ALL THINGS NEW

NORTH AMERICAN DIVISION • 2026 ANNUAL COUNCIL

Secretary's Report

Kyoshin Ahn

Executive Secretary, North American Division

North American Division of Seventh-day Adventists

NAD Membership Overview (2025–2026)

Comparison of 4th Quarter 2025 and 3rd Quarter 2026 membership

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Membership 2025

1,316,659

(Membership as of 4th Quarter 2025)

Membership 2026

1,329,267

(Membership as of 3rd Quarter 2026)

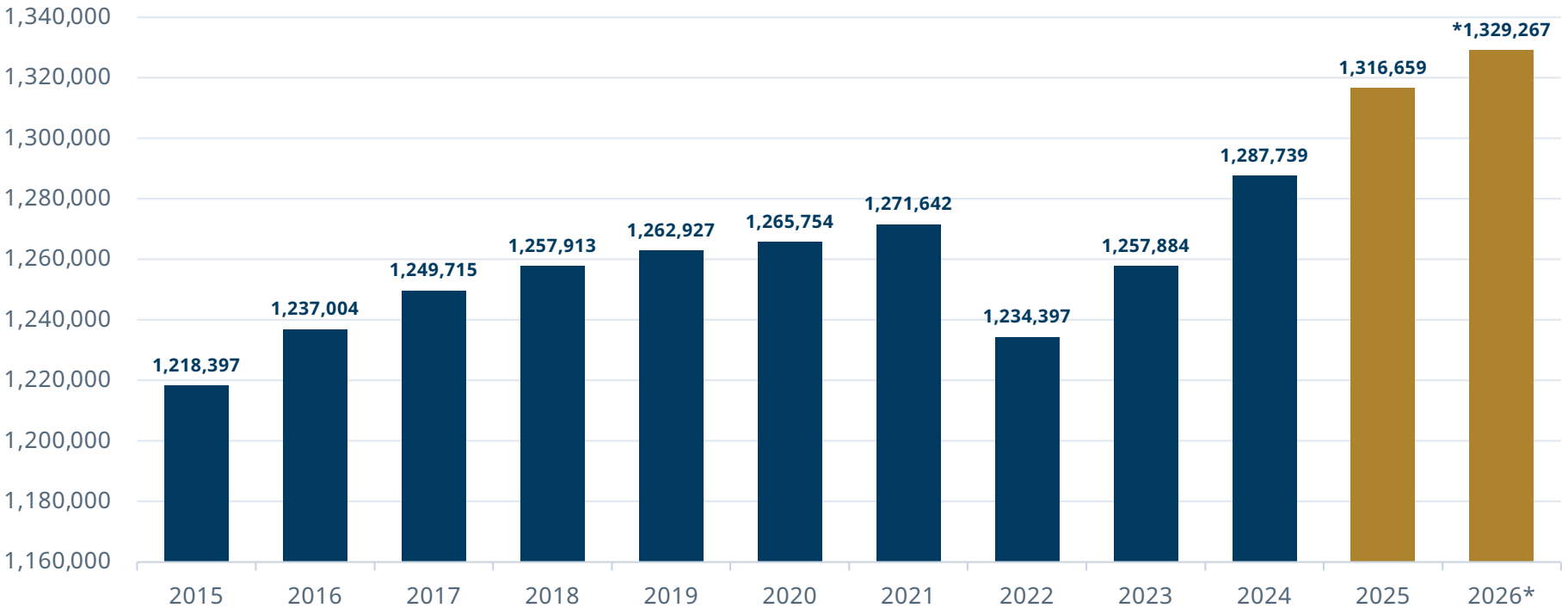


Net Increase: 12,608

North American Division of Seventh-day Adventists®

NAD Membership (2015–2026*)

Ending membership across the North American Division



* Third quarter, 2026 (1,329,267 members).

North American Division of Seventh-day Adventists

Average Daily Accessions 2025

Annual and daily membership additions through baptisms and professions of faith

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43,052

Baptisms and Professions of Faith

118

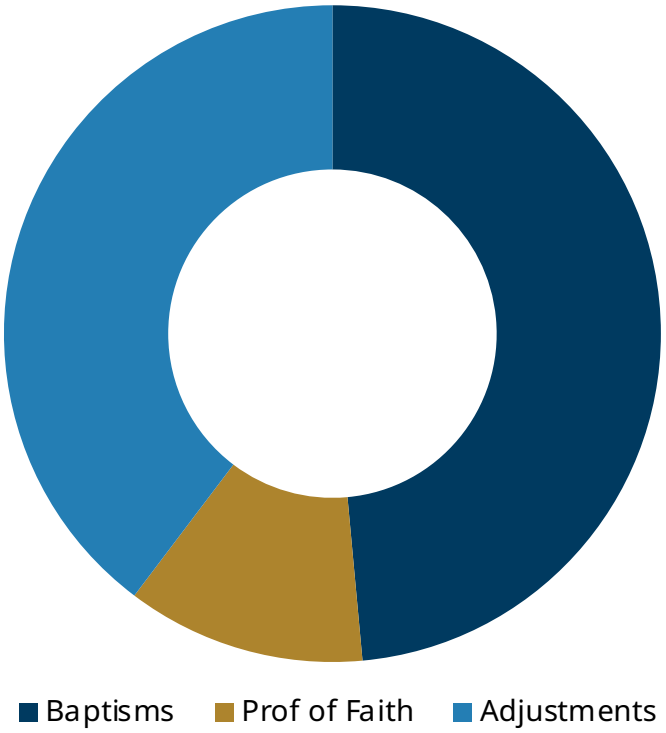
Average Daily Accessions

Every day in 2025, an average of 118 people joined the Seventh-day Adventist Church in North America.

