

GOALS AND ACCOMPLISHMENTS

Relative to the listed Ministry Assignment, please describe accomplishments in the past year that create “value added” to the Cooperative Program dollars that NAMB receives.

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

The greatest need across North America is for strong evangelistic, healthy churches to reach people for Christ. To meet this need, it is essential to have qualified church planters, and the primary developer of these individuals is the local church. To assist churches in this task, the Send Network has created a Church Planting Pipeline resource designed for use in the local church to discover, develop and deploy individuals into church planting. This process will be a great asset for the pastor who desires to see his church multiply in the future. This resource will also greatly enhance the efforts to raise up indigenous future generations of planters in parts of North America where needs are greatest as existing and future plants gain a vision to become multiplying churches themselves.

Send Network continues to provide a full pathway for SBC churches to utilize in deploying God-called believers across North America. This pathway is divided into two parts: Planter Discovery and Planter Development. Planter Discovery provides a robust application/assessment process to allow churches to confirm the gifts, calling and abilities of those they seek to send. Our NAMB Planter Development team takes the baton once an individual is endorsed by the Discovery team, providing the opportunity for orientation, training, coaching and care for all SBC planters.

Once the planter is on the field, they will have a state-of-the art quarterly reporting system to utilize that allows them to communicate with partners, evaluate their progress and report via ACP their activity to SBC churches.

As a measure of the vitality of our church planting efforts, we have begun to track each year’s planting “class.” As an example, in June 2017, we reported on the status of the church planting Class of 2016 in [Baptist Press](#). For additional statistics, see Ministry Inquiry #12.

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

In 2017, NAMB continued developing the Your Church on Mission [blog](#) which provides practical, strategic training to pastors to help them lead their churches on mission. We also launched the Your Church on Mission [podcast](#).

Crossover 2017, held in Phoenix, Ariz., was unlike any other Crossover we have ever done. We partnered with Greg Laurie's Harvest America and held one large crusade where more than 38,000 people were in attendance. The crusade was also streamed online for viewers to watch. There were a total of 3,549 professions of faith.

NAMB continues to promote the *3 Circles Life Conversation Guide*, available in both English and Spanish. The *3 Circles Evangelism Kit* was launched and a *Live This* evangelism kit is also now available. A third evangelism kit is being created.

The GC Challenge (www.gcchallenge.com) was implemented to encourage pastors and their congregations to have gospel conversations.

NAMB provided three Engage 24 Evangelism Workshops in 2017. They were hosted in Raleigh, N.C.; Columbia, S.C.; and Cincinnati, Ohio. A fourth workshop was scheduled in Philadelphia, Pa., but had to be rescheduled due to the hurricanes. Just over 100 pastors attended each event. These workshops provided hands-on, practical training by some of the most evangelistic pastors in the SBC.

In 2017, the Evangelism Response Center, which equips and mobilizes Southern Baptists to offer prayer and spiritual counseling via telephone or online chat with people all over North America, utilized user-friendly technology that incorporates texting. The system also allowed us to engage lost people through social media to drive them to chat and text platforms, through which the gospel was shared.

Appointed by SBC President Steve Gaines, an SBC Evangelism Task Force arose from a motion made and approved by messengers at the 2017 SBC annual meeting in Phoenix that a committee be established to suggest how Southern Baptists might be more effective in personal soul winning and evangelistic preaching. The first task force meeting was in August and continues to meet and work on recommendations related to evangelism efforts.

In addition, a task force on disciple-making, appointed in 2016 by NAMB President Kevin Ezell and LifeWay Christian Resources President Thom Rainer, is working on creation of a report to present to the convention at the Dallas meeting in 2018.

NAMB has 3 National Evangelism Mobilizers in place who are helping us "stir the dust" in the area of evangelism. These pastors are Ted Traylor, pastor of Olive Baptist Church in Pensacola, Fla.; James Merritt, pastor of Cross Pointe Church in Duluth, Ga.; and Ken Whitten, pastor of Idlewild Baptist Church in Tampa, Fla.

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

NAMB's Send Network team launched a comprehensive training resource for the local church to discover and develop future church planting missionaries. The Church Planting Pipeline is three years' worth of content that helps a coach in a local church train individuals who are exploring church planting. More than 300 churches have registered for the Church Planting Pipeline in the first three months post-launch.

