



2017 Ministry Inquiries

Cooperative Program

1. With an understanding that SBC entities which receive Cooperative Program funding share an equal responsibility to promote and advance the Cooperative Program, please give a description of NAMB'S efforts to promote the Cooperative Program.

We are grateful for how God provides through the generosity of Southern Baptist giving to the Cooperative Program (CP). We are intentional about making mention of Cooperative Program (CP) support in our publications and videos. Our president continues to participate and bring leadership to a CP task force convened by the SBC Executive Committee. This group is developing a more unified, consistent interaction with SBC churches based on their giving and the desire to help foster growth in giving to, and knowledge of, CP and also to do a better job of thanking those who give. Also in 2016 we initiated a new church planter orientation program which featured a 90-minute segment led by our president in which he emphasized the importance of being part of the Southern Baptist family and participation in the Cooperative Program. This segment is a standing feature in our planter orientation programs.

2. What are the expected outcomes of NAMB's efforts in Cooperative Program promotion which would be suitable for use in a Baptist Press or SBC LIFE article about the value the Cooperative Program brings to our SBC entities and our entity leaders' belief in and support of the CP.

We regularly produce stories—both written and video—that tell the story of how NAMB-supported missionaries are reaching people for Christ through church planting and other means. Since most of these missionaries are direct beneficiaries of the Cooperative Program, any of their stories would be worth sharing as an example of how Cooperative Program giving is changing lives. We will be happy to produce these stories for Baptist Press or work with their writers to facilitate a story.

3. Please articulate for Southern Baptists how the NAMB perceives the role of the Cooperative Program in funding NAMB ministries. What value does NAMB place upon its partnership with SBC churches through the Cooperative Program?

We are grateful to pastors for how they lead their churches to give to the Cooperative Program. Our president regularly expresses that gratitude directly to pastors when he speaks in churches, records video messages and in daily correspondence. Each of our missionaries benefits from the resources and infrastructure that the Cooperative Program allows us to provide. NAMB's number one customer is pastors and churches. While the resources ultimately belong to God, we view every dollar that comes to us through the Cooperative Program as money coming from churches and individuals to be used with the highest standards of stewardship.

Ethnic Participation

4. Please give a descriptive report of participation of ethnic leaders, ethnic churches and other ethnic church leaders in the life and ministry of your entity. Over the past 12 months, (2015 – 2016) has NAMB increased or decreased the number of ethnic leaders across all NAMB ministry platforms?

Multi-ethnic representation and engagement are a high priority at the North American Mission Board.

The Lord continues to bless NAMB with the presence of multi-ethnic leaders at the most senior levels of our Alpharetta staff and in all levels of field-based management. The 2015 Equal Employment Opportunity report showed that 21.77% of NAMB employees were nonwhite – compared to 16.08% on the 2011 report.

Since NAMB's beginning in 1997, ethnic church plants have been a priority. In 2014 we developed several national maps indicating plans for Hispanic, African American, Korean and Chinese church plants throughout North America. Census data reflecting demographics for each area of the city is included as well. Each of these ethnic groups also has a Church Planting Catalyst (CPC) or National Mobilizer assigned to help foster efforts for church planting among that specific group. Our focus in this area is delivering strong results.

Representation of ethnic church leaders is evident among the 926 new church starts (922 plus 4 multisite) that Southern Baptists partners reported for the church plant class of 2015. Non-Anglo churches, per ACP data, shows 48.3%:

- African American 10.90%
- Hispanic 15.90%
- Indian/Native American 00.50%
- Asian or Pacific Islander 10.10%
- Other 10.90%

Of the 369 plants in Send Cities reported in the class 2015, 54.5 percent were reported as non-Anglo:

- African American 11.66%
- Hispanic 15.16%
- Asian or Pacific Islander 12.24%
- Other 15.45%

NAMB co-developed an educational video with The Southern Baptist Theological Seminary chronicling the history of African-American involvement and growth in the Southern Baptist Convention as a means to foster racial reconciliation in the Convention. The video is now being marketed by the ERLC and has been well received throughout the SBC. NAMB also continues to be an active participant with the National African American Fellowship, participating in and

hosting pastor symposiums throughout the year. Finally, NAMB is also a long-time sponsor and had a strong staff presence at the annual “Black Church Leadership and Family Conference” at Ridgecrest Conference Center.

5. In what ways does NAMB reach across the SBC’s broad ethnic diversity through the Send Network and through Send Relief? Do NAMB’s print and digital resources reflect the growing diversity across the SBC? Please give examples.

The growing diversity within our cities and thus our nation demands that Send Network continue to diversify in our approach to church planting and our ability to assess church planters. With the continued growth of BLVD training (which is focused on raising up indigenous urban leadership for church planting), we are penetrating the density and diversity of the urban settings and providing training to indigenous planters who are desiring to reach the multicultural makeup of their neighborhoods. In 2014-15, there were 3 BLVD cohorts. In 2015-16, there were 5 BLVD cohorts and in 2016-17, the number is now 8 BLVD cohorts.

Additionally, there is a growing diversity represented in our Church Planter Assessment Retreats, both among candidates and assessors. The assessments have included candidates who are planting churches that will host congregations that speak Arabic, Portuguese, Cantonese, Korean, French, Nepali, and Spanish. To provide the optimal assessment experience, we have added a local missiologist to serve the assessment team in understanding the respective cultures represented in the cities.

Through the efforts of NAMB’s marketing team, Send Network continues to reflect ever-broadening diversity of our SBC church plants. In particular, one video recently produced has been entitled, “[This is Send Network](#)” of the Network. [This video](#) shows the diversity of a group of planters in the Boston area and the deep brotherhood that has been formed between them, regardless of race, color, context, or age.

Send Relief is in a launching phase and is directed to the SBC family as a whole and will be driven towards reaching a diverse audience that is representative of our SBC family.

