



2016 Ministry Inquiries

Cooperative Program

1. With an understanding that SBC entities which receive Cooperative Program funding share an equal responsibility to promote and advance the Cooperative Program, please give a description of NAMB'S efforts to promote the Cooperative Program. What are the expected outcomes of NAMB's efforts in Cooperative Program promotion?

We are intentional about making mention of Cooperative Program (CP) support in our publications and videos. In addition, our leaders and those speaking to groups throughout the year are encouraged to always make mention of the importance of the CP and to thank pastors, churches and individuals for giving. We are making this a part of our new church planter orientation events which we are launching in 2016. In 2015 our president participated and brought leadership to a CP task force convened by the SBC Executive Committee. This group worked on developing a more unified, consistent interaction with SBC churches based on their giving and the desire to help foster growth in giving to, and knowledge of, CP and also to do a better job of thanking those who give. At our 2015 Send North America Conference our president shared with the 13,500 attendees the importance of CP and the value of being part of the Southern Baptist family. We hope the outcome of these efforts will be a better knowledge of CP's value, impact and successes, and an increased desire to participate in the offering.

2. Please articulate for Southern Baptists how the NAMB perceives the role of the Cooperative Program in funding NAMB missionaries.

The Cooperative Program allows NAMB to provide missionaries with support and a resource network that is reliable and consistent. Some of our missionaries receive full financial support through NAMB. Others raise their income through other sources. Most receive a blend from multiple sources. But regardless of where they fall on that spectrum, each missionary benefits from the resources and infrastructure that the Cooperative Program allows us to provide.

3. What value does NAMB place upon its partnership with SBC churches through the Cooperative Program?

NAMB exists to serve pastors and churches. We view every dollar that comes to us through the Cooperative Program as money coming from churches and individuals to be used with the highest standards of stewardship. They are sharing God's resources with us. It is their work we are doing. It is their missionaries who are being sent.

4. Please explain the “value add” of Cooperative Program funding, and how is this distinctively different from funding received through NAMB’s annual special offering, the Annie Armstrong Easter Offering? In addition to funding our missionaries and church planting efforts, the Cooperative Program allows us to build the infrastructure and systems it takes to operate a ministry that serves churches and missionaries throughout North America. This includes providing missionary housing in cities across North America in order to help missionaries overcome the challenge of the high cost of living that comes from living in large cities. In addition, the infrastructure and systems we have built means churches and individuals aren’t left to navigate the process alone when they choose to answer God’s call to missions. The Cooperative Program is important to both front-line and behind the scenes mission endeavors.

Ethnic Participation

5. Please give a progress report of ethnic participation within NAMB, including active involvement of ethnic churches and church leaders, across all levels and aspects of the NAMB ministry—such things as board of trustees composition, senior administrative staff, other professional staff, support staff, missionaries under appointment, and ethnic church and church leader composition of sending and supporting churches, churches assisted through revitalization efforts, church planting catalysts, church planters, apprentices, interns, and student missionaries, as well as any external advisory groups—demonstrating progress, if any, in ethnic participation over the past two decades (1996-2016), giving special attention to progress over the past five years (2011-2016).

Ethnic involvement and participation continues to be a high priority at NAMB. The presence of ethnic leaders among our senior staff helps ensure that this remains a top consideration. We have prioritized reaching North America’s largest cities. This can’t be done without reaching a diverse group of ethnicities in our church planting efforts. Our focus on church planting includes ethnic representation at the foundational levels. Each of our 32 Send City plans includes strategies for multiple ethnic church plants reflecting that city’s needs and demographics. In 2015 we added new search features to [our city maps](#) allowing users to view existing and proposed plants based on ethnicity. Census data reflecting demographics for each area of the city is included as well.

Of the 985 churches Southern Baptists planted in 2014 (the most recent year for which detailed information is available), 203 were In our Send Cities. Of those, 63.1 percent were non-Anglo. Of those that reported ethnicity, 17.2 percent were Hispanic, 14.8 percent were African American, 5.4 percent were Korean and 17 percent were other Asian. Church plants are leading the way to a more diversified SBC.

NAMB also continues to be a participant, sponsor and had a strong staff presence at the annual “Black Church Week” at Ridgecrest Conference Center.

Mental Health Resource

6. In what ways has NAMB implemented programs and strategies to assist Southern Baptist churches in equipping and ministering to people with mental health challenges, and how will NAMB continue to seek ways to work in cooperation with other SBC entities to address the severe challenges imposed by mental illness?

