

# North American Division 2023 Year-End Meeting

**TOGETHER** |  
IN MISSION



# PRESIDENT'S REPORT

North American Division  
Year-End Meeting  
October 27, 2023

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# TOGETHER

# IN MISSION





**Media**



**Multiply**



**Mentorship**

**1. MEDIA**

**2. MULTIPLY**

**3. MENTORSHIP**

**The Three M's**

**OUR  
STRATEGIC  
FOCUS**



**MEDIA**



**MULTIPLY**



**MENTORSHIP**

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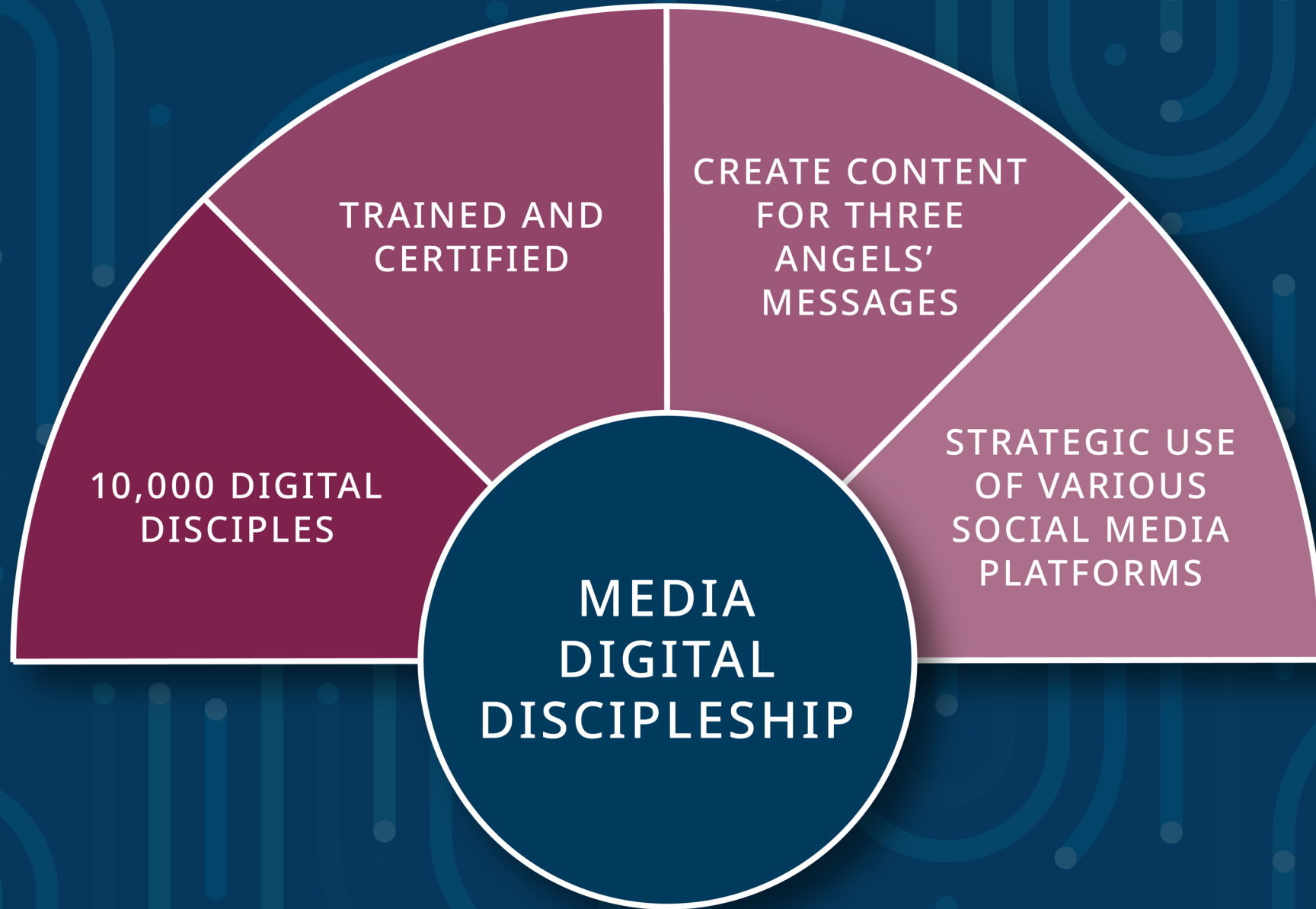


# MEDIA

To explore opportunities to network and collaborate across all organizations, finding ways in which we can maximize and expand our utilization of media. This is an area where we can really allow our youth and young adults to help lead the way.

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# Train and equip 10,000 digital missionaries





# MEDIA PILOT PROJECTS

- **Central California**
  - Facebook zip code targeted ads
- **AIM Refocused and Retooled**
  - To harvest internet interests
  - Not just telephone service but online service and customer service software
- **West Coast Operation of AIM**
- **Adventist.org hits and opportunities**
  - MOU with GC
- **Train and equip 10,000 digital disciples**

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# PROFESSIONAL SERVICES

Working across all departments creating strategic social media campaigns and content that reflect the NAD's brand.

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# ADVENTIST INFORMATION MINISTRY

- AIM has and will continue transitioning its resources to harvest and connect interests generated in the digital space to the local church.
- AIM works directly with conferences and local churches to train individuals to deal with digital interests and generate their own social media posts.