NAMB's Send Network team continues to provide one of the most robust assessments of church planters for those planting in our Send Cities. The online pre-assessment, followed by a two-day assessment retreat, provides critical feedback to sending churches, which, in turn, allows them to have confidence in the sending or further development of their church planters. This year, the Send Network team assessed 188 church planters at 33 assessment retreats which took place across 19 assessment centers.

NAMB has more than 725 church planters using the new quarterly reporting tool which provides sending churches and other entities involved in a church plant a clear picture of the vitality of the plant.

Housing costs in large cities are a significant challenge that keep many missionaries off the mission field. Throughout our Send Cities and some other key areas, NAMB has made missionary housing available to a limited number of missionaries on a short-term basis. A missionary may live in the home for up to 18 months as they are deployed or trained for deployment in a Send City. Increasingly, we are seeking to locate these homes near multiplying churches that are committed to regularly developing new church planters and planting churches throughout their city and region.

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

The North American Mission Board provides mission education in both a traditional manner and in avenues that engage members in mission actions that spark and grow a lifelong passion and advocacy for missions.

NAMB continues to circulate the North American Missions Activity Book for Children, with supplemental, online lessons available. As part of the Annie Armstrong Easter Offering® Week of Prayer for North American Missions, NAMB provides study lessons and videos for children, youth and adults. NAMB produces missions education resources for the Cooperative Program's (CP) web presence. *On Mission* magazine, NAMB's primary print publication, carries missions awareness and advocacy features.

Additionally, NAMB continues to resource Woman's Missionary Union (WMU) with missionary contacts for children, student and adult curriculum materials produced by the auxiliary and provides content review for all of those materials. NAMB produces mission education videos for WMU and for use in LifeWay student camps. NAMB also produces annual Baptist Men's Day resources and assists with other entity requests for materials to enhance missions awareness and education.

In addition to print, online and video resources, NAMB provides experienced-based mission education.

Send Relief Response engaged "Spontaneous Untrained Volunteers" (SUV) also called "Event Based Volunteers" (EBV) and walk-up volunteers for the first time in 2017. This was primarily driven by churches across the nation that support CP giving. As a result, Send Relief responded by setting up three response sites in Houston, Texas; one in Immokalee, Fla.; and three in Puerto Rico. Leaders were recruited and a volunteer management system was implemented which facilitated 2,748 registered volunteers and 697 walk-up volunteers being able to serve people and share the gospel. This is an exciting new ministry opportunity which allows an easy-access pathway for an individual to be on mission during a response. Countless stories have been received

about how volunteer lives, as well as homeowners' lives, have been changed for eternity as a result.

Through our GenSend program, Send Relief placed approximately 500 students in 21 Send Cities to locally engage various people groups within these large urban areas. This includes the summer and spring break program. GenSend continues to be a great educational platform for creating awareness of ethnic diversity in the collegiate sector which is growing year over year.

In support of Send Relief efforts, NAMB provides hands-on mission opportunities through mission experiences, service projects, training events, online resources and consultation. In addition, NAMB developed a new Send Relief website (sendrelief.org) which includes information, suggestions and resources for several ways churches and individuals can mobilize to serve their community by meeting tangible needs and sharing the gospel.

The North American Mission Board Disaster Relief team partnered with state Baptist conventions to provide help, healing and hope for disaster survivors and impacted churches and communities. The yellow shirts demonstrated the love of Christ in very practical ways and shared the message of the Gospel. These volunteers were willing to do anything they could to share God's love with people who had experienced great loss and trauma. Southern Baptist Disaster Relief volunteers provided support to pastors and church planters during times when the hearts of survivors needed encouragement and were open to the gospel. See more statistics for Disaster Relief participation under Accomplishment VI and Ministry Inquiry #22.

Appalachian Regional Ministry (ARM) reports 83,251 short-term mission volunteers (STMV) were mobilized, serving on 767 projects and seeing 5,551 people make professions of faith in Christ, with 3,964 churches involved in sending STMVs. Donated funds of \$99,723.48 were sent to churches and compassionate ministry sites primarily to feed hungry children in the region.

Mississippi River Ministry (MRM) reports 16,657 STMVs were mobilized, working on 121 projects and seeing 667 people make professions of faith in Christ, with 557 churches involved in sending STMVs. Donated funds of \$8,790 were sent to churches and compassionate ministry sites to feed hungry children in the region.

