



GOALS AND ACCOMPLISHMENTS

Relative to the listed Ministry Assignment, please describe accomplishments in the past year that create “value added” to the Cooperative Program dollars that NAMB receives.

I. Assist churches in planting healthy, multiplying, evangelistic Southern Baptist Churches in the United States and Canada.

To reach people for Christ—and disciple them to reach others for Christ—North America must have strong evangelistic, healthy churches. To meet this need, it is essential to have qualified church planters, and the primary developer of these individuals is the local church. To assist churches in this task, the North American Mission Board’s (NAMB) Send Network has created a [Multiplication Pipeline](#) (formerly called Church Planting Pipeline) resource designed for use in the local church to discover, develop and deploy missional leaders, many of whom will move into church planting. This process is a great asset for the pastor who desires to see his church multiply in the future. This resource is greatly enhancing the efforts to raise up indigenous future generations of planters and team members in parts of North America where needs are greatest, especially as existing and future plants gain a vision to become multiplying churches themselves. Currently 543 pipeline participants are being trained in the context of their local churches. This training is being led by 266 coaches in these local churches.

Send Network continues to provide a full pathway for SBC churches to utilize in deploying God-called believers across North America. This pathway is divided into two parts: Planter Discovery and Planter Development. Planter Discovery provides a robust application/assessment process to allow churches to confirm the gifts, calling and abilities of those they seek to send. Send Network’s Planter Development team takes the baton once an individual is endorsed by the Discovery team, providing the opportunity for orientation, training, coaching and care for all SBC planters.

Once the planter is on the field, they have a state-of-the art quarterly reporting system to utilize that allows them to communicate with partners, evaluate their progress and report via ACP their activity to SBC churches.

For additional statistics, see Ministry Inquiry #9, #10, #11, and #16.

II. Assist churches in the ministries of evangelism and making disciples.

In 2018, NAMB continued adding to the Your Church on Mission evangelism [blog](#) and [podcast](#) which provides practical, strategic training to pastors to help them lead their churches on mission.

Crossover 2018, held in Dallas, Texas, was the most successful Crossover in SBC history. NAMB partnered with Greg Laurie's Harvest America and held one large crusade the Sunday night before the convention meeting. The crusade was also streamed online for viewers to watch. Prior to the crusade, seminary students and other volunteers went door-to-door to share the hope of the gospel and invite people to the crusade. A summary report is below.

- More than 30,000 attended the crusade.
- More than 100,000 viewed the online streaming of the live event.
- More than 400 local churches participated.
- Thousands of volunteers served.
- 2,339 professions of faith were made at the crusade.
- An additional 875 online professions of faith were recorded.
- In the Saturday door-to-door evangelism efforts, thousands hit the streets with gospel conversations from launch sites all around the Dallas/Ft. Worth area. They saw 675 professions of faith.
- The week prior to the crusade, seminary students also went door-to-door and recorded 3,180 gospel conversations and 340 professions of faith.
- The names and information of all who made professions of faith were provided to local churches for follow-up.
- Total professions of faith from online and in person numbered 4,229.

NAMB continues to produce printed and online materials that allow pastors and other church members to share the gospel in an easy-to-understand approach. The popular "3 Circles Life Conversation Guide" is available in both English and Spanish. To date, approximately 2 million of these have been distributed and the related app has been downloaded more than 130,000 times. The *3 Circles Evangelism Kit* and *Live This* evangelism kit are also now available. More than 10,000 of these kits have been distributed.

The Gospel Conversation (GC) Challenge was implemented in late 2017 to encourage pastors and their congregations to have gospel conversations. The primary method of communicating details and resources was the GC Challenge website. The initiative concluded December 2018. During the year, there was a heightened awareness of the need for gospel conversations and more than 200 people submitted GC:60 videos, which were self-made videos with people sharing about their most recent gospel conversations. These videos were promoted on the website and via social media to raise awareness of being intentional in sharing the hope of the gospel with others.

NAMB hosted five [Engage 24](#) evangelism workshops in 2018. They were hosted in Las Vegas, Nev., San Antonio, Texas, Philadelphia, Penn., Louisville, Ky., and Trussville, Ala. Overall, a total of 636 people attended, including 570 pastors and staff. These workshops provided hands-on, practical training by some of the most evangelistic pastors in the SBC.

In 2018, the Evangelism Response Center (ERC) received more than 4,000 calls requesting spiritual help from around the nation. The ERC, which equips and mobilizes Southern Baptists to offer prayer and spiritual counseling via telephone or online chat with people all over North America, utilized user-friendly technology that incorporated texting. The system also engages lost people through social media to drive them to chat and text platforms, through which the gospel was shared.