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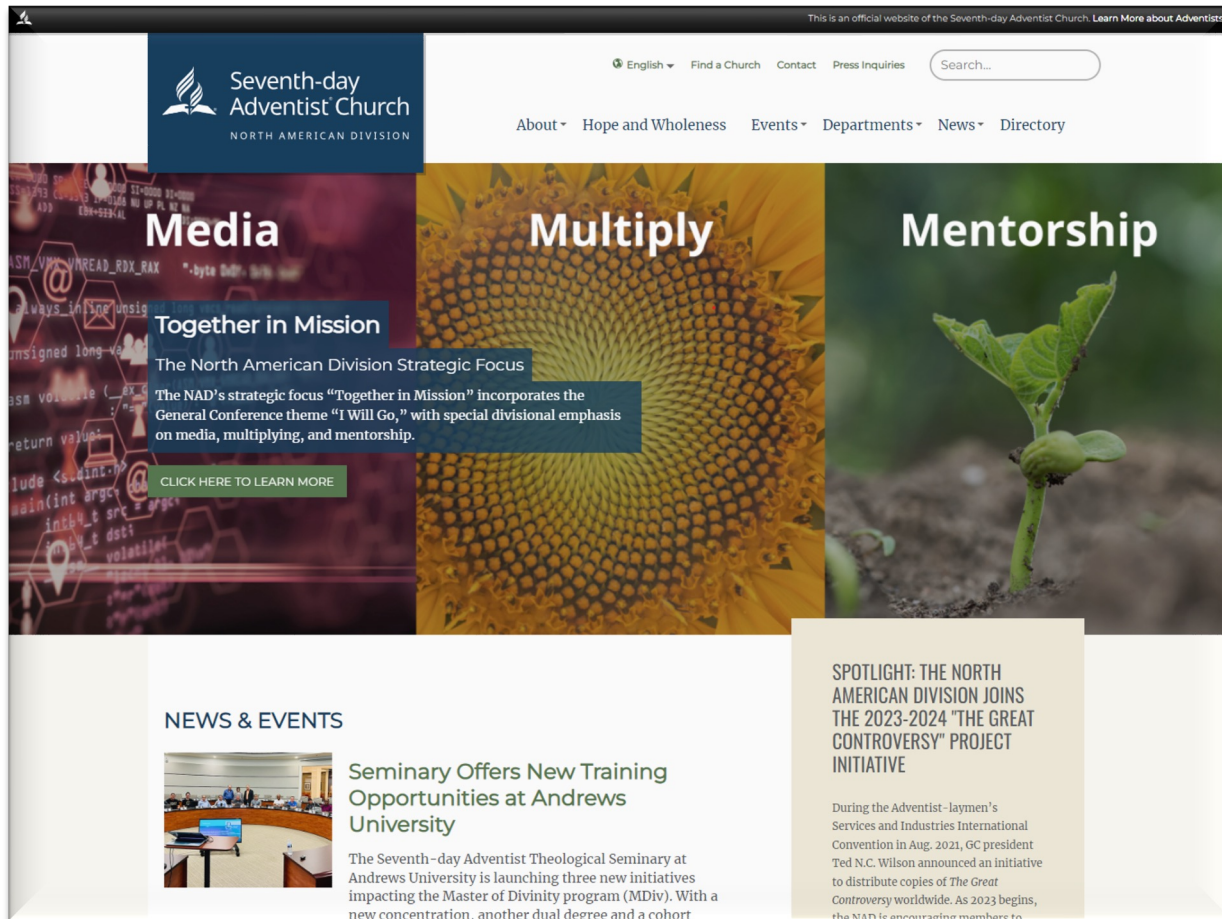
# ADVENTIST.ORG

- Development of MOU with the GC to harvest the interests that are generated from this website in our territory.
- The plan is to channel these seekers to the local churches through the local conferences.
- There are 100,000 visits per month.
- Most of the visitors are looking for information on Adventist beliefs and values.
- Most visitors are largely millennials and Gen Zers.

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# NADADVENTIST.ORG



**NAD Website**  
Redesign it as a one-stop shop for all resources developed to be more easily accessible at the Division level.

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# MENTORSHIP

To collaborate with entities in creating an intentional leadership development plan for leaders.

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# ADMINISTRATIVE LEADERSHIP CHANGES

(New officers from January 2021 to present)

## NAD Office

**2 of 3 Executive Officers**  
**5 of 6 Vice Presidents**  
**9 Department Directors**

## Union Level

**5 Presidents**  
**7 Executive Secretaries**  
**1 Treasurer**

## Conference Level

**42 Presidents**  
**43 Executive Secretaries**  
**18 Treasurers**  
**169 New NAD Executive Committee Members**  
**35 Local Education Directors**

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**1. How are we equipping the next generation of leaders?**



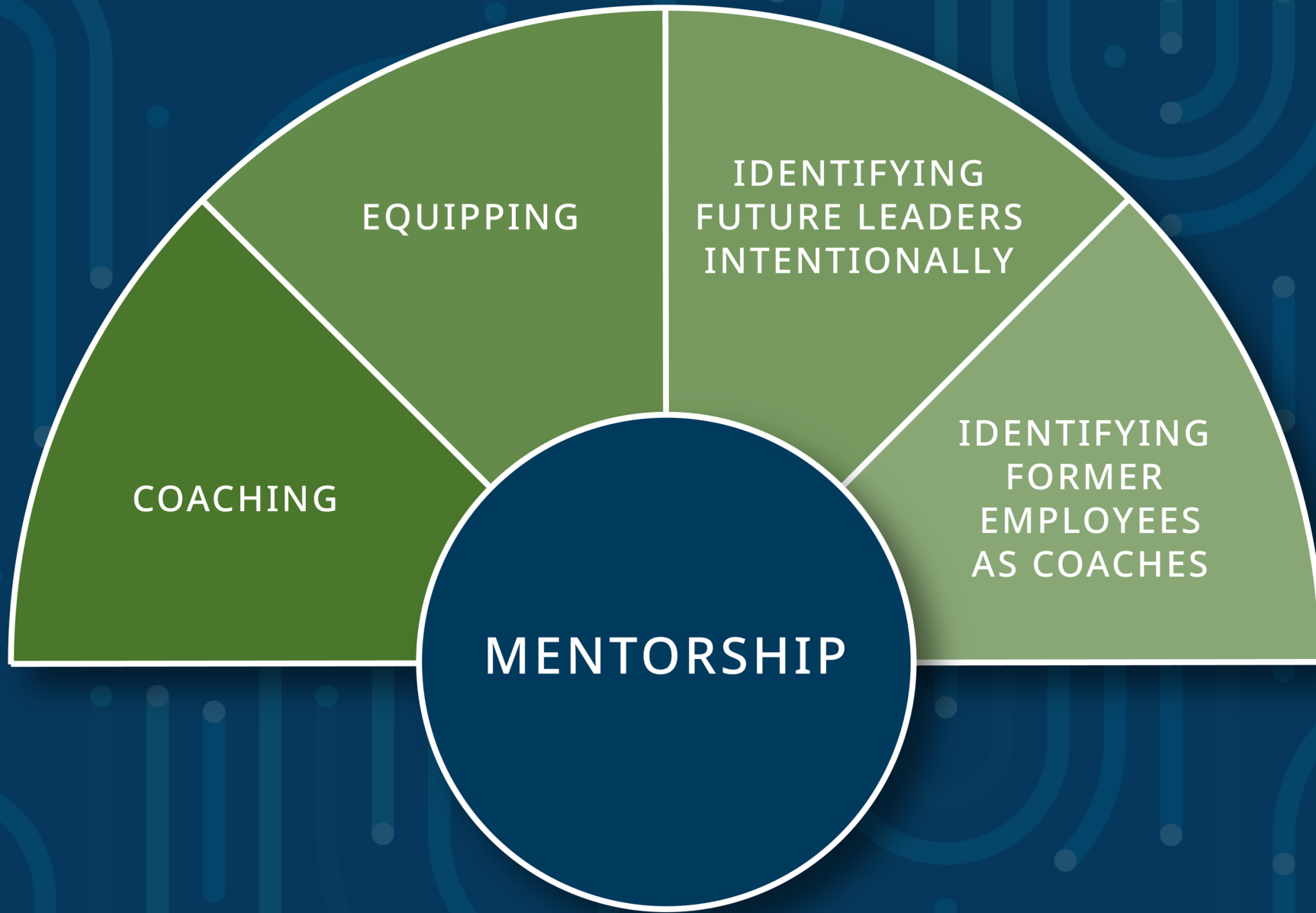
**2. Who is your Timothy or Teresa?**

**3. How do you find someone to intentionally mentor?**

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We have 35 local  
conference  
presidents currently  
in the mentorship  
program with  
coaches.