North American Division of Seventh-day Adventists

Accessions — 2025 Calendar Year

Breakdown of 71,392 total accessions by entry category



34,653 — 48%
Baptisms

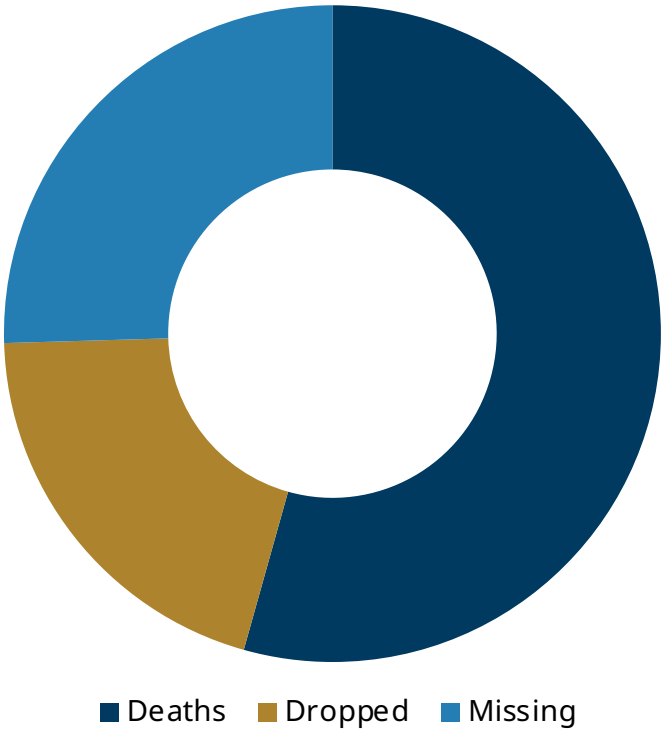
28,340 — 40%
Adjustments

8,399 — 12%
Professions of Faith

North American Division of Seventh-day Adventists

Losses in 2025

Breakdown of **15,759** total membership losses in 2025



8,565 — **Deaths** — **54%**

4,012 — **Missing** — **25%**

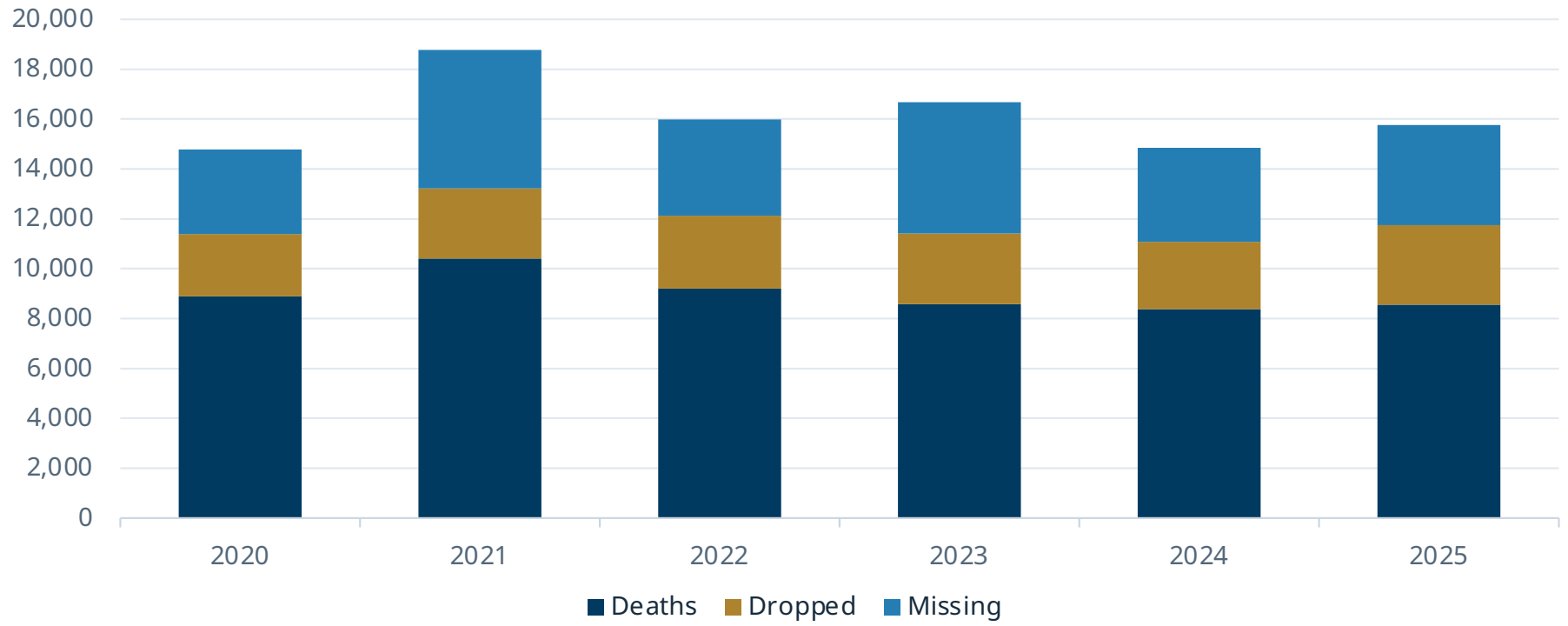
3,182 — **Dropped** — **20%**

North American Division of Seventh-day Adventists

Membership Losses (2020–2025)

Annual membership losses by category (Deaths, Dropped, and Missing)

Annual Total Losses: **2020: 14,789** **2021: 18,776** **2022: 15,996** **2023: 16,667** **2024: 14,846** **2025: 15,759**



North American Division of Seventh-day Adventists

Members Who Join or Leave (1985–2025)

Cumulative 40-year comparison of accessions versus dropped and missing members

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Baptisms & Prof of Faith

1,577,516

Members who joined the church between 1985 and 2025

Dropped & Missing



533,450

Members dropped or recorded missing between 1985 and 2025

33% net loss rate

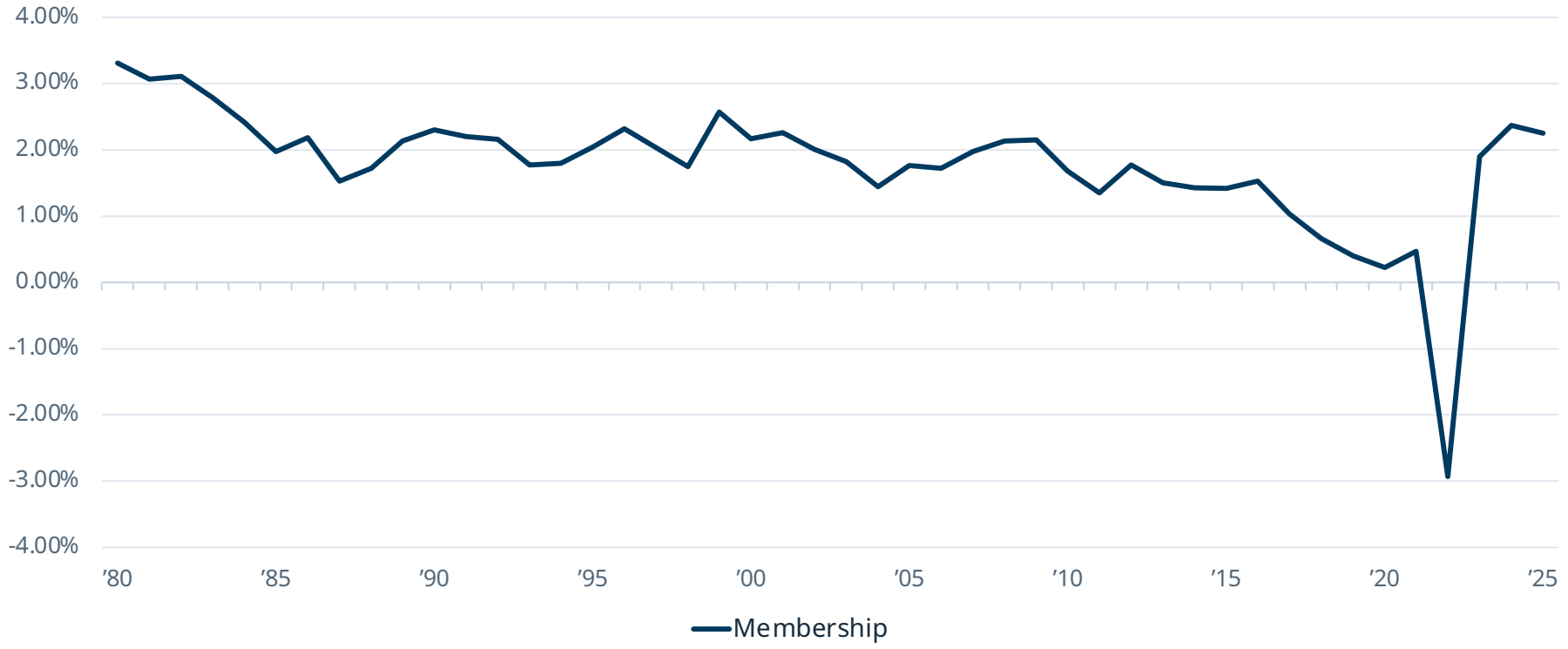
Approximately 1 out of every 3 members added through baptism or profession of faith was later dropped or listed as missing (1985–2025).