NAMB's Chaplaincy Team has initiated collaborative relationships with various mental health care professionals and organizations in order to provide comprehensive mental health care ministry to individuals and their family members in institutional settings. Additionally, the Chaplaincy Team has developed training resources in mental health for all endorsed Southern Baptist Chaplains. This training will also be available to pastors and their church members desiring training in mental health ministry.

NAMB Specific Questions

7. Is NAMB's goal of planting 15,000 new churches in a ten year period of time still a realistic goal? Please provide a progress report on church planting across North America.

We believe it is still a realistic goal as cooperation and synergy between SBC churches, associations, state conventions and NAMB are incredibly strong. 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 2016 NAMB will rollout new assessment, training and coaching for church planters in the 32 Send Cities and make these resources available to all our convention partners. There has also been an increase in the number of SBC churches hands-on involvement in planting. Certainly for the SBC to reach the goal of 15,000 plants in 10 years there must continue to be an increasing number of churches taking up the mantle of raising up and sending out missionaries so that the number of qualified planters grows at a steady pace. We continue to provide resources for churches to utilize in the discovery and development of missionaries from within their congregations. It is also important to note that while we continue to encourage and equip toward the quantity goal that there is a realization that survivability and the ability of the church plant to become a multiplying church is equally important. Our improved assessment, training and coaching resources will help to ensure that the right individuals are being encouraged to become planters and that they are well prepared for the task.

8. In your opinion, what is NAMB's most reliable metric indicating future accomplishments of or challenges to NAMB, and why is that metric the one you think is most important to watch?

The most important metric continues to be the number of churches and individuals that become directly involved in our Send Me and Farm System process. The numbers of sending and supporting churches that will engage in hands-on church planting must grow to equal the number of planters being deployed each year. In addition, we must have more individuals who answer the call to become church planters and church planting team members. Send North America church planting efforts hinge on these two areas more than anything else. These are the most important because churches plant churches—they do so by intentionally discovering, developing and deploying missionaries and church planters. No denominational entity can nor should take on this role.

9. Please provide a progress report of NAMB's Send North America (SNA) programs and strategies, including a report of NAMB's newly launched, SEND RELIEF, and give examples of how SNA is accomplishing NAMB's stated goals and ministry assignments. Please give examples.

One of our primary goals has been to see more churches involved first-hand with church planting. We now have 700 churches we are partnering with as Sending Churches through our Send North America strategy. These churches take primary responsibility for the plant until it is viable on its own. In addition, we have 1,893 supporting churches. These are churches that have committed to help church plants through prayer, encouragement, possibly sending short-term mission teams and sometimes providing for tangible needs. We have 55 Lead Church partners who have committed to adopting a Send City and to encouraging other churches to do the same. In all, more than 4,600 churches have responded through Send Me, indicating their interest in connecting with the North American Mission field.

Our 2015 Send North America Conference raised awareness among the 13,500 attendees about how they are their churches can become more actively involved in church planting and other ways of reaching North America for Christ. In a similar way, our Send North America Experience Tour took that same message to several churches in North America from January through May 2015. Our *Life On Mission* book and related group Bible study materials are helping churches and individuals answer the call to living life on mission every day.

10. Please describe the church planting partnerships and working relationships between NAMB and the various Baptist State Conventions, and how are partnerships for church planting different in "deep south" states than similar partnerships with all other state conventions across the SBC?

NAMB continues to be a strong partner with our conventions in church planting and in our working relationships. In all of the non-South conventions, by now funding all but one of the non-South conventions at 100 percent (non-matching ratios), we have increased our funding commitment to every convention in church planting as well as realizing cost savings for many in personnel, especially church planting catalysts. The result is that Southern Baptists can now be even more confident that their gifts through the Cooperative Program and the Annie Armstrong Offering for North American Missions are getting to the field as intended. The old system that had not only the potential, but in many cases the reality, of stifling funding, is now removed so resources can flow unhindered. The result is that NAMB is better positioned than ever to have an even more effective working relationship with our conventions. A new Cooperation Agreement with non-South conventions has also dramatically improved the working relationship, as well as clarifying lines of accountability and liability exposure for both entities. Conventions now have full control of all of their Cooperative Program receipts, instead of having to commit a certain amount to match NAMB funds. The result is that some have chosen to increase their percentage to the SBC; and in other cases they have allocated additional funds beyond NAMB’s funding for church planting, or have done both.

