



## 2013 Goals and Accomplishments

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

1. Currently, the Southern Baptist Convention has one church for every 6,194 people in the United States. The goal for 2013 is to move in a positive direction, thus resulting in more churches per population

**Accomplishment**

The chart below shows 2012 church-to-population data figures. The figures for 2013 will not be available until late 2014. While population continues to outpace the number of churches overall, we are seeing slight improvement in some regions. As NAMB's Send North America strategy continues to gain momentum in its implementation, it is our belief that there will be an increase in SBC congregations per population in the years ahead.

SBC Churches, Church-type Missions, and Congregations, 2012 and Population, 2012					
State	SBC Churches, 2012	SBC Missions, 2012	SBC Congregations, 2012	Population, 2012	Population per SBC Congregation, 2012
Northeast	1,616	250	1,866	66,974,015	35,892
Midwest	4,972	530	5,502	69,171,710	12,572
South	35,521	3,328	38,849	107,967,830	2,779
West	3,816	869	4,685	75,579,431	16,132
<b>United States</b>	<b>45,925</b>	<b>4,977</b>	<b>50,902</b>	<b>319,692,986</b>	<b>6,281</b>
<b>United States and Territories</b>	<b>45,938</b>	<b>4,980</b>	<b>50,918</b>	<b>318,156,212</b>	<b>6,248</b>
			CNBC Congregations, 2012		
<b>Canada</b>			<b>298</b>	<b>35,141,542</b>	<b>117,925</b>
<b>North American Mission Board Area</b>			<b>51,216</b>	<b>353,297,754</b>	<b>6,898</b>
Sources: Annual Church Profile, 2012					
Canadian National Baptist Convention					
U.S. Census Bureau					
Statistics Canada					
Compiled by the Center for Missional Research, NAMB					

2. By the end of 2013, the goal is to see a 1,000-church net increase and, by the year 2020, have a net increase of at least 5,000 churches.

**Accomplishment:** For clarification purposes, NAMB has restated this goal as seeing 15,000 churches added to the SBC during the period 2012-2022. Church plant information is not available for 2013 until January 2014. As reported in the 2013 Annual Book of Reports, 929 church plants were reported for 2012. NAMB continues to emphasize church revitalization (11 conferences in 2013 with 2,710 in attendance), building up our "Farm System" for future missionary church planters, focusing on strategic cities, and engaging more churches in our Mobilize Me process. The results of these elements and others in the Send North America strategy will result in more SBC churches.

3. The North American Mission Board will have empowered conventions, associations, and churches to deploy church planters across North America, thus resulting in at least 1,500 new church planters on the field.

**Accomplishment:** NAMB continues to work with convention, associations, and churches to deploy church planters, including streamlining the assessment process to get planters on the field more quickly. Through NAMB's MyMobilizeMe process, churches, associations, and state conventions are able to easily provide a missionary request and NAMB works to match prospective candidates with the request. In 2013, NAMB has worked to place 305 church planters on the field.

## 2013 Goals and Accomplishments

4. The North American Mission Board will have a process in place that utilizes students, interns, apprentices, and others—developing them into future missionaries/church planters.  
**Accomplishment:** The NAMB “Farm System” is in place and is being implemented to help individuals move along a pathway for a lifetime of mission service. All three categories of missionary service (student missionaries, church planting interns, and church planter apprentices) are being filled with qualified missionaries who are in turn being developed by the ministry leaders with whom they serve.
5. The North American Mission Board will have developed partnership coalitions in 27 of the most populous metropolitan areas in North America for the purpose of penetrating lostness through the planting of new churches.  
**Accomplishment:** A strategic change of direction was made from forming “Partnership Coalitions” to forming Local Strategy Teams made up of local experts (e.g., pastors, planters, DOMs, state representatives). Each Local Strategy Team is tasked with formulating a “City Plan” that shows how many churches need to be planted in its city in the next 5 years. There are organic partnership coalitions led by “Lead Partners” that come together to respond in partnership to the needs outlined in the City Plan. All 32 Send Cities have functioning Local Strategy Teams and 29 of the 32 Send Cities have completed City Plans. The remaining three are scheduled to be completed by the end of January 2014.
6. Through Send North America, the North American Mission Board will have mobilized more than 3,000 churches to be supporting, sending, or multiplying churches in planting churches throughout North America.  
**Accomplishment:** As of November 30, there are 2,968 churches in NAMB’s mobilization system, which is called MyMobilizeMe (MyMoMe). The number and status of these churches are as follows: 1,029 mobilized; 199 sending; 558 supporting; 102 multiplying; 83 undetermined.

