



Cooperative Program

1. SBC entities, especially those which receive Cooperative Program funding, share an equal responsibility in promoting and advancing the Cooperative Program in compliance with the Business and Financial Plan, Section VI, Part C (*Cooperative Program Promotion – Each Convention entity shall report on its efforts during the year in promoting Cooperative Program missions giving*). Please describe NAMB’S commitment to promote the Cooperative Program, providing examples.

The North American Mission Board (NAMB) is grateful for every dollar Southern Baptists send through the Cooperative Program, which provides 35% of NAMB’s annual budget.

NAMB’s president and others who represent NAMB regularly make note of the Cooperative Program and thank Southern Baptists for giving when they speak, write or create videos that will be viewed by Southern Baptists. NAMB provides a speakers’ guide for missionaries and staff, as well as for NAMB ambassadors and other advocates, which requests the speaker always thank their audience for their support through the Cooperative Program.

NAMB seeks to educate church planters on the importance of the Cooperative Program and the [Annie Armstrong Easter Offering®](#) (AAEO) in a number of ways.

- NAMB requires church plants that receive funding from NAMB to give a minimum of 6% of their undesignated offerings through the Cooperative Program and 4% to Great Commission Giving for a total of 10%.
- Every NAMB-endorsed church planter who comes to Send Network Orientation attends a session with Kevin Ezell, during which he outlines the importance and expectation of Cooperative Program giving.
- Included in every gift that the Send Network distributes to planters is a reminder that the gift is provided through the generous giving of Southern Baptists through the Cooperative Program and to AAEO.

Printed materials produced by NAMB state “NAMB is a Southern Baptist Convention entity supported by the Cooperative Program and the Annie Armstrong Easter Offering®.” NAMB’s digital presence of information and articles also frequently reference the Cooperative Program, with links to the Cooperative Program website to learn more.

2. What are the expected outcomes of NAMB's efforts in Cooperative Program promotion? When is Cooperative Program education and promotion presented in the on-boarding and training of church planters and other personnel?

The North American Mission Board desires that every missionary, staff person, and partner values the Cooperative Program. It is cooperation at its best.

As noted in the response to Ministry Inquiry 1, every NAMB-endorsed church planter who comes to Send Network Orientation attends a session with Kevin Ezell, during which he outlines the importance and expectation of Cooperative Program giving. In addition, NAMB requires church plants that receive funding from NAMB to give a minimum of 6% of their undesignated offerings through the Cooperative Program.

Information about the Cooperative Program is shared frequently with NAMB staff and they are made aware of the importance of this funding channel. Our president, Kevin Ezell, frequently reinforces this in monthly all-staff meetings. The information is also provided during our staff and missionary onboarding process.

3. What value does NAMB place upon partnering with Southern Baptist churches through the Cooperative Program and how does it communicate that value to the churches it represents?

As mentioned in Ministry Inquiry #1, NAMB is grateful for every dollar Southern Baptists send through the Cooperative Program, which provides 35% of NAMB's annual budget.

The Cooperative Program is essential to the support of missionaries. Every NAMB-supported missionary directly benefits from the resources and infrastructure that the Cooperative Program allows NAMB to provide.

NAMB is grateful to pastors for how they lead their churches to give through the Cooperative Program. NAMB's president regularly expresses that gratitude directly to pastors when he speaks in churches, records video messages and in daily correspondence.

NAMB's number one customer is pastors and the churches they lead. While the resources ultimately belong to God, NAMB views every dollar that comes through the Cooperative Program as money coming from churches and individuals to be used with the highest standards of stewardship.

4. How does NAMB—its employees, contract workers, church planters, and others—operate in accordance with the guidelines of the SBC Business and Financial Plan described in Section VI, Part D (*No Financial Appeals to Churches – In no case shall any Convention entity approach a church for inclusion in its church budget or appeal for financial contributions*)?

The Southern Baptist Business and Financial Plan applies to the SBC entities only. The North American Mission Board is in compliance with the Business and Financial Plan, and our policies are noted below:

- 6.4 Gift Acceptance Policy – “Notwithstanding [any NAMB gift acceptance policy or procedure], the solicitation and acceptance of any gift(s) by NAMB shall at all times be in accordance with the SBC Business and Financial Plan.”
- 6.5 Fundraising – “Because NAMB is an agency of the SBC, NAMB intends to support the Business and Financial Plan of the SBC. As an agency of the SBC, NAMB receives donations from two primary sources: The Cooperative Program (CP) and the Annie Armstrong Easter Offering (AAEO).”
- 6.5.2.3 Unauthorized fundraising activities – “Fundraising activities that are not compliant with this policy are not allowed. NAMB team members that conduct themselves in a manner inconsistent with this policy or produce material that is inconsistent with this policy will be subject to disciplinary action up to and including termination.”

Southern Baptist churches are autonomous. NAMB’s role, through its mobilization team, is to connect those Southern Baptist churches who initiate contact with NAMB—and have indicated interest in becoming a supporting or sponsoring church—with planters, missionaries in [NAMB focus areas](#) and church planting catalysts.

Ethnic Participation

5. This past year a motion was made by Leroy Fountain asking the Executive Committee to give a progress update to ten recommendations adopted by the SBC in 2011 with respect to ethnic church and ethnic church leader participation in Southern Baptist life. The 2011 recommendation that specifically refers to our SBC entities is as follows:

“The Executive Committee to request from the Southern Baptist Convention entities to submit as part of its annual ‘data call’ [as described in Bylaw 18. E [12] a descriptive report of participation of ethnic churches and church leaders in the life and ministry of the respective SBC entity.”

Given this context, and using previous years’ submissions to this question as a model, please give a robust descriptive report of ethnic participation, including active involvement of ethnic churches and church leaders, across all levels and aspects of NAMB’s ministry—such things as senior administrative staff, other professional staff, support staff, customer facing representatives, field personnel, and written and spoken language resources—demonstrating progress, if any, in ethnic participation over the past eight years, 2011–2019.

Over the last several years, NAMB has steadily implemented a plan to incorporate more ethnic leaders into its missions strategy. Three of the four vice presidents who serve on NAMB’s executive leadership team are of ethnic origin. In 2019, Dhati Lewis became NAMB’s vice president who oversees the [Send Network](#), NAMB’s church planting arm. Lewis transitioned from his position as the leader of NAMB’s program that focused on developing indigenous leaders from urban contexts, My Blvd. The heartbeat of

Lewis's ministry has been discipleship in the inner city among the numerous ethnic groups that typically make up urban centers.