Partnerships in the “deep South” for church planting are different than in the non-South in primarily two ways:

One, NAMB has a new grant relationship with all South conventions and Missouri, where an annual \$300,000 non-matching grant is available each year for projects related to church planting, evangelism and church revitalization. The funds are accessed through a simple email request to a NAMB regional vice president.

Second, In non-South conventions, NAMB actually commits funding for church plants as they come on-line. Further, in non-South conventions, on-going funding is provided for church plants through the convention’s budget for a specified period of time, as determined between the convention and NAMB, generally between three and five years, and usually on a phase out plan of support.

11. Please give a brief update on each of the Send Cities, including an update and breakdown of new African American and ethnic church plants in each Send City, for years 2013 – 2015.

REGION	2014 Plants	% of Total Plants	# in Send Cities	% in Send Cities
Northeast	134	13.60	54	40.3

Midwest	136	13.81	32	23.5
South	463	47.01	39	8.4
West	229	23.25	64	27.9
Canada	23	2.34	14	60.9
Totals	985	100.01	203	20.61

12. Please give a progress report on NAMB's initiative to embrace Lead Churches or Sponsoring Churches. As Lead Churches and Sponsoring Churches mature in their participation in church planting, have they continued in their support of SBC missions and ministries fueled by the Cooperative Program?

We now have 55 churches that have committed to being Lead Partners in our Send Cities. These churches commit a certain amount of resources and also commit to helping other churches become involved in a particular city. In talking to a potential Lead Partner church we have been careful to indicate that their involvement should be considered *in addition to, not instead of*, Cooperative Program giving. As we track the giving of these churches from year to year we have been encouraged to discover that as a group their Cooperative Program giving continues to rise.

13. Please provide a status report on new church plants and their participation in cooperative missions and cooperative funding through the Cooperative Program.

We require any SBC church plant that receives NAMB funding to give 6 percent of its offerings to the Cooperative Program (CP) and 4 percent to other SBC causes. Our church planting projector, which planters use when they are progressing through our equipping process, includes a section for them to budget for these items.

Based on data collected by LifeWay Christian Resources through the Annual Church Profile (ACP), we identified 382 churches from the class of 2010 and 458 from the class of 2011 who reported their giving on ACP. These are not necessarily all churches that receive funding through NAMB, just those that are identified as church plants. In 2013 those churches gave more than \$7 million to missions causes. The majority of that given was through the Cooperative Program or other SBC offerings. Considering that many of these churches are still small and many have members for whom tithing is a new concept, we

are encouraged to see that church plants are giving to SBC missions. This is an area we will continue to cultivate and encourage with our plants.

14. Along with state convention church planting initiatives, and new churches planted through “sending” churches, as well as other SBC partners, how many new SBC churches were planted in 2014?

Southern Baptists planted 985 new congregations in 2014, the most recent year for which data is available. In addition, 208 churches affiliated with the SBC, bringing the total number of new congregations added for the year to 1,193.

15. What is the ethnic breakdown of all new churches planted in 2014?

Of the 985 churches Southern Baptists planted in 2014, 58.78 were non-Anglo. The number by ethnic category tracked:

Anglo — 406
Hispanic — 174
African American — 105
Korean — 34
Haitian — 27
Other Asian — 37
Chinese — 7
Native American — 7
Other — 188

16. Please provide a status report on NAMB’s SNA Conference(s) for years, 2013 - 2015. What plans are in place for future SNA Conferences in the coming years?

We are extremely encouraged by the response to the Send North America Conference and humbled by the fact that the conference sold out to capacity. We ended up with 13,600 Registrants and Volunteers. It has been our prayer that there would be a ripple effect that goes well beyond the walls of the Bridgestone Arena in Nashville. The heart of the gathering was to see a movement of people from within the Church living out the mission of God in their everyday lives. During 2016 we will not have any conferences but will utilize the year to gear up and plan three conferences during the calendar year of 2017.

17. Please give a progress report on NAMB's Farm System, including the process of becoming a summer missionary, church planter, intern or apprentice.