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

1. By December 31, 2013, the God’s Plan for Sharing (GPS) Evangelism Team in cooperation with our Acts 1:8 partners, 5 seminaries, and 35 state conventions, the GPS Team will strive to initiate spiritual awakening by engaging 6,500 churches in evangelism methods for the purpose of fulfilling the Great Commission in North America by 2020 as measured by an increase in baptisms. The Evangelism Response Center (ERC) will strive to recruit Covenant Churches, train Telephone and Internet Encouragers and equip Regional Facilitators who will help ERC to recruit and train the necessary volunteers to receive 22,000-25,000 calls in 2013. The ERC will support and partner with all NAMB ministries including GPS, Send North America new church planters, Disaster Relief and Love Loud, as well as, B&H Publishing Group of Lifeway, SBC, Billy Graham Evangelistic Association, and other SBC media ministries, 6 seminaries, 42 State Conventions, and hundreds of local SBC churches. ERC will train 600 new Telephone and Internet Encouragers, 45 Regional Facilitators and recruit 120 Covenant Churches.

#### **Accomplishment:**

- 49,000 boxes (a total of 2,352,000 individual pieces) of Find It Here New Testaments were sent to Southern Baptist churches for distribution.
- 2014 Pastor Preparation Guide was printed and distributed: 26,000 English printed, with 25,300 distributed; 750 Spanish printed, with 300 distributed.
- Find It Here website: 18,530 visits in 2013, of which 14,674 were first-time visits.
- GPS 2020 website: 10,114 visits in 2013, of which 7,631 were first-time visits.
- GPS 2014 campaign trainings were led in the following state conventions: Louisiana, Alabama, Florida, Mississippi, Texas, Oklahoma, Tennessee, New Mexico, and South Carolina.
- Intentional evangelism trainings were led in the following state conventions: Georgia, Tennessee, Alabama, Louisiana, and Maryland/Delaware.
- Transformational discipleship trainings were led in the following state conventions: Arizona and Oklahoma.
- Cross-cultural trainings were led in the following state conventions: Georgia, Texas, Maryland-Delaware, Alabama, and Louisiana.

## 2013 Goals and Accomplishments

- 1,200 attended the Hispanic National Evangelism Conference in San Antonio. Every state convention was represented, as well as Canada. LoveLoud, Disaster Relief, and Flourish had strategic participation. More than 500 Hispanic churches are mobilized through Send North America.

The Evangelism Response Center (ERC) related to 42 state conventions and 10 SBC and 25 non-SBC agencies. A total of 648 new Telephone and Internet Encouragers were recruited and trained. During the Annual Regional Facilitators' Training, 48 regional facilitators were trained. The ERC has trained a total of 7,899 Telephone Encouragers across the United States and Canada. All certified Telephone Encouragers and Internet Encouragers are required to give 30 hours of service per year. In 2013, the ERC received 32,069 calls, an average of 2,672 per month. This is 80 percent increase from the previous year. In 2013, a total of 2,334 people accepted Jesus Christ as their personal Lord and Savior through the ERC and its partnership ministries. In addition to these decisions, there were 668 salvation inquiries. The ERC referred nearly 1,400 people to local churches through covenant churches, associations and state representatives. A total of 56 covenant churches were recruited.

2. By December 31, 2013, the Chaplaincy Evangelism Team (CET) in cooperation with Acts 1:8 partners and at least 53 other partners (to include state partners, Department of Defense, and various state and other federal and private organizations), engage at least 550 chaplains and church leaders in using available resources to assist Christians in sharing the gospel more effectively and discipling them into a strong vibrant faith. This will be measured by an increase in trained and equipped chaplains both professionally and personally as soul winners and disciplers. The CET has a goal of over 3,900 chaplains serving, over 5,000 professions of faith and 2,500 baptisms. The CET will have at least 6 training events during the year for chaplains. The CET will endorse over 400 new chaplains into chaplain ministry under SBC guidelines.

