

# I WILL GO

STRATEGIC FOCUS 2020–2025

## REACH THE WORLD

Seventh-day Adventist World  
Church Strategic Plan

## MISSION STATEMENT

The mission of the Seventh-day Adventist Church is to call all people to become disciples of Jesus Christ, to proclaim the everlasting gospel embraced in the three angels' messages [Revelation 14:6-12], and to prepare the world for Christ's soon return.



## MISSION

### Objectives

1. To revive the concept of worldwide mission and sacrifice for mission as a way of life involving not only pastors, but every church member, young and old, in a journey of discipleship
2. To strengthen Adventist outreach in large cities, across the 10/40 Window, among unreached and under-reached people groups, and to non-Christian religions by planting and discipling new worshipping groups, creating Urban Centers of Influence (UCIs), developing international mission initiatives, and ministering to people caught in mass migration and social fragmentation
3. To make developing resources for mission to non-Christian religions and belief systems a high priority
4. To strengthen Seventh-day Adventist institutions in upholding freedom, health, and hope through Jesus, and restoring in people the image of God.

## SPIRITUAL GROWTH

### Objectives

5. That church members regularly pray, study the Bible, read the writings of Ellen White, and engage in individual and corporate worship
6. That individuals and families are being nurtured and disciplined to walk with, and be faithful stewards of the gifts of, the Holy Spirit
7. That youth and young adults manifest a biblical worldview that places God first; is consistent with Adventist beliefs; and is integrated with information in ways that are ethically, socially, and morally responsible

## LEADERSHIP

### Objectives

8. To strengthen the redemptive role of pastors, teachers, and other frontline workers and provide them with regular growth opportunities
9. To align world church resources with strategic objectives
10. To enhance the transparency, accountability, and credibility of denominational organization, its operations, and mission initiatives

## HOLY SPIRIT

### Objectives

*To be defined as the Holy Spirit leads*

## MISSION KPIs

- 1.1** Frontline missionaries invited to speak at major camp meetings and at other large church gatherings
- 1.2** Division mission rallies held annually for church members involving local administrators; GC officers, departmental directors, and associate directors; officers and departmental directors from other divisions; and frontline workers from both their own and other divisions
- 1.3** Mission-focused morning devotional books produced, which are aimed at and made available to each grade level of elementary education
- 1.4** Mission readings for Adventist children and teenagers produced in collaboration with GC Education, Children's Ministries, Health Ministries, Youth Ministries, and the Office of Adventist Mission
- 1.5** Increased proportion of missiologists teaching mission at Adventist tertiary institutions, all of whom are faithful to biblical missional principles, Adventist-educated, and endorsed by IBMTE
- 1.6** At least one story from the 10/40 Window or from large urban areas included in every issue of GC-funded periodicals
- 1.7** Improved retention rates of audited membership globally
- 1.8** Increased number of church members participating in outreach initiatives such as Total Member Involvement (TMI)

- 2.1** A worshipping group established in each country of the 10/40 Window where there currently is no Seventh-day Adventist presence

- 2.2** Demonstrable increase in number of new believers in each conference, mission, and region in the 10/40 Window
- 2.3** Increased number of total members and congregations in all urban areas of one million people or more
- 2.4** At least one UCI operating in each urban area of one million people or more
- 2.5** Mission initiatives in the 10/40 Window and large urban areas receiving assistance from institutions elsewhere in the world
- 2.6** GC departments facilitating, initiating, and liaising between interdivisional mission projects, with active support from division and union officers
- 2.7** Each division, with the assistance of the Office of Adventist Mission, identifying and acknowledging all major unreached or under-reached majority populations in evangelized countries in their territories. Efforts to reach these populations being reported annually to the Global Mission Issues Committee
- 2.8** Each division identifying all significant immigrant/refugee populations in their territories, developing initiatives to reach them, and reporting progress annually to the Global Mission Issues Committee
- 2.9** Each GC department developing programs that respond to global trends in immigration
- 2.10** A five-year plan developed by each conference and mission outside the 10/40 Window to achieve a measurable and significant increase (e.g., 30% over

- five years) in the number of newly planted worshipping groups
- 2.11** Division presidents regularly reporting progress toward achievement of KPIs relating to objective no. 2 to the GC Executive Committee

- 3.1** Each division coordinating interfaith dialogs, in cooperation with its organizational units and with the assistance of the Global Mission Centers and GC Public Affairs and Religious Liberty (PARL)
- 3.2** Global Mission Center directors reporting on interfaith dialogs to the 2023 and 2025 meetings of the Global Mission Issues Committee
- 3.3** Global Mission Center directors reporting yearly to Annual Council on approaches to, and progress in, reaching world religions and belief systems