The NAMB Missionary Farm System is an intentional effort to raise-up the next generation of SBC church planters. The Farm System utilizes NAMB short-term missionary assignments as a way to expose and develop future church planters and church planting team members. This includes the categories of Student, Intern, Apprentice and Church Planting Team. Each missionary serving in these categories experiences a similar process with the elements of missionary application, assessment, approval, development, coaching and care. Missionaries who complete a term of service in a satisfactory manner and believe God is leading them to the next step are able to move through the Farm System as long as a suitable request is in place. The result is a better-prepared missionary and more effective church planting team. The process for deploying a missionary in any of these categories is similar in sequence with varying levels of depth according to the category of service.

18. Please give an update of the number and volume at which people are expected to enter NAMB's Farm System, eventually filling the number of ministry positions which are needed to accomplish long range church planting goals? What is the greatest challenge we face to engage a larger ministry workforce in order to meet the growing demands for new churches and new missionaries and church planters?

NAMB's Farm System will see a record number of students serving in 20 of NAMB's Send Cities in the summer of 2016 through Generation Send. With a goal of 500, we will see more students than ever exposed to urban missions, church planting and missionary development than ever before. We will also see over 100 young adults serve in Sending Churches or Send Cities in 2016. Many of these are intentionally serving in cities or preparing to go to cities to which they will be sent. We will also see nearly 150 church planting interns who are being developed by churches or church plants. The vast majority of these interns serve in Send Cities and nearly half move into just over 70 church planter apprentice roles.

With a goal of 1,200 church plants being planted each year, the Farm System is key to helping make an impact into 32 of North America's most populated un-churched, under-reached cities.

One of the greatest challenges moving forward is helping churches understand that they are the missions sending agency and they must lead out in discovering and developing missionaries who will take the gospel throughout North America. In order for us to see more sent out, we must have churches who become Supporting and Sending churches for church plants that are evangelistic, reproducing churches. NAMB is positioned to help these churches with many opportunities and resources as they engage church planting and send out missionaries.

19. In fulfillment of NAMB’s ministry assignment for church planting, for budget years 2013 - 2016, what percentage of NAMB’s operating budget is dedicated to church planting?

Church Planting

2013 — 45%

2014 — 45%

2015 — 54%

2016 — 54%

20. In fulfillment of NAMB’s ministry assignment for evangelism, for budget years 2013 - 2016, what percentage of NAMB’s operating budget is dedicated to evangelism?

Church planting *is* evangelism. In 2014, churches planted in 2010 had a baptism ratio of 1:13. That’s one baptism for every 13 members in the church. Across all SBC churches the ratio is 1:51--one baptism for every 51 members. For this reason, we believe it is misleading to break out an “evangelism” number separately and view that as the sole measure of how much budget is going toward evangelism. With that said, NAMB has a particular budget to help provide resources and partnerships in evangelism efforts. Those budget percentages are shared below:

Evangelism

2013 — 9%

2014 — 9%

2015 — 10%

2016 — 10%

21. Please explain NAMB’s evangelism strategy for churches. How does NAMB resource churches to do evangelism? Please give an update on what you are doing to assist churches in direct evangelism and contextual disciple making. Please explain.

We are committed to helping churches reach their local communities with the gospel. Here are a few of the projects we currently working on:

- Your Church on Mission – In January we are launching a project called *Your Church on Mission*. In 2014/15 we studied the top evangelistic churches in the nation to see what they were doing to reach people with the gospel. With all of that research in hand, we formulated a strategy that any church can model. Soon, we will launch a blog at www.namb.net/yourchurchonmission that will have

research, practical strategic helps, a podcast and video interviews with leading evangelistic pastors around the nation.

- Engage 24 Workshops – Beginning in April 2016 NAMB will facilitate nearly a dozen 24 hour evangelism workshops for pastors. The workshops will be hosted and led by leading evangelistic pastors and NAMB and will be practical leadership principles that pastors can implement in their church.
- 4truth.net – Our evangelism/apologetics resource will be getting an update soon. We've contacted seminaries asking for their help on refreshing the content on the site. The new content will be geared towards evangelism to unbelievers and people of other faiths.

22. Please describe how NAMB resources Baptist state conventions in the area of evangelism, and provide a status report of how God's Plan for Sharing (GPS) strategies are currently used by Baptist state conventions within their convention of churches.

NAMB asked all 42 State Conventions to submit a strategy and grant request for GPS 2016/17. The next emphasis of GPS is on personal evangelism.