Send Relief is uniquely positioned to directly engage across racial, ethnic, and economically diverse groups. Send Relief has six focus areas – Community Engagement, Foster Care and Adoption, Human Trafficking, Refugees/Internationals, Collegiate, and Disaster Relief. Each of these areas naturally bridge many SBC churches to engage inner cities, various nationalities and those of varied economic circumstances.

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 our population but reach across all boundaries.

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

During 2016, Appalachian Regional Ministry and Mississippi River Ministry continued to provide incredible ministry to key areas in this country. In 2016, over 99,000 volunteers were engaged in ministry projects impacting these regions. These efforts resulted in over 3,300 churches engaged in missions. Both regions are comprised of diverse populations that are forgotten in many circles. These ministries provide tangible ways SBC churches can and do cross ethnic divides.

Through both our print and video design this drive toward diversity is reflected. Our videos can be viewed at <https://vimeo.com/namb>.

Mental Health Resource

6. In response to a Ronnie Floyd motion, June 2013, Houston, TX, requesting that the Executive Committee and SBC Entities assist churches with mental health ministries, the Executive Committee appointed an advisory group, Fall 2013, to determine ways in which Southern Baptist entities and SBC churches can best help those who are in need of mental health assistance. The final report of this advisory group was presented to Dr. Frank S. Page, Fall 2014.

In the 2015 & 2016 Ministry Report(s) the following question was asked of each SBC entity:

Please give a progress report on what NAMB has implemented to assist SBC churches with training and equipping people with mental health challenges and how will NAMB continue to seek ways to work in cooperation with SBC entities and others to address the severe challenges imposed by mental illness?

For the 2017 Ministry Report please provide the following:

If NAMB feels that reporting on this subject is within its purview, or falls within the scope of its ministry assignment(s), or has made any progress in the area of assisting churches with training and equipping people with mental health challenges, or has developed or identified resources to assist SBC churches in the area of mental health ministry, please provide a detailed progress report.

Since NAMB acts as the endorsing entity for Southern Baptist chaplains and since military chaplains, in particular, minister to and sometimes deal with battle-related mental health issues themselves, NAMB primarily sees itself addressing mental health issues as they relate to chaplaincy. As we develop resources for chaplains, the broader SBC church and ministry community might benefit.

NAMB's Chaplaincy Team has initiated collaborative relationships with various mental health care providers, institutions, and faith-based organizations in order to provide comprehensive mental health care ministry to individuals and their family members in institutional settings.

Our executive Director for Chaplaincy collaborated with one of our South Conventions to provide an opportunity for ministering to pastors in that state, in specific to help do

preventative mental health maintenance, because that particular state had seen an unusual percentage of pastor suicides.

Additionally, the Chaplaincy Team has developed training resources in mental health for all endorsed Southern Baptist chaplains. In 2016 NAMB Chaplaincy developed and led five regional SBC Chaplain Training events entitled “The Intersection of Chaplaincy and Mental Health”. Dr. Phil Conner, professor at Gateway Theological Seminary and a retired Army chaplain, led these events, attended by more than 600 SBC endorsed chaplains and their spouses. The purpose of the training was to educate chaplains on the crisis of mental health facing our nation and to equip chaplains for mental health care ministry and training in their respective institution and local churches.

The above mental health training resources are available on the NAMB Chaplaincy website:

[https://www.namb.net/The-Intersection-of-Chaplain-Ministry-and-Mental-Health%20Notes%20RC%20NC\[1\].pdf](https://www.namb.net/The-Intersection-of-Chaplain-Ministry-and-Mental-Health%20Notes%20RC%20NC[1].pdf)

<https://namb.wistia.com/projects/07krddfng>

Local churches should also consider using SBC chaplains for their mental health care ministry and training program.

7. Has NAMB developed or made available to SBC churches to assist with Post-Traumatic Stress Disorder in a country filled with many suffering the long term effects of war, domestic violence, and other issues routinely addressed through Chaplain Ministry?

The NAMB Chaplaincy Team provides periodic training on post-traumatic stress to endorsed Southern Baptist chaplains. This training is essential for military chaplains who frequently provide training and pastoral care to combat veterans and their families. 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.

The Chaplaincy Team is in the process of revising a Bible-based resource that offers spiritual solutions for struggles with Post-Traumatic Stress Disorder. It can be found at the following NAMB Chaplaincy website:

https://www.namb.net/Resources/Biblical_Response_to_Post_Traumatic_Stress_Disorder.pdf

Local churches should consider using SBC chaplains for assistance in their development of a post-traumatic stress ministry training and pastoral care.

NAMB Specific Questions

8. Are church revitalization efforts and church re-plants included in the overall church planting goals and objectives each year? If so, please describe plans for 2017.

(Most of this answer is a repeat answer to question #25)

While NAMB does not have the formal ministry assignment for church revitalization, our vision for church revitalization (and thus decreasing the death rate of churches) is a key component to penetrating darkness in North America and the planting of evangelistic, multiplying churches. NAMB believes that as churches engage in proactive missions they will be reactivated and revitalized.

NAMB is seeking to change the narrative that dying churches are something to be shunned to a new narrative that dying churches can be a platform of great mission and evangelistic opportunities. We are finding traction and seeing a new generation of young men who are eager to engage the hard work of replanting. We have received well over 100 inquiries in 2016 from men who sense a call to dying churches. We are also seeing a new awakening among dying churches that are beginning to seek outside help to find new life. The changing of the narrative and the discovery, development and deployment of called, assessed and gifted men to our most needful churches will be the game changer.

Statistics conclude that 75 percent of the churches in the SBC are plateaued or declining. We view our state convention partners as being best equipped and situated to assist churches in traditional revitalization efforts. We help with those efforts by providing funding that state conventions can use in their revitalization efforts. In the South, state conventions can use annual grant money from NAMB to assist with these efforts. In non-South states, a portion of the annual budget NAMB provides can be used for church revitalization.