As a part of that development, the Send Network has included ethnic leaders within its church planting missionary development program, the [Church Planting Pathway](#). Ethnic leaders are regularly a part of the assessment, orientation, training and coaching process.

Send Network material has been translated into Spanish, and a full Spanish-speaking retreat center has been developed in Florida. So far, it has assessed at least 15 Spanish-speaking church planting missionary couples. A group of Spanish-speaking assessors have trained in San Francisco and are ready to help churches in assessing church planting missionaries.

NAMB has partnered with ethnic churches to help them start new churches by discovering, developing and training church planting missionaries. We have provided them with resources for events held by ethnic churches as well as direction to help churches make connections related to evangelism, leadership development and church planting.

In addition, NAMB has also hosted or facilitated ethnic-related events including: a Korean Baptist English Ministers' Fellowship conference in April, a conference on how to reach Muslims in North America hosted at NAMB's facility and several training events for ethnic pastors throughout the nation.

The first level of NAMB's [Multiplication Pipeline](#) material has been translated fully into Spanish, contextualized and made available entirely online. Evangelism resources, such as the Who's Your One? and 3 Circles materials have also been developed in Spanish.

NAMB sponsored four Korean church planting missionaries to attend the 2019 SBC Annual Meeting and the Korean Convention. NAMB leaders have also participated in several events with Chinese, Filipino, Vietnamese, Brazilian and Hispanic Southern Baptist fellowships.

NAMB has also held events designed to develop second-generation ethnic leaders, including a Second-Generation Think Tank in May 2019 at NAMB's facility in Alpharetta and eight separate gatherings with second-generation leaders across the United States (in New York City, Boston, Dallas, Atlanta, Miami, New Jersey and Kansas). NAMB leaders also visited six churches to assist in second-generation ministry development.

In October 2018, NAMB launched a Pastor Relations Team that utilizes Pastor Ambassadors across North America who connect with pastors for encouragement and ministry partnership. Three ethnic Pastor Ambassadors have been a part of that team: Dennis Mitchell reaching out to African American pastors, Jorge Arenivas for Hispanic pastors and Wilfred Chung for Asian pastors.

Dhati Lewis also hosted African American pastors for a two-day church planting summit at NAMB in September 2019. That summit was designed to brainstorm ways that NAMB and the National African American Forum (NAAF) could better partner to increase African American efforts toward NAMB-related church planting. A trained, expert facilitator helped NAMB develop and implement strategies going forward.

6. Do NAMB's efforts with specific regard to Send Network and Send Relief reach across the broad ethnic diversity of the SBC? Please give examples.

The commitment of Send Relief is to direct all opportunities for compassion ministries to the entire, diverse SBC family with the desire that these opportunities are catalysts for sharing the hope of the gospel with people of every race, tongue and tribe. Send Relief provides research and mission awareness for specific human needs that result from poverty and social injustice. Victims of poverty and social injustice are not limited to any specific segment of the population but reach across all. Our seven [ministry centers](#) reach and serve a wide spectrum of ethnic diversity through our ministries.

Send Relief is uniquely positioned to directly engage across racial, ethnic and economically diverse groups in all five of its focus areas: poverty, foster care and adoption, human trafficking, refugees and internationals and crisis response. Each of these areas naturally bridge many SBC churches to engage inner cities, various nationalities and those of varied economic circumstances.

Puerto Rico is a major focus of attention in church planting, and our [ministry center](#) on the island focuses on crisis response and poverty. The center houses short-term mission teams and has the capacity to serve 100 volunteers on a weekly basis. Long term, this ministry center will support ongoing mercy and compassion ministries with a specific focus on poverty needs. In addition, this center will become a significant resource that church leaders throughout North America can use by coming and seeing effective ministries at work, which will assist them in bringing new ministries into their own communities. There are more than 50 SBC churches and another 16 church plants reaching the island. Currently two NAMB field missionaries serve the island and a third will soon be added. An additional focus for us starting up in 2020 in Puerto Rico will be our Foster Care and Adoption alliance with Adoptando.

Through the [GenSend](#) ministry, which focuses on equipping college students to engage in compassion ministries, Send Relief placed 272 students in 19 Send Cities this past summer to connect with various people groups within these large urban areas. GenSend Spring Break engaged 793 students. GenSend continues to be a great educational platform for college students in creating awareness of ethnic diversity.

We intentionally promote and represent ethnic diversity in our promotional materials. Each year, we select featured Week of Prayer missionaries who represent a diverse ethnic mix. These missionaries' stories are used to promote giving to the Annie Armstrong Easter Offering®.

We use a similar approach when selecting missionaries to be featured in our annual desktop prayer calendar and in our magazine, *On Mission*.

We estimate the following percentages to be the average ethnic make-up of our Send Network Assessment team: Asian – 7%, Black – 12%, Hispanic – 18%. There are 18 Hispanic and 12 other ethnicities represented among church planting coaches, and more than 10 ethnic trainers. There are also 8-10 non-Anglo females who serve on the Spouse Development team within the cities.

Our church planting efforts include a strong emphasis on the need for ethnic churches, especially in and around North America's large cities. Of the 624 churches Southern Baptists planted in 2018, 62.02% were non-Anglo. Below is the breakdown by ethnicity:

White	38%
Hispanic	17%
Multi	13%

African-American	7%
Korean	5%
Other Asian	4%
Native American	1%
Chinese	1%
Haitian	1%
Other	13%

Caring Well Response

7. How is NAMB making an effort to protect against sexual abuse? How does NAMB plan to integrate aspects of Caring Well into its policies and practices, and engage its broad network of NAMB leadership?

The North American Mission Board is committed to zero tolerance for sexual abuse.

NAMB has strongly supported and continues to support the work of the SBC Sexual Abuse Advisory Group as well as the work the ERLC has been leading to create and advance the Caring Well curriculum and guidelines. Our longstanding policies require mandatory reporting of illegal activity to appropriate authorities, sexual abuse prevention training for staff and endorsed missionaries, as well as high standards for all personal interactions outlined in our conduct expectations. NAMB has also closely reviewed existing policies and procedures to ensure they are strong and effective in preventing abuse and caring well for abuse victims.

All NAMB endorsed missionaries must complete Awareness Training through [MinistrySafe](#) as part of the approval process. MinistrySafe helps ministries meet legal standards of care and reduce the risk of sexual abuse by creating preventative measures tailored to fit the needs of churches, camps and ministry programs.

NAMB’s Open Door and Whistle Blower Policies allow staff members to take concerns to whomever they feel most comfortable within NAMB’s leadership and/or an independent third-party whistle blower service.