- 4.1** Every organization and institution systematically reviewing and aligning resources with worldwide mission priorities

## **SPIRITUAL GROWTH KPIS**

- 5.1** Significant increase in number of church members regularly praying, studying the Bible, reading the writings of Ellen White, using the Adult Bible Study Guide, and engaging in other personal devotions
- 5.2** Significant increase in number of church members regularly attending divine service and Sabbath School
- 5.3** Significant increase in acceptance and practice of the church's distinctive beliefs, especially: Creation (FB 6); Salvation by faith (FB 10); State of the dead and the power of prayer over witchcraft and spiritualism (FB 26, FB 11); Remnant Church (FB 12, FB 14); Principles of healthful living (FB 22); Sanctuary/Investigative Judgment (FB 24); Second Coming (FB 25); and the nature of the Fundamental Beliefs, as a whole, as Bible-centered doctrines that reflect a loving, gracious God
- 5.4** Increased number of people using Adventist social media when studying the Bible, learning about Ellen White and reading her writings, conducting personal devotions, and promoting mission
- 5.5** Increased number of local churches and individuals using Hope Channel, AWR, *Adventist World*, and other official church publications and media
- 5.6** Increased number of church members participating in corporate prayer initiatives
- 5.7** Evidence of better understanding of the prophetic role of Ellen White and the process of inspiration
- 5.8** Increased availability in local languages

of Ellen White's writings in print, on mobile devices, and on social media

- 6.1** Increased number of church members involved in fellowship and service, both in the church and in the local community
- 6.2** Evidence of greater unity and community among church members, and of reduced conflict in local churches
- 6.3** Evidence of new members being nurtured through active discipleship programs
- 6.4** Significant increase in number of church members regularly engaging in family worship
- 6.5** Stewardship principles regarding time, spiritual gifts, and tithes and offerings embraced and practiced by all members and yet-to-be-baptized young people
- 6.6** Church members exhibiting cross-cultural understanding and respect for all people
- 6.7** Evidence that local churches are responding to the opportunities mass migration provides for ministry, and that immigrants are being assimilated and integrated into local Adventist communities

- 7.1** Bible classes teaching the historical-grammatical method, the historicist approach to the study of prophecies, confidence in the Bible as divine revelation, trust in God, and commitment to His mission
- 7.2** Youth and young adults embracing

the belief (FB 22) that the body is the temple of the Holy Spirit, abstaining from alcohol, tobacco, recreational use of drugs, and other high-risk behaviors; embracing church teachings (FB 23) on marriage; and demonstrating sexual purity

- 7.3** Increased student use of media platforms ethically and responsibly

## LEADERSHIP KPIs

- 8.1** Evidence that most pastors feel supported by church members and by conference administrators, that they continue to feel called to ministry, and that they are engaging in continuing education and development
- 8.2** Pastors with limited Seventh-day Adventist education working to complete course work necessary to meet their local BMTE requirements
- 8.3** Opportunities being given to frontline workers to deepen their passion for and broaden their experience of mission

- 9.1** Increased availability of all General Conference departments' time and resources to the 10/40 Window, large urban areas, and unreached people groups, and departmental use of time and resources reported by GC Treasury to the 2023 Spring Meeting of the GC Mission Board
- 9.2** Increased number of International Service personnel, volunteers, and Global Mission pioneers serving in the 10/40 Window, in large urban areas, and among unreached people groups
- 9.3** Recommendations made to Annual Council by the General Conference Appropriations Committee of ways to allocate more appropriations to the 10/40 Window, to large urban areas, and to unreached people groups
- 9.4** The General Conference and its entities developing an integrated media plan that maximizes the potential of technology

- 10.1** Widespread adoption of approved membership software to enhance accuracy and accountability of records of local church membership
- 10.2** Development and widespread implementation of orientation process for officers and executive committee members of all units of denominational structure
- 10.3** Evidence that pastors and church leaders demonstrate the highest standards of integrity and ethical behavior in interpersonal relations and in finances
- 10.4** Progress in achieving the objectives and KPIs of the *I Will Go* plan reported annually by divisions: both via an online form with standardized summative information and by a presentation at each Annual Council
- 10.5** Quinquennial reports from GC departments, institutions, and agencies to Annual Council focused on their contribution to achieving these objectives and KPIs of the *I Will Go* plan