III. Assist churches by appointing, supporting and assuring accountability for missionaries serving in the United States and Canada.

NAMB's Send Network team has a comprehensive training resource for the local church to discover and develop future church planting missionaries. The Multiplication Pipeline (formerly called Church Planting Pipeline) provides three years' worth of content that helps a coach in a local church train to individuals who are exploring church planting, as well as those who have a desire to more intentionally live life on mission. There are 186 churches that have implemented the Multiplication Pipeline, and there are more than 540 participants.

NAMB's Send Network team continues to provide one of the most robust assessments of church planters for those planting in Send Cities. The online pre-assessment, followed by a two-day assessment retreat, provides critical feedback to sending churches which, in turn, allows them to have confidence in the sending or further development of their church planters. This year, the Send Network team assessed 220 church planter candidates at 35 assessment retreats which took place across 20 assessment centers.

NAMB has more than 900 planters throughout North America provisioned to use the quarterly reporting tool which provides sending churches and other entities involved in a church plant a clear picture of the vitality of the plant.

As housing costs in large cities are a significant challenge that keep many missionaries off the mission field, throughout the Send Cities and some other key areas, NAMB has made missionary housing available to a limited number of missionaries on a short-term basis. A missionary may live in the home for up to 18 months as they are deployed or trained for deployment in a Send City. Increasingly, we are seeking to locate these homes near multiplying churches that are committed to regularly developing new church planters and planting churches throughout their city and region.

IV. Assist churches by providing missions education and coordinating volunteer missions opportunities for church members.

NAMB provides mission education in both a traditional manner and in avenues that engage members in mission action that sparks and grows a lifelong passion and advocacy for missions.

NAMB continues to circulate the North American Missions Activity Book for Children. As part of the Annie Armstrong Easter Offering® Week of Prayer for North American Missions, NAMB provides study lessons and videos for children, youth and adults. *On Mission* magazine, NAMB's primary print publication, carries missions awareness and advocacy features.

Additionally, NAMB continues to resource Woman's Missionary Union (WMU) with missionary contacts for children, student and adult curriculum materials produced by the auxiliary and provides content review of NAMB features in those materials. NAMB produces mission education videos for WMU and for use in LifeWay student camps. NAMB also produces resources and assists with other entity requests for materials to enhance missions awareness and education.

In summer 2018, NAMB launched its new NAMB.net website, which provides easy-to-understand navigation and a variety of resources searchable by topics of interest. The website helps visitors to quickly and easily get the information, articles and help they need and directs them to the best contacts for their questions.

In addition to print, online and video resources, NAMB also provides experienced-based mission education. Send Network Catch the Vision tours are one example through which pastors see and experience a specific Send City, discovering needs and how they can partner with planters in that city to reach the population with the gospel.

Send Relief also provides numerous opportunities to experience missions firsthand. Ongoing crisis response provided for short-term mission team experiences in Puerto Rico on a weekly basis this year, with a total of 914 mobilized. Send Relief partnered with FEMA through their VALOR program, which made building materials available to mission teams to serve the people and churches of Puerto Rico in the repair of homes.

Send Relief's [GenSend](#) ministry engaged 983 students, an increase of 483 from last year, representing 32 states, to serve in 21 Send Cities to locally engage various people groups within these large urban areas. These figures include both GenSend summer and spring breaks experiences.

In support of Send Relief efforts, NAMB provides hands-on mission opportunities through mission experiences, service projects, training events, online resources and consultation. In addition, NAMB developed a new [Send Relief website](#) (SendRelief.org) which includes information, suggestions and resources for ways churches and individuals can mobilize to serve their communities by meeting tangible needs and sharing the gospel. In 2018, mobilization to the opportunities included:

- 160 training lab participants
- 1,519 volunteers
- 1,324 churches engaged
- 132,982 people served

The North American Mission Board's Disaster Relief team partners with state Baptist conventions to provide help, healing and hope for disaster survivors and impacted churches and communities. The Southern Baptist Disaster Relief "yellow shirts" demonstrated the love of Christ in very practical ways and shared the message of the gospel during Hurricane Florence and Michael relief efforts this year. Serving in these responses were more than 10,500 volunteers, who gave a collective total of 63,680 days. These volunteers were willing to all that they could to share God's love with people who had experienced great loss and trauma. Southern Baptist Disaster Relief volunteers provided support to pastors and church planters during times when the hearts of survivors needed encouragement and were open to the gospel. See more statistics for Disaster Relief participation under Accomplishment VI.