NAMB has adopted policies and procedures which create an overall expectation that staff and missionaries will conduct themselves at the highest standards of behavior in their interactions with others and specifically with members of the opposite sex.

NAMB Specific Questions

8. Please give an update about church planting regarding NAMB’s ministry assignment to assist Southern Baptist churches in this area including what NAMB would like Southern Baptists to know about the overall status of church planting. What is the biggest challenge in starting healthy and reproducing Southern Baptist churches?

NAMB helps Southern Baptists plant churches everywhere for everyone. We believe Jesus gave the assignment of church planting to the Church. With that in mind, NAMB does everything it can to assist Southern Baptist churches with that mission. The goal is to help churches plant 1,200 churches each

year; however, there are challenges in reaching that. Only half of 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, 67% 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 applicants. To help churches develop leaders who may one day become church planters, NAMB has developed the [Multiplication Pipeline](#). This process allows churches to discover and develop more missional church members who have the potential to become church planters and church planting team members. There are 1,030 churches actively exploring or implementing the Multiplication Pipeline. Currently 1,406 learners are being trained in the context of their local churches. This training is being led by 315 coordinators and 437 coaches in these local churches.

Church planters who have met the high standards of assessment and who are in pre-launch to five years of their plant are continually equipped through training and coaching to develop healthy churches with a multiplying mindset. They are each connected with a sending or supporting church to further encourage and help them. In addition, NAMB-endorsed missionaries across the United States and Canada are deployed to specifically assist SBC churches and those they send in the task of church planting. These personnel are invaluable to the work and success of plants.

- **Send City missionaries** work in NAMB's 35 [focus areas](#) (31 Send Cities, 2 strategic areas of South Florida and Puerto Rico, collegiate communities and military communities) to ensure that strategies for reaching the lost and congregationalizing them into new churches is taking place. These missionaries assist in the discovery and development of individuals for planting, and they work with churches that desire to come alongside these new congregations. They also ensure that the Send Network support systems (training, coaching and care) are functioning well in each Send location so that the planters/plants have every opportunity to be healthy.
- **Church Planting Catalysts (CPCs)** work alongside the Send City missionaries and throughout North America outside the South. CPCs work with local churches to help discover and develop future planters. They are also instrumental in helping potential planters navigate through application, assessment and endorsement. Once a planter is endorsed, the CPC walks with him through the journey of planting, often acting as a mentor/guide for the new church plant.

Our [Catch the Vision](#) (CTV) tours are one way we help churches that are interested in church planting see the needs and how they can help. Each of these events, hosted by Send City missionaries, are designed to enlist partnering churches in support of NAMB's Send strategy. Pastors and other church leaders are introduced to active church planters in the Send focus areas, learned how their churches could come alongside these specific church plants as a supporting church and how their congregation could participate in the outreach, evangelism and ministry strategies used by church planters.

For additional insight into the status of church planting, see Accomplishment I.

9. What is the status of church planting partnerships between NAMB/the Send City Network, state conventions, and other church planting networks? Please describe any strategic, and high value

– high leverage opportunities planned for the coming year(s) that could improve the working relationship between NAMB and state conventions.

Communication and collaboration are essential requirements between NAMB and state conventions to effectively and efficiently plant healthy, evangelistic churches in North America that will win people to Christ and disciple them into disciple-makers and produce more churches.

NAMB's president relates directly to state convention leaders throughout the year and meets with them at their annual meeting in February. He also meets with them in smaller groups throughout the year. For instance, he meets with the South state executives annually. Additional smaller meetings take place throughout the year, and he meets with any state executive upon request. From time to time, he will pull small groups of state executives together to discuss strategies.

NAMB's president maintains ongoing relationships, budgets, cooperative agreements and general convention situations. There is an ongoing communications process which includes personal on-site visits with convention partners as well as quarterly phone calls or web meetings. Collaborative strategy is always a topic of discussion throughout these points of contact. Additionally, the director of Convention and Associational Relations works with the SBC associational directors of missions.

With conventions outside the south, there is constant communication/collaboration between NAMB regional directors and convention church planting leadership (SDOM/Church Planting Leader). This communication includes strategy discussions, personnel decisions (evaluation/hiring of CPCs), funding of plants, assessment of potential planters and other needs.

During our field leader summit, held September 30-October 2, we hosted all church planting catalysts and state church planting leaders from non-South conventions for encouragement, equipping and strategy development.

Partnerships with many conventions have never been better. Many conventions are using elements of the [Send Network Church Planter Pathway](#) as part of their church planting strategy. Of special note, several state conventions have adopted the "Send Network" branding for their church planting efforts. Examples include Send Network Florida and Send Network Michigan.

10. Please provide a status report on NAMB's "church planting pipeline" and briefly describe NAMB's church planter assessment process.

To assist churches raising up missional leaders, the North American Mission Board's (NAMB) Send Network has created a [Multiplication Pipeline](#) (formerly called Church Planting Pipeline). This resource is 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. The Multiplication Pipeline provides three years of content that helps the church train individuals who want to more intentionally live a life on mission and/or explore church planting. To date, 1,030 churches are actively exploring or implementing the Multiplication Pipeline, and they have engaged 2,158 coordinators, coaches, and learners in the training. Currently 1,406 learners are being trained in the context of their local churches. This training is being led by 315 coordinators and 437 coaches in these local churches.

The [Send Network Assessment](#) is a robust and rigorous process to help SBC churches have confidence in their support of church planters being sent out across North America to make disciples who then congregationalize to start new churches.

After a church planting missionary application is received, the candidate will receive a link to several in-depth, online assessment surveys measuring their readiness in three categories: church planting capacity, personal character and marital health (if applicable). Once reviewed, they will receive either an invitation to attend an assessment retreat or be encouraged to participate in the Multiplication Pipeline to help them develop around specific discipleship and church planting competencies. While the candidate couple attends a life-giving assessment retreat, they are able to explore with experienced assessors their strengths and growth opportunities in nine key areas: calling, emotional and spiritual health, family dynamics, vision, leadership, communication, missional engagement, disciple-making and social skills. At the end of the retreat, the assessors, along with a representative from the candidate couple's sending church, will develop a growth plan for to ensure they are ready for Send Network Training.

11. What is NAMB's process of engagement with recently graduated college students for short term mission assignment(s)? What is NAMB's level of engagement with the Go2 initiative? Please explain.