North American Division of Seventh-day Adventists®

Net Change in Membership

1.78% Average, 1980–2025 (Annual percentage change)

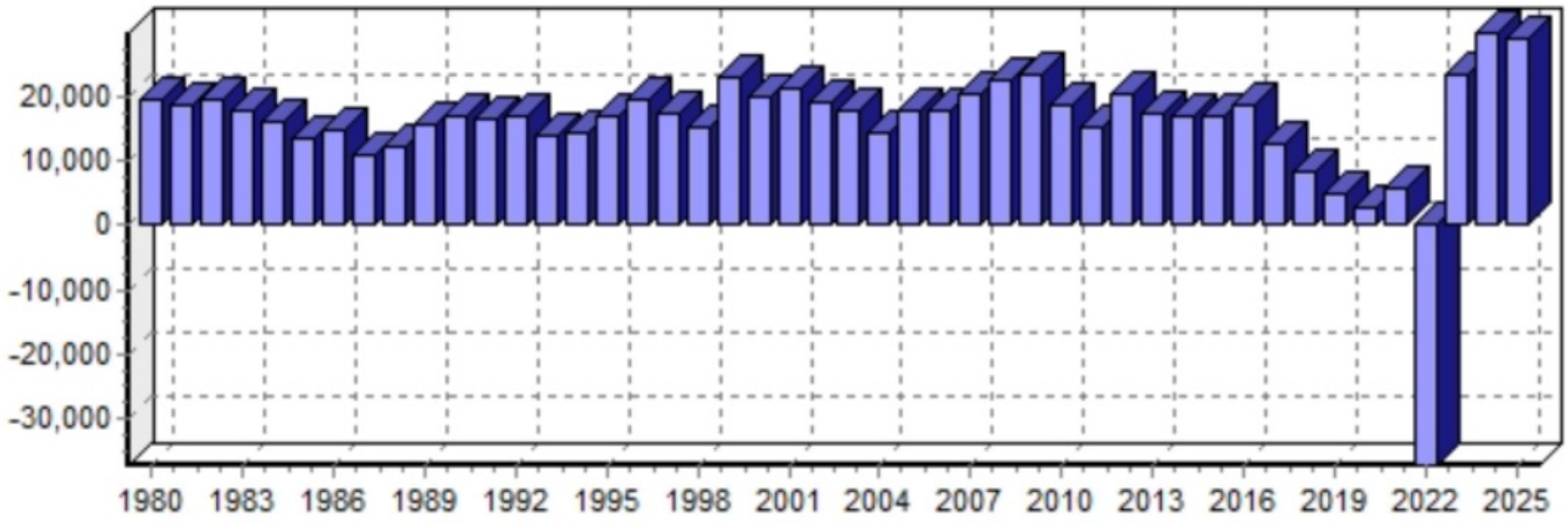
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Net Growth (1980–2025)

'Net Growth' shows the net membership growth during the year.

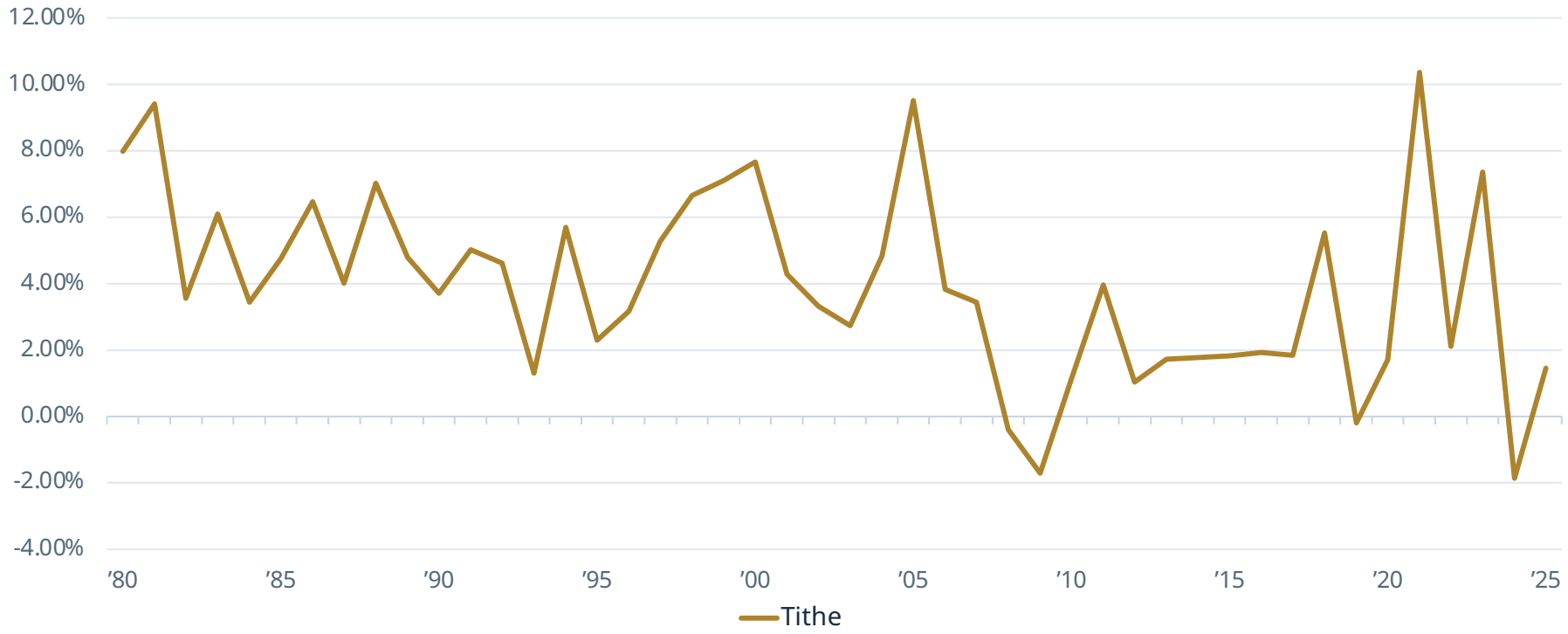


Formula: NetGrowth = EndMem − BegMem

North American Division of Seventh-day Adventists

Tithe Growth Rate

3.94% average, 1980 - 2025 (Annual percentage change)

