Accomplishments** — The Auxano Resourcing team provides unique, innovative consulting services to help churches navigate capital campaigns and build cultures of generosity

throughout their congregations. The team continues to, year-over-year, break revenue records for the Resourcing area of Auxano, LifeWay's consulting department.

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:

- Congregational Assessment offering, providing personal interviews and digital surveys to determine buy-in and pre-campaign giving potential.
- Variety of entry points offered including remote Boot Camp, onsite Boot Camp, digital coaching, and onsite navigation.
- Focused emphasis on industry-leading, discipleship-based campaign approaches.
- Enhanced strategic partnership with LifeWay's architectural and design firm, Visioneering Studios, to offer integrated seminars to plan for large-scale projects.

Auxano Resourcing in 2019:

- Served a wide variety of clients, including church plants, small churches averaging fewer than 200 in worship, mega-churches averaging 3,000-10,000 in worship, and multi-campus churches.
- Served churches in 17 states coast to coast.
- Served 14 denominations.
- Spoke at numerous events across the country including denominational conferences, generosity forums, and pastor gatherings.
- Partnered with Generosity by LifeWay and Auxano Navigators as content experts for free video coaching offerings at [www.lifewaygenerosity.com](http://www.lifewaygenerosity.com)

**Future Plans** — B&H is publishing Greg Gibbs' book *Capital Campaign Playbook: An Insider Look at a Church Consultant's Game Plan* in June 2020. Gibbs also is completing the sequel book, *Growing Generosity Playbook: Key Factors in Discipling a Congregation Toward A Generous Life*.

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

**Significant Accomplishments** — LifeWay Research released a variety of significant research studies in 2019. These included polling about the views of pastors and/or churchgoers on personal identity, immigration, sports gambling, church multiplication and growth, sexual abuse among pastors, the future of your church, Israel, Hispanic church planting, young adults staying or dropping out of church, worship, Wednesday night activities, retired pastors and missionaries, and civility.

LifeWay Research conducted research with numerous ministries including the Church Planting Leadership Fellowship, Wheaton College, Ethics & Religious Liberty Commission, Exponential, Moody Radio, and Outreach Magazine.

The book *Within Reach: The Power of Small Changes in Keeping Students Connected*, was released examining young adults staying in church or dropping out. DiscipleshipPathwayAssessment.com, a revised online discipleship assessment, was launched.

The SBC Annual Church Profile (ACP) for 2018 showed the Southern Baptist Convention had declines in several key measures including the number of congregations, average worship attendance, membership, and baptisms.

The number of churches affiliated with the Southern Baptist Convention declined by 0.19 percent from 2017. Average worship attendance decreased 0.43 percent. Reported membership declined 1.28 percent. Southern Baptists also experienced a decline in baptisms, down 3.02 percent to 246,442.

**Future Plans** — LifeWay Research will release research studies in 2020 on streaming worship services, disabilities, church security, sermon length, small Bible study groups, understanding the Bible, and ministry in post-Christian America.