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The intention is to have this as a model for every leader and level.

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# North American Division Leadership Certification Program

## North American Division Leadership Certification Program

The objective of the Leadership Certification Program is to equip department leaders, pastors, teachers, and church leaders with the skills and knowledge needed for effectively ministry and leadership.



Seventh-day Adventist Church  
NORTH AMERICAN DIVISION

ADVENTIST LEADERSHIP  
INSTITUTE

For more information:  
[www.adventistleadership.com/leader](http://www.adventistleadership.com/leader)



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# MULTIPLY

To leverage opportunities to exponentially grow the ministry of Jesus in all aspects of ministry, such as praying, building relationships, educating, helping, healing, proclaiming, revitalizing, reclaiming, and planting.

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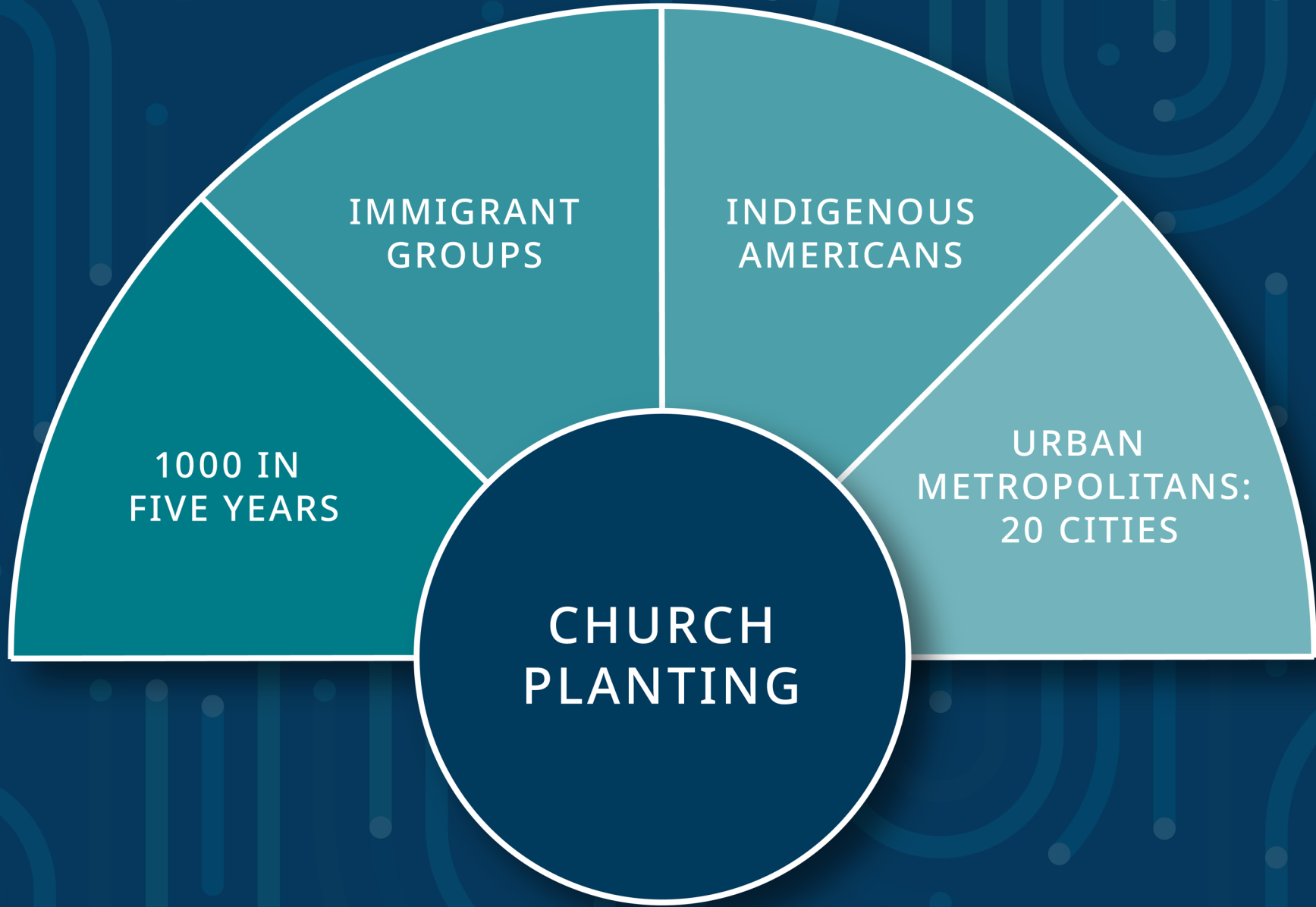
**North American  
Division church  
membership  
as of the end  
of 2022:**