In 2020, Send Relief is planning to place 20 Journeymen missionaries across North America. NAMB Journeymen are relatively recent college graduates, under age 30, sent by their churches as missionaries for a two-year term. Working with and through NAMB's compassion ministry, Send Relief, a Journeyman's primary responsibility is to engage in the missionary task by sharing the gospel, making disciples, and helping church plants. They are a vital part of NAMB missionary teams at Send Relief Ministry Centers and NAMB Send Cities. Serving as Journeymen allows young professionals to be employed, serve on mission and explore the potential for lifelong service as missionaries or church planters.

Journeymen are fully-funded by NAMB. Through the generous and sacrificial giving of Southern Baptists to the Cooperative Program and the Annie Armstrong Easter Offering, Journeymen do not need to raise personal financial support and are able to devote their full time to the missionary task.

Where the Journeyman program is the funding of full-time positions through NAMB, Go2 is an opportunity for college graduates to serve a church plant, adding volunteer and leadership capacity, while simultaneously working as a marketplace minister in their chosen secular profession. (As an aside, the IMB also has Go2 opportunities that create similar opportunities for college graduates on the international mission field.)

NAMB is promoting this opportunity on college campuses across the nation, through social media and on our website. In November 2019, NAMB joined IMB, J.D. Greear and David Platt in promoting Go2 through a live webinar aimed at reaching college pastors and the students in their ministry. In 2020, Go2 will continue to be a large and growing part of our outreach to college students and pastors as a way to create an even broader and more diverse set of missions opportunities.

12. How do church revitalization efforts, and church re-planting efforts, “intersect” within the context of NAMB’s ministry assignments? What does this look like for the coming year (2020)? What does this look like in the next four years (2020-2024)? How would NAMB characterize its role in the area of church revitalization? How would NAMB characterize its role in the area of church replanting?

For the purpose of definition:

- **Church Replanting** is focused on churches that are within 3 to 5 years of closure.
- **Church Revitalization** is focused on churches that find themselves in a state of decline, spanning several years and decades but not in danger of closure.

Church replanting intersects within the context of two specific ministry assignments given to NAMB, namely:

- Assisting churches in planting healthy, multiplying, evangelistic Southern Baptist churches in the United States and Canada.
- Assisting churches in the ministries of evangelism and making disciples.

Related to assisting churches in planting healthy, multiplying, evangelistic Southern Baptist churches in the United States and Canada, we know that by reducing the death rate of churches through replanting, the number of healthy, multiplying and evangelistic churches in North America is increased. Replanting efforts are reducing the ratio of churches planted to churches closed which, in turn, increases the net number of healthy churches across the United States and Canada.

This is being accomplished in the following ways:

- Training and equipping of associational mission strategists, state convention partners and church planting catalysts in the principles and processes of replanting, as well as the identification and encouragement of potential replanters.
- Equipping replanters through local and national training events to lead congregations to health and vitality.
- Production of movement-specific resources that include articles, training manuals, [blog posts](#), podcasts and books.
- Strategic consultations in partnership with local, associational and state convention personnel and with Thom Rainer’s [Revitalize Network](#).

Related to assisting churches in the ministries of evangelism and making disciples, we know that by reducing the death rate of churches and by seeing churches replanted, the number of baptisms and

disciples made through churches which would have otherwise closed increases. The reduction of churches that have died, combined with the churches that have been replanted, represents churches that are back on mission. Replanting brings about a reinvigoration in churches that may have grown cold by reigniting them with a vision of their role in proclaiming the gospel to their communities and the practical instruction necessary to achieve this end.

One of the ways we help equip Replanters and those who want greater involvement in revitalization and replanting efforts are through events. [Upcoming events](#) include:

- “Am I a Replanter?” which is aimed at helping potential Replanters clarify and confirm the call to replant, will be held in January 2020 (Houston, Texas). In order to maximize effectiveness at reaching those considering their call, this important event will be held on SBC Seminary campuses beginning with Gateway on September 2020 (Ontario, Calif). Future locations include Southwestern Seminary, Southern Seminary, Midwestern Seminary and New Orleans Seminary. The goal will be to have this event on two seminary campuses per year.
- Replant Practitioner training for associational mission strategists will be held in Atlanta, Ga., in March 2020. Participants will receive specific process training on consulting with churches in decline and near death and explore strategies focused on helping them make God-honoring decisions regarding their future. We have added an advanced track at the conference aimed at furthering the knowledge of those who have completed part one, and this advanced training will diver deeper into the advanced details involved in implementing specific replanting strategies.
- The Replant Summit, to be held in August 2020, will focus on Churches Replanting Churches. We believe it is imperative to engage healthy and strong churches in replanting struggling churches. The focus of this training will include in-depth training on various models of replanting: mergers, adoptions, campusing and sending/supporting replants and revitalizing churches.

In addition to the events noted above, the Replant team provides ongoing support through a variety of resources that assist Replanters. These include:

- The [Revitalize and Replant Podcast](#), in partnership with Thom Rainer and LifeWay, consistently ranks the top 5 in its category and offers equipping and encouragement to a large audience with 16,000+ of downloads each month.
- A weekly Facebook live video blog, “Mondays with Mark” reaches 1,200+ pastors and leaders weekly, focusing on issues related to revitalization and replanting.
- We have 4 Replanting Residencies located in Denver, Colo.; Phoenix, Ariz.; Jackson, Mo.; and Hendersonville, N.C.
- A revised and updated [Replant Collective](#) equipping email shares resources and best practices twice a month with subscribers, which includes more than 650 pastors, associational mission strategists and other leaders.
- An online learning cohort for replanting and revitalizing pastors will launch a second class in late 2019 through a partnership with Practical Shepherding and Brian Croft. This 40-week online cohort will focus on equipping and encouraging up to 250 men who are presently engaged in replanting or revitalizing a local church.

- Speaking and equipping events with state conventions and local associations are booked for 2020 and we are currently booking into 2021.

To meet the growing need of discovering, developing and deploying Replanters, the Replant team is:

- Providing replant-specific assessment support our four regional Send Network assessment centers.
- Facilitating the final stages of development for an associational Replanter assessment which can be replicated by local partners in their context. The test pilot for this assessment was completed in Jackson, Mo., in October 2019.
- Launching a Replanter pre-assessment platform on churchreplanters.com for self-assessment and an advanced track where potential candidates can be referred by ministry partners.
- Production of Replanter-specific assessment components for use in any assessment context as needed.

In answer to the question of how NAMB characterizes its role in the area of church revitalization, NAMB's Replant team views the state convention and local association as the primary partners best equipped and situated to assist churches in traditional revitalization efforts.