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

Where NAMB is more directly involved is when a church reaches the end of its life cycle and is about to close its doors. Under the right circumstances, our church replanting team can then become part of the process and help plant a new church out of the dying congregation. If as a part of that process a new congregation is birthed with a new SBC identification number, then that church is counted as a church plant.

Our 2017 plans in this area include:

Plateaued or Declining Churches:

- We have created a quarterly replant journal to assist leaders in replanting/revitalizing their churches that is a free download at both [our blog](#) and the [NAMB website](#). Thematic Journal topics have been identified for 2017 and can be previewed here: [2017 Replant Journal](#).

- We are currently developing a church revitalization prayer guide (forthcoming in early 2017) and an Associational Replanting Guide. The Associational Replanting Guide, available in early 2017, will be made available as an e-book on namb.net/replant and via churchreplanters.com
- We will conduct another national replant gathering prior to the SBC in Phoenix, Az., and two replant labs in Alpharetta, Ga., in 2017. In addition, we will continue to partner with state conventions and offer seven Revitalization Conferences in partnership with Blackaby Ministries.

At Risk Churches:

- NAMB urges “at risk” churches to enter a self-evaluation process and offers coaching and pathways to understand the process of replanting. We also have an assessment process for pastors who are considering leading “at risk” churches through a replanting process. We held one assessment in Alpharetta, Ga., in 2016 for potential replanters which will be increased to two in 2017. These assessment centers and training systems are for men seeking to replant churches and will be hosted in Denver, Co., and St. Louis, Mo. Replant uses the same assessment process as Church Planting/Multiply with a few minor differences related to interviews and activities during a Replant Assessment. Assessors are experienced church Replanters/Revitalizers. Activities are directed more toward strategies for Replanting an existing church rather than establishing a church plant. The general process of a Replant Assessment Scheduled can be viewed here: [Denver Assessment](#)
- The at risk-self-evaluation process is comprised of a list of questions which are indicators that a church is in deep decline and therefore significant trouble. Churches can work through these in a variety of ways:
 1. **Namb.net/Replant** - A version of these questions is listed on the Replant Page: [Replant Your Church.](#)
 2. [The Replant Brochure](#) - These are made available at events where the Replant team has opportunity to attend and mailed to any denominational official (state/local association) CPCs, Send City missionary, etc.
 3. [Churchreplanters.com](#) - Our blog has the church self-assessment available online in a simple survey form for anyone to take. Email addresses are collected and follow-up is done through email and connection center Replant Connectors.

4. **Church Self Evaluation Cards:** We are currently developing and printing self-evaluation cards to hand out at events and working to disseminate this classification to our missions personnel.

Replant Pathways - After the self-evaluation process, if the at-risk church decides to work with the NAMB revitalization/replant staff, there are five pathways that are considered.

- **Merger** – The dying church merges with a stronger existing church or healthy church plant and becomes a new church. Members are enfolded into the new congregation.
- **Giftng/Giving Facilities** – The struggling church gifts or gives their facilities to a healthy and growing church plant. The church plant works to reach the community through the legacy gift of the building and presence in the community.
- **Sharing Facilities** – The existing struggling church shares its facilities with a church or several churches. Be it a new church plant or ethnic congregations/plants who represent the local context.
- **Replant Level 1** – The church makes the courageous decision to become a new church with new governance, initial outside leadership and an assessed and NAMB approved Replanter.
- **Replant Level 2** - The church agrees to make intentional and incremental changes to regain vitality in its local context and calls a new pastor who has and continues to receive equipping and coaching from local (state/association) and or NAMB leaders in the field of replanting.

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

The number of churches removed from the SBC database over the last 5 years, on average, has been 1,096 congregations per year.

Yet LifeWay’s “State Convention and SBC Statistics” annual reports show that the number of SBC churches has continued to increase very slightly over the last 5 years.

- 2015 – 46,793
- 2014 – 46,499
- 2013 – 46,125

- 2012 – 46,034
- 2011 – 45,764

Therefore, the number of new congregations added to the database by planting through SBC partners, and other congregations becoming in friendly cooperation with the SBC, has outpaced the congregations removed.

NAMB is steadily working to increase the number of plants, but it is critical to our vision that these be quality plants (ultimately becoming multiplying churches) and that the planters be quality missionaries. For this reason, Southern Baptists must be dedicated to praying Luke 10:2—that God would send more workers into His harvest field. It is also why we have developed and improved our church planter assessment process which helps determine if an individual is ready to plant a church and what kind of church plant might be best for him. In addition, our new church planter orientation addresses many of the challenges church planters face in their first years of planting and emphasizes the importance and benefits of being part of the Southern Baptist family.

Church replanting and church revitalization are also key parts of our effort to help Southern Baptists improve upon the church-to-population ratio.

10. Since 2010, what is the survival rate for new church plants in years, 2011, 2012, 2013, 2014, 2015, 2016?

Prior to 2010, Southern Baptist partners reported new church starts to NAMB in number only. However, beginning in 2010, our partners began reporting specific new church starts to NAMB – including SBC ID, church name, location, planter, etc. This new method of reporting has assisted greatly in tracking the plants, including attrition and other data using the Southern Baptist Directory Services (now SBC Workspace) as a part of the Annual Church Profile process.

It is important to note that along with NAMB’s new emphasis to plant more churches outside the South and in and around large cities comes an increased number of challenges including high costs, a challenging spiritual climate and small numbers of indigenous church planters. These factors and more contribute significantly to survivability rates.

The following chart shows the current survival rate for each year’s “plant class” since 2010. (The class of 2016 will not be available until February 2017).

- Please note this chart is for US plants only – and doesn’t included reported multi-site plants.