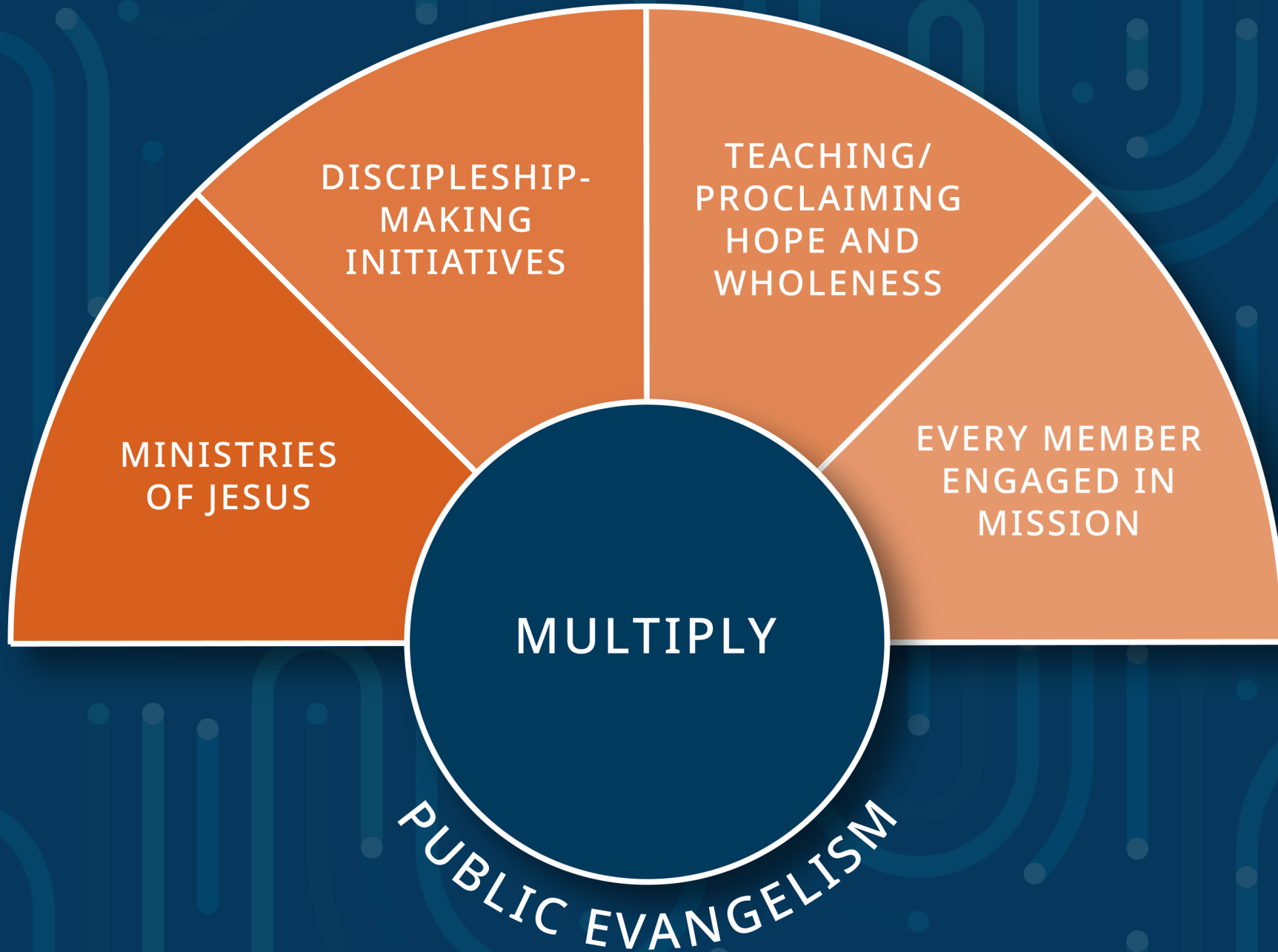
**1,271,642**

**(2021 – 1,265,754)**

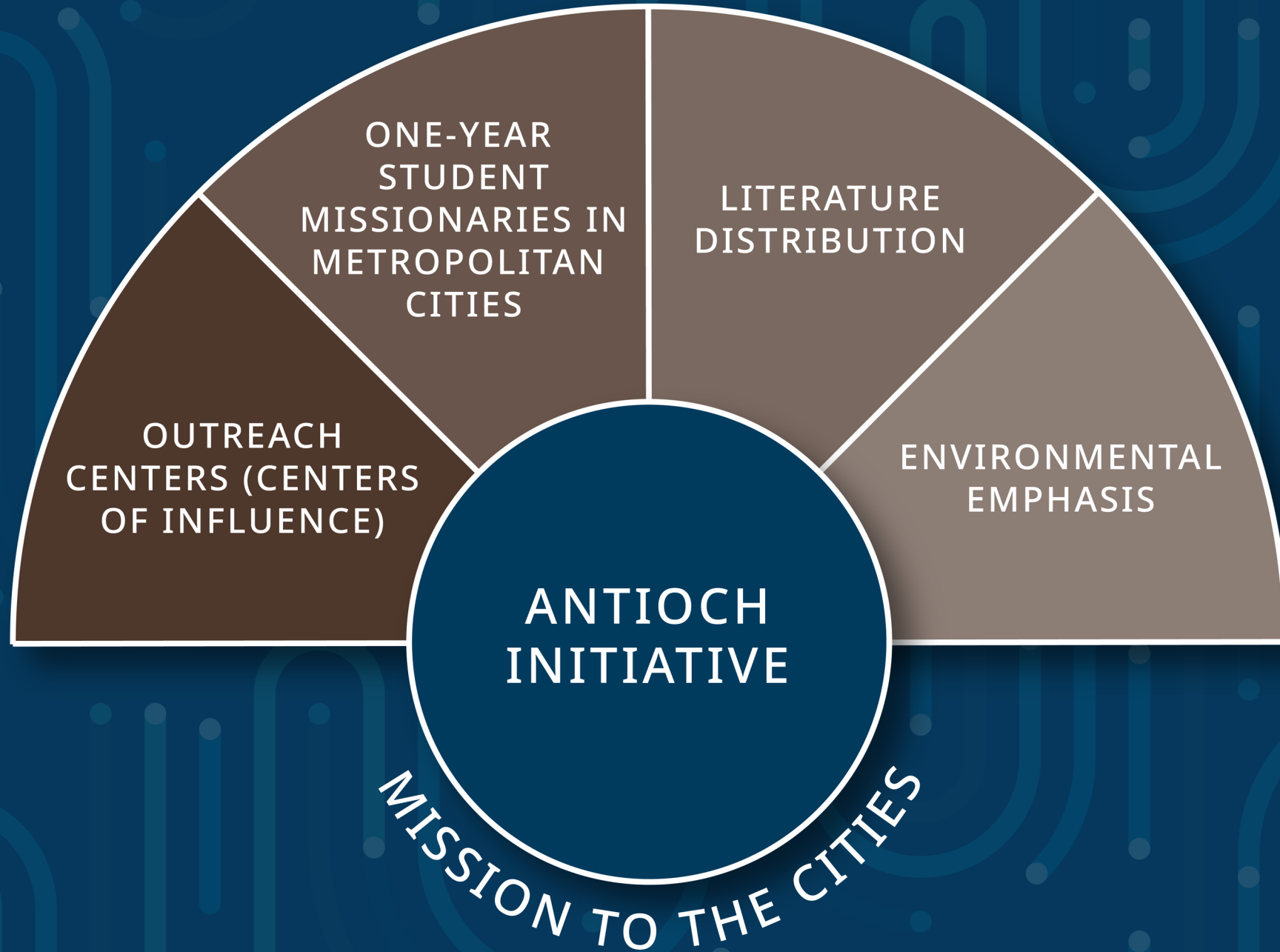
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# Add 50,000 Disciples