The Send Relief Christmas Backpack emphasis experienced an exciting year as 53,589 Christmas backpacks were collected and distributed, resulting in 1,531 people making professions of faith and 3,573 churches involved in the process.

Finally, in partnership with the International Mission Board, NAMB conducted three Send Conferences in 2017 where more than 13,000 attendees learned more how they can live life on mission at home, work and school as well as on the North American or international mission field.

V. Assisting churches by providing leadership development

NAMB planned and hosted several events with the focus of developing leaders throughout the SBC.

- Sending Labs - NAMB provided training for church leaders who are presently supporting church planting. There were a total of 215 people (representing 134

churches) who attended Sending Labs in 2017 to learn how to establish a sending culture in their churches.

- Revitalization/Leadership Conferences - NAMB, in partnership with state Baptist conventions, provided eight leadership conferences for pastors and church leaders. These conferences provided encouragement and training for pastors—and last year’s conferences had a bonus session for aging pastors to encourage them in effective transition of leadership. Through Timothy + Barnabas (pastors/wives), NAMB provided scholarships to underwrite the costs for pastors and wives to attend these 3-day training events. There were seven events in 2017, with 703 pastors/leaders and 506 wives attending.

- Engage 24 Evangelism Workshops - NAMB’s evangelism team hosted three Engage 24 workshops in Columbia, S.C.; Raleigh, N.C.; and Cincinnati, Ohio. These workshops gave pastors an opportunity to hear from Southern Baptist pastors of top evangelistic churches on how they can practically lead on mission and help their churches live on mission. The workshop is a 24- hour engagement that begins with lunch on day 1 and ends by Noon on day 2. Each workshop has 3 to 4 speakers who lead various sessions and includes a Q&A panel to give pastors plenty of time to ask questions. Approximately 304 pastors attended each of the three Engage 24 workshops in 2017, and the feedback showed it was well received.

In addition to the events listed above, NAMB’s evangelism team provides evangelism resources and tools for pastors through the [Your Church on Mission blog site](#). The blog is a great resource for pastors to read blogs articles and watch videos to learn more about leading their church to be on mission.

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

Please see Ministry Inquiry #22 for additional details concerning this accomplishment.

Southern Baptist Disaster Relief (SBDR) continues to be a positive and constructive force for opening doors and avenues for sharing the Gospel and planting churches. State and local leaders continually seek to engage SBDR for long term assistance in their communities.

During 2017, the entire SBDR network saw several national natural disaster responses, for which Send Relief provided coordination. In serving communities during these times, SBDR volunteers contributed to the following statistics:

GRAND TOTAL SBDR Activity Reported	
Professions of Faith	603
Gospel Presentations	3,157
Ministry Contacts	26,481

Chaplaincy Contacts	22,887
Volunteer Days - SBDR	65,401
Volunteer Days - Other	11,220
Volunteer Days - Total	76,567
Work Hours	673,319
Total Meals	2,952,613

The SBDR Network provides help, healing and hope for disaster survivors, churches and communities. The “yellow shirts” demonstrated the love of Christ in very practical ways and shared the message of the Gospel. These volunteers were willing to do anything they could to share God’s love with people who had experienced great loss and trauma. SBDR volunteers provided support to pastors and church planters during times when the hearts of survivors needed encouragement and were open to the Gospel.

In many communities, SBDR has been able to secure housing at no cost for long-term projects. This is a tribute to the value community leaders see in the presence of Southern Baptists providing leadership to long-term recovery efforts. These open doors to housing locations enable Southern Baptists to assist residents and engage in opportunities to give a verbal witness to the Gospel with less expenditure of CP dollars for volunteer support. As SBDR volunteers’ investment in these communities provide a positive witness for Christ, local Southern Baptist churches are building rapport, perceived value and significant community relationships.

Send Relief response engaged “Spontaneous Untrained Volunteers” (SUV), also called “Event Based Volunteers” (EBV), and walk-up volunteers for the first time in 2017. This was primarily driven by churches across the nation that support CP giving. As a result, Send Relief responded by setting up three response sites in Houston Texas; one in Immokalee, Fla.; and three in Puerto Rico. Leaders were recruited and a volunteer management system was implemented which facilitated 2,748 registered volunteers and 697 walk-up volunteers being able to serve people and share the gospel. This is an exciting new ministry opportunity which allows an easy-access pathway for an individual to be on mission during a response. Countless stories have been received about how volunteer lives, as well as homeowners’ lives, have been changed for eternity as a result.

