



STRATEGIC
FOCUS
2020

2025



Adventist®
Family Ministries

MISSION

— OBJECTIVES & KPIS —

OBJECTIVE 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 the joy of witnessing for Christ and making disciples.

- KPI 1.1** Increased number of church members participating in both personal and public evangelistic outreach initiatives with a goal of Total Member Involvement (TMI).
- **Responsible for Implementation:** All departments*, church entities, and local churches.
 - **Responsible for Reporting:** ASTR by Global Church Member Survey (GCMS) & Pastor Survey

- KPI 1.7** Improved retention rates of audited membership globally.
- **Responsible for Implementation:** All departments* & church entities
 - **Responsible for Reporting:** ASTR by statistical collection/analysis

OBJECTIVE 2. To strengthen and diversify Adventist outreach in large cities, across the 10/40 Window, among unreached and under-reached people groups, and to non-Christian religions.

- KPI 2.5** GC departments facilitate, initiate, and liaise between interdivisional mission projects, with active support from division and union officers.
- **Responsible for Implementation:** GC departments in collaboration with division and union Officers
 - **Responsible for Reporting:** Division Officers (see 2.11)

- KPI 2.8** Each GC department has programs in place responding to global trends in immigration.
- **Responsible for Implementation:** AM and all GC departments
 - **Responsible for Reporting:** GC Presidential

LEGEND

All departments* = All FM entities will engage in developing leadership resources/materials and/or systems to promote these objectives and KPIS within their respective territories.

FM* = All FM entities will engage in developing leadership resources/materials and/or systems to promote these objectives and KPIS within their respective territories.

GC departments = refers to primary entities that will engage in developing leadership resources/materials and/or systems to promote these objectives and KPIS for specific projects with specific division and union Officers.

KPI = Key Performance Indicators (KPIS).

SPIRITUAL GROWTH

OBJECTIVES & KPIS*

OBJECTIVE 5. To disciple individuals and families into spirit-filled lives

KPI 5.1. Significant increase in numbers of church members regularly praying, studying the Bible, using the Sabbath School Bible Study Guides, reading the writings of Ellen White and engaging in other personal devotions.

- **Responsible for Implementation:** MIN/R&RCom, SSPM, EDU, WHT, **FM***, CHM, YOU, WM
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 5.2 Significant increase in numbers of church members and unbaptized children and youth regularly attending divine service and Sabbath School.

- **Responsible for Implementation:** MIN, EDU, **FM***, SSPM, CHM, YOU, WM
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 5.4 Increased number of people using Adventist social media when studying the Bible, to learn about Ellen White and read her writings, in personal devotions, and to promote mission.

- **Responsible for Implementation:** COM, WHT, MIN, **FM***, CHM, YOU, WM
- **Responsible for Reporting:** WHT and ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 5.6 Increased number of church members and church school students participating in corporate prayer initiatives.

- **Responsible for Implementation:** MIN, EDU, **FM***, CHM, YOU, WM
- **Responsible for Reporting:** ASTR by GCMS and Pastor Survey
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 5.9 Increased number of children from Adventist homes and churches attending Adventist schools.

- **Responsible for Implementation:** EDU, **FM***, CHM, YOU
- **Data Collection:** Summer 2021-summer 2022 by EDU

OBJECTIVE 6. To increase accession, retention, reclamation, and participation of children, youth, and young adults

KPI 6.1 Increased church member involvement in fellowship and service, both in the church and in the local community.

- **Responsible for Implementation:** SSPM, **FM***, ADRA, Adventist Community Services
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 6.2 Evidence of greater unity and community among church members, of reduced conflict in local churches, and of an active commitment to zero tolerance of physical, emotional, and sexual abuse.

- **Responsible for Implementation:** MIN, EDU, **FM***, WM, YOU
- **Responsible for Reporting:** ASTR by GCMS and Pastor Survey
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 6.4 Significant increase in number of church members regularly engaging in family worships.

- **Responsible for Implementation:** **FM***, WM, YOU, CHM
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 6.5 All members and yet-to-be-baptized young people embrace and practice stewardship principles regarding time, spiritual gifts, and tithes and offerings.

- **Responsible for Implementation:** STW, YOU, **FM***, CHM
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 6.6 Church members exhibit cross-cultural understanding and respect for all people.

- **Responsible for Implementation:** AM, PARL, **FM***, IWM, MIN, ADRA, SSPM,
- **Responsible for Reporting:** ASTR by GCMS and Pastor Survey
- **Data collection:** Summer 2021-summer 2022 by EDU

OBJECTIVE 7. To help youth and young adults place God first and exemplify a biblical worldview

KPI 7.2 Youth and young adults embrace 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, and embrace church teachings (FB 23) on marriage, and demonstrate sexual purity.

- **Responsible for Implementation:** EDU, **FM***, HM, YOU, CHM
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

KPI 7.3 Increased ethical and responsible use of media platforms by students

- **Responsible for Implementation:** EDU, **FM***, COM, YOU, CHM
- **Responsible for Reporting:** ASTR by GCMS
- **Data collection:** Summer 2021-summer 2022 by EDU

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KPI = Key Performance Indicators (KPIs).

LEADERSHIP OBJECTIVES

OBJECTIVES & KPIS

OBJECTIVE 9. To align world church resources with strategic objectives

KPI 9.1 Every organization systematically reviews and aligns resources in light of the worldwide mission priorities.

- **Responsible for Implementation:** All organizations*, TRE
- **Responsible for Reporting:** GC TRE, ASTR by Church Leader Survey

KPI 9.2 All GC departments increase the availability of their time and resources to the 10/40 Window, large urban areas, and unreached people groups, and GC Treasury presents a report on departmental use of time and resources to the 2023 Spring Meeting of the GC Mission Board.

- **Responsible for Implementation:** All GC departments, TRE
- **Responsible for Reporting:** GC TRE

OBJECTIVE 10. To enhance the transparency, accountability, and credibility of denominational organization, operations and mission initiatives.

KPI 10.4 Divisions annually report progress in achieving the objectives and KPIS of the *I Will Go* plan: both via an online form, with standardized summative information, and by a presentation at each Annual Council.

- **Responsible for Implementation:** Division Officers
- **Responsible for Reporting:** Division Officers

KPI 10.5 Quinquennial reports of GC departments, institutions, and agencies to Annual Council focus on their contribution to achieving the objectives and KPIS of the *I Will Go* plan.

- **Responsible for Implementation:** GC departments, institutions, and agencies.
- **Responsible for Reporting:** GC SEC

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To learn more about the
Seventh-day Adventist Church's
Strategic Focus visit:

→ ***IWILLGO2020.ORG***

To learn more about
Adventist Family Ministries visit:

→ ***FAMILY.ADVENTIST.ORG***

***“THEN I HEARD THE VOICE OF THE LORD, SAYING,
“WHOM SHALL I SEND, AND WHO WILL GO FOR US?”
THEN I SAID, “HERE AM I. SEND ME!””***
ISAIAH 6:8 (NASB)



Adventist[®]
Family Ministries

GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS
12501 Old Columbia Pike, Silver Spring, MD 20904, USA
+1 (301) 680-6175 | family@gc.adventist.org