	Number of Plants	In ACP	In ACP	In ACP	In ACP	In ACP	In ACP
		Year 0	Year +1	Year +2	Year +3	Year +4	Year +5
Plant Class 2010	921	98.48%	94.57%	90.55%	79.80%	75.90%	68.95%
Plant Class 2011	938	97.87%	94.88%	86.25%	83.26%	77.08%	
Plant Class 2012	903	93.69%	89.70%	84.72%	77.74%		
Plant Class 2013	886	98.65%	93.34%	88.71%			
Plant Class 2014	958	98.33%	92.69%				
Plant Class 2015	879	96.59%					

Weighted Average - All Classes	5485	97.28%	93.05%	87.55%	80.30%	76.49%	68.95%
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- Canadian church plants are tracked a little differently, with NAMB staff working with the Canadian National Baptist Convention to assist in tracking plants in Canada.

Class Year	Plants Reported	Not Active 12/2016	Active 12/2016	Survivability Percentage
2011	32	5	27	84.38%
2012	15	2	13	86.67%
2013	33	6	27	81.82%
2014	23	2	21	91.30%
2015	41	0	41	100.00%
Totals	144	15	129	89.58%

11. What is NAMB’s most reliable metric indicating future accomplishments or challenges across each of its Ministry Assignments? Please list each ministry assignment with accompanying metric(s), with an explanation of why that metric is the one NAMB thinks is most important to watch?

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

- As we help Southern Baptists plant evangelistic churches throughout North America we are focused on quality over quantity. We want to see as many new churches as possible, but we realize a more important factor is being sure those churches are healthy and multiplying. For that reason, we track and watch closely the annual number of churches started as well as the annual survival rate for each church planting year over five years. For instance, in 2011 Southern Baptists planted 938 churches and by the end of 2015, 77 percent had survived. As we improve assessment, training and coaching for our planters we hope to see this percentage rise.

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

- Across the SBC we believe annual baptism numbers are the best way to measure overall progress or decline in this area. The activities and achievements listed in the “Goals and Accomplishments” section of this document provide highlights of what NAMB is specifically doing in this area. The planting of more evangelistic churches will also begin having a cumulative effect over the course of several years and decades. Church plants historically baptize many more people per member than established churches. Related to this measurement, we believe Southern Baptists need to seriously consider how to address churches that report zero baptisms (or simply fail to report at all) year after year.

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

- Beyond simply counting the number of missionaries we have, we believe the important metric for this assignment is “quality.” There is not a single measurement to determine quality, but new tools and resources we have deployed in recent years will contribute to it. These are detailed in our “Goals and Accomplishments” answers found in this report.

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

- As our culture continues to gravitate more toward a “learning by doing” model, we believe the opportunities we provide for “hands on” service will continue to educate Southern Baptists about the importance of missions and mobilize them to become more involved on the mission field. This is why we measure how many churches have committed to being “Supporting” or “Sending” churches for a church plant. We also track how many volunteers

serve through Send Relief and Disaster Relief. Attendance at our Send Conferences is also an important measurement.

V. Assisting churches by providing leadership development

- Whether we are training pastors to lead their church to plant new churches through our Sending Labs or are equipping church planters at one of our Planter Orientation events, NAMB is continuously engaged in leadership development. Our Engage 24 Evangelism Workshops for pastors is another example of this as well as are the many pastor roundtable events we host. Specific numbers and quantities for these areas can be found in the “Goals and Accomplishments” section of this document.

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

- The metric we most like to see in Disaster Relief is the number of people each year who make a profession of faith as a result of interactions with Disaster Relief volunteers. Last year the number was 549. This is the unique element our volunteers bring when serving in a disaster setting—the hope that only a relationship with Jesus can provide. In addition, the other measurements shared in our “Goals and Accomplishments” section provide important measurements to quantify participation. We hope to see these numbers increase over the years as more Southern Baptists become involved with serving through Send Relief and then move on to become Disaster Relief volunteers.

12. In the 2016 Ministry Report you list the number of people and churches who become directly involved in “Send Me” and the “Farm System” as the most important metric for indicating future accomplishments. Please give a progress report on NAMB’s Farm System, including the process of becoming a summer missionary, church planter, intern or apprentice, and etc?

In 2016, the “farm system” was strengthened through the creation of the “The Church Planting Pipeline” for use with interns. We discovered through internal research that further expressions of development were needed to more fully prepare a candidate to become a church planter. This research culminated in the building, testing, piloting and now launching of this new development track. The pipeline is a set of experientially based, relationally driven curricula that churches can use for development of individuals who are exploring church planting. The comprehensive set of materials, referred to as Level 1, Level 2, and Level 3, covers three years of modules for competency training in the areas of personal development, theological formation, missiology, disciple-making, contextualization, and partner development. In 2016 we created the materials and piloted them among 22 churches. This year (2017) will include the full release of these materials for churches to implement and thus be better equipped for raising up church planters from within their local congregations.

We continue to learn how to serve our churches in helping them discover, develop and then deploy church planters. The conviction guiding the pipeline is that if more people are going to hear the gospel, more churches have to be planted and more planters have to be developed. If they are going to be developed, churches need to be equipped with resources and systems to do this. In strengthening the front end of the church planting process (developing planters through the pipeline), more planters will be developed and ready to be deployed. It is our hope that as numerous missionally-engaged churches adopt a discipleship pathway that ends in the preparation of missionaries, the SBC will have a natural and internal engine that could result in the organic multiplication of churches across North America.

Any person or church interested in missions can go to NAMB.net and click on Send Me.

13. Please provide a brief description of NAMB's Send Network and Send Relief initiatives. Please give examples of how Send Network and Send Relief are accomplishing NAMB's stated goals and ministry assignments. Please give an update on NAMB's mobile medical and dental units.

To support the corporate goal of 1,200 churches being planted each year, Send Network oversaw the implementation of 29 two-day church planter assessment events in 2016. These two-day retreats have served both the sending church and the candidates by providing insights, growth development plans, and reports in determining a potential planter's readiness for planting. In 2017, the Network will oversee 42 assessment retreats. In addition to the assessments, trainers for leading church planter training cohorts were equipped in 21 cities and coaches were equipped in 28 cities. In 2017, an additional 78 individuals will be equipped to lead church planting training cohorts in all of the 32 Send Cities. Each city will also have coaches prepared to lead and encourage planters in each city.