V. Assist churches by providing leadership development

NAMB has been a sponsor/partner with [Timothy+Barnabas](#) (T+B) for many years as an avenue of

providing leadership development to pastors. Beginning in 2019, NAMB will give complete oversight to T+B events. A summary of the events for 2018 is as follows:

A total of 530 pastors and 484 pastors' wives participated in T+B Retreats:

- Atlanta #1 – 78 pastors and 72 wives
- Atlanta #2 – 92 pastors and 88 wives
- Gatlinburg – 145 pastors and 118 wives
- Branson – 140 pastors and 135 wives
- Palm Springs – 75 pastors and 71 wives

Of those who attended, 215 pastors were first-time participants, 188 had attended 2-3 times previously, 60 had attended 4-5 times previously and 67 had attended more than 6 times. This is a testimony to the influence and effectiveness of these retreats.

The average age of attendees for the retreats was as follows:

- 26% – 39 and under
- 29% – 40-49
- 26% – 50-59
- 19% – 60+

Participant breakdown by years of ministry at their church further shows the value of these leadership development opportunities. There were 66 pastors in their first year of ministry, 117 in their 2nd-3rd, 115 in their 4th-6th, and 232 pastors were 7 or more years in their ministry.

Additional Retreat Participant Information:

- First-time attendees 40%
- Brought their wives 91%
- States represented 27
- Median age 49
- Youngest age 21
- Oldest age 80
- Median church size 247
- Cumulative AM worship 112,030

In addition to the retreats, T+B Exchange is geared to seminary students and their wives. A total of 600 seminary students and their wives participated in these events in 2018: 500 participants on the campus of Southeastern Baptist Theological Seminary and 100 at the Mid-America seminary campus in New York.

T+B International was held in four countries: Cuba, Argentina, Barcelona and Vietnam. A total of 225 participated in these events.

Overall, through T+B events, 3,324 leaders were encouraged and trained in 2018.

NAMB also planned and hosted several events with the focus of developing leaders throughout the SBC. These included:

- Revitalization/Leadership Conferences – NAMB hosted three events aimed at equipping leaders in replanting. A training for associational mission strategists (formerly DOM) in March was attended by 250 men. A training for replanters, state and associational leaders and replanters’ wives was held at the SBC in Dallas, with an attendance of 140. The third event was a conference for replanters, state and associational leaders and replanters’ wives. It was held at NAMB in August and attendance also numbered 140. In addition to these event, other smaller trainings, hosted by local associations and facilitated by NAMB’s Replant team had more than 800 attendees.
- Engage 24 evangelism workshops – Five events were hosted (Las Vegas, Nev., San Antonio, Texas, Philadelphia, Penn., Louisville, Ky. and Trussville, Ala.). Overall, a total of 636 people attended, including 570 pastors and staff. These workshops provided hands-on, practical training by some of the most evangelistic pastors in the SBC.

In addition to the events listed above, NAMB’s website provides a vast amount of resources pastors and other church staff, as well as lay leaders, can use to lead their churches to be more engaged and intentional in living on mission.

VI. Assist churches in relief ministries to victims of disaster and other people in need.

[Southern Baptist Disaster Relief](#) (SBDR) continues to be a positive and constructive force for opening doors and avenues for sharing the gospel and planting churches. State and local leaders continually seek to engage SBDR for long-term assistance in their communities.

During 2018, the entire SBDR network responded to several national natural disaster responses, for which Send Relief provided coordination and response supplies. In serving communities during these times, SBDR volunteers contributed to the following statistics:

SBDR Summary Activity Reported YTD 12-3-2018	
Professions of Faith	549
Gospel Presentations	3,986
Total Contacts	75,666
Volunteer Days - SBDR	87,067
Volunteer Days - Other	15,441
Volunteer Days - Total	103,356
Hours Worked	817,641
Total Meals	2,289,315

The SBDR network provides help, healing and hope for disaster survivors, churches and communities. Volunteers demonstrated the love of Christ in very practical ways and shared the message of the gospel. These volunteers were willing to do anything they could to share God’s love with people who had experienced great loss and trauma. SBDR volunteers provided support to pastors and church planters during times when the survivors need encouragement and are open to the gospel.