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# PEW RESEARCH CENTER

September 8, 2022

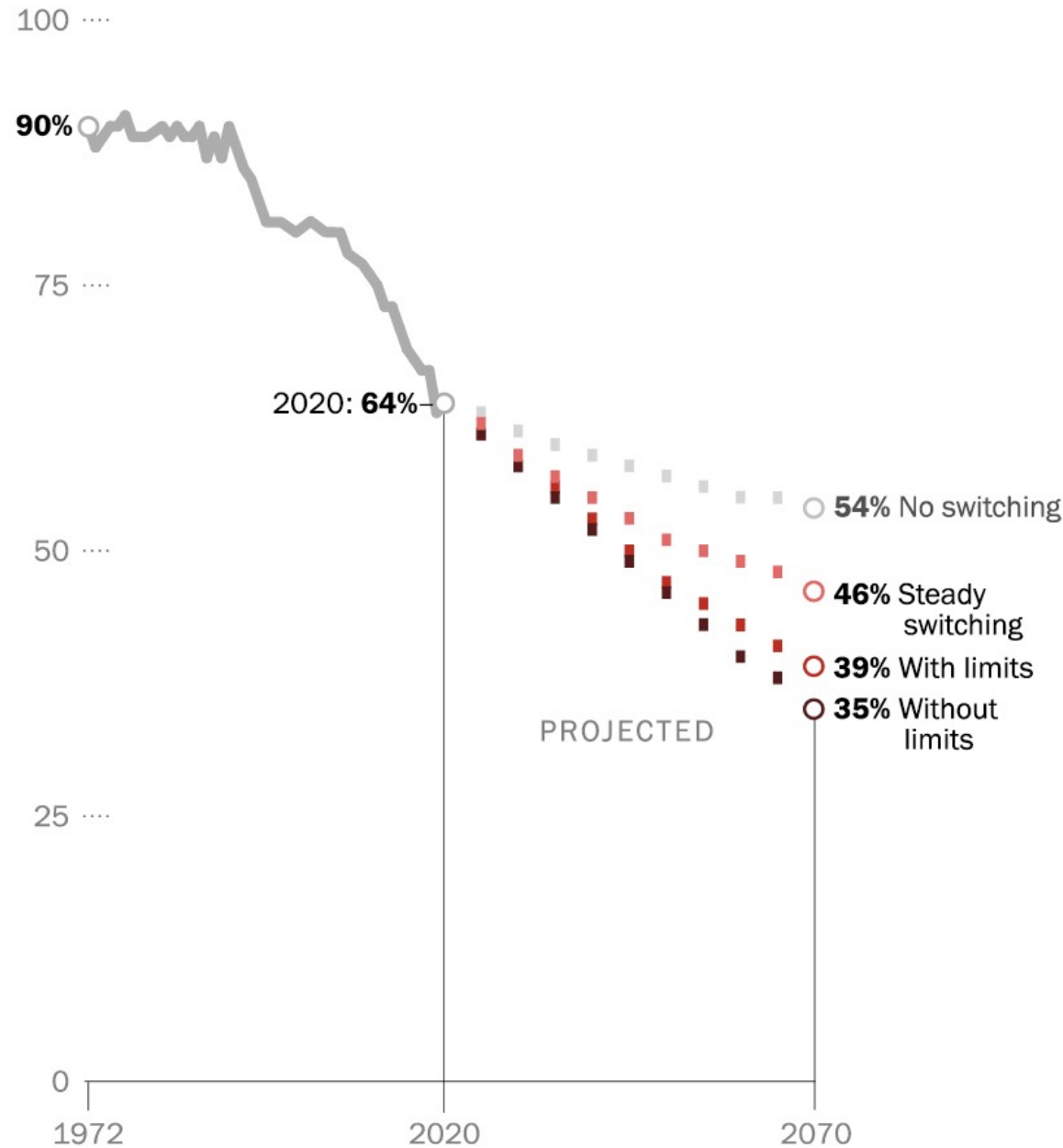
“Modeling the Future  
of Religion in America”

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# U.S. Christians projected to fall below 50% of population if recent trends continue

% of Americans who are Christian



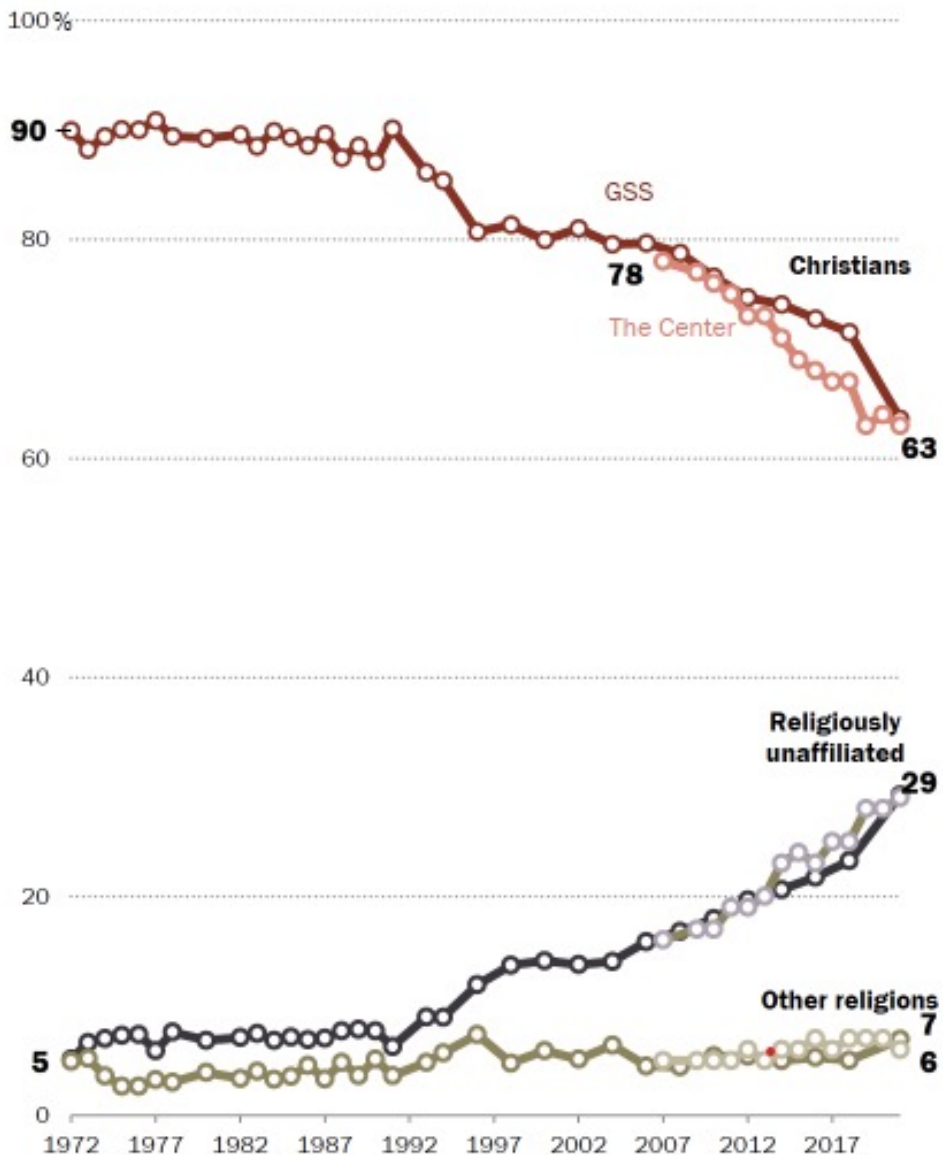
## Scenarios

- No switching**  
This scenario imagines no person in America has changed or will change their religion after 2020.
- Steady switching**  
Movement into and out of Christianity remains stable at recently observed rates. That is, in each new generation, 31% of Christians become religiously unaffiliated before they turn 30, and 21% of unaffiliated people become Christian.
- Rising disaffiliation with limits**  
In each new generation, a growing share of Christians switch out before they turn 30, while a shrinking share of 'nones' switch in. But the switching rate is capped to prevent the share of Christians who leave the faith from rising above 50%.
- Rising disaffiliation without limits**  
In each new generation, a growing share of Christians switch out before they turn 30, while a shrinking share of 'nones' switch in. No cap is imposed on switching rates.