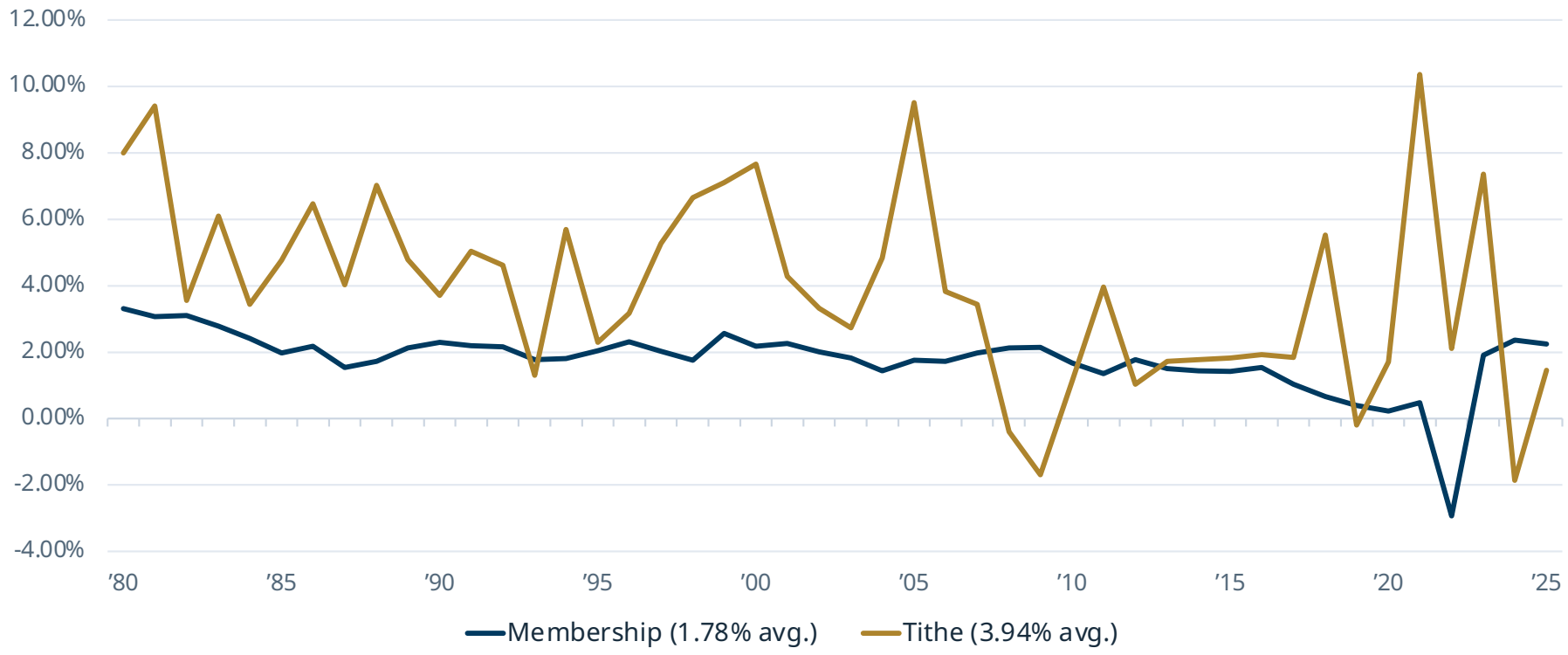


***Average Inflation Rate**: **3.08%** per year

North American Division of Seventh-day Adventists

Net Growth Rates: Membership vs. Tithe

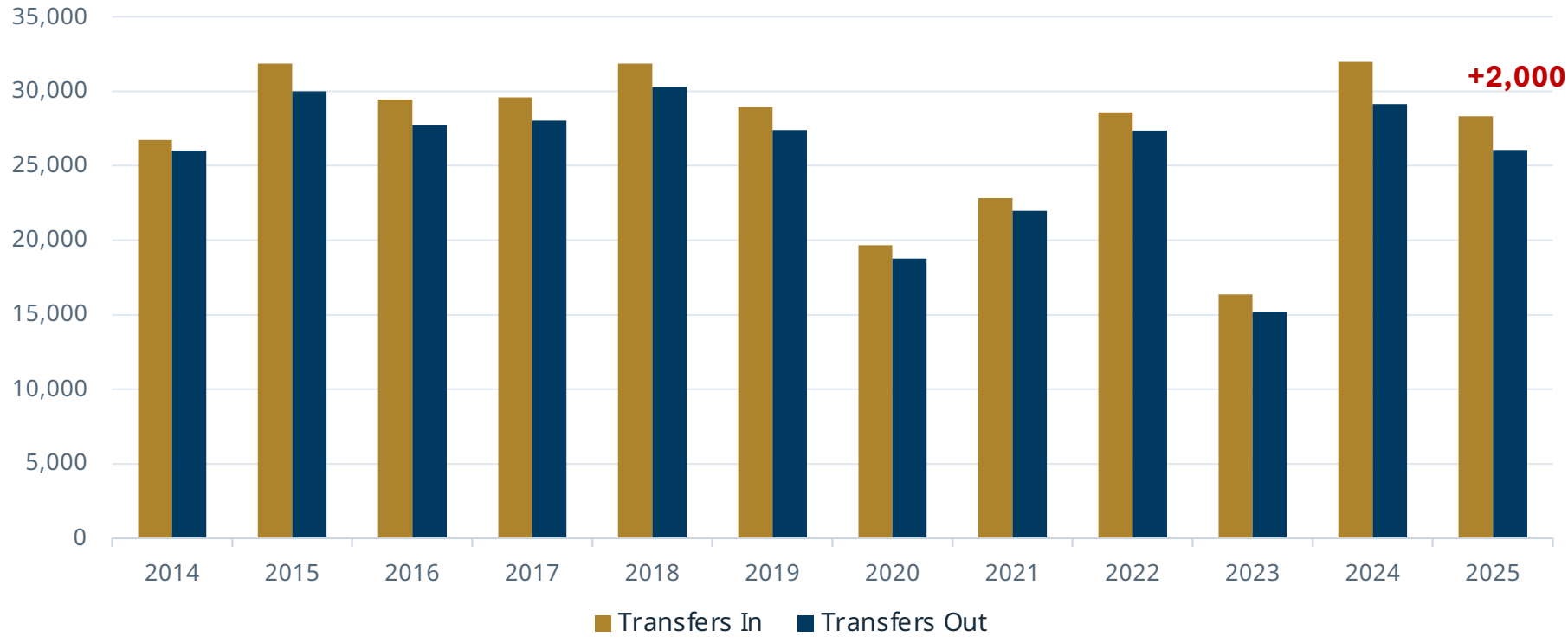
Annual percentage growth comparison (1980–2025)