**Accomplishment:** The Chaplaincy Evangelism Team (CET) endorsed 198 new chaplains to ministry (compared to 261 in 2012) and, in cooperation with our partners, the CET completed 251 updated endorsements to ministry. Currently, there are 3,546 chaplains serving in chaplaincy ministries around the world. Quarterly reports from more than 40 percent of our chaplaincy force indicate the gospel was presented 120,486 times, with 22,099 professions of faith recorded, resulting in 4,002 baptisms. The CET accomplished nine regional (including Europe, Korea and the Pacific Area) training and pastoral care conferences, with more than 800 chaplains attending. The CET also made personal and pastoral contact with more than 90 percent of our chaplains. This was accomplished through face-to-face conversations, Skype, personal correspondence, email, or social media type contacts. The CET has also initiated a strategy to establish and/or sustain intentional military church plant ministries near every U.S. Armed Forces base or installation in the world.

- 3 By December 31, 2013, the Love Loud Evangelism Team, in cooperation with Acts 1:8 partners, NAMB teams, NAMB missionaries, local churches, and agencies, will resource, train, and engage 950 missionaries, church planters, state convention leaders, and local church pastors in developing significant mercy and compassion outreach ministries to share the gospel in their communities and the Send North America cities.

### **Accomplishment**

In 2013, the LoveLoud Evangelism Team conducted more than 25 roundtable/dialogues and seminar/breakout sessions hosted in Send Cities, seminaries and colleges, and convention/association settings. These engaged more than 1,500 church planters, convention/association leaders, local church pastors/leaders, missionaries, and students in training and inspiration for the development of church-based mercy and compassion ministries as a means for sharing the gospel through ministry evangelism in their own communities and in Send North America cities.

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

- 1 Currently, the Southern Baptist Convention has one church for every 6,194 people in the United States. The goal for 2013 is to move in a positive direction, thus resulting in more churches per population.

**Accomplishment:** The chart below shows 2012 church-to-population data figures. The figures for 2013 will not be available until late 2014. While population continues to outpace the number of churches overall, we are seeing slight improvement in some regions. As NAMB's Send North America strategy continues to gain momentum in its implementation, it is our belief that there will be an increase in SBC congregations per population in the years ahead.

## 2013 Goals and Accomplishments

SBC Churches, Church-type Missions, and Congregations, 2012 and Population, 2012					
State	SBC Churches, 2012	SBC Missions, 2012	SBC Congregations, 2012	Population, 2012	Population per SBC Congregation, 2012
Northeast	1,616	250	1,866	66,974,015	35,892
Midwest	4,972	530	5,502	69,171,710	12,572
South	35,521	3,328	38,849	107,967,830	2,779
West	3,816	869	4,685	75,579,431	16,132
<b>United States</b>	<b>45,925</b>	<b>4,977</b>	<b>50,902</b>	<b>319,692,986</b>	<b>6,281</b>
<b>United States and Territories</b>	<b>45,938</b>	<b>4,980</b>	<b>50,918</b>	<b>318,156,212</b>	<b>6,248</b>
			<b>CNBC Congregations, 2012</b>		
<b>Canada</b>			<b>298</b>	<b>35,141,542</b>	<b>117,925</b>
<b>North American Mission Board Area</b>			<b>51,216</b>	<b>353,297,754</b>	<b>6,898</b>
Sources: Annual Church Profile, 2012					
Canadian National Baptist Convention					
U.S. Census Bureau					
Statistics Canada					
Compiled by the Center for Missional Research, NAMB					

2. By the end of 2013, the goal is to see a 1,000-church net increase and, by the year 2020, have a net increase of at least 5,000 churches.
 