In many communities, SBDR has been able to secure housing at no cost for long-term projects. This is a tribute to the value community leaders see in the presence of Southern Baptists providing leadership to long-term recovery efforts. These open doors to housing locations enable Southern Baptists to assist residents and engage in opportunities to give a verbal witness to the gospel with less expenditure of Cooperative Program (CP) dollars for volunteer support. As SBDR volunteers’ investment in these communities provide a positive witness for Christ, local Southern Baptist churches are building rapport, perceived value and significant community relationships.

Send Relief continued to lead a relief effort in Puerto Rico through its newest ministry center where housing, meals and supplies are coordinated. Mission teams of volunteers are led by skilled leaders to help rebuild homes which still have substantial damage to their roofs. Teams are able to register through Send Relief’s newly released volunteer portal at <https://volunteer.sendrelief.org>.

Send Relief Activity Reported Puerto Rico Hurricane Maria	12-Months Sept. 2017-2018
Salvations	98
Gospel Presentations	1,275
Volunteers	914
Volunteer Days	10,477
Hours Worked	85,503
Total Meals Distributed (prepared and prepackaged)	763,181
Homes Repaired	262
Roofs Repaired/Replaced	148

Send Relief’s GenSend (collegiate ministry) summer program engaged 247 students this year for 6-8 weeks in 17 Send Cities in compassion ministry and church planting. This ministry is 100% funded by CP giving. Survey results from 2018 include the following feedback.

- 96% would recommend GenSend to others.
- 95% rated overall experience “good or very good.”
- 82% said they would use GenSend principles back in their home context.
- There were 1,500+ gospel conversations with 20 reported professions of faith.
- GenSenders logged nearly 23,000 hours serving with church planters and more than 10,000 hours serving in mercy/compassion contexts.
- More than 80 church plants/planters were served this summer through GenSend.
- 28% said they would move back to the city where they served to live and serve post-college.

GenSend breaks (spring/fall/winter) saw groups serving in Immokalee Fla., Miami Fla., New Orleans La., Puerto Rico, St. Louis, Mo., and Houston Texas.

	TOTALS
Sites	6
Weeks	12
Groups	40
States Represented	32
Volunteers	736
Church Plants Assisted	5
Gospel Conversations	526
Homes Repaired	82
Meals Distributed	70,587
Ministry Sites	52
Water Filters	478
Backpacks Distributed	500 +
Volunteer Days	5,187
Hours Worked	34,179

Based on the listed Ministry Assignment, what opportunities or challenges do you see on the horizon from 2019 and beyond that would necessitate changes, or new directions, in how you are accomplishing the listed Ministry Assignments?

I. Assist churches in planting healthy, multiplying, evangelistic Southern Baptist Churches in the United States and Canada.

NAMB's goal is to help churches plant 1,200 churches each year. The challenge in reaching that is the lack of church planters to plant them. Only half of the applicants who complete NAMB's online church planter assessment score high enough to receive an invitation to one of NAMB's assessment retreats. Of those who attend an assessment, 62 percent are approved for moving forward as a church planter. In order to end up with 1,200 church planting missionaries each year, we need 4,000 initial applicants.

To turn this challenge into opportunity, we must help churches develop leaders who may one day become church planters. To accomplish this, NAMB has developed the Multiplication Pipeline (formerly known as Church Planting Pipeline). This allows a church to intentionally raise up from within the congregation prepared and qualified planters. The Multiplication Pipeline resource/process can be implemented in the local church or church plant, which will allow the church to discover, develop and deploy greater numbers of planters and other missionaries to meet this challenge.

As endorsed church planters grow in number, so also does the need for more supporting and sending churches. NAMB takes every opportunity to encourage every SBC church to be on mission—to be actively and intentionally engaged in the work of starting and supporting new churches. There are currently 1,313 SBC churches involved as official Sending Churches for plants or multiple plants. Additionally, there are currently 4,135 SBC churches involved in a Supporting Church role. 965 of these Supporting Churches have thus far only committed to pray for a list of planters in a specific area through the “Pray for Planters” initiative as a first step in engagement.

II. Assist churches in the ministries of evangelism and making disciples.

The opportunities and challenges are laid out well in response to Ministry Inquiry #17, repeated below.

While evangelism has been and will always be the thread that weaves through every aspect of NAMB, this year, at the urging and affirmation of messengers at the 2018 SBC in Dallas, NAMB formed the new Evangelism and Leadership group, and asked Johnny Hunt to lead it. Hunt will join NAMB as senior vice president on January 1, 2019.

This new group is charged with furthering the evangelistic vision, passion and leadership of Southern Baptist pastors, and will focus on equipping pastors with tools and leadership skills that will allow them to lead their churches to become more evangelistically active.