We provide resources, conferencing and materials to help any church that seeks to reverse the trend of decline and once again become an evangelistic, outreach-oriented congregation. We have also developed a partnership with the [Revitalize Network](#) providing scholarships for churches, outside of the South, to receive a discount on the Revitalization Bundle which includes coaching in their revitalizing endeavors.

NAMB believes that no single entity can work alone on revitalizing the close to 40,000 Southern Baptist churches that need revitalizing. NAMB's strategy and approach involving local partners, creating connections and networking with accomplished practitioners, as well as the production, recommendation and dissemination of good resources, creates a greater impact, thus helping struggling churches return to health and vitality.

The majority of state conventions are developing revitalization strategies to serve these churches by addressing issues that encourage church health and leadership training. NAMB is seeking to come alongside state conventions to create an environment of sharing ideas, best practices and networks.

NAMB becomes more directly involved when a church reaches the end of its life cycle and is about to close its doors. Based upon an assessment of the church's situation, the Replant team can then become part of the process and help plant a new church out of the dying congregation. If, as part of that process, a new congregation is birthed with a new SBC identification number, then that church is counted as a church plant.

13. Are NAMB's current church planting strategies, church revitalization, and church replanting strategies surmounting the continued declining rates currently experienced in the SBC? What is NAMB's role in increasing the number of Southern Baptist churches?

A look at the numbers would indicate, yes, these efforts are making a positive impact:

- Since 2010, on average, 1,076 congregations have been removed from the Annual Church Profile each year. During the same period, an average of 1,216 congregations have been added to the database.
- Thus, as expected, the number of total congregations (churches plus church type missions) as reported on the Annual Church Profile has shown an increase over the past 6 years (from 50,653 in 2011 to 51,544 in 2018).
- LifeWay's "State Convention and SBC Statistics" annual reports also show that the number of SBC churches has continually increased from 45,765 in 2011 to 47,459 in 2018.

To continue to see improvement in this area, NAMB understands the need for a twofold battlefield. Send Network works in partnership with churches and conventions with a goal to see 1,200 new, healthy, multiplying SBC churches planted each year. Additionally, the Replant team is focusing on identifying at-risk congregations and assisting in revitalization and replanting efforts.

14. Please provide a brief description of NAMB's Send Relief initiatives as well as a status report on how Southern Baptists are working together to provide relief through Disaster Relief when disaster occurs.

[Send Relief](#) is all about meeting needs and changing lives through the transformational power of Jesus. Send Relief exists to become the go-to resource for mercy and compassion ministry within the SBC for churches and pastors. Send Relief provides pathways for churches to engage their communities more holistically by meeting human needs through ministries focusing on [poverty](#), [refugees and internationals](#), [foster care and adoption](#), [human trafficking](#) and [crisis response](#). Additionally, Send Relief materials, resources, volunteer opportunities, mission trips and training labs have the goal of evangelism in all aspects of ministry. Send Relief is active in seeing missionaries developed in the key areas of compassion and mercy ministries noted above and has developed metrics and empirical goals to create an environment of accountability and integrity.

Send Relief is developing [Ministry Centers](#) to provide opportunities for SBC churches to engage, participate and be trained for mercy and compassion ministry, both locally and nationally. Through training labs and hands-on experiences year-round at one of seven ministry centers, churches can be prepared for and replicate ministries in their own communities. Send Relief's current ministry center locations and focus areas for each are as follows:

- Clarkston, Ga.: Refugee and Internationals
- Appalachia (Ashland, Ky.): Poverty
- New Orleans, La.: Human Trafficking
- Guaynabo, Puerto Rico: Crisis Response/Rebuild, Poverty
- New York City: Poverty

- Las Vegas, Nev.: Human Trafficking
- Pittsburgh, Pa.: Poverty



In addition to these ministry centers, Send Relief provides resources, available at SendRelief.org to help churches understand and address the unique needs of the five focused areas.

- Each focus area has a [prayer guide](#) and related [ministry resource guides](#), including a [community needs assessment guide](#), that can be downloaded for use by churches.
- The [Adopting and Fostering Home](#) podcast released 28 episodes this last year which provided insight into the joys and challenges through all phases of caring for vulnerable children in foster care and in the adoption journey.
- The Send Relief podcast was retooled in 2019 and is now called [Stories of Hope](#). It was released in March 2019, and 18 episodes cover topics related to the focus areas.
- [Ministry Backpacks](#) has been a huge success in mobilizing our SBC churches and ministry centers to serve those in need. Five Backpack ministry guides are available to assist churches in getting their ministry started.
- The [Send Relief Portal](#) provides for volunteer registrations, event management, payment and communications. This infrastructure allows for efficient mission trip management across the nation.
- To distinguish from Southern Baptist Disaster Relief (SBDR), the “disaster response” focus area for Send Relief has been broadened with the identifier of “crisis response.”

For four years now, Send Relief has provided medical and dental units to help churches facilitate compassion and mercy ministries in their communities, especially to address inadequate care due to poverty. This year, these units served in 22 locations for a total of 70 ministry days, not including travel. Units were on mission in the following states: Alabama, Georgia, Louisiana, Missouri, South Carolina, South Dakota, Ohio, Maryland/Delaware, Mississippi, and Kentucky. Requests for the dental unit specifically are increasing, resulting in multiple requests for the same timeframe. The total number of clients served this year was 1,000. The estimated cost savings to the communities served was \$296,070. Through these events we engaged 94 churches and 272 volunteers across the nation last year.

GenSend, though not a focus area, is a critical component in Send Relief efforts. GenSend participants are college students who serve short-term in urban cities and rural environments, connecting with church planters as well as refugees and others in need in the community. GenSend summer and spring/fall/winter break mission experiences touch on most of the focus areas and nurture a generation of collegiate Christians to live their lives on mission. Efforts this year included:

- Breaks (Spring/Fall/Winter)
 - 793 students served a collective total of 30,459 hours in ministry where they had 363 gospel conversations.
- Summer (6- and 8-week options)
 - 272 students served in 19 locations with an overall experience rating of “good or very good” from 98% of participants (up from 95% last year), collectively logging more than 73,000 ministry hours where they had more than 1,700 gospel conversations and served 85 church plants/planters. Of the participants, 27% said they would move back to the city they served to live and serve post-college.
- GenSend Coach Training
 - In addition to participants, 24 coaches from 19 sites completed coaching training, with the goal of improving the overall effectiveness and quality of the GenSend experience.

