

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

Representing the church plant class of 2015, Southern Baptists partners reported 926 new church starts (922 plus 4 multisite). Forty percent of these (369) were in an area defined as a Send City; 52 percent (477) were outside of the South.

The church plant class of 2016 numbers will be available February 2017.

The ideal is that every church plant become a multiplying church. That mindset is part of the DNA of church plants. Of the hundreds of existing plants in the United States and Canada that are 0-5 years old, NAMB has identified over 120 located in Send Cities as potential multiplying churches and are placing special emphasis on them. This means these plants are on a trajectory toward being self-supporting and have an intentional process to raise up and send out church planters and other missionaries. The goal is to create a movement that multiplies with indigenous leaders/planters in each city. To further assist churches in becoming multiplying, NAMB is preparing resources that will help churches implement this type of intentional pipeline in their congregations to increase the number and quality of future planters and other missionaries.

To determine the health of existing plants, NAMB is creating a quarterly reporting system for church planters. This tool will provide the sending churches and other entities involved in a church plant a clear picture of the vitality of the plant.

NAMB recognizes that there must be exponentially more churches willing to become sending churches. Catch the Vision tours and Sending Labs are in place to inform, motivate, and help develop more sending churches.

- II. Assisting churches in the ministries of evangelism and making disciples.

In 2015, NAMB embarked on a study of the top evangelistic churches around the nation. Churches from every state and of all sizes were researched. After receiving and analyzing the data, "Your Church on Mission" blog was developed. Launched in 2016, the blog, found at

[www.namb.net/yourchurchonmission](http://www.namb.net/yourchurchonmission), provides practical, strategic training to pastors to help them lead their churches on mission.

NAMB continues to promote the 3 Circles Life Conversation Guide, available in both English and Spanish. To date, we are approaching 2 million guides distributed via sale orders, as well as through grants and gifts. A 3 Circles pastor's kit is also available. Three more evangelism kits are being created in conjunction with influential evangelistic pastors.

NAMB provided three Engage 24 evangelism workshops in 2016. They were hosted in Nashville, Kansas City and Alpharetta. Almost 100 pastors attended each event. These workshops provided hands-on, practical training by some of the most evangelistic pastors in the Southern Baptist Convention.

In 2016, the Evangelism Response Center, which equips and mobilizes Southern Baptists to offer prayer and spiritual counseling via telephone or online chat with people all over North America, was streamlined and began utilizing user-friendly technology that incorporates texting. Plans are in progress to begin engaging lost people through social media to drive them to chat and text platforms, through which the gospel will be shared.

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

In total, NAMB provides multi levels of support to over 9,000 missionaries and chaplains across multiple categories.

This number includes 3,700 Southern Baptist Chaplains who serve in the U.S. military, state and federal prisons, hospice, hospitals, disaster relief, volunteers and many other settings around the world. NAMB endorses chaplains on behalf of Southern Baptists and helps train and encourages them as they share Christ every day and have the opportunity to disciple those who already know Him.

NAMB continues to provide Southern Baptist church planters with the highest level of care through our Church Planter Care Ministry, which exists to "breathe vitality into the life and mission of our planters and their families." This past year, the Planter Care Ministry team made over 26,000 personal contacts to our church planters and their families serving throughout North America in 2016. Those personal contacts came in the form of personal phone calls, handwritten notes, meetings, events in their cities, orientations at NAMB, and a variety of resources and gifts.

Currently NAMB is providing 89 missionary residences scattered among the Send Cities to enable planters to settle into their assignment for the first six to twenty-four months of their ministry. Transition to these cities can be very expensive and stressful for the planter and his family. Cooperative Program and Annie Armstrong resources have been invaluable in providing housing to assist these planters in this transition.

In 2016, NAMB hosted two Send Network Orientations in Alpharetta attended by more than 250 planters serving in 32 Send Cities. These planters were informed of and equipped on the Send Network Values of brotherhood, multiplication, and kingdom – in addition to learning more about

the Cooperative Program and the SBC. To further connect and encourage planters and their families serving in those cities, NAMB hosted several family and spouse enrichment events.

Send Network also provides free resources to equip planters and sending churches via our Send Network Blog. This blog offers new content every week along with videos and e-books from leading practitioners and Send Network staff. Along with the previously mentioned items, the Send Network recognizes that one of the most difficult hurdles for most planters to jump through is housing within a city. For that reason, we've purchased transitional properties in our 32 Send Cities for a select group of church planters. Those planters are given the opportunity to live in one of our properties for 12-24 months, rent free, all the while learning from and apprenticing under a nearby multiplying church. These and many others are just a few accomplishments this past year that add value to the Cooperative Program funds that NAMB receives.