Some of the strategies included:

- Arkansas – leading their churches to see a 25% increase in baptisms
- Mississippi – leading their churches to renew their commitment to reach their friends, neighbors and co-workers.
- New England – hosting 24 'Life on Mission' personal evangelism training workshops.
- Montana – training their churches in the 3 Circles method of evangelism.

As of January 31, 2016, NAMB will have granted approximately \$1 million to state conventions for GPS and personal evangelism emphasis.

23. Please give a progress and status report of NAMB's evangelistic resource, 3 Circles: Life Conversation Guide.

To date, NAMB has shipped over 1 million English and 125,000 Spanish 3 Circles guides to state conventions and churches. The mobile app has been downloaded over 44,000 times in English and over 300 in Spanish.

24. Please give a status report upon the long term and consistent decline in baptisms across Southern Baptist churches. What are the contributing factors related to SBC's overall decline in baptisms, and how

can NAMB partner with, or otherwise resource, Southern Baptist pastors and churches in order to stop the decline and reverse the trend?

The 2014 Baptism task force outlined the problem of declining baptisms. It stated:

We have a Spiritual Problem. Many of our SBC pastors and churches are not effectively engaged in sharing the gospel and yet continue business as usual. We need a sense of brokenness and repentance over the spiritual climate of our churches and our nation.

We have a Leadership Problem. Many pastors have confessed to being overwhelmed in the operation and ministries of the church to the neglect of being involved in regular personal evangelism. This lack of leading by example is negatively impacting our church members' engagement in personal evangelism.

We have a Discipleship Problem. Many pastors have confessed to focusing on attendance while giving little attention to reproducing fruit-bearing disciples who are involved in intentional evangelism.

We have a Next Generation Problem. Although our churches have increasingly provided programs for children, students and young adults, we are not being effective in winning and discipling the next generation to follow Christ.

We have a Celebration Problem. Many of our churches have chosen to celebrate other things as a measure of their success rather than new believers following Christ in baptism. We have drifted into a loss of expectation.

NAMB is addressing the problem by providing tools, such as 3 Circles, to call Southern Baptists back to personal evangelism. We are also providing resources to pastors such as Engage 24 workshops and the *Your Church on Mission* project to equip pastors in the leadership and strategic skills necessary to lead their church to be on mission.

25. Please provide a progress report of NAMB's efforts to assist SBC churches which have reached a plateau, or find themselves in decline? What is NAMB doing to support churches at risk across the SBC? Please explain.

Plateaued or Declining: During 2015 NAMB provided Revitalization Conferences in various venues as part of the Send North America Experience Tour and at the Send North America Conference in Nashville. In 2016, we will continue to partner with state conventions and offer seven Revitalization Conferences.

At Risk: NAMB urges "at risk" churches to enter a self-evaluation process and offers coaching and pathways

to understand the process of replanting. We also have an assessment process for pastors who are considering leading “at risk” churches through a replanting process.

26. Are NAMB’s church planting strategies and church revitalization strategies surmounting the perennial attrition rates commonly experienced in the SBC?

Southern Baptists planted or replanted 985 churches in 2014. That is not enough to offset the average 1,000 churches we lose each year. We are working to increase the number of plants, but it is also important that these be quality plants and that the planters be quality missionaries. This is part of the reason Southern Baptists must be dedicated to praying Luke 10:2—that God would send more workers into His harvest field.

While NAMB does not have the formal ministry assignment for church revitalization, our vision for church revitalization is a key component to reaching the goal of starting 15,000 churches in North America over the next 10 years. The only way this can happen is to decrease the death rate of our churches while increasing the birth rate of new churches. NAMB believes that as churches engage in proactive missions they will be reactivated and revitalized. Statistics conclude that 72 percent of the churches in the SBC are plateaued or declining. Most state conventions are developing plans to serve these churches by addressing issues that encourage church health and leadership training. NAMB is seeking to come alongside our conventions to create an environment of sharing ideas, best practices and networks. Additionally, NAMB offers to serve the churches that have declined to the point that they will soon need to close their doors. In these cases NAMB is offering to provide a path to a church replant that envisions a new kind of ministry in the community for the church near death, which could be termed a replant where appropriate.

27. What is the process of budgeting for NAMB from year to year including projections and expectations for financial growth?

NAMB projects revenue for the following fiscal year that begins on 10/1 starting in January. NAMB staff then meets with leadership to determine all fixed costs and capital projections for the following year. The remaining budget is planned over the course of March through May, and the final budget is presented and approved in the June Board meeting.