

## GOALS AND ACCOMPLISHMENTS

**Relative to the listed Ministry Assignment, please describe accomplishments in the past year that creates "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.**

Church plants increased in 2014 to 985 (up from 936 in 2013) and affiliates increased in 2014 to 208 (up from 169 in 2013) continuing the upward trend. In addition, we hosted more than 250 vision tours in our Send Cities with more than 1,600 attendees and more than 600 churches represented. These tours are designed to help pastors connect with church plants with which they might want to partner. We hosted six Sending Church Labs designed to help churches learn more about the details involved in planting a church. There were 220 attendees at the labs representing 62 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 pouring over the data, *Your Church on Mission* was developed. It is a project that will launch in 2016 that provides practical, strategic training to pastors to help them lead their church on mission.

NAMB continued to promote the *3 Circles Life Conversation Guide* in English and Spanish. To date, we are approaching 1.5 million guides distributed via orders, grants and gifts.

NAMB challenged Southern Baptists pastors and local churches to take part in the Engage24 evangelism initiative, a field-generated strategy that emerged from SBC collegiate ministries. Based on the strategy, individuals from Baptist Collegiate Ministries (BCMs), SBC seminaries and local churches from around North America set aside October 15, 2015, to share the gospel individually with at least one person in their sphere of influence.

In 2015 the Evangelism Response Center received over 30,000 calls. In many of these calls our volunteers were able to have a gospel conversation and over 500 were lead to faith in Christ.

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

NAMB supports 5,653 missionaries in multiple categories.

We deployed an improved assessment process for potential church planters in Send Cities. This will help NAMB place and resource those who assess well to plant in the most strategic geographic places for NAMB. Post-assessment training is also being deployed that will ensure planters have the best training and coaching as they begin to plant.

Our “Farm System” for church planting continues to provide training and experiences that prepare future church planters and church planting team members. This provides the SBC with better-trained missionaries who are ready to impact their communities with the good news of Jesus Christ. We will be releasing a two-year development process for those who need time to prepare to plant. This will launch late 2016 and will be a resource as churches prepare their own church planters.

NAMB placed 387 GenSend student missionaries in 15 of our 32 Send Cities in 2015 to immerse them in urban church planting. These missionaries help Church Planting Catalysts and Send City Missionaries identify people and the communities they live in as potential church plants.

**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 outside the former method of missions engagement advocacy.

In the traditional realm, NAMB provides missions education resources for children through the Send North America Children’s Activity Workbook and the supplemental, online lessons to the workbook, which feature Send North America city-specific church planters and Send City Missionaries. NAMB produces an annual Annie Armstrong Easter Offering Week of Prayer North American Missions Study for all ages. These studies are supported with missions education videos. 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 the Woman’s Missionary Union with missionary contacts for both children and student 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, missions education church bulletin resources with the International Mission Board (IMB) and aids in the annual missions study produced by the Southern Baptist Conference of Associational Leaders.

New strategies for equipping missionaries and church planters have led NAMB to invest in the development of mission-specific training. Mission training points include internships, apprenticeships, church planter training and on-going coaching. Seminar and on-the-job training is directed for student missionaries through GenSend, and formal training for church planting preparation. NAMB has also produced annual missionary prayer calendars and missionary prayer cards to increase awareness of, and support for, missionaries.

In August 2015, NAMB hosted the 2015 Send North America Conference, a missions conference in partnership with IMB. More than 13,500 participants took part in the two-day event, which offered opportunities to commit to mission action onsite.

Regarding volunteer missions opportunities, approximately 2,500 churches have connected with specific church plants and church planters across North America as Sending and Supporting Churches. Many of these churches send volunteer teams to work alongside church planting teams in the Send Cities and beyond. Other churches that are exploring partnerships with church planting teams in the Send Cities also send volunteer teams to work in conjunction with Send Cities Missionaries and church planters.

NAMB provides a web-based volunteer missions opportunities system for church planters, churches, associations, state conventions and other partners to post volunteer needs and partnership opportunities. This system allows volunteers to search for opportunities using an interactive map of North America and respond directly to those making the requests. It also provides automated email reminders during the preparation period and coordination and communication tools for the team leaders.

Crossover: 2015 provided an opportunity for over 3,385 volunteers to partner with Columbus-area Baptist churches during the week prior to the 2015 Southern Baptist Convention Annual Meeting in June 2015 in Columbus, Ohio.

During our three year project to assist survivors of Superstorm Sandy, more than 14,000 volunteers provided 75,000 volunteer days and assisted 3,047 families with their recovery needs. More volunteers are serving long-term projects in Southeast Michigan and South Carolina after recent flooding in those areas.

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

NAMB provides a continuum of leader-care for pastors and their families through the Pastoral Care and Development initiative. NAMB provides a Pastoral Care Line (1-844-PASTOR1) through a partnership with Focus on the Family for safe, confidential counseling for pastors and their families. Four gifted 'Galatians 6: 6' marriage retreats to enrich ministry couples were provided for 120 couples. Twelve 'Pastor Round Tables' experiences were gifted by NAMB to 211 pastors for the benefit of peer-to-peer learning. NAMB provided scholarship funding to partner with ReFRESH conferences led by Dr. Michael Catt to expand the ministry to pastors in the Northeast.