In the [news article](#) announcing Johnny Hunt’s acceptance of the position, he said, “My priority will be to help facilitate the present and next generation of pastors to embrace gospel conversations, soul winning if you will, witnessing as a lifestyle. After being a pastor the last 42 years, with 32 of those years at First Baptist Woodstock, I have come to believe deeply that whatever is important to the pastor is what is important to the people. Evangelism must be the heartthrob of our pastors.”

While NAMB has a [suite of evangelism tools and resources](#) that churches are currently using, the Evangelism and Leadership group will be evaluating and creating new ones to make available to churches. Evangelism with Johnny Hunt, a regular podcast that begins in January 2019, will unpack a variety of evangelism topics. In addition, evangelism workshops and other focused events will provide pastors opportunity to share and learn from others evangelism best practices.

III. Assist churches by appointing, supporting and assuring accountability for missionaries serving in the United States and Canada.

At this point, NAMB does not anticipate changes or new directions. We will continue to promote tools and processes to ensure the best and most effective missions personnel are placed appropriately and consistently cared for and held accountable. (See Accomplishments under Assignment III.)

IV. Assist churches by providing missions education and coordinating volunteer missions opportunities for church members.

We see several opportunities for growth and new involvement in 2019 and the years ahead. We are continuing to develop Send Relief ministry centers which will provide churches and individuals with hands-on mission opportunities. These centers also provide ministry models for churches and associations to emulate in their own communities. Send Relief is also continuing to produce relevant ministry guides and podcasts to inspire and engage churches across the nation in its five specific focus areas: poverty, refugees and internationals, fostering and adoption, human trafficking and crisis response.

Send Relief will continue to host and support mercy and compassion ministry events to increase the awareness and model ministries for churches. Through each of these efforts, we will inspire, resource and train churches in North America. The challenge we face as we do this is creating systems which provide accurate and timely metrics that hold us accountable to desired results.

GenSend collegiate ministry continues to expand and grow each year while maintaining a high-quality experience. The challenge moving forward is that student demand will outpace current budget levels and service-site coaches/leadership capacity. In time, we will need to develop a sustainable ministry model which can support more and more college students by creating a pipeline process to ready young adults to live their lives on mission in whatever career paths or locations God places them.

As the national supporting organization to Southern Baptist Disaster Relief, Send Relief has identified an incredible need for standardized systems for managing volunteers and resources. Collectively and collaboratively, we have developed a clear requirements document with all key stakeholders. The challenge is in the design, development and implementation of a significant system which requires a high adoption rate amongst an autonomous group to justify the cost. Implementation of this system still has financial hurdles to overcome and is positioned to be released in 2020.

V. Assist churches by providing leadership development

NAMB will continue to work diligently to engage congregations in support of missions, helping and encouraging them to engage with missionaries and support church plants. The key to this engagement is the pastor—NAMB's number one customer.

Though there are multiple ways to communicate with pastors, NAMB often discovers that pastors are living in information overload. Therefore, there is no single approach of communication that works. NAMB continues to be challenged to ensure that engaging in multiple opportunities does not add to this information overload. This requires NAMB to focus on constant internal communication that simplifies and prioritizes external communication.

Pastors continue to ask for opportunities to learn from fellow pastors. This desire gives NAMB a great opportunity to provide venues to share best practices (e.g., evangelism workshops, revitalization conferences, pastor roundtables). NAMB also has the opportunity to deliver updated content of these best practices utilizing multiple forms of electronic media. This allows content to be fresh, digestible and self-paced. It is also the intention that pastor-centric events include content that addresses other felt

needs pastors have as they seek to strike a balance with their personal faith, family life and serving the church.

Through the newly created Evangelism and Leadership group, led by Johnny Hunt starting January 2019, there will be opportunities for pastors to not only participate in leadership development opportunities but also for NAMB to hear from them as to their needs and how we can help.

As many pastors are experiencing the impact of serving a stagnant or declining church, in 2019, as part of the church replanting focus, an online replant cohort will be established. This is critical as we move beyond the discovery and recruitment of replanters to empowering pastors, associational mission strategists, state directors of missions and other state convention personnel with resources designed to develop replanters and connect them to churches seeking replanters.

VI. Assist churches in relief ministries to victims of disaster and other people in need.

As both state disaster relief directors and the Send Relief team assess and debrief from the 2018 season, Send Relief will look for ways to achieve even greater impact through response efforts.