North American Division of Seventh-day Adventists

Transfers In & Out (2015–2025)

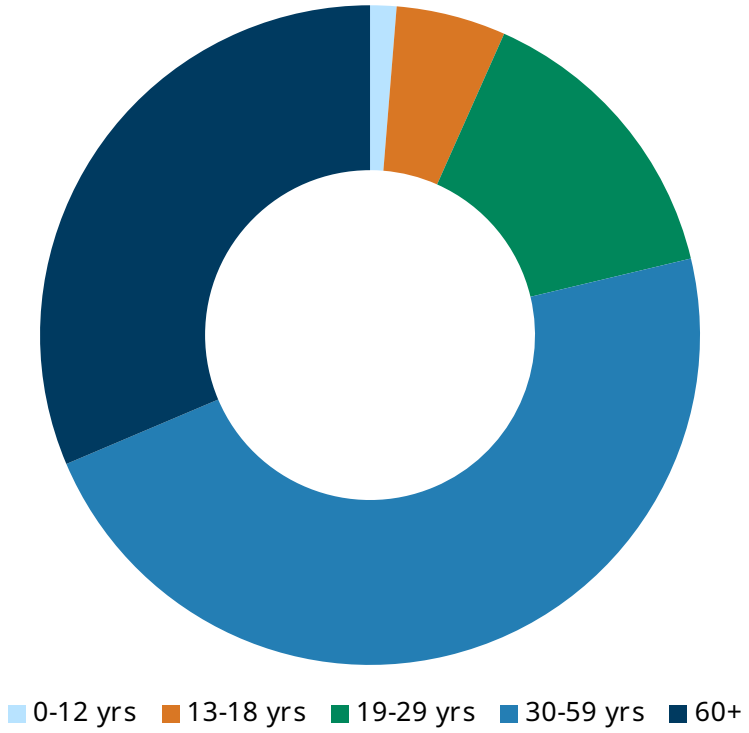
Annual letter transfers across North American Division congregations



North American Division of Seventh-day Adventists

Age Breakdown

Distribution of reporting NAD membership across five age brackets



30–59 yrs	403,120 members	**47%**
60+ yrs	267,290 members	**31%**
19–29 yrs	124,373 members	**15%**
13–18 yrs	45,777 members	**5%**
0–12 yrs	10,977 members	**1%**

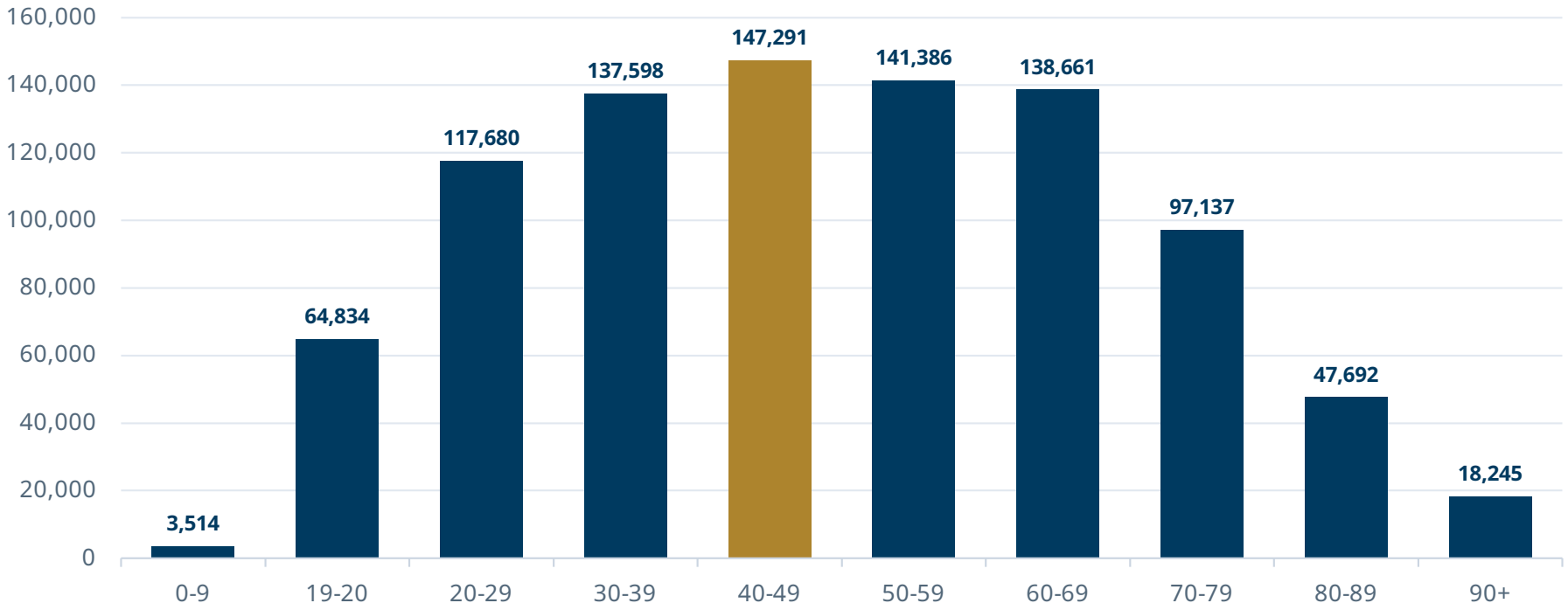
North American Division of Seventh-day Adventists

Members by Age

Detailed age distribution across reporting NAD members

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Median / Mean Age is 49



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Gender Ratio

Distribution across reporting NAD membership



53% Female — 665,525 members

41% Male — 512,908 members

6% Unstated — 80,758 members

North American Division of Seventh-day Adventists

NORTH AMERICAN DIVISION • 2025

6,761 Congregations in 2025

5,876

Churches (86.9% of congregations)