Southern Baptist Disaster Relief:

During the [Southern Baptist Disaster Relief](#) response fiscal year, October 1, 2018 through September 30, 2019, Southern Baptists once again showed their best as they worked together to provide relief when disasters occur.

The report which follows is based on national responses in 2019, widely referred to as “The Year of the Floods.” Consistent with its ministry assignment, NAMB/Send Relief’s primary mission is to provide response support as requested by each state Southern Baptist Disaster Relief director and representation to FEMA, American Red Cross, Salvation Army, NVOAD and other national organizations on behalf of SBDR.

This year brought a varied array of multiple disasters across the United States. In the end, we deployed 39 of the 42 state Baptist Convention disaster teams to bring help, healing and hope to the broken lives impacted by these events.

While 2019 saw a decrease in hurricane response needs compared with the last three years, immense flooding ravaged much of Midwest into the South. Much of Southern Baptist Disaster Relief's focus was on assisting the thousands of people affected by the flooding that resulted from a massive, rare storm known as a bomb cyclone. The storm began in the Rocky Mountains and generated sustained rainfall as it moved east across the United States.

The flooding affected the United States' three major river, the Ohio, Missouri and Mississippi, and thousands of homeowners. Nebraska, Iowa, Kansas, Arkansas, Oklahoma, Mississippi and Louisiana were all impacted, and Southern Baptist Disaster Relief sent recovery teams to those areas.

Flooding also affected Texas as Tropical Storm Imelda dropped 42 inches of rain around Houston, a region that had been deeply impacted by Hurricane Harvey in 2017.

In the flood recovery, the SBDR ministry network collaborated leadership and deployments with the majority of the 42 state convention teams despite the lack of sustained media coverage garnered by the flooding.

Hurricane Dorian ravaged the islands of the Bahamas, and Baptist Global Response requested special assistance from Southern Baptist Disaster Relief leadership to send teams. Fifteen state convention SBDR teams agreed, collectively, to rebuild or repair 10 Bahama Baptist Convention churches over the next one to two years.

During these specific national responses, NAMB/Send Relief supported national SBDR efforts with supplies, logistics and coordination of resources between states. In addition, NAMB's website included a special storm response page that directed volunteers and donors directly to the impacted states. NAMB's Marketing and Public Relations teams supported constant, comprehensive communications through several different web-based media channels. Feedback from the 42 SBDR members was highly favorable to this effort.

The high point of the past year is that out of the massive response activity 916 individuals prayed to receive Jesus Christ as savior and Lord. That results in an average of just over two people per day are being saved as a direct result of SBDR ministry across the Nation.

SBDR Annual numbers

Professions of Faith—916

Gospel presentations—4,167

Volunteer Days—50,988

Work Hours—416,585

Total meals—349,302

Houses worked on in recovery—5,072

Showers—28,662

Laundry loads—14,495

As both state DR directors and the Send Relief team assess and debrief from the 2019 season, we will look for ways to achieve even greater impact. That is part of the value of the SBDR roundtable, as it creates a forum for learning, listening, sharing and building even stronger partnerships and systems in the future.

15. How does NAMB’s chaplain ministry provide resources and other assistance to Southern Baptist churches in their efforts to serve those within the churches and the community who suffer from the long-term effects of war, domestic violence and other issues?

The NAMB Chaplaincy team annually provides resources, webinars and regional training on many pastoral care and chaplain-related issues. Chaplains are made aware of numerous faith-based resources and afforded training in other relevant life topics such as suicide intervention/prevention, spiritual disciplines, self-care, biblically focused leadership, as well as marriage and family relationships to name just a few. Training for endorsed Southern Baptist Chaplains has included ministry to those suffering post-traumatic stress and moral injury. This training is essential for military chaplains who frequently provide training and pastoral care to combat veterans and their families. The Chaplaincy Team has a Bible-based resource (www.namb.net/pdf/biblical-response-to-post-traumatic-stress-disorder) that offers spiritual solutions for struggles with Post-Traumatic Stress. Additionally, the Chaplaincy Team has initiated collaborative relationships with various mental health-care providers, institutions and faith-based organizations in order to provide a comprehensive post-traumatic stress ministry strategy to Southern Baptists and their families who work in institutional settings.

Southern Baptist chaplains are pastors or laypeople with specialized ministry training to serve in institutional settings, such as correctional facilities, disaster relief, health care, hospice, military, public safety, corporate and community service. They are gospel-centric, multi-disciplined, Spirit-empowered, professionally trained men and women sent out by their local SBC churches to bring the transforming power of Jesus Christ into places that other members and church staff sometimes cannot go. They share the gospel, encourage Christians in their relationship with Jesus Christ and offer words of comfort and hope to those suffering physical, emotional, mental, relational or spiritual trauma.

Local SBC churches should include SBC-endorsed chaplains in their development of post-traumatic stress ministry training, suicide intervention/prevention, and pastoral care. We encourage endorsed SBC chaplains to engage with local Southern Baptist churches, as well, bringing their ministry training and pastoral care experience to help meet the needs of the local body of believers. Visit the SBC Chaplaincy website for more information about chaplaincy (www.namb.net/chaplaincy).

16. Please indicate how Southern Baptist churches are directly partnering with new church plants in the Send Cities or otherwise supporting the Send City initiative.

The Send City approach is not an initiative but rather a strategic direction for church planting in North America. The strategy is seeing success as strong efforts continue in 35 [Send focus areas](#) (31 Send Cities,

2 strategic areas of South Florida and Puerto Rico, collegiate communities and military communities) to see more churches planted.

In each of the Send focus areas, we are seeing progress in implementing the Send Network planter pathway elements, from church planter orientation through church planter care. Supporting and sending churches are coming alongside planters to provide needed resources to enable them to be healthy and multiplying.

One way we nurture the supporting and sending church pool is to host [Catch the Vision \(CTV\)](#) tours in the cities. We currently focus on smaller CTV tours hosted by individual Send City missionaries. Each of these events are designed to enlist churches interested in partnering in support of NAMB's Send City strategy. Pastors and other church leaders are introduced to active church planters in the Send Cities, learn how their churches could come alongside these specific church plants as supporting churches and how their congregations could participate in the outreach, evangelism and ministry strategies used by church planters.

There are currently 1,056 SBC churches involved as official Sending Churches for plants or multiple plants. Additionally, there are currently 2,866 SBC churches involved in a Supporting Church role. Among these supporting churches, 1,071 have thus far simply committed to pray for a list of planters in a specific area through the [Pray for Planters](#) initiative as a first step in engagement. This gives a total of 4,993 churches that are directly involved in church planting in some way.