## The rise of religious 'nones' looks similar in data from Pew Research Center and the General Social Survey

General Social Survey (darker) and Pew Research Center (lighter) estimates of U.S. religious composition, among U.S. adults

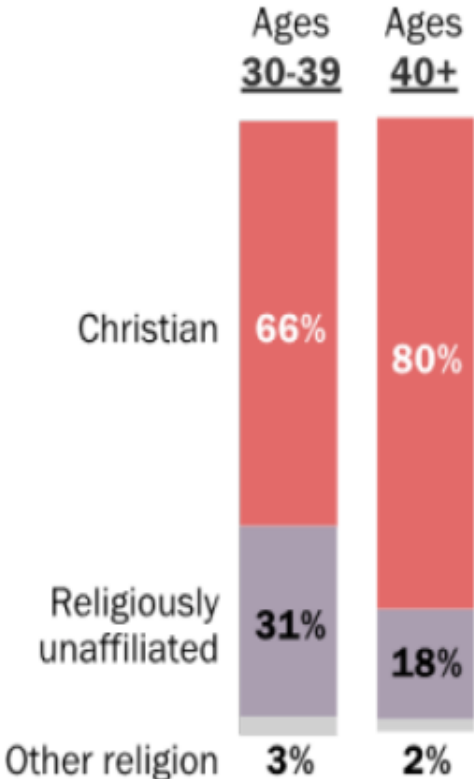


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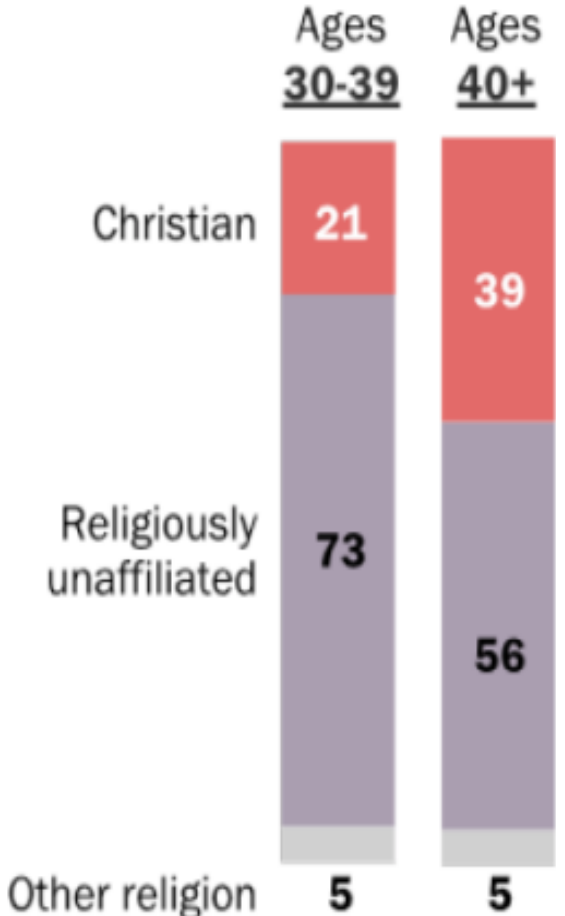


# Christian identity used to be 'stickier,' now unaffiliated identity is stickier

Among U.S. adults raised **Christian**, % who are now ...



Among U.S. adults raised **religiously unaffiliated**, % who are now ...