Other initiatives include the Network Planter Care team providing over 28,000 personal touches to planters on the field. These personal touches include everything from handwritten notes, phone calls, and text messages to gifts sent on special days and planter gatherings in various cities.

Two additional initiatives began to take root and gain traction in 2016: Collegiate Church Planting (CCP) and Military Church Planting. Both initiatives led to the planting of several churches. The goal of CCP is to plant in the largest 400 residential college campuses in North America. Military church planting has an intentional strategy of training and developing military personnel in planting churches as they are deployed to different bases.

In 2016, Send Network worked with Exponential Conference leadership in leading a series of workshops at their conferences. Through this initiative we have had continued conversations in regards to understanding, defining and leading out in creating a movement of multiplying churches. The work with Exponential, along with Ed Stetzer and Daniel Im (newchurches.com), has served as a catalyst for a new initiative to be piloted in 2017 to strengthen planters in their second to fifth years. The effect of this initiative will strengthen current church plants towards

multiplication and thus support NAMB's goal of helping Southern Baptists start 1,200 new churches a year.

Further, Send Network is investing in developing a bivocational church-planting track. This track will be a roadmap of milestones and appropriate preparation to further involve everyday missionaries in the church multiplication process. Brad Brisco has been added to the Send Network leadership team to give direction to this significant and strategic initiative.

Send Relief provides pathways for churches to engage their community more holistically by meeting human needs through community engagement, adoption and foster care, reaching those impacted by and dealing with human trafficking, foster care, and through natural disasters. Additionally, Send Relief materials, resources, trips and projects have the goal of evangelism in all aspects of ministry. Send Relief is active in seeing missionaries be deployed in the various areas of compassion and mercy ministry and is developing metrics and empirical goals for such missionaries to create an environment of accountability and integrity.

Send Relief has numerous national opportunities for SBC churches to engage, participate and be trained for mercy and compassion ministry. These opportunities include but are not limited to National Pilot Projects, GenSend summer and non-summer mission experiences, Disaster Relief responses, Appalachian Regional Ministries and training labs. Additionally, in 2017, NAMB plans to open Send Relief ministry hubs in various locations that will provide year-round mission experiences and training opportunities for SBC churches.

Send Relief is active in seeing missionaries deployed in the various areas of compassion and mercy ministry and is developing metrics and empirical goals for such missionaries to create an environment of accountability and integrity.

Our medical units were first deployed May 2016 and promoted at the SBC annual meeting. In total, our medical unit served in four locations and our dental unit served in five locations. Units were on mission in the following states: Kentucky (multiple trips/events), Missouri (multiple trips/events), Michigan, Mississippi, and Tennessee. In 2017 we plan to have, the medical unit serving in 10 locations and the dental unit in 15.

We believe this trend in utilization will grow rapidly as national Send Relief awareness takes place and as Send Relief hub strategy creates new opportunities for these units to be deployed throughout SBC churches.

14. Please provide a progress report on the church planting catalyst initiative across state conventions. NAMB has undertaken to appoint a local church pastor who is experienced in church planting to be the area or regional CPC. Please explain this process and provide a progress report.

The Church Planting Catalyst (CPC) has been a NAMB missionary category for many years, especially in the conventions outside the South Region. The majority of CPCs are full-time staff with responsibility for a specific geography or people. Over the course of last year, we have undertaken a different approach in partnership with some convention partners when there is a vacancy in one of these positions: to utilize funding for multiple individuals which expands the reach. These individuals are deemed by the partner convention and NAMB personnel to have the best church planting catalytic skills. This allows the convention to cover more ground for the same financial investment and use their best church plant multipliers to further the work. We refer to these personnel as church-based CPCs.

Conventions where this is currently in place are Iowa, Michigan, West Virginia, Baptist Convention of New England, New York and the Dakotas. Some of these have gone exclusively to this model and some have a mix of full-time CPCs and church-based CPCs. At this point, all are within their first 12-18 months of implementing this plan so we are still evaluating its effectiveness. However, these conventions have been pleased with the progress and believe they will be more productive utilizing this approach.

15. Please give a brief update on each of the Send Cities. Please include a report and breakdown of numbers of new church plants, baptisms, missions giving, including Cooperative Program, and ethnic diversity, for years 2014 – 2016.

Most of the money NAMB allots for church planting goes to our state convention partners outside the South who are free to spend the money on church plants located wherever they deem most strategic in their states. But because more than 80 percent of North America’s population resides in or around large cities, NAMB has identified 32 “Send Cities” to which we bring special church planting emphasis. Below are some key data regarding church planting activity in those cities:

I. Number of plants in Send Cities

The plant class 2016 will not be available until February 2017. Of the 926 new church starts (922 plus 4 multisite) that Southern Baptists partners reported for the class of 2015, 40 percent (369) were in an area defined as a Send City. Of note, 52 percent (477) of the total reported 2015 plants were outside of the South.