17. How is NAMB assisting Southern Baptist churches in the area of evangelism? Has there been a measurable impact of the “Who’s Your One?” initiative? What more can NAMB do to assist Southern Baptists in the coming months and years to offset a multi-decade decline in Southern Baptist baptisms?

In early 2019, NAMB launched the *Who’s Your One?* initiative in conjunction with SBC President J.D. Greear. The effect that the Who’s Your One initiative has on baptisms will likely be more apparent in 2020, but the measurable indicators show that interest in Who’s Your One has spread far and wide across the SBC, inspiring a new wave of personal evangelism.

From a resource and investment perspective, this has been NAMB’s largest evangelism initiative to date. As of November 2019:

- 25,827 Who’s Your One kits have been distributed to churches all across North America
- 411,672 Who’s Your One prayer guides have been distributed
- 1.5 Million Who’s Your One bookmarks have been distributed

The Who’s Your One resources were also translated into Spanish.

- 469 Spanish kits have been distributed
- 9,228 Spanish prayer guides have been distributed
- 70,475 Spanish bookmarks have been distributed

NAMB has seen a significant increase in traffic on social media channels as a result of post related to Who's Your One, which has its own Facebook, Instagram and Twitter accounts.

- 6.9 Million impressions on social channels
- 828,000 engagements
- 16,300 engaged users

The Who's Your One Tour, featuring Johnny Hunt and other nationally recognized speakers, launched in Fall 2019. The tour covered a Sunday evening and Monday morning in all but one instance. On Sunday evening, Johnny Hunt preaches a message out of John 1. The purpose of this evening is to inspire each attendee to identify their "One," commit to praying for that person and look for opportunities to share the Gospel with them. Pastor Johnny has said, "People have the knowledge; they need to be inspired to use what they know and be encouraged that they can make a difference."

The Monday morning training sessions offer four speakers who share practical training on how churches can mobilize their people and engage in Gospel conversations in everyday life. The goal is not only for those in attendance to be equipped but for them to learn and gain practical tools they can take back to their churches for a multiplying impact.

In January 2020, the first surveys will go out to the individuals who attended the Who's Your One Tour, asking for them to report on the impact the message and training has made in their personal lives and in their churches. The anecdotal evidence so far sounds very promising and NAMB expects the surveys to show a positive result.

NAMB will be expanding the Who's Your One Tour in 2020 to more than 20 locations across the United States and is talking to our state and Canadian partners about expanding to more locations in 2021. It is imperative that NAMB works hard to keep this effort front and center through social media, the relationships with state and local partners and via NAMB representatives who speak across North America at churches and events.

In an effort to continue gaining momentum with Who's Your One in 2020, we are launching an #AnyGivenWeekend story-telling component to the evangelism initiative. Just as sporting events take place on any given weekend, churches are gathering, the gospel is shared, and lives can be changed on any given weekend. The idea is to talk with athletes and coaches of various sports throughout the year who will engage with Who's Your One and challenge others to do the same.

18. What has proven to be NAMB's most reliable metric for indicating future accomplishments or challenges to NAMB in achieving its ministry assignments? Why is that metric the most important to watch relating to NAMB's ministry assignments? Please report on this metric for the previous year.

NAMB exists to connect churches with their next mission opportunity because churches that begin engaging in mission activity (at even the slightest level) have shown to continue growing in their involvement.

- Churches engaged in mission activity are more outward focused and will be more evangelistic.
- Churches engaged in mission activity naturally raise up and train more volunteers, leaders, planters and missionaries.
- Churches engaged in mission activity will see and understand more about the needs of people, and they will support mission endeavors financially (e.g., Cooperative Program, mission giving, plants, mission trips).

Therefore, the one key metric for NAMB is Church Engagement.

In 2010, it was estimated that less than 4% of all SBC churches were directly involved in Church Planting in any way. Today that number is at least 10%.

- There are currently 1,056 SBC churches involved as official Sending Churches for plants or multiple plants.
- Additionally, there are currently 2,866 SBC churches involved in a Supporting Church role. 1,071 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. This gives a total of 4,993 churches that are directly engaged in church planting in some way.

A continued and consistent increase in church engagement will be crucial to NAMB maximizing its efforts in fulfilling its ministry assignments. More information about NAMB’s strategy to assist churches to connect to their next mission opportunity can be found on NAMB.net.

19. What is the total number of baptisms for Southern Baptist churches during each of the following years? For each of the following years, what is the total number of new church plants reported by all sources? How many of these are a direct result of NAMB’s church planting efforts?

Report Year	Baptisms	New Churches Planted
2017	280,773	691
2018	254,122	624
2019	246,442	not yet available

NAMB provides the SBC with a count of total churches planted each year for publication in the SBC Annual. We have attached the chart from the *2019 SBC Annual* for your information. The final church plant count for 2019 is not typically available until March. Each year, LifeWay provides a report on total number of baptisms in the SBC. We provide a chart showing year-by-year results of that report (also attached.)