NAMB has continued to create new technology systems and applications that provide churches and missionaries a more robust, streamlined experience during the application process as well as higher accountability in missionary endorsement, and an overall better customer experience for churches and missionaries seeking to be mobilized.

NAMB teams, working with LifeWay Christian Resources, have also created a comprehensive online resource that will help churches assess, train and coach missionaries as they live out the calling God has placed on their lives.

Additionally, a significant amount of time and resources has been used in the creation of a quarterly reporting system for church planters. This tool will provide the sending churches and other entities involved in a church plant a clear picture of the vitality of the plant.

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

The North American Mission Board provides missions education in both a traditional manner and in avenues that engage members in missions actions that spark and grow a lifelong passion and advocacy for missions.

NAMB continues to circulate the Send North America Activity Book for Children, with supplemental, online lessons available. 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. NAMB produces missions education resources for the Cooperative Program's web presence. *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 for all of those materials. NAMB produces missions education videos for WMU and for use in LifeWay student camps. NAMB also produces annual Baptist Men's Day resources and assists with other entity requests for materials to enhance missions awareness and education.

Through our GenSend Program, NAMB placed approximately 500 students in 21 Send Cities to locally engage various people groups within these large urban areas. This continues to be a great educational platform for creating awareness of ethnic diversity in the collegiate sector.

In support of Send Relief efforts, NAMB provides hands-on mission opportunities through mission experiences, service projects, training events, online resources, and consultation.

The North American Mission Board Disaster Relief Team partnered with state Baptist Conventions to provide help, healing and hope for disaster survivors, churches and communities. The yellow shirts demonstrated the love of Christ in very practical ways and shared the message of the Gospel in love. These volunteers were willing to do anything 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 were tender and open to the gospel. See more statistics for Disaster Relief participation under Accomplishment VI.

During 2016, Send Relief provided numerous avenues to see churches and church members engage in compassion ministry efforts. During the SBC, Annual meeting – churches from nine states collectively worked to serve the community of Ferguson and to assist FBC Ferguson to launch into new mission efforts. Post-convention, the mobile health clinics were utilized in five different states providing churches tangible ways for ministry engagement.

Appalachian Regional Ministry and Mississippi River Ministry continue to provide incredible ministry to key areas in the United States. In 2016, more than 99,000 volunteers from more than 3,300 churches were engaged in ministry projects impacting these regions. These efforts resulted in over 3,300 churches engaged in missions, producing over 4,000 professions of faith. The Christmas backpack program yielded the highest ever totals with more than 50,000 backpacks being distributed.

In addition, our Internet pages related to Send Relief include suggestions and resources for several ways churches and individuals can mobilize to serve their community by meeting tangible needs and sharing the gospel.

#### V. Assisting churches by providing leadership development

NAMB planned and hosted several events with the focus of developing leaders throughout the SBC.

- [Sending Labs](#) - NAMB provided training for church leaders who are presently supporting church planting. There were a total of 356 people (representing 219 churches) who attended Sending Labs in 2016 to learn how to establish a Sending culture in their churches.
- [Pastor Roundtables](#) - NAMB provided a venue for pastors to encourage one another and share best practices in sermon preparation and various aspects of leading a local congregation. In 2016, 173 pastors attended one of 11 roundtables. Each roundtable was facilitated by a pastor, with NAMB leadership serving as hosts in the process.

- Revitalization/Leadership Conferences – NAMB, in partnership with State Baptist Conventions, NAMB provided seven leadership conferences for pastors and church leaders. These conferences provided encouragement and training for pastors—and last year’s conferences had a bonus session for aging pastors to encourage them in effective transition of leadership. Through Timothy + Barnabas (pastors/wives), NAMB provided scholarships to underwrite the costs for pastors and wives to attend these 3-day training events. There were six events in 2016 with 632 pastors/leaders and 525 wives attending.
- Galatians 6:6 - NAMB, in partnership with the Great Commandment Network, provided scholarships for pastors/wives to attend five marriage retreats. Working through our pastor ambassadors, NAMB provided Pastor Appreciation Luncheons in various state conventions. These events celebrate our cooperative partnerships and challenge pastors to engage their churches through various missions opportunities.
- Engage 24 - NAMB’s evangelism team hosted three Engage 24 workshops, one in Nashville, one in Kansas City, and one in Atlanta. These workshops gave pastors an opportunity to hear from Southern Baptist pastors of top evangelistic churches on how they can practically lead on mission and help their churches live on mission. The workshop is a 24- hour engagement that begins with lunch on day 1 and ends by Noon on day 2. Each workshop has 3 to 4 speakers who lead various sessions and includes a Q&A panel to give pastors plenty of time to ask questions. Approximately 100 pastors attended each of the three Engage 24 workshops in 2016 and the feedback showed it was well received.