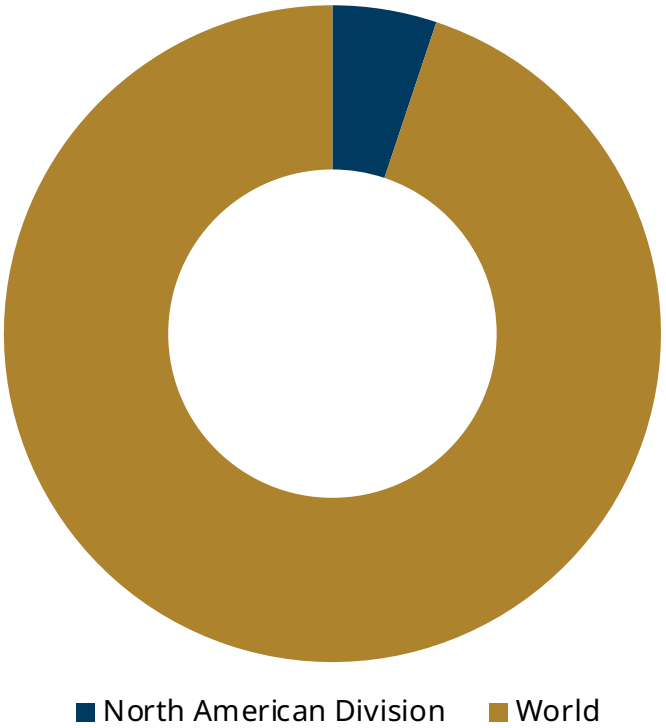
885

Companies (13.1% of congregations)



2025 Membership: World vs. NAD

North American Division share of global Seventh-day Adventist membership



North American Division (5.4%)

1,316,659

2025 ending membership

World (94.6%)

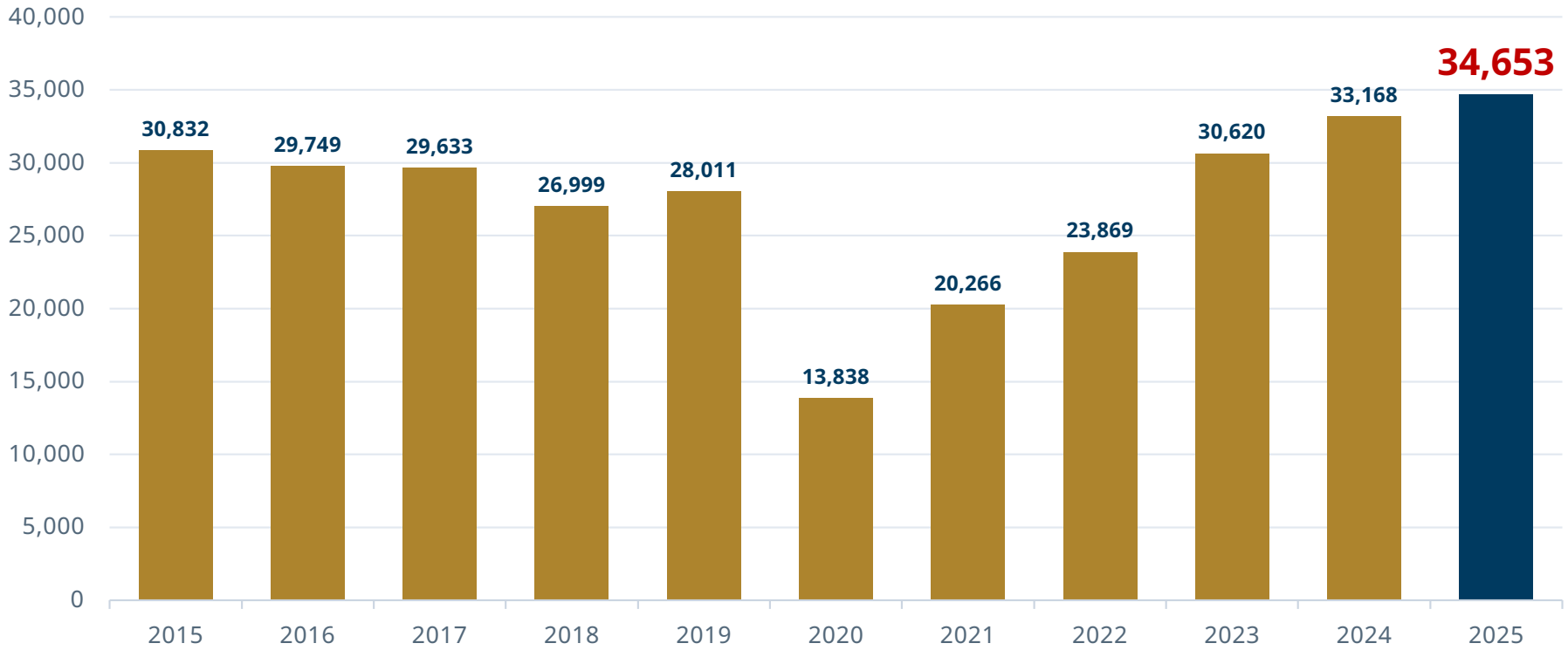
24,372,139

Global membership outside NAD

North American Division of Seventh-day Adventists

Baptisms (2015–2025)

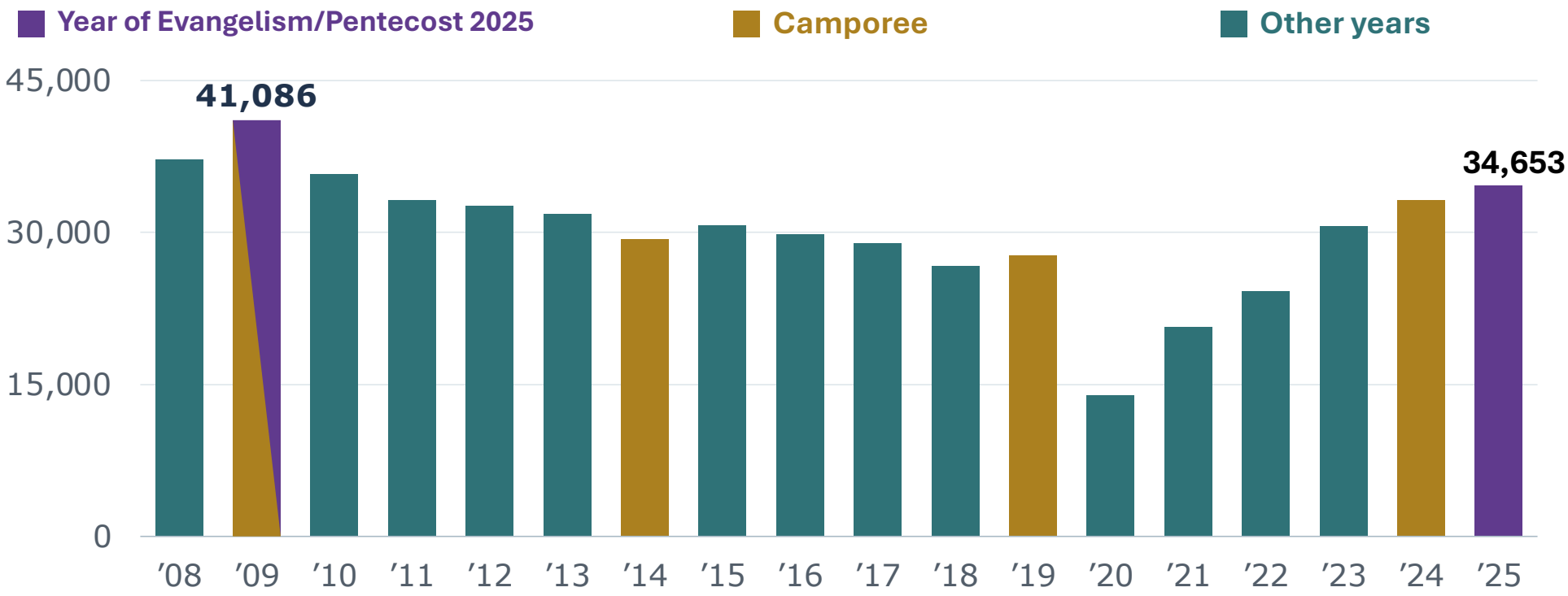
Annual baptisms across the North American Division