NAMB continues to provide scholarships for ministry couples to attend six of the national Timothy+Barnabas conferences led by Dr. Johnny Hunt focusing on leadership development. NAMB also partnered with T+B to expand the ministry to Canada and SEBTS seminary campus in 2015. NAMB promoted the national LIFT – Pastor Appreciation emphasis resulting in significant building of pastor-church relations. In September 2015, NAMB released the ‘Pastor Protection Study’ (<http://www.lifewayresearch.com/pastorprotection/>) providing reliable data on the current health and status of pastors and their families. NAMB is providing a variety of robust resources through kingdom partnerships to encourage pastors to ‘learn, live and love their calling’ which can be found on our website – (<http://sendnetwork.com/pastoral-care-and-development/>) Over 5,000 SBC pastors benefited from NAMB-provided resources in 2015.

We believe that every follower of Jesus is called to live on mission. We want to the leaders within our churches leading out in mission, whether that is through planting or helping plant a church, or living on mission within everyday life. The North American Mission Board has established SendNetwork.com to deliver resources and provide opportunities to help leaders and churches to be equipped and mobilized for the mission of God. The equipping provided through Send Network is done through blogs, videos, and eBooks. During 2015 we engaged with over 82,000 unique visitors to SendNetwork.com, while we were able to give away 5,000 free eBooks to the leaders who engaged the site. The resources given away are a practical aid written by practitioners and are 100 percent free to download and share.

In addition to the efforts of SendNetwork.com we have also seen over 50,000 people who have or are now reading the book, *Life On Mission*. This is a simple resource for people to understand why we are called to mission and how we practically live out mission everyday.

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

During 2015, the North American Mission Board Disaster Relief Team partnered with state conventions, associations and churches to bring help, healing and hope following disasters and traumatic events. These events were the results of civil unrest, fires, tornadoes, ice storms, floods and earthquakes.

Through these partnerships Southern Baptists mobilized more than 5,000 volunteers in 2015. These volunteers assisted over 3,000 homeowners with the clean-up of their disaster-damaged property and saw more than 300 people profess new-found belief in Jesus Christ.

The team completed the work of coordinating a three-year project to assist residents with repairs following Super Storm Sandy. During the three-year engagement more than 14,000 volunteers provided 75,000 volunteer days and assisted 3,047 families with their recovery needs. A rebuild project was begun this year to repair homes in Southeast Michigan, where more than 130,000 homes were flooded in late 2014.

Survivor Care was a focus of the NAMB Disaster Relief Team this year. This is a coordinated effort to involve Southern Baptists in strategic ministry to engage survivors of disaster in spiritual

conversations leading to discipleship and participation in a multiplying church community. Strategies and tools were developed and are being implemented and evaluated in coordination with Church Planters and local pastors as part of the Southeast Michigan rebuild efforts.

The NAMB Disaster Relief Team recruited 11 college students to participate in Disaster Relief ministry during the summer of 2015. Three state Baptist conventions also fielded teams of college students in 2015. The students were trained and deployed to respond to disasters across the country as SBDR teams. Collegiate teams were recruited through the Baptist Collegiate and Southern Baptist Disaster Relief networks for Disaster Relief/Rebuild ministries during the 2014-15 Christmas and Spring Breaks as well as for the summer teams.

**Based on the listed Ministry Assignment, what opportunities or challenges do you see on the horizon from 2016 and beyond that would necessitate changes, or new directions, in how you are accomplishing the above Ministry Assignment?**

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

Challenge — Many churches are reluctant to becoming personally involved in church planting, especially in large cities. Opportunity — There is a growing awareness of the needs in North America. We need to continually communicate that churches of all sizes can be involved. By creating a better infrastructure for involvement, we hope to see more churches actively participating.

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

There are challenges ahead in the arena of evangelism and baptisms. Across America, 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 for pastors around the nation, 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.

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.**

The challenge is to identify more churches that will readily prepare those who wish to engage church planting. Another challenge is that more churches will pray to the Lord of the Harvest for more laborers to join Him in the field. In addition, we need more churches to identify their top students to send to the Send Cities for Great Commission impact.

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

No major changes anticipated at this time.

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

NAMB's Pastoral Care and Development will continue to expand robust national resources for pastors and their families through state, associational and kingdom partnerships. The compelling vision is to eliminate isolation of pastors, and their marriages and their church relationships. Healthy pastors with healthy Great Commandment relationships are to be able to effectively lead churches to multiply themselves to connect to missional opportunities.

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

We see a great opportunity to serve people in need beyond disaster settings. Southern Baptist Disaster Relief has effectively matched volunteers and churches to people that need services and spiritual care during a disaster crisis. When we launch Send Relief in the summer of 2016, we will expand those kinds of services to include foster care and adoption, mobile medical and dental clinics, ministry to human trafficking survivors, military family support, first responder support, international learning centers, inner city construction projects and more.