In addition to the events listed above, NAMB’s evangelism team is working to provide evangelism resources and tools for pastors through the [Your Church on Mission blog site](#). The blog is a great resource for pastors to read blogs articles and watch videos to learn more about leading their church to be on mission.

Promoting leadership development among our ethnically diverse church leaders is also important to NAMB. In 2016, NAMB trained 15 Hispanic Church Planter Coaches from across the United States. These 15 have already trained another 50 Hispanic Church Planting Coaches in their regions and are also coaching 20 Hispanic Church planters. We cast vision to, motivated and trained approximately 75 Hispanic pastors and more than 100 Hispanic church leaders in Church Planting. We trained more than 70 Hispanic pastors in the importance and best practices of disciple making. We provided copies of the 3 Circles Life Conversation Guide in Spanish to 34 Hispanic churches and started providing basic discipleship materials. In addition to the above, we led 17 workshops/conferences for pastors in relation to ethnic church planting/partners (Chinese, Korean, South East Asia groups).

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

Please see Ministry Inquiry #26 for additional details concerning this accomplishment.

NAMB's investment in Disaster Relief 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 2016, the entire SBC DR network as coordinated by NAMB saw large numbers of natural disasters. In serving communities during these times, SBC volunteers contributed to the following statistics

Volunteer Days - Total	109,743
Ministry Contacts	35,181
Chaplaincy Contacts	31,592
Gospel Presentations	3,581
Professions of Faith	549
Total Meals	1,910,985
Bibles Distributed	6,748

The NAMB DR Team partnered with state Baptist Conventions to provide help, healing and hope for disaster survivors, churches and communities. The "yellow shirts" demonstrated the love of Christ in very practical ways and shared the message of the Gospel in love. 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 hearts of survivors were tender and open to the Gospel.

During the past year as responses and rebuild projects came to an end, there was tangible evidence that churches were going to be planted. In New York and New Jersey, reports continue to be shared with NAMB concerning how churches were strengthened and planted because of the commitment and hard work of SBDR volunteers.

In the Greater Detroit area of Michigan, SBDR volunteers, working with four church planters and a Church Planting Catalyst, were instrumental in cultivating many relationships that the planters could follow up with and start Bible studies that, prayerfully, will result in new churches being started in the area.

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 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.

Louisiana Baptists have 260 new believers to follow up with and engage in discipleship as a direct result of the ministry of SBDR volunteers in two major flooding events in 2016. In addition, there are another 2,087 who heard a clear explanation of the Gospel that ended in an invitation to accept the forgiveness only available in Christ Jesus. On the eastern seaboard where SBDR has supported Baptist State conventions responding in areas affected by Hurricane Matthew, the number of new believers in need of follow-up ministry is 131.

**Based on the listed Ministry Assignment, what opportunities or challenges do you see on the horizon from 2017 and beyond that would necessitate changes, or new directions, in how you are accomplishing the listed Ministry Assignments?**

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

The challenge before us in planting churches is that, as we raise the bar of expectations on those who are endorsed through the Send Network Planter Assessment process, the number of qualified prospects shrink. Raising the bar is the right thing to do because this will lead to healthier plants that will not simply survive but will become multiplying churches of the future across North America. With more churches stepping forward to engage in church planting, and the need for more new churches continuing to grow, finding qualified planters is a real challenge.

This challenge, though, also creates an opportunity for churches to change their approach and become the solution. Most churches involved in planting look for "the guy" they can latch onto and partner with to plant. While this is a positive step, even better would be if that church raised up from within their congregation a prepared and qualified planter. NAMB is working on a planter pipeline resource/process that can be implemented in the local church or church plant, which will allow the church to discover, develop and deploy larger numbers of planters and other missionaries to meet this challenge.

As our endorsed church planters grow in number, so also does the need for more supporting and sending churches. NAMB will take every opportunity to encourage every SBC church to be on mission. You can learn more about church mobilization by following this link <https://www.namb.net/church-mobilization/index>.