**Accomplishment:** For clarification purposes, NAMB has restated this goal as seeing 15,000 churches added to the SBC during the period 2012-2022. Church plant information is not available for 2013 until January 2014. As reported in the 2013 Annual Book of Reports, 929 church plants were reported for 2012. NAMB continues to emphasize church revitalization (11 conferences in 2013 with 2,710 in attendance), building up our “Farm System” for future missionary church planters, focusing on strategic cities, and engaging more churches in our Mobilize Me process. The results of these elements and others in the Send North America strategy will result in more SBC churches.
  
3. The North American Mission Board will have empowered conventions, associations, and churches to deploy church planters across North America, thus resulting in at least 1,500 new church planters on the field.
 

**Accomplishment**  
NAMB continues to work with convention, associations, and churches to deploy church planters, including streamlining the assessment process to get planters on the field more quickly. Through NAMB’s MyMobilizeMe process, churches, associations, and state conventions are able to easily provide a missionary request and NAMB works to match prospective candidates with the request. In 2013, NAMB has worked to place 305 church planters on the field.
  
4. The North American Mission Board will have a process in place that utilizes students, interns, apprentices, and others—developing them into future missionaries/church planters.
 

**Accomplishment:** The NAMB “Farm System” is in place and is being implemented to help individuals move along a pathway for a lifetime of mission service. All three categories of missionary service (student missionaries, church planting interns, and church planter apprentices) are being filled with qualified missionaries who are in turn being developed by the ministry leaders with whom they serve.

  - NAMB continues to see growth in our Farm System categories (student missionary, church planting intern, church planter apprentice), with the following placements in 2013: 1,255 student missionaries; 276 church planting interns; and 69 church planter apprentices.
  - NAMB is committed to placing Church Planting Catalysts (CPCs) in under-reached and underserved locations which will lead to more churches being planted. As of November 2013, we have 169 CPCs, three of which started this year.
  - Through 10 trainings opportunities, NAMB engaged more than 200 existing church pastors, with 102 churches committing to discovering, developing and deploying church planters and missionaries.

## 2013 Goals and Accomplishments

5. The North American Mission Board will have developed partnership coalitions in 27 of the most populous metropolitan areas in North America for the purpose of penetrating lostness through the planting of new churches. **Accomplishments:** A strategic change of direction was made from forming “Partnership Coalitions” to forming Local Strategy Teams made up of local experts (e.g., pastors, planters, DOMs, state representatives). Each Local Strategy Team is tasked with formulating a “City Plan” that shows how many churches need to be planted in its city in the next 5 years. There are organic partnership coalitions led by “Lead Partners” that come together to respond in partnership to the needs outlined in the City Plan. All 32 Send Cities have functioning Local Strategy Teams and 29 of the 32 Send Cities have completed City Plans. The remaining three are scheduled to be completed by the end of January 2014.

6 Through Mobilize Me, the North American Mission Board will have mobilized more than 3,000 churches to be supporting, sending, or multiplying churches in planting churches throughout North America.

**Accomplishment**

As of November 30, there are 2,968 churches in NAMB’s mobilization system, which is called MyMobilizeMe (MyMoMe). The number and status of these churches are as follows: 1,029 mobilized; 199 sending; 558 supporting; 102 multiplying; 83 undetermined.

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

1. The Convention Relations and Missions Education Team will increase partnership efforts with Woman’s Missionary Union (WMU) in promoting and resourcing age-graded missions-learning organizations that will undergird both NAMB and IMB interests and emphases.

**Accomplishment**

The Convention Relations and Missions Education Team has been merged into the Marketing Team in the Mobilization and Marketing Group. NAMB continues to work closely with WMU by providing resourcing for North American missions materials in WMU publications. WMU reports an increase in Royal Ambassador membership and materials distribution, which is further evidence that the transitioning of this organization’s oversight to WMU in 2012 was a win/win for both entities. In addition, NAMB continues to promote missions education and awareness through its resources, conferences, and missionary and staff speaking opportunities. On Mission, NAMB’s flagship magazine, had print and digital formats in 2013 and circulated each print issue to more than 177,000 people. Promotional material for the Annie Armstrong Easter Offering®, and the North American Mission Study for all age groups, were delivered to and made available online for all SBC churches and included print and video pieces. Through the Send North America Conference in July 2013, NAMB provided more than 4,000 people insight, inspiration, and information on its Send North America strategy and how to be involved. Stories related to missions personnel and missions efforts are consistently provided via Baptist Press and both print and video stories are available via the namb.net website. Through NAMB’s exhibit at the SBC annual meeting, messengers and guests interacted with missionaries from all over North America and learned ways they can be involved in missions experiences. NAMB’s Mobilization staff consults with churches as part of the Mobilize Me process for engaging in Send North America, helping them to understand the broader scope of missions in North America and even throughout the world.