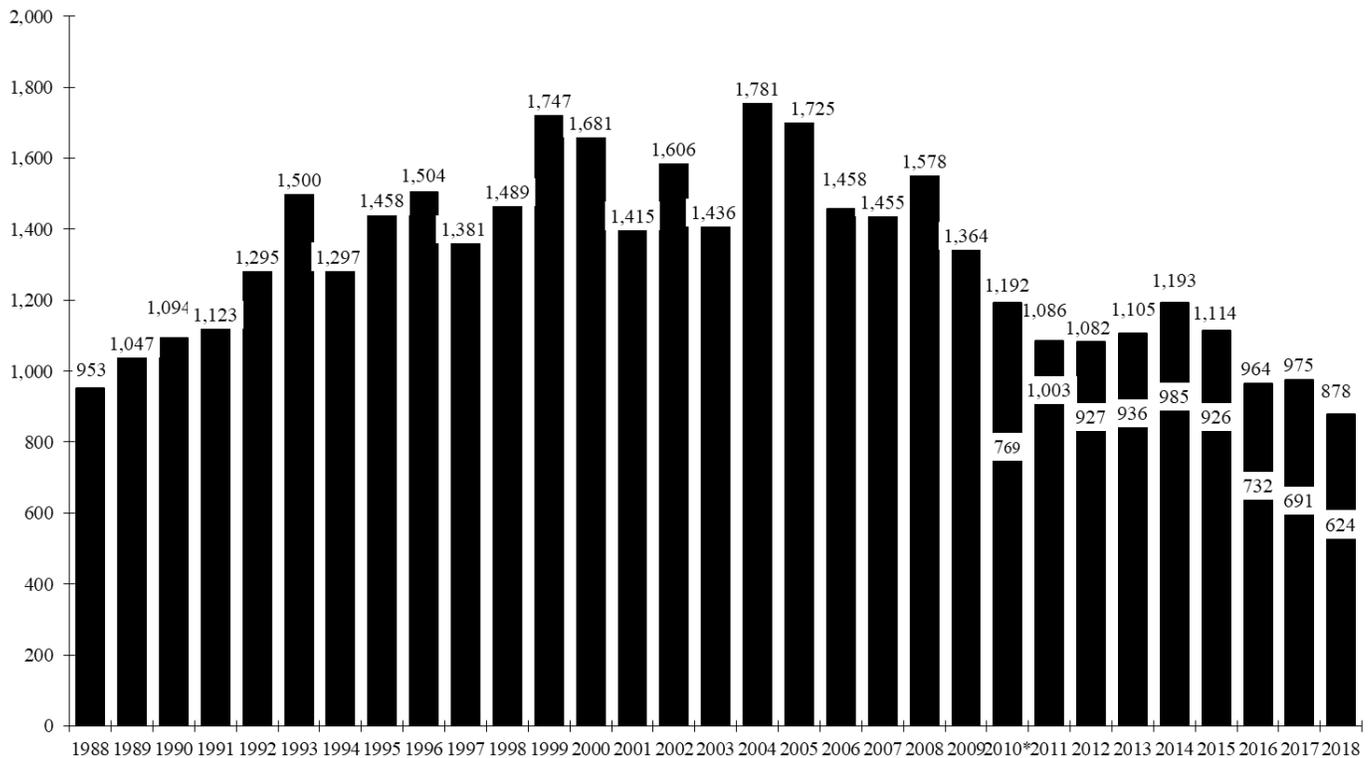
The great news is that new churches generally baptize more people per member than established churches. Our most recent analysis shows church plants baptized one person for every 12.4 attendees. In established churches the ratio was one baptism for every 19.8 attendees. This indicates the evangelistic focus of these church plants.

Church plants are significantly boosting the baptism count within the SBC—especially outside the South. In 12 state Baptist conventions, more than 20% of all baptisms came from churches started since 2010. In the Minnesota-Wisconsin Baptist Convention, 44% of all SBC baptisms came from churches started since 2010. In Canada, 71% of all baptisms reported came from churches started since 2010.

In fact, across the entire SBC, more than 18% of all reported baptisms came from churches started since 2010.

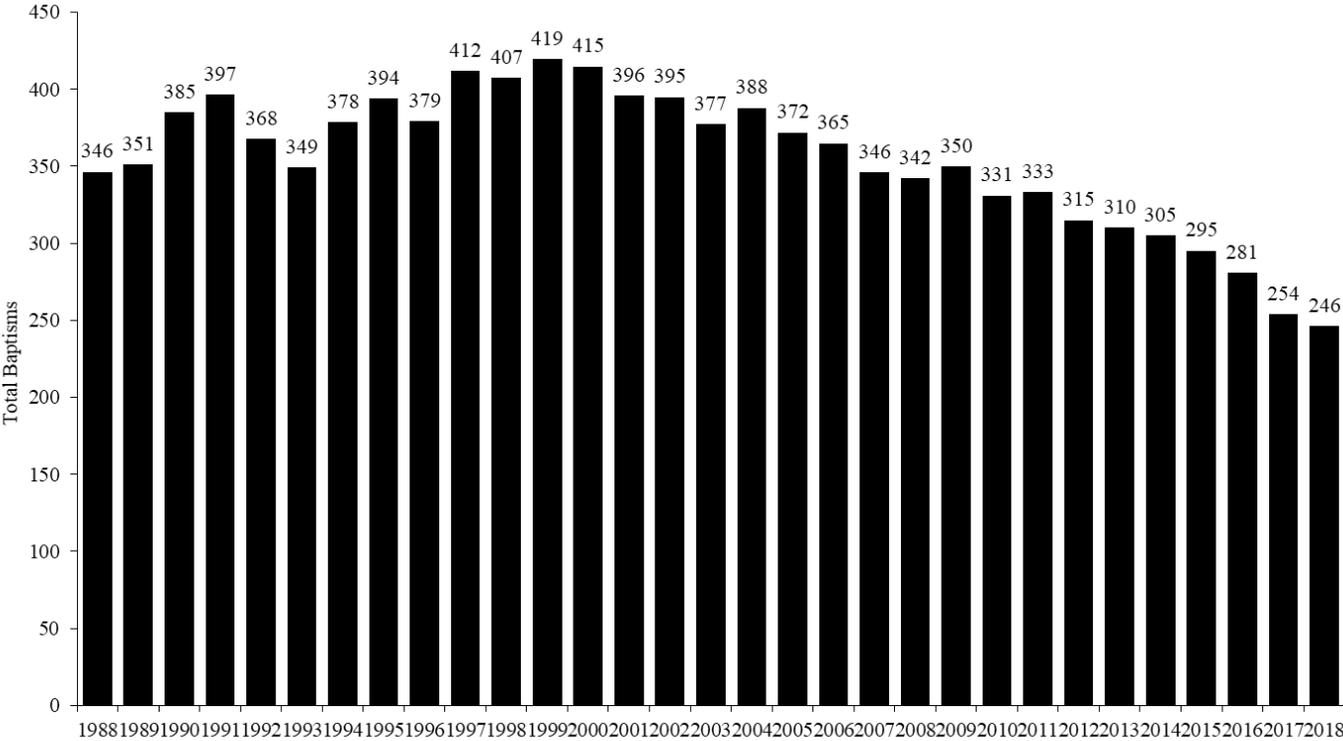
These numbers indicate that Southern Baptists are planting churches that are focused on reaching people for Christ. The insistence on quality, evangelism-focused church planters is having a positive impact on peoples’ eternity and in SBC life.

Figure 1—New Congregations (Church Plants Plus New Affiliates), SBC, 1988–2018



Source: Reports from State Directors of Missions compiled by the North American Mission Board, Alpharetta, GA
 * 2010 was the first year a SBC ID # was required for each reported congregation. In 2018, partners reported 624 new church starts and 254 new affiliations.

**Figure 2—Baptisms Reported by SBC Churches, 1988–2018
(In Thousands)**



Source: Annual Church Profile, LifeWay Christian Resources, Nashville, TN