Send Relief also facilitated the delivery of significant supplies and equipment into Puerto Rico and the Virgin Islands in 2017. We provided rapid response supplies for Puerto Rico via air transport with 80 pastor kits, which included generators, chain saws, water filtration, first aid and safety supplies and food. Logistics for supplies, warehousing and food were also coordinated by the Send Relief team to assist response teams on the ground. The majority of these resources were supported by donor call-to-action campaigns directed by Send Relief. In the Virgin Islands, Send Relief partnered with the Florida Baptist Convention to provide relief supplies, food, water and pastor kits.

2017 GRAND TOTAL Send Relief Activity Reported	
Salvations	97
Gospel Presentations	395
Volunteer Days	17,863
Hours Worked	136,447
Meals Prepared	78,207
Meals Distributed	256,020
Showers Provided	4,944
Loads of Laundry Cleaned	3,695
Properties Cleaned Out	1,034
Tree Clearing and Yard Debris Clean Up	273
Roofs Covered	413
Shockwave Distributed (Gallons)	2,098
Crisis Buckets Distributed	950
Messages Handled	61

Send Relief’s GenSend (collegiate ministry) summer program engages about 200 students each year for 6 weeks in 15 Send Cities in compassion ministry and church planting. This ministry is 100% funded by CP giving and in 2017, we can report for the first-time key metrics based on our survey results of participants.

- 95% would recommend GenSend to others.
- 94% rated overall experience “good or very good.”
- 31% said they would move back to the city to live and serve post college.

GenSend Testimonials:

- In 2017, Autumn Anthony served GenSend in Montreal. Dylan Pentecost, served GenSend Montreal the previous year. Autumn and Dylan—now married—plan on returning to Montreal after graduation to assist a plant in May 2018.
- In the first year of GenSend Phoenix, recent grad Hannah Williams decided to stay in the city after the program to serve, finding a job with the state children’s home.

- After their GenSend experience, New York City had several students who moved to the city to serve and help planters. Already onsite are Tony Russell and David Martin. Christen Kordsemeier and Marissa Melendez are soon to follow after graduation.
- Through his GenSend experience in Clarkston, Ga., Aklesso learned that he doesn't need to sacrifice his creative and musical passions to obediently answer God's call on his life. See his video story at <https://vimeo.com/namb/gensend2017>.

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Based on the listed Ministry Assignment, what opportunities or challenges do you see on the horizon from 2018 and beyond that would necessitate changes, or new directions, in how you are accomplishing the listed Ministry Assignments?

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

One of the most significant challenges NAMB faces in assisting churches with church planting is that, as the bar of expectations is raised on those who are endorsed through the Send Network Planter Assessment process, the number of qualified church planter prospects shrink. Raising the bar is the right thing to do because this will lead to healthier plants that will not simply survive but will become the multiplying churches of the future across North America. With more churches stepping forward to engage in church planting, and the need for more new churches continuing to grow, finding qualified planters is a real challenge.

This challenge, though, also creates an opportunity for churches to change their approach and become the solution. Most churches involved in planting look for "the guy" they can latch onto and partner with to plant. While this is a positive step, even better would be if that church intentionally raised up from within their congregation a

prepared and qualified planter. NAMB has developed a [Church Planting Pipeline](#) resource/process that can be implemented in the local church or church plant, which will allow the church to discover, develop and deploy greater numbers of planters and other missionaries to meet this challenge.

As endorsed church planters grow in number, so also does the need for more supporting and sending churches. NAMB will take every opportunity to encourage every SBC church to be on mission. More can be learned about church mobilization at <https://www.namb.net/church-mobilization>.

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

Southern Baptists do face a challenge in overcoming the recent trend toward lower baptism rates in our churches. NAMB [accepts](#) its part of this responsibility. Across North America, many churches seem to have lost their evangelistic fervor. That being the case, NAMB is committed to “stirring the dust” of evangelism with more intensity and focus. By providing hands-on, strategic training and resources for pastors, and calling pastors to the gospel and Great Commission, our goal is to bring evangelism back to the forefront of the conversation and activity of the local church. (For a list of ways NAMB is doing this, see our response under Accomplishments II).