North American Division of Seventh-day Adventists

NAD Baptisms and Major Event Years

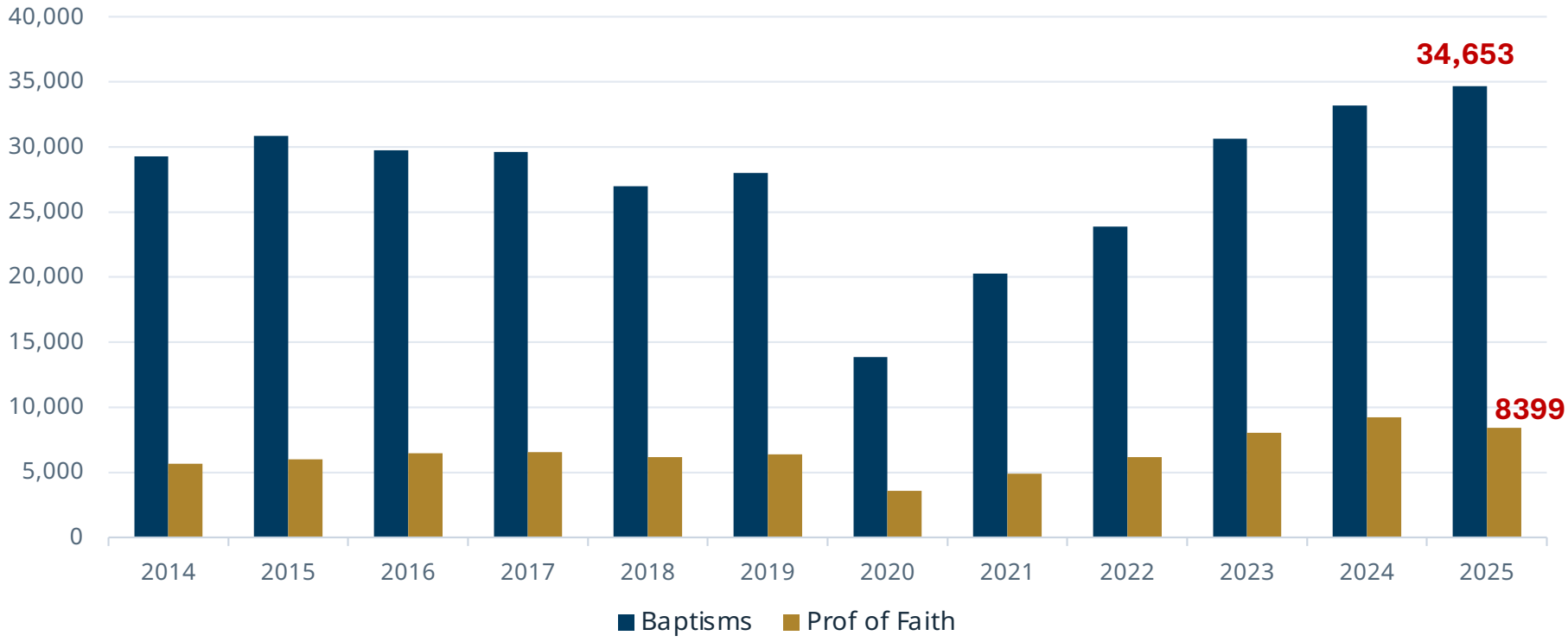
Annual totals, 2008–2025. All ages, including unknown ages



Source: eAdventist, February 24, 2026. 2025 total: 34,653 baptisms.

Baptisms & Profession of Faith (2014–2025)

Annual comparison of baptisms and professions of faith



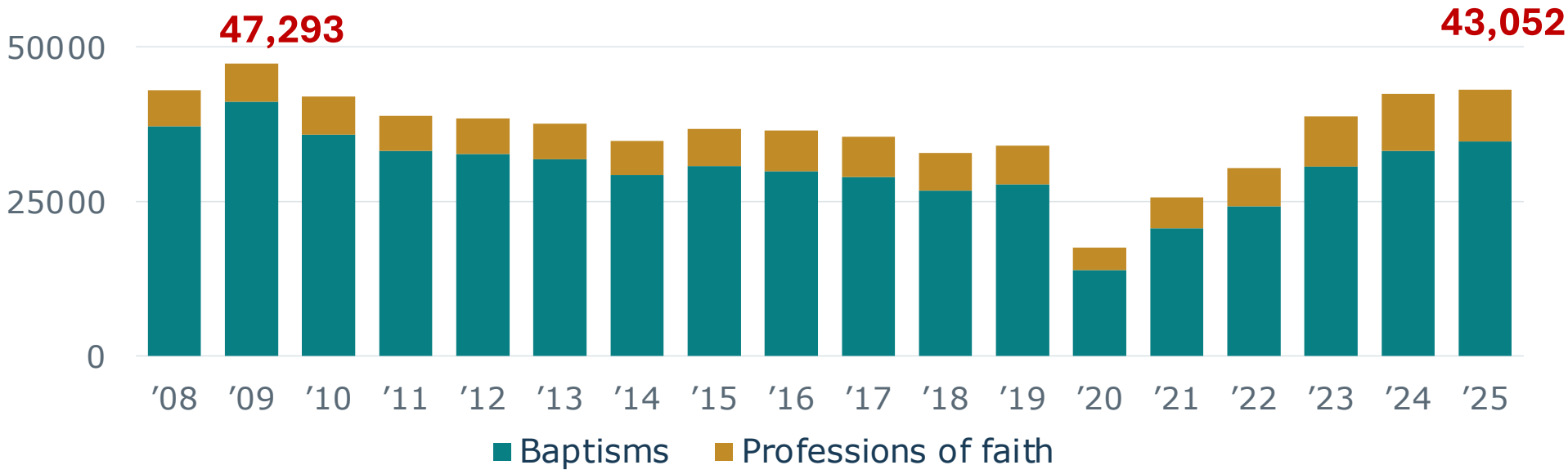
North American Division of Seventh-day Adventists