2. The Convention Relations and Missions Education Team will increase partnership efforts with LifeWay, WMU, and IMB to research, plan, and implement additional missions-learning resources and exposures for Southern Baptist audiences.

**Accomplishment:** As noted above, this team is now part of the Marketing Team in the Mobilization and Marketing Group. NAMB resources to LifeWay many North American missions stories, which leads to facilitating missions learning and action for all age levels. In 2013, LifeWay began production of a joint IMB/NAMB missions flyer and placed appropriate quantities of the flyer in each dated curriculum order. This product will continue through 2014. IMB and NAMB are working with WMU to implement a new avenue of children’s missions discipleship lessons that will be of downloadable format, with a possible release date in fall 2014.

## 2013 Goals and Accomplishments

- 3 Our Volunteer Missions ministry is undergoing some significant reorganization, making specific reports and goals difficult. This area will be able to report more specifics on its work next year.

**Accomplishment**

A new Volunteer Opportunities web-based tool has been developed, tested and launched on the NAMB website to assist churches in sending mission teams across North America. Local church, association and convention leaders were consulted in the design, testing and refinement of this tool. Training is underway for those who want to post volunteer opportunities on the website. More than 300 volunteer opportunities for mission teams and individuals were posted on the site during 2013. The volume of postings and users seeking mission opportunities continue to increase with broad exposure to churches and partners.

V. Assisting churches by providing leadership development.

1. Assist missionaries, churches, state and local partners through leadership development and training. Through the utilization of coaching, mentoring, consulting, workshop facilitation, and conferences for the purpose of developing healthy, Christ-like leaders. Next Level Leadership Network, in strategic partnership with CoachNet International, will utilize the 200 Next Level/CoachNet certified coaches to train and equip 200 additional coaches, involving 50 percent of church planting catalysts to develop coaching skills helpful in multiplying church leaders.

**Accomplishment:** Because of a change in strategy, Next Level Leadership is no longer the means by which we accomplish leadership development. We utilize Churches Planting Churches Training and Multiplying Churches Training to develop leaders within churches. In addition, a new model of coaching is being piloted in the Northeast Region specifically to develop leadership among those who work with church planters and are planters themselves. A total of 223 churches and/or associations have attended the Multiplying Churches Training this year and 237 have attended Churches Planting Churches Training.

2. Provide ongoing training and development for NAMB staff to improve skills necessary to perform assigned job roles. Provide tuition reimbursement to assist in continuing education for NAMB staff and missionaries. Develop and implement a formal internship program for 20 interns to work with NAMB staff to influence the next generation of ministry leaders.

**Accomplishment:** Because of a change in strategy, Next Level Leadership became NAMB's Missionary and Staff Training and Development Team, which provides ongoing training and development for NAMB missionaries and staff. In 2013, computer software training and LoveLoud ministry opportunities were provided for all 139 Alpharetta staff. Tuition reimbursements were provided to 12 staff and missionaries in the amount of \$19,569, and seminars and training to 54 staff and missionaries in the amount of \$25,014. NAMB has developed a successful internship program known as Generation Send which placed 54 interns in three Send Cities (Atlanta, Portland, and New York), with approximately 30 percent returning to help lead ministries in the cities in which they served.

3. Develop and launch ministry website with interactive features that will see 1,200 visits per month.

**Accomplishment:** This goal has been exceeded with an average of nearly 4,400 visits each month to Flourish.me.

4. Create social media presence with ministry brand via twitter to market website and ministry identity to engage 1,200 followers.