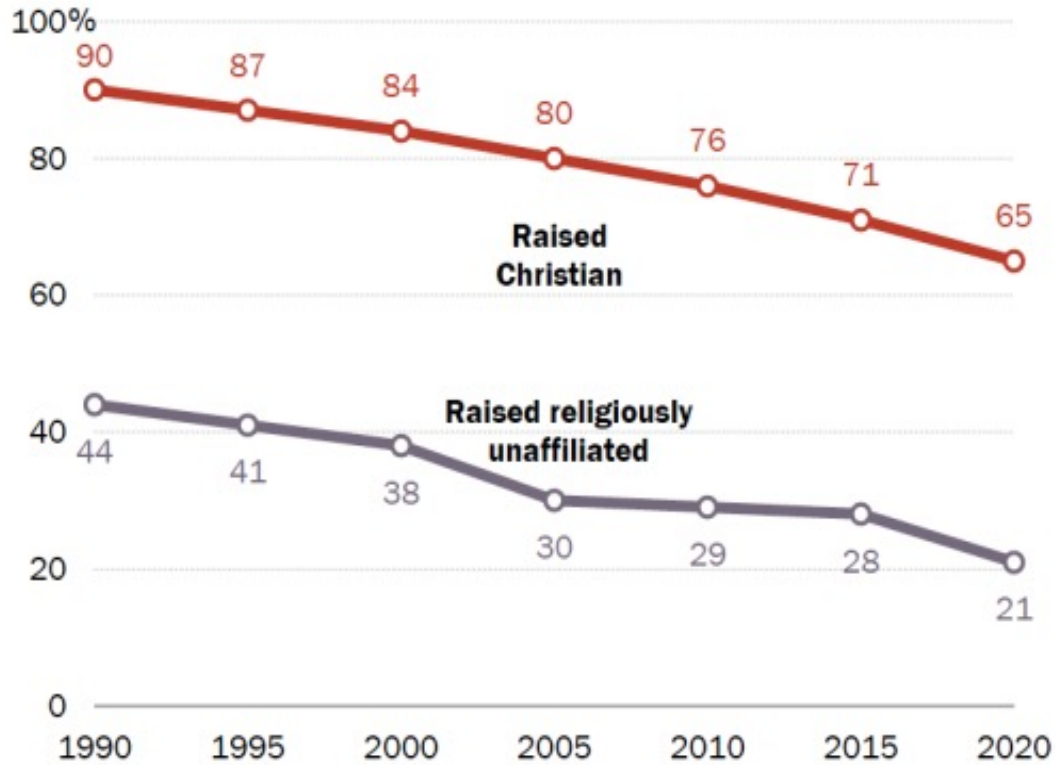


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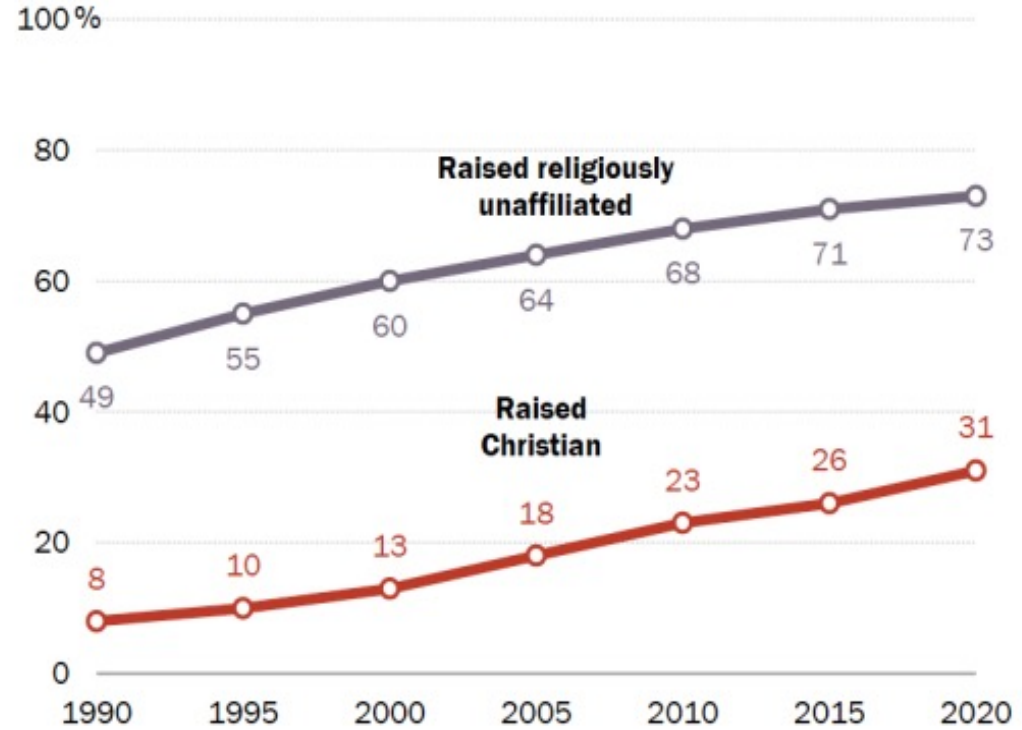
## Young Americans are now less likely to become or remain Christian ...

% of U.S. adults \_\_\_ who are Christian at ages 30 to 34



## ... and more likely to become or remain unaffiliated

% of U.S. adults \_\_\_ who are religiously unaffiliated at ages 30 to 34



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# About one-in-six teenage children of Christian mothers do not share the faith

*Among mothers of teens in each religious group, % whose teen identifies as ...*

Mother's religion	Teen's religion		
	Christian	Religiously unaffiliated	Other religion
Christian	83%	17%	< 1%
Religiously unaffiliated	11	88	1

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# About half of Americans in their 20s are Christian, compared with over 80% of the oldest Americans

*Estimated % of Americans in each group*

Age	Christians	Religiously unaffiliated	Other religions
0-4	57%	37%	6%
5-9	59	35	6
10-14	62	33	5
15-19	54	39	7
20-24	49	45	6
25-29	51	42	8
30-34	54	38	8
35-39	58	34	8
40-44	62	30	7
45-49	67	27	6

Age	Christians	Religiously unaffiliated	Other religions
50-54	71	23	6
55-59	74	21	6
60-64	76	19	6
65-69	78	17	6
70-74	79	15	5
75-79	81	14	5
80-84	83	13	4
85-89	85	12	4
90-94	87	10	3
95+	89	9	2

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# The North American Division



## MEDIA

- 7 Media Outlets
- Call Center (AIM)
- El Centinela
- HOPE Channel
- MESSAGE Magazine
- Publishing House
- Adventist Learning Community
- AdventSource
- Seminars Unlimited



## MULTIPLY

- International Office
- 9 Unions
- 59 Local Conferences
- 5,639 Congregations
- 4,300 Pastors
- 881 Schools
- 4,217 Teachers
- 5 Health Systems
- Institution for the Blind
- Organized Professional Laymen's Entity



## MENTORSHIP

- 13 Universities & Colleges
- PreK-12 Educational System
- Early Childhood Program
- Evangelistic Training Center (NADEI)
- Seminary
- Retreat Centers and Camps

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# ANTIOCH INITIATIVE

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# *What if . . .*



We had Division,  
Union, and Local  
Conference  
resources  
collaborate and  
collide in one  
place at one  
time?

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# *What if . . .*



We had  
intentional  
and  
systematic  
mentorship  
for every level  
of the Church?

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# What if . . .



We made sure  
all our media  
ministries are  
featured weekly  
in all of metro  
areas?

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# *What if . . .*



We would leverage our resources and **FOCUS** them collaboratively, strategically, and synergistically?

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# *What if . . .*



We had centers of influence that provided healthy eating alternatives, exercise classes, food distribution, counseling services, and computer training?

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# MISSION REFOCUS



How can we ensure that every church, large or small, is actively engaged in the mission for which Christ established His Church?



How do we get every member involved in the mission of the church?

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# THE EQUALIZER – THE HOLY SPIRIT



**But ye shall  
receive power.  
This promised  
GIFT will bring  
all other gifts  
in its train.**

*Acts 1:8, Fundamentals of  
Christian Education, 434.1*

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**“The work of God in this earth can never be finished until the men and women comprising our church membership rally to the work and unite their efforts with those ministers and church officers.”**

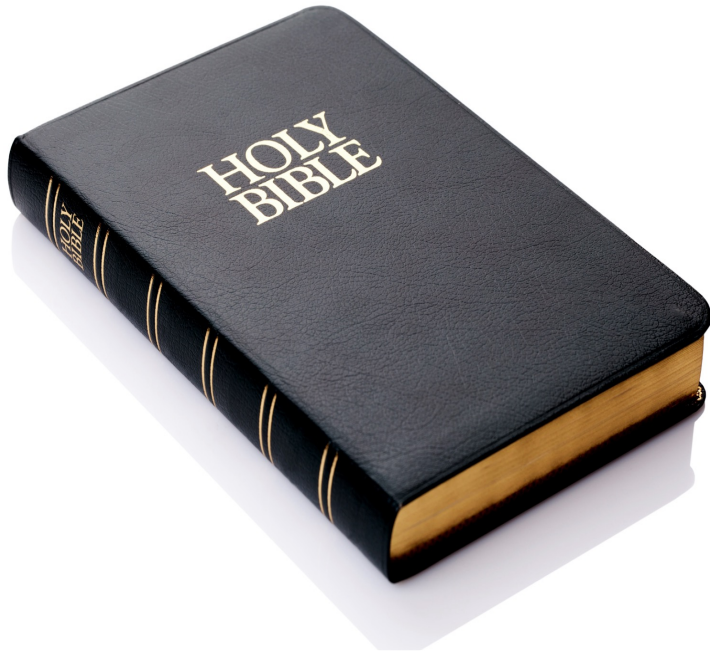
***Gospel Workers, 351.4***

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# JOEL 2:28

And it shall come to pass afterward, that I will pour out my spirit upon all flesh; and your sons and your daughters shall prophesy, your old men shall dream dreams, your young men shall see visions.