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

At this point, we anticipate no changes or new directions. We will continue to refine the recently introduced tools and processes. (See Accomplishments under Assignment III.)

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

We see several opportunities for growth and new involvement in 2018 and the years ahead. We are continuing to develop our Send Relief Ministry Hubs which will provide churches and individuals with hands-on mission opportunities. These hubs also provide models that churches and associations can use as models for ministry in their own communities. We also believe that as the immigrant population grows in North America, opportunities for English-as-Second Language ministry will continue to grow. Send Relief is investing in and developing a Web and App tool to assist in mobilizing volunteers. We are also investing in and developing a ministry assessment process that will provide mission and volunteer opportunities within the tool. GenSend collegiate ministry continues to expand from just a Summer-only program into Spring/Fall breaks, semester and year-long opportunities. We are piloting some changes that would make the ministry self-sustainable.

Regarding challenges, as we develop tools and resources (e.g., phone apps and web tools) for volunteers and churches to utilize, this will have budget and implementation/launch implications and challenges in maintaining a timeline.

Our vision is to open Send Relief opportunities to the larger world. Our hope is that believers of other denominations and even non-believers will one day serve side-by-side with Southern Baptists on Send Relief deployments. As we make this transition,

we will face challenges of scalability and will need to make this ministry self-sustaining. These are all good challenges as we seek to further the Send Relief goals of meeting peoples' needs while sharing the hope of Christ.

V. Assisting churches by providing leadership development

NAMB will continue to work diligently to engage congregations in support of missions, helping and encouraging them to engage with missionaries and support church plants. The key to this engagement is the pastor—NAMB's number one customer.

Though there are multiple ways to communicate with pastors, NAMB often discovers that pastors are living in information overload. Therefore, there is no single approach of communication that works. NAMB is challenged to ensure that engaging in multiple opportunities do not add to this information overload. This requires NAMB to focus on constant internal communication that simplifies and prioritizes external communication.

Pastors continue to ask for opportunities to learn from fellow pastors. This desire gives NAMB a great opportunity to provide venues to share best practices (e.g., evangelism workshops, revitalization conferences, pastor roundtables, sending labs). NAMB also has the opportunity to deliver updated content of these best practices utilizing multiple forms of electronic media. This allows content to be fresh, digestible and self-paced.

In 2018, we plan to begin NAMB Pastor's Gatherings which will allow pastors to learn new ways their churches can become mobilized and on mission at home and throughout North America. It is also our intention at these events to include content that addresses other felt needs pastors have as they seek to strike a balance with their personal faith, family life and serving the church.

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

This year, Disaster Relief celebrated its 50th anniversary. This ministry without question has provided Southern Baptists numerous inroads to communities that otherwise would have remained unengaged. As our Send Relief strategy develops, we desire to engage Southern Baptists in many new areas of mercy and compassion. Send Relief has six focus areas - community engagement, foster care and adoption, human trafficking, refugees and internationals, and disaster response. Each of these areas naturally bridge many SBC churches to engage inner cities, various nationalities and those of varied economic circumstances. These areas and the broad engagement spectrum will provide significantly more pathways for church members to become engaged in ministry. This expansion of service opportunities creates challenges as we seek to mobilize at a scale far beyond anything in SBC history.

We have embraced the opportunity to develop a Disaster Response software and phone app solution that will assist Southern Baptist Disaster Relief (SBDR) in the areas of volunteer and equipment management.

We will also continue to more fully implement Send Relief Response, which provides churches with a pathway for engaging untrained volunteers who want to serve in disaster and other urgent-need situations.

As our Send Relief ministry grows, we will continue to develop donor opportunities that will go toward the purchasing of additional equipment and supporting volunteer events.

We are also developing online modules for key training to be used by Send Relief and SBDR volunteers.

We will continue to develop our relationship with FEMA in a way that will benefit all Southern Baptists and lead to increased funding and resources for Send Relief and SBDR.

Related to challenges. as Send Relief offers more opportunities for volunteers to serve in disaster settings, we must coordinate and communicate carefully with state convention SBDR leadership. We also need to create a system that puts Send Relief volunteers on the ground on day one of a disaster.