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

There are challenges ahead in the arena of evangelism and baptisms. Across North America, many churches seem to have lost their evangelistic fervor. That being the case, NAMB is committed to “stirring the dust” of evangelism with more intensity and focus. By providing hands-on, strategic training and resources for pastors, and calling pastors to the gospel and Great Commission, our goal is to bring evangelism back to the forefront of the conversation and activity of the local church. (For a list of ways NAMB is doing this, see our response under Accomplishments II).

While not a new direction, it is an increased focus.

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

At this point, we anticipate no changes or new directions. We will continue to refine the recently introduced tools and processes. (See Accomplishments under Assignment III)

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

**The challenges are as follows:**

- Coordination of missions education and volunteer opportunities continues to create challenges for the SBC as a whole. NAMB must become more technologically advanced to communicate in a timely way and at the same time provide specialized opportunities. Society and individuals are more specialized in their desired areas of service and we must provide accordingly.
- Relevance is always a challenge as SBC church members are bombarded through multiple communication channels. Mission education and volunteer opportunities must be clearly communicated and contain compelling requests for involvement.
- One challenge Southern Baptist Disaster Relief (SBDR) is currently facing is a change in volunteer engagement dynamics. A large segment of SBDR trained volunteers are not participating in disaster responses today. Due to the normal aging processes, and resultant health conditions, they are no longer able to perform the strenuous work or manage the challenging housing arrangements (sleeping on cots or floors) that are frequently required during disaster responses. Add to this a younger generation that is engaging in disaster response in new ways. News outlets and social media bring images of hurting people into view immediately and repeatedly, creating a sense of urgency about responding. There are numerous avenues for engaging, more than ever before, and people with an urgency to respond will go with whoever offers them the opportunity first.

- This new generation of volunteers consumes information in quick bursts and expects to use it immediately, not at some unknown time in the future. No longer can we expect every volunteer to attend two- and three-day training events or deploy for a week to 10 days at a time. Younger adults have less time available to respond, and they want the time they do have to make a difference.

## Opportunities

- Societal changes compel us to provide opportunities delivered by current technology. This will allow us to engage much more broadly than historical communication methods.
- SBDR is responding to the need for faster, more streamlined, on-demand training by developing an on-line training component that will allow volunteers to connect and gain needed training on their own schedule. With the support and leadership of NAMB, SBDR leaders are developing standardized training for the SBDR network and churches or volunteers desiring to respond when disasters occur. This training will guide individuals through a process that can lead to becoming a fully trained, credentialed SBDR volunteer and connect them to leaders in their home state. In addition, our training options will provide a mechanism to offer “Spontaneous Untrained Volunteers” (SUV) or “Event Volunteers” to quickly access an orientation to the ministry of SBDR and to “just-in-time” response-specific training that can prepare them to successfully engage in a disaster response ministry once they arrive on scene. This is a significant step forward from previous responses to SUVs.

### V. Assisting churches by providing leadership development

NAMB will continue to work diligently to engage congregations in support of missions – engaging with missionaries and supporting church plants. The key to this engagement is the pastor – NAMB’s number one customer.

Though there are multiple ways to communicate with pastors, we often discover how pastors are living in information overload. Therefore, there is no single approach of communication that works. We are challenged to ensure that our multiple opportunities do not add to this information overload. This requires us 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 us a great opportunity to provide venues to share best practices (evangelism workshops, revitalization conferences, pastor roundtables, sending labs, etc.). We also have 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.

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

In 2017, Disaster Relief will celebrate its 50<sup>th</sup> anniversary. This ministry without question has provided

Southern Baptists numerous inroads to communities that otherwise would have remained unengaged. As our Send Relief strategy develops, we desire to engage Southern Baptists in many new areas of mercy and compassion. Send Relief has six focus areas – community engagement, foster care and adoption, human trafficking, refugees/internationals, collegiate, and disaster relief. Each of these areas naturally bridge many SBC churches to engage inner cities, various nationalities and those of varied economic circumstances. These areas and the broad engagement spectrum will provide significantly more pathways for church members to become engaged in ministry. This expansion of service opportunities will create challenges as we seek to mobilize at a scale far beyond anything in SBC history.

The uses of technology and new social communication platforms will be both challenging and rewarding as we seek to see grass-roots movements created throughout the SBC network of churches. The focus of Send Relief to help create awareness of mercy and compassion ministry opportunities will provide ways Southern Baptists can be united in ministry.