**Accomplishment:** With currently 900 followers, we continue to aggressively promote the Flourish brand.

5. In partnership with seminaries, state conventions and Timothy+Barnabas will conduct training/teaching for 2,500 ministry wives.

**Accomplishment:** Approximately 6,000 women in 2013 have been trained through various events.

6. Produce and develop video training/coaching series for ministry wives that can be viewed as webinar as well as DVD format.

**Accomplishment:** Five videos training pieces have been created and are being utilized for this purpose.

7. In partnership with Mobilization and Equipping Group, develop training track that will strengthen 400 church planters' wives to enhance the healthy partnership between wives and husbands and their ministries.

**Accomplishment:** There has not been a formalized training track developed, as we are using Flourish.me website, as well as networks and events (such as Velocity conference, Send North America Conference, and others ) to promote opportunities for growth in this area.

## 2013 Goals and Accomplishments

8. Create a diverse leadership team comprised of 15 ministry wives that will serve as teachers/writers for website and events to address unique and specific needs of ministry wives.

**Accomplishment:** There is a team of 16 women who collaborate, write and consult for Flourish.

9. In partnership with Timothy Barnabas, NAMB will directly minister to 1,400 people in five conferences.

**Accomplishment**

In 2013, Timothy+Barnabas retreats were held for pastors and wives in Atlanta, Ga.; Gatlinburg, Tenn.; Philadelphia, Pa.; Phoenix, Ariz.; and Branson, Mo. These five retreats hosted 1,020 people, including 478 pastors. 91.5% of pastors attending brought their wives. Roughly 62 percent were first-time participants.

10. In partnership with City of Refuge, NAMB will provide a long-term residential program of restoration to wounded ministers and their families. The ministry will be provided to 10 churches.

**Accomplishment:** City of Refuge (COR) has impacted and expanded its outreach in the following ways: 20 pastors and their families received assistance; 2 pilot churches are moving from Phase 1 into Phase 2 of the replication process; four churches are evaluating/assessing COR replication on their own campus (New York, Missouri, Florida, Kentucky); one church in Texas already using a modified COR ministry is near full implementation as an official COR affiliate church; 6 churches and/or para-church ministries are evaluating COR program as well as support group materials; Replication Program Office (RPO) has been established and is currently functioning as a safe place for pastors to call and seek help; first annual training conference for churches/leaders interested in implementing City of Refuge was held in September; second annual training conference is scheduled for 2014; first two modules of COR replication materials are printed and available; printed materials for modules 3-6 are in testing and editing phase.

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

1. Increase the number of trained Disaster Relief Incident Command volunteers available for national response coordination by 25 percent.

**Accomplishment:** We worked with state partners to accomplish this goal, training more than 100 people to serve as Incident Command Volunteers.

2. Provide support and coordination for five disaster response opportunities for students through Baptist Collegiate Ministries.

**Accomplishment:** Provided 6 opportunities for student involvement in responses in the following states: New York, New Jersey, Oklahoma, Colorado, and Missouri.

3. Coordinate Southern Baptist Disaster Relief responses as necessary.

**Accomplishment:** Disaster Relief teams were responding somewhere in the United States every week. At least 3 states were engaged in a response in the geographical territory continuously between February 1, 2013 and August 14, 2013. Nine states were engaged in a response in their geographical territory in late April. This was in addition to the Superstorm Sandy Rebuild efforts that are ongoing and being coordinated by NAMB.

4. Increase by five percent the number of volunteers recruited, trained, endorsed and deployed as Disaster Relief chaplains.

**Accomplishment:** We continued to train more Disaster Relief Chaplains in 2013, and while final numbers are not yet available, the anticipation, based on conversations with state directors, there will be a drop in the number of people trained. One reason for this is that a Disaster Relief volunteer must be re-credentialed every 3 years. We have had a number of chaplains who were at the 3-year mark who may not have completed the re-credentialing process.

5. Deploy and assign full-time NAMB personnel to each region to assist state conventions in training volunteers and responding to disasters.

**Accomplishment:** NAMB Disaster Relief staff worked in partnership with partners to provide training and responses throughout 2013.