Reported Plants in Send Cities 2014 and 2015			
REGION	Send City	2014	2015
Northeast	Boston	6	6

Northeast	New York	38	22
Northeast	Philadelphia	14	16
Northeast	Pittsburgh	4	4
Northeast	Baltimore	22	32
Northeast	Washington, DC	16	19
Midwest	Chicago	2	4
Midwest	Cincinnati	7	12
Midwest	Cleveland	7	7
Midwest	Columbus	7	10
Midwest	Detroit	5	3
Midwest	Indianapolis	8	12
Midwest	Kansas City	11	12
Midwest	Minneapolis-St. Paul	4	3
Midwest	St. Louis	8	6
South	Atlanta	36	41
South	New Orleans	5	7
South	Miami	49	21
West	Denver	7	7
West	Las Vegas	7	1
West	Los Angeles	42	35
West	Salt Lake City	2	8
West	San Francisco	17	9
West	Seattle	19	11
West	Phoenix	21	8
West	Portland	3	4
West	San Diego	13	16
27 U.S Send Cities Total		380	336

REGION	Send City	2014	2015
Canada	Calgary	2	3
Canada	Edmonton	3	2
Canada	Montreal	6	11
Canada	Toronto	3	6
Canada	Vancouver	0	11
5 Canada Send Cities Total		14	33

32 Send Cities Total		394	369
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II. ACP Stats

Currently, compilation of baptism statistics, giving statistics, and so forth are available via the self-reported Annual Church Profile. In first quarter 2017, the North American Mission Board will be unveiling the Church Planter Reporting tool which will give church plants and their partners a much easier, real-time instrument to which NAMB and plant partners can view the progress of a plant.

53% (359 of the 673 plants still in the database) for the Send City plants in classes 2014 and 2015 reported on the most current ACP.

- 1,885 Baptisms were reported which relates to 9.8 Baptisms per 100 in Worship Attendance (compared to 5.29 Baptisms per 100 to Worship Attendance in SBC churches as whole).
- \$768,327 of Total Mission Expenditures was reported, of which \$412,976 was reported as Cooperative Program.

III. Ethnic Diversity

Of the 369 plants in Send Cities report in the class 2015, 54.5 percent were reported as non-Anglo.

- African American 11.66%
- Hispanic 15.16%
- Asian or Pacific Islander 12.24%
- Other 15.45%

16. Please give a progress report on NAMB's efforts to cultivate Lead Churches or Sponsoring Churches. Are Send City Vision Tours proving to be an effective means for cultivating sponsoring churches?

More than 1,100 churches have been identified as newly mobilized during 2016. This means that a total of more than 3,600 churches have indicated their relationship with at least one specific church planter.

Churches can have more than one partnership, and we are recording new partnerships in a given year. An additional 1,100+ new partnerships between specific church planters and mobilized churches have been identified, bringing the total number of new partnerships recorded in 2016 to more than 2,250.

Often this mobilization is a multi-step process. Churches identify a specific church planter and then enter into discussions—seeking to understand the needs and defining how they will have a healthy partnership.

During 2016, there were 415 churches that participated in 31 Catch the Vision tour opportunities. These experiences provided opportunities to meet planters in the city environment. Although it can take months to clarify the expectations of partnership, these experiences have proven to be productive catalysts for mobilization efforts.

In addition to the Catch the Vision tours, our Mobilization Team has hosted seven Sending Labs to help pastors learn how to establish a sending culture in their church. There were 219 churches represented with 356 individuals attending.

In 2017, 36 Catch The Vision Tours are scheduled along with 6 Sending Labs.

17. What is NAMB's strategy for partnering with various church planting networks across North America? What criteria does NAMB have in place to determine viability for its partnership(s) with non-Southern Baptist church planting networks? Please explain.

NAMB works with SBC convention partners and SBC churches to plant Southern Baptist Churches. With that said, we do appreciate and value the work of other networks and evangelical denominations in pushing back lostness throughout North America. One of the guiding values of the Send Network is that of "Kingdom." There is not a strategy in place for partnering with other networks, but there is a willingness to walk alongside them. The Send Network is not in "partnership" with any other networks but we are in association with them. The Send Network associates with Exponential, Harvest Bible Chapel, the Summit Network, SALT Company, Pillar Network, and H2O Network. The association with these networks and groups is for gospel advancement and Kingdom support. Because we don't formally align with any group, the Send Network does not have a list of criteria but takes each opportunity from outside groups that are presented to see if we align doctrinally and philosophically.

Further, with a realization that a quickly changing culture necessitates an adept and fluid missiology, we are exploring a relationship with the Billy Graham Center at Wheaton College to begin an initiative called "The Send Institute." With recognition from numerous other networks and denominations that NAMB has become one of the church planting thought leaders within North America, we will seek to influence other groups, which prescribe to the Lausanne Covenant, toward a more holistic strategy in church planting. It is our belief that this altruistic Kingdom exchange will have the added benefit of internal learnings within the Send Network that will better prepare our mission force for affective twenty-first century evangelistic church planting.

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

The North American Mission Board requires any church plant that receives NAMB funding to give 6 percent of its offerings to the Cooperative Program (CP) and 4 percent to other SBC causes. Our Church Planting Projector, which planters use when they are progressing through our equipping process, includes a section for them to budget for these items.

Currently, compilation of baptism statistics, giving statistics, etc. are available via the self-reported Annual Church Profile. In 2017 NAMB will launch the Church Planter Reporting tool which will give church plants and their partners a much easier, real-time instrument to which NAMB, plant partners can view the progress of a plant. The reporting tool will be used to populate the plant's Annual Church Profile.

47.5% of plants in classes 2010 through 2015 reported on the most current ACP. Those plants reported Total Mission Expenditures of \$14.7 million – of which \$5.4 million was reported as Cooperative Program.

19. Along with state convention church planting initiatives, and new churches planted through “sending” churches, as well as other SBC partners, how many new SBC churches were planted in 2016?

The plant class 2016 will not be available until February 2017. Southern Baptists partners reported 926 new church starts (922 plus 4 multisite) for the class of 2015. Of note, 40 percent (369) were in an area defined as a Send City and 52 percent (477) were outside of the South.

20. What plans are in place for future SNA Conferences in the coming years? What is the overall purpose of SNA Conferences?

In partnership with the International Mission Board, the driving purpose of the Send Conference is to see a movement of people from within the church living out the mission of God in North America and around the world. The conference is a practical way to partner with pastors who are desiring to see their laity live out the mission of God in everyday life as they pursue a lifestyle of evangelism. We have already had a lot of interest in the 2017 conferences. Registrations for the conferences as of mid-January are as follows: SoCal – 3,272; Dallas – 2,307; Orlando – 3,496 (these numbers do NOT include staff, volunteers, speakers, band, production, etc).

