

OUR MISSION-FOCUSED STRATEGY

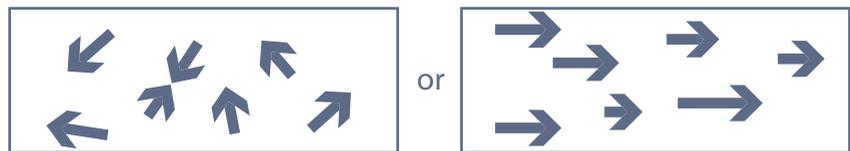
DRAFT: NOT FOR QUOTATION

Our Mission:

To reach the North American Division and the world with the distinctive, Christ-centered, Seventh-day Adventist message of hope* and wholeness*



Our Choice:



*"Hope" and "wholeness" are franchise-type terms uniquely defined by the Seventh-day Adventist Church.

If Christians were to act in concert...for the accomplishment of one purpose, they would move the world."
—Gospel Workers, p 277-8

Our Five-point Strategy: How we will best accomplish mission

1 We will build team

Therefore, we will—

- **Align** our offices, ministries, and services around our common mission
- **Form** cross-functional networks that include healthcare and higher education
- **Involve** clergy and members as key collaborators in mission-focused ministry

THE
GRAND
COLLABORATION

2 We will agree on our three missional targets

Therefore, we will—

- Reach our **communities**
- through active **church members**
- who are equipped by effective **leaders**



OUR MISSION-FOCUSED STRATEGY continued



3 We will communicate our missional strategy

Our written Strategic Plan sets the goals and deliverables to be accomplished between 2016-2020. Download a free copy of this plan at www.ReachNAD.org/2020Vision [not active]

4 We will implement our missional strategy

Therefore, we will track progress in accomplishing the following by 2020:

RECEPTIVE COMMUNITIES

WE WILL...

- **Increase the public's awareness** of Adventism's message of hope & wholeness
- **Transform evangelism** in ways that more effectively win souls and disciple new members
- **Support church planting and growth**, especially among hard-to-reach people-groups

ACTIVE CHURCH MEMBERS

WE WILL...

- **Work to integrate belief and practice** in our churches, schools, and higher education
- **Provide resources and services that are indispensable** to local churches and schools
- **Foster greater compassion and social competence** in all our relationships

EFFECTIVE LEADERS

WE WILL...

- **Create agile, accountable, and mission-focused** church-related organizations
- **Promote leadership growth & excellence** in church-sponsored organizations
- **Ensure that all people-groups** are adequately represented in ministry

5 We will celebrate measurable results in accomplishing mission



COMMUNITIES

more receptive to the gospel of hope and wholeness



MEMBERS

more active and engaged in ministry (especially youth)



LEADERS

more effective, productive, and mission-focused

For more information: 301.680.6407 • info@ReachNAD.org • www.ReachNAD.org/2020Vision

2020 Vision

Advancing Mission

in the North American Division