## 2015 Ministry Goals

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

- 1 Through Send North America, the North American Mission Board will have mobilized more than 1,200 churches to be supporting, sending, or multiplying churches in planting churches throughout North America.  
-
- 2 NAMB will continue to increase growth in our Farm System categories (student missionary, church planting intern, church planter apprentice), with expected placement of 2,000 student missionaries, 200 apprentices, and 250 interns.  
-
- 3 Increase awareness, understanding, and participation in NAMB's Send North America strategy through planning and implementation of Send North America Conference to be held in Nashville, Tennessee in July 2015.

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

- 1 The Networks and Tools Evangelism Team, in cooperation with our Acts 1:8 partners, seminaries, and state conventions, will strive to engage 10,000 churches in evangelism approaches and methods for the purpose of pushing back lostness in North America; facilitate the development, equipping, and engagement of 25 strategic networks for the fulfillment of evangelism initiatives; develop and equip 100 evangelism volunteer associates; and strive to equip 500 churches for cross-cultural evangelism.
- 2 The Evangelism Response Center (ERC) will train Telephone and Internet Encouragers and equip Regional Facilitators who will help the ERC recruit and train the necessary volunteers to receive 20,000-24,000 calls. In 2015, ERC will focus on encouraging new church plants to become covenant churches. The ERC will support new church planters and all NAMB ministries including Send North America new church planters, Disaster Relief, Chaplaincy, and LoveLoud ministries. It will continue to work with Broadman and Holman Publishing Group of LifeWay, the Billy Graham Evangelistic Association, as well as SBC media ministries, 6 seminaries, 42 state conventions, and hundreds of local SBC churches. The ERC will recruit and train 300 new Telephone and Internet Encouragers and 35 Regional Facilitators.
- 3 The LoveLoud Evangelism Team, in cooperation with Acts 1:8 partners, NAMB teams, NAMB missionaries, local churches, and agencies, will resource, train, and engage 3,000 church planters, convention/association leaders, local church pastors/leaders, missionaries, and students in training and inspiration for the development of church-based mercy and compassion ministries as a means for sharing the gospel with through ministry evangelism in their own communities and in Send North America cities. The team will also increase the number of LoveLoud Training Centers in Send North America cities, maturing models of urban church-based community ministry, and increase the number of student missionaries and interns being equipped in leadership of church-based mercy and compassion ministries as a means for sharing the gospel through ministry evangelism across North America. The team will also work to increase the number of churches identified as best-practice models for church-based community ministries in an online best-practice directory designed to assist other churches in developing effective ministry evangelism in their own communities.  
-
- 4 Increase participation of volunteers in missions experiences by further developing and facilitating connections of volunteers to missions projects through an online portal where needs are posted and volunteers are matched to meet those needs. Will also assist with annual Crossover events preceding the Southern Baptist Convention annual meeting
- 5 The Chaplaincy Evangelism Team (CET), in cooperation with 58 other partners (to include state partners, Department of Defense, and various state and other federal and private organizations), will engage at least 850 chaplains and church leaders in using available resources to assist Christians in sharing the gospel more effectively and discipling them into a strong vibrant faith. This will be measured by an increase in trained and equipped chaplains both professionally and personally as soul winners and disciplers. The CET has a goal of more than 3,600 chaplains serving, more than 26,000 professions of faith and 5,000 baptisms. The CET will endorse more than 250 new chaplains into chaplain ministry under the SBC and provide advisement and support to 15 military church plant congregations.