As we move beyond the 2017 conference, we are looking at the potential of doing numerous equipping type events in 2018 and 2019 while looking towards the potential of one large national conference in a few years.

21. In fulfillment of NAMB’s ministry assignment for church planting, for budget years 2014 - 2017, what percentage of NAMB’s operating budget is dedicated to church planting?

Year	Budget
2014	45%
2015	48%
2016	57%
2017	62%

22. In fulfillment of NAMB’s ministry assignment for evangelism, for budget years 2014 - 2017, what percentage of NAMB’s operating budget is dedicated to evangelism?

Church planting *is* evangelism. In addition, evangelism takes place in our other ministry areas including Disaster Relief, Send Relief, GenSend and Chaplaincy. For this reason, we believe it is misleading to break out an “evangelism” number separately and view that as the sole measure of how much budget is going toward evangelism. With that said, NAMB has a particular budget to help provide resources and partnerships in evangelism efforts. Those budget percentages are shared below:

	2013-2014	2014-2015	2015-2016	2016-2017
Budget	9.4%	9.7%	6.0%	5.1%
Actual – per Audit	10.8%	9.2%	9.0%	

23. Please give an update on what NAMB is doing to assist churches in direct evangelism and contextual disciple making. Please give a progress and status report of NAMB's evangelistic resource, 3 Circles: Life Conversation Guide.

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

- **Your Church on Mission** – In 2016, we launched a project called *Your Church on Mission*. We studied the top evangelistic churches in the nation to see what they were doing to reach people with the gospel. With all of that research in hand, we formulated a strategy that any church can model. The evangelism blog at www.namb.net/yourchurchonmission has research, practical strategic helps, a podcast (coming February 2017) and video interviews with leading evangelistic pastors around the nation.
- **Your Church on Mission – Student Edition** – In 2016, we partnered with LifeWay Research to do a qualitative study comparing top evangelistic churches reaching students at a high level to those that are nominally evangelistic. Currently, we are in the process of partnering with LifeWay Research to do a quantitative study of the identified top evangelistic churches

reaching students. With those two studies combined, our goal is to provide a picture and path for churches to reach students with the gospel.

- **Engage 24 Workshops** – In 2016, NAMB evangelism launched Engage 24 Workshops in three locations: Nashville, Kansas City, and Alpharetta. The workshops were hosted and led by leading evangelistic pastors and NAMB provided practical leadership principles that pastors can implement in their church. Each workshop was attended by almost 100 people and the vast majority of those were pastors.
- **truth.net** – Our evangelism/apologetics resource will be getting an update. We've partnered with the Apologetics ministry of Cedarville University and they are providing new and updated content, hosting seminars, and creating videos that help people understand their faith better so that they can share it more effectively. The new content will begin appearing in early 2017. You can view the materials here <https://www.namb.net/apologetics/>,
- **National Evangelism Mobilizers** – in June 2016, NAMB evangelism partnered with three leading evangelistic pastors, Ken Whitten, Ted Traylor and James Merritt, to help “stir the dust” of evangelism around the nation. They provide evangelism blog posts, videos, counsel, and speak at statewide gatherings of pastors around the nation. They use their platform to raise awareness in evangelism.
- **3 Circles** – To date, we have distributed approximately 1.6 million English conversation guides and 225,000 Spanish conversation guides. The English app has been downloaded approximately 75,000 times and the Spanish 1,000.
- **3 Circles Resource Kits** – NAMB evangelism has just published a 3 Circles Pastor’s Resource Kit. Included are sermons, small group studies and videos, pastor’s guide, suggested activities and more. The kit was created to help pastors lead their church in personal evangelism. The kit can be ordered at www.nambstore.com.
- **Future Resource Kits** – we are also partnering with three pastors, John Meador, Steve Gaines and James Merritt, to produce three more evangelism kits in 2017. Each resource will help pastors lead their churches in small group lessons, sermons, training, and evangelism activities.

24. What must Southern Baptist do, in the coming months and years, to offset the rapid decline in SBC baptisms?

Consider these statistics concerning Southern Baptist churches:

- 29% of reporting churches reported zero baptisms
- 47.3% of reporting churches reported two or less baptisms
- 66% of reporting churches reported five or less baptisms
- In the last 10 years the normative SBC church has:
 - Dropped from 75 to 66 in worship

- Dropped from 50 to 41 in Sunday School
- Dropped from five to three baptisms per year

The need is great in the convention among our existing churches.

NAMB is addressing the problem by:

- Providing tools, such as 3 Circles and more, to call Southern Baptists back to personal evangelism.
- Providing resources to pastors such as *Your Church on Mission* project to equip pastors in the leadership and strategic skills necessary to lead their church to be on mission.
- Offering Engage 24 Workshops around the nation to provide pastor-to-pastor training and equipping.
- Providing apologetics resources like namb.net/apologetics to equip pastors and laity to share and defend the gospel.
- Partnering with leading pastors to raise the awareness and the need of pastoral leadership in evangelism among Southern Baptist churches.
- Sponsoring the Crossover Arizona Harvest Event to see many come to faith in Christ and continually raise the banner of evangelism.

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

(Most of this answer is a repeat answer to question #8)

We view our state convention partners as being best equipped and situated to assist churches in traditional revitalization efforts. We help with those efforts by providing funding that state conventions can use in their revitalization efforts. In the South, state conventions can use annual grant money from NAMB to assist with these efforts. In non-South states, a portion of the annual budget NAMB provides can be used for church revitalization.

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

Where NAMB is more directly involved is when a church reaches the end of its life cycle and is about to close its doors. Under the right circumstances, our church replanting team can then become part of the process and help plant a new church out of the dying congregation. If as a part of that process a new congregation is birthed with a new SBC identification number, then that church is counted as a church plant.