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# EVERYBODY INVOLVED (TMI)



- Harvest is plentiful
- We need more workers
- Matthew 9:38 - Pray that the Lord of the harvest will send laborers into His harvest.

# Adventists to Population Ratio

CITY	POPULATION	ADVENTISTS	RATIO
New York-Newark-Bridgeport	21,976,224	75,501	291
Los Angeles-Long Beach Riverside	17,775,984	82,141	216
Chicago-Naperville-Michigan City	9,725,317	21,668	449
Washington-Baltimore-Northern VA	8,211,213	36,798	223
Boston-Worcester-Manchester	7,465,634	15,579	479
San Jose-San Francisco-Oakland	7,228,948	7,201	1004
Philadelphia-Camden-Vineland	6,382,714	11,976	533
Dallas-Fort Worth	6,359,758	25,128	253
Houston-Baytown-Huntsville	5,641,077	13,562	416
Atlanta-Sandy Springs-Gainesville	5,478,667	18,850	291

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# Adventists to Population Ratio

CITY	POPULATION	ADVENTISTS	RATIO
Miami-Fort Lauderdale-Miami Beach	5,463,857	37,970	144
Detroit-Warren-Flint	5,410,014	10,043	539
Toronto	5,113,149	18,618	275
Phoenix-Mesa-Scottsdale	4,039,182	9,810	412
Seattle-Tacoma-Olympia	3,876,211	4,333	895
Montreal	3,635,571	4,662	780
Minneapolis-St. Paul-St. Cloud	3,502,891	4,302	814
Denver-Aurora-Boulder	2,927,911	8,043	364
San Diego-Carlsbad-San Marcos	2,941,454	23,228	127
Cleveland-Akron-Elyria	2,917,801	7,097	411

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Fifty percent  
(50%) of the  
congregations  
in the North  
American  
Division have  
less than 100  
members

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Turn your eyes upon Jesus,  
Look full in His wonderful face,  
And the things of earth  
will grow strangely  
In the light of His glory

And the things of earth  
will grow strangely dim,  
In the light of His glory and



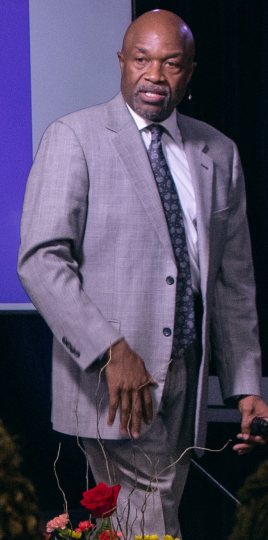
Praising my Savior all the time  
This is my story, this is my song  
Praising my Savior all the time





**We Are All  
Messed  
Up!!**

Romans 6:23 --  
The wages of sin  
is death; but the  
gift of God is  
eternal life  
through Jesus  
Christ our Lord.





## MY PRAYER

Lord Jesus, I ask for forgiveness for all my sins. I accept the gift of your grace. I receive your love, O my Lord. I want to walk in your grace wherever I go.





Your goodness is running after  
It's running after me  
is running after











DO NOT ENTER THE POOL AT ANY OTHER TIME.  
CHILDREN MUST BE ACCOMPANIED BY AN ADULT.  
NO RUNNING OR HORSEPLAY.  
NO GLASS OR POP-TOPS ALLOWED IN POOL AREA.  
SHOWER BEFORE ENTERING POOL.  
FOR EMERGENCIES DIAL "0"  
**NO DIVING** 



4 FT 12 M







Washington,  
D.C.



New York



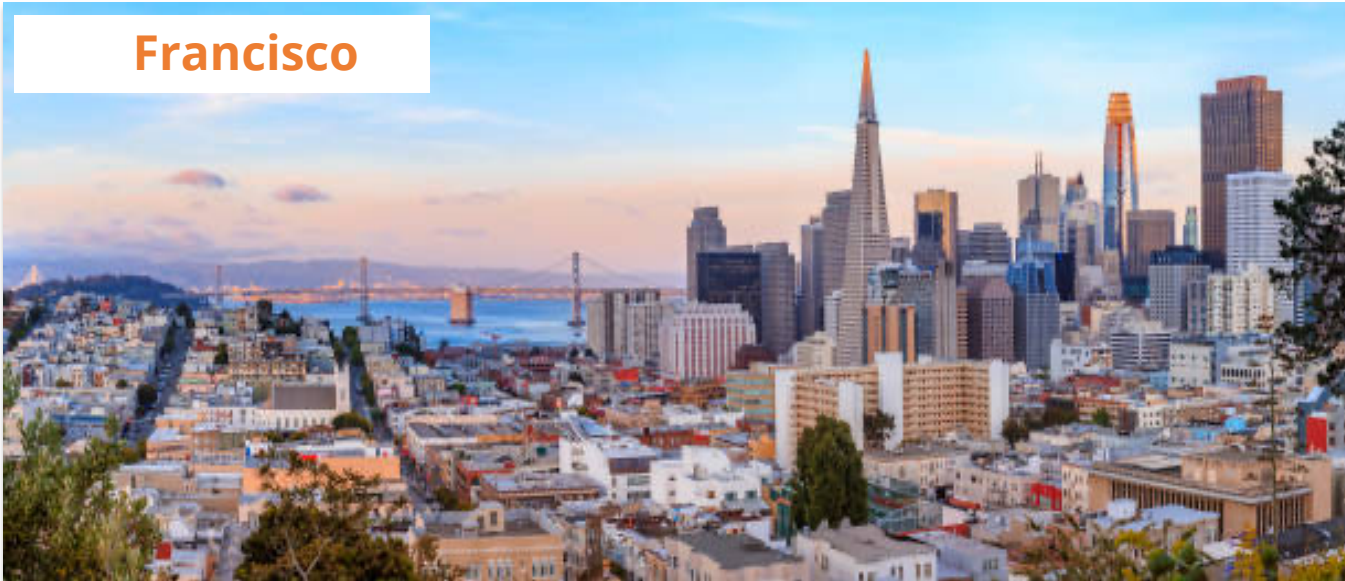
Chicago



Toronto



Francisco



Los Angeles



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# EVERYBODY CAN DO SOMETHING

## The world Church calls it:

- TMI (Total Member Involvement)
- Now Global TMI
- **Whatever we want to call it...**
- **Let's challenge every member to get involved in the mission Jesus has called us to...**
- **Everybody can do something**

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