## 2015 Ministry Goals

- 6 The Church Revitalization Team seeks to impact the death rate of churches through Legacy church planting and a focused effort on increasing the leadership capacity of church leaders. The focused effort on leadership development will result in 10 Send North America Church Growth and Revitalization conferences that will provide relevant teaching of leadership principles which may be utilized in a church revitalization setting. In addition to the conferences, 4 Legacy Church Plant Intern Centers will train and prepare future Legacy Church planters for church revitalization opportunities; the creation of a Legacy Church Planting Network will enlist partners to serve as Multiplying Legacy Church Plant Centers, facilitating multiple Legacy Church Plants; and NAMB will facilitate 4 roundtable discussions for churches seeking to assist at-risk churches.
- 7 The Collegiate Evangelism Team, in cooperation with Acts 1:8 partners, NAMB teams, NAMB missionaries, local churches, and agencies will accomplish the following goals in reaching collegians through the Send North America strategy: Develop a collegiate leadership network practitioner team to accelerate and facilitate an SBC-wide network; engage 100 churches (with 1,000 students) to engage in 50 gospel-centered mission projects during three weeks around SBC 2015 (Plant Columbus); expand Engage24 collegiate campaign throughout SBC and across collegiate ministry streams to take place on November 15, 2015, generating 10,000 first-time gospel presenters; facilitate Collegiate Church Planting Collaborative (West Coast), training 250 pastors, planters and leaders in collegiate church systems and strategies; identify and develop launching strategies to start 50 churches in and around key colleges and universities, significantly influencing Send Cities; and facilitate 10 collegiate teams with NAMB Disaster Relief (mobilizing 60 students) to train students in 1) Disaster Relief systems, 2) evangelism and discipleship via Disaster Relief and 3) connecting Disaster Relief to church planting.

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

- 1 Increase the number of missionaries serving in the Farm System by placing 2,000 student missionaries in mission opportunities in North America, 600 of who will be in Send Cities; placing 250 church planting interns in environments where they can gain greater understanding and practices in church planting; and placing 200 church planter apprentices to serve in Send Cities and non-South regions.  
-
- 2 Establish a monthly reporting system with 100 percent participation of all NAMB missionaries. The system will provide accountability and be linked to an online development network for continued missionary growth tracking and effectiveness.  
-
- 3 Continue to work toward placing Church Planting Catalysts (CPCs) in under-reached and underserved locations which will lead to more churches being planted.

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

- 1 NAMB will give leadership to the 2014-2015 GPS emphasis of "Serving Across North America," designed to encourage church leaders to provide hands-on missions opportunities through community service projects. These acts of service will allow church members to get outside the walls of the church, meet people in the community, and provide avenues of personal witness in the contact of service.  
-
- 2 NAMB will work with Woman's Missionary Union and the International Mission Board in continuing development of a curriculum that will involve and engage non-traditional Southern Baptist churches in facilitating missions discipleship for children.

## 2015 Ministry Goals

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

- 1 Through Flourish, a ministry resource for ministers' wives, the following will be accomplished: develop, via the Flourish website, community groups that connect either online or face-to-face to deepen the relationships of ministry wives; see the reach of Flourish.me grow to 6,000 site visits a month; develop printable and downloadable resources for Flourish and on Pinterest; host 8 Flourish events in regions or cities; post 8 video training/teaching pieces monthly on Flourish.me; build a Hispanic ministry wives advisory team to cultivate an environment on Flourish.me that is Hispanic specific; facilitate a ministry wives gathering; and create a team of church planters' wives to serve as catalytic leaders/trainers/advisors to NAMB.
- 2 Develop a support and encouragement network for "pastors for pastors" that reaffirms a pastor's calling, revitalizes a pastor's intimacy with the Lord, renews a pastor's family closeness, and refocuses a pastor's ministry to mobilize the local church to push back lostness in North America.  
-
- 3 Provide ongoing training and development for NAMB staff to improve skills necessary to perform assigned job roles. Provide tuition reimbursement to assist in continuing education for NAMB staff and missionaries. Further develop Generation Send internship program in Send Cities to influence the next generation of ministry leaders.  
-
- 4 Build a follower base of 10,000 visitors per month on Sendnetwork.com and continue to increase resources available through the website to help church planters, existing church pastors and "everyday missionaries," as well as connect 500 people through the website to register in Mobilize Me.

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

- 1 Bring "Help, Healing and Hope" to people and communities in times of disaster by continuing to partner with churches, associations, conventions, SBC entities and other organizations through traditional and non-traditional methods.
- 2 Engage more than 2,000 college students in some type of disaster response or recovery ministry project.
- 3 Partner with conventions to train or retrain 10,000 disaster volunteers.
- 4 Increase the number of disaster relief chaplains by 3 percent.
- 5 Enlist, equip and engage 300 churches in the "Ready Church" preparedness strategy.