Plateaued or Declining Churches:

- During 2016 NAMB provided revitalization events with Johnny Hunt located at 6 local churches across the country (MS - 240, LA - 76, NC -110, AL - 85, FL - 75, VA - 118) totaling over 800 attending for the 2016 calendar year. In addition to these events, we also hosted our first Replant Lab in Alpharetta, Ga (191 in attendance) and National Gathering at the SBC in St. Louis (166 in attendance).
- We have created a quarterly replant journal to assist leaders in replanting/revitalizing their churches that is a free download at both [our blog](#) and the [NAMB website](#). Thematic Journal topics have been identified for 2017 and can be previewed here: [2017 Replant Journal](#).
- We are currently developing a church revitalization prayer guide (forthcoming in early 2017) and an Associational Replanting Guide. The Associational Replanting Guide, available in early 2017, will be made available as an e-book on [namb.net/replant](#) and via [churchreplanters.com](#)
- We will conduct another national replant gathering prior to the SBC in Phoenix, Az., and 2 replant labs in Alpharetta, Ga., in 2017. In addition, we will continue to partner with state conventions and offer seven Revitalization Conferences in partnership with Blackaby Ministries.

At Risk Churches:

- NAMB urges “at risk” churches to enter a self-evaluation process and offers coaching and pathways to understand the process of replanting. We also have an assessment process for pastors who are considering leading “at risk” churches through a replanting process. We held one assessment in Alpharetta, Ga., in 2016 for potential replanters which will be increased to two in 2017. These assessment centers and training systems are for men seeking to replant churches and will be hosted in Denver, Co., and St. Louis, Mo. Replant uses the same assessment process as Church Planting/Multiply with a few minor differences related to interviews and activities during a Replant Assessment. Assessors are experienced church Replanters/Revitalizers. Activities are directed more toward strategies for Replanting an existing church rather than establishing a church plant. The general process of a Replant Assessment Scheduled can be viewed here: [Denver Assessment](#)
- The at risk-self-evaluation process is comprised of a list of questions which are indicators that a church is in deep decline and therefore significant trouble. Churches can work through these in a variety of ways:
 1. **Namb.net/Replant** - A version of these questions is listed on the Replant Page: [Replant Your Church](#).
 2. [The Replant Brochure](#) - These are made available at events where the Replant team has opportunity to attend and mailed to any denominational official (state/local

association) CPCs, Send City missionary, etc.

3. Churchreplanters.com - Our blog has the church self-assessment available online in a simple survey form for anyone to take. Email addresses are collected and follow-up is done through email and connection center Replant Connectors.
4. **Church Self Evaluation Cards:** We are currently developing and printing self-evaluation cards to hand out at events and working to disseminate this classification to our missions personnel.

Replant Pathways - After the self-evaluation process, if the at-risk church decides to work with the NAMB revitalization/replant staff, there are five pathways that are considered.

- **Merger** – The dying church merges with a stronger existing church or healthy church plant and becomes a new church. Members are enfolded into the new congregation.
- **Giftng/Giving Facilities** – The struggling church gifts or gives their facilities to a healthy and growing church plant. The church plant works to reach the community through the legacy gift of the building and presence in the community.
- **Sharing Facilities** – The existing struggling church shares its facilities with a church or several churches. Be it a new church plant or ethnic congregations/plants who represent the local context.
- **Replant Level 1** – The church makes the courageous decision to become a new church with new governance, initial outside leadership and an assessed and NAMB approved Replanter.
- **Replant Level 2** - The church agrees to make intentional and incremental changes to regain vitality in its local context and calls a new pastor who has and continues to receive equipping and coaching from local (state/association) and or NAMB leaders in the field of replanting.

26. What metrics are used by NAMB to measure Disaster Relief effectiveness? Meals served? Families helped? Professions of faith? Churches planted?

The mission of NAMB’s Southern Baptist Disaster Relief (SBDR) Team is to assist churches in relief ministry to victims of disaster and other people in need. The SBDR is part of Send Relief.

As Send Relief expands engagement opportunities beyond natural disasters, other metrics are being developed. These metrics include but are not limited to: churches engaged, members mobilized, gospel decisions, people served, churches started, and others.

NAMB's SBDR Team, in collaboration with state Baptist convention and national partners, tracks and reports on 25 different items. In addition to the number of volunteers mobilized and the number of days volunteers serve, we report on the number of chaplain and ministry contacts volunteers have with victims, the number of times volunteers share a witness of the gospel (clear verbal presentation of the gospel), the number of professions of faith that are reported and information on the individuals in need of follow-up evangelistic ministry. The number of Bibles given away is also tracked.

The different types of ministries (services) provided by SBDR are also reported. These include: meals prepared, the number of homes assisted (chainsaw, mud-out, pressure washing, mold remediation, debris removed, temporary repairs, and temporary roofs). Other items tracked and reported are heavy equipment hours, showers, laundry loads, boxes provided, water distributed, children receiving temporary emergency child care, teddy bears distributed, and the number of homeowners who receive premixed mold remediation agent to protect their homes that have been cleared of debris and cleaned.

Reports regarding individuals who hear a clear presentation of the gospel and their response is captured and shared with local pastors. SBDR looks to local pastors, state convention leaders, Send City missionaries and church planters to take the contact information and engage these residents with intentional discipleship ministry.

27. Does NAMB ever commission any studies of other church networks/denominations where growth in church planting and evangelism is occurring to which Southern Baptists might avail themselves? Are there identifiable commonalities or key ingredients among church planting networks which can be utilized across the SBC?

We continuously approach our work with a spirit of wanting to learn and improve in the best ways possible. As noted in our response to question 17, we work alongside other evangelical denominations and church planting networks but are in formal partnership with none. This allows us to learn from their successes and best practices. Southern Baptists plant more new churches annually than any other evangelical denomination. Although one or two might have higher church planting rates, their numbers are so much smaller that making comparisons are difficult.

Please see additional information in the answer to question 17.