## SUGGESTED DIVISION KPIS

### MISSION

1. A plan developed by every local church in consultation with its conference/mission to reach its community through a variety of mission initiatives (UCIs, Mission to the Cities, Comprehensive Health Ministry, TMI, "Christ's method," work for and with immigrants and different ethnic groups)
2. An integrated media plan developed by every organization that connects global and local initiatives
3. Members and organizations familiar with and actively using the integrated media plan as part of their personal witness
4. Mission-focused social media, Bible study, and other mobile applications designed and widely used by young people
5. Annual mission rallies held by every post-secondary educational institution
6. Best practices in working with immigrants shared by divisions with impacted territories
7. Services to refugees developed by church administrators in collaboration with the Adventist Development and Relief Agency (ADRA)
8. Programs that respond to global trends in immigration developed by departments at division and union levels
9. Partnerships created between selected institutions and mission initiatives in the 10/40 Window
10. Church organizations from other divisions actively assisting in mission initiatives in the 10/40 Window and in large urban areas
11. Increased number of church members and students in Adventist schools involved in reading Adventist literature
12. Increased training of church members in the "Christ's method" missional methodology
13. Increased implementation of the Comprehensive Health Ministry approach to mission
14. Interdivisional mission projects initiated and facilitated by division and union officers
15. Increased number of church members involved in distributing Adventist literature
16. Positive relationships developed in the community that draw on the resources of GC PARL and ADRA
17. Departments at every level and institutions/agencies collaborating with young people who create, plan, and implement mission initiatives
18. Young people involved by all denominational organizations, including local churches, in decision-making forums, in implementation of programs, and in preparation for leadership roles
19. All strategic mission priorities of the General Conference, division, union, local conference/mission, institutions, and local church understood by every organization and church member

### SPIRITUAL GROWTH

20. Enhanced profile for Sabbath School and increased group study of the Adult Bible Study Guide in Adventist churches
21. Ten Days of Prayer and programs for prayer for revival, reformation, and repentance strongly promoted by each union
22. Nurture and Retention coordinators
- and Nurture and Retention committees designated in each division and union
23. A conference held by each division on discipling, nurture, retention, and reclamation
24. An active discipleship program adopted by every union, including preparation of materials that meet expressed needs
- in the areas of discipling, nurture, and retention
25. Widespread implementation of unions' discipleship programs by local churches
26. A Nurture and Retention coordinator designated in each local church
27. Provision of training in conflict resolution and reconciliation for pastors and local

- church members
- 28.** The role of families as the basic unit of the church and of society affirmed and strengthened
  - 29.** Increased systematic training and development of talents and spiritual gifts of children and youth

- 30.** Teaching developed that inspires students to study the Bible and is consistent with Fundamental Beliefs
- 31.** Intentional collaboration, allocation of resources, and involvement of young people in the mission of the church locally and globally

- 32.** Evidence of successful fostering of youth resilience for physical, mental, emotional, and social well-being
- 33.** Increased number of local churches and individuals using Hope Channel, AWR, and regional church publications

## LEADERSHIP

- 34.** All pastors engaged in continuing education that nurtures their sense of calling and commitment to mission
- 35.** Pastors trained to be trainers, thus facilitating TMI
- 36.** Pastors encouraged to value, support, and promote Adventist education
- 37.** Every organization systematically reviewing and aligning resources with worldwide mission priorities
- 38.** Seminary and post-seminary training provided that ensures pastors are

biblically grounded and are faithfully nurturing members

- 39.** Administrators actively and intentionally leading church members to recognize the need for, and to support the role of, organizational structure for the accomplishment of mission
- 40.** Respective roles in denominational structure and in mission understood and embraced by all board members, administrators, and employees of institutions/agencies

- 41.** Implementation of training in conflict resolution and reconciliation among union and conference administrators
- 42.** Completion of leadership training among all newly elected leaders, as conducted by a higher level of organization
- 43.** Demonstration of self-reliance, commitment to the world Church, and financial integrity among all church entities

## DIVISION KPIs MEASURED BY THE GC

- 44.** GC Departments supported by division and union officers in initiating and facilitating interdivisional mission projects
- 45.** Major unreached or under-reached majority populations within evangelized countries identified and acknowledged by respective divisions, and initiatives developed to reach these significant populations
- 46.** Any significant immigrant/refugee populations within evangelized countries

identified by respective divisions and initiatives developed to reach these populations

- 47.** Every denominational organization systematically reviewing and aligning resources with worldwide mission priorities
- 48.** Administrative entities providing the necessary opportunities to pastors and frontline workers that enable achievement of the KPIs associated with objective no. 7

- 49.** Every church institution (division, union, or conference/mission) providing orientation for members of governing boards and executive committees