NAD Baptisms and Professions of Faith

Annual totals, 2008–2025

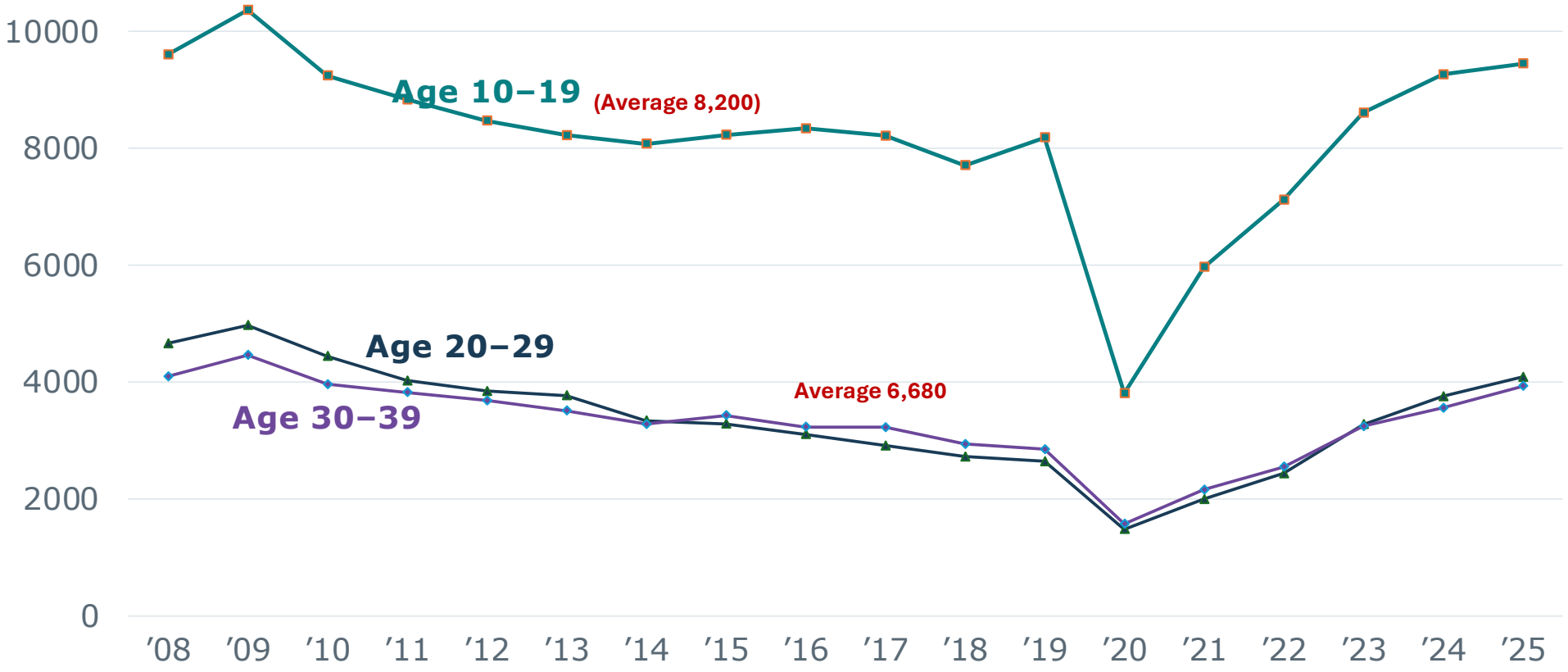
43,052 combined in 2025

34,653 baptisms + 8,399 professions of faith



Source: NAD Baptisms PoF by Age and Year.xlsx. Totals include all age groups and unknown ages.

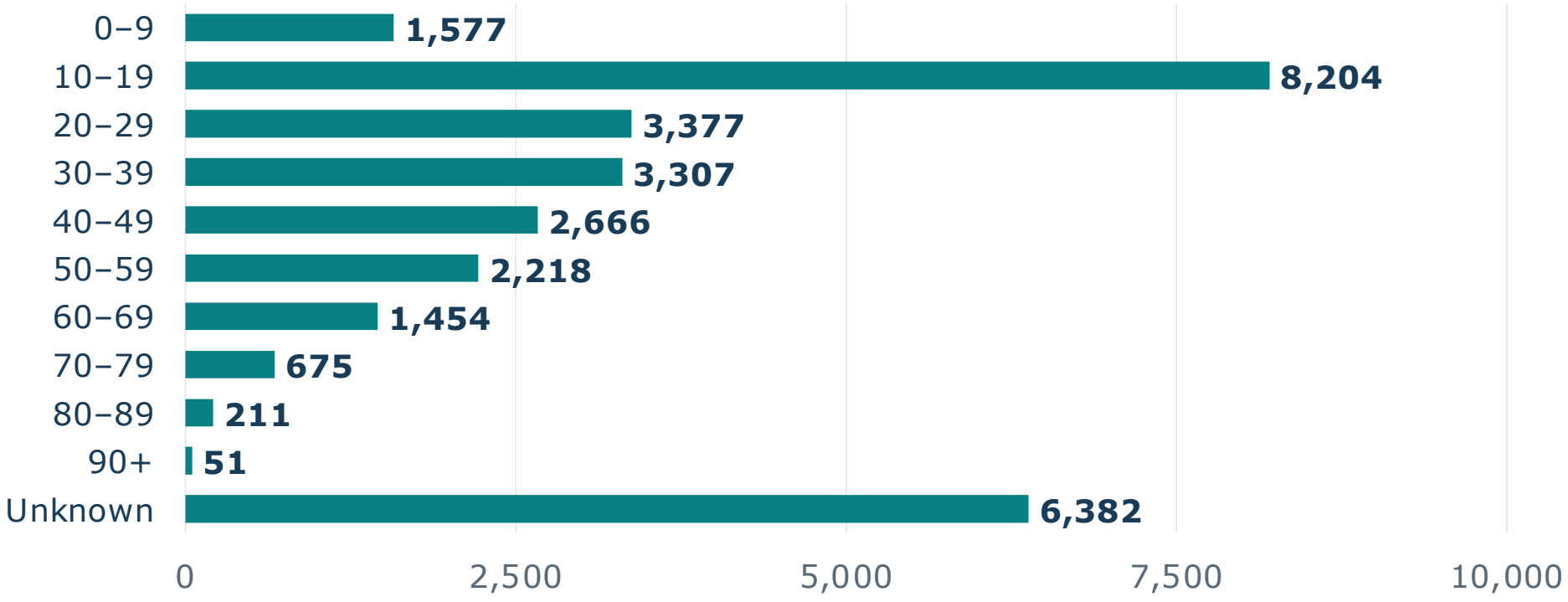
NAD Baptisms by Age, 2008–2025



Source: eAdventist records, February 24, 2026.

Baptisms by Age Group

Average baptisms per year, by age group



Period length: 2008 - 2025

Source: eAdventist, February 24, 2026. Annual averages are rounded to whole numbers.

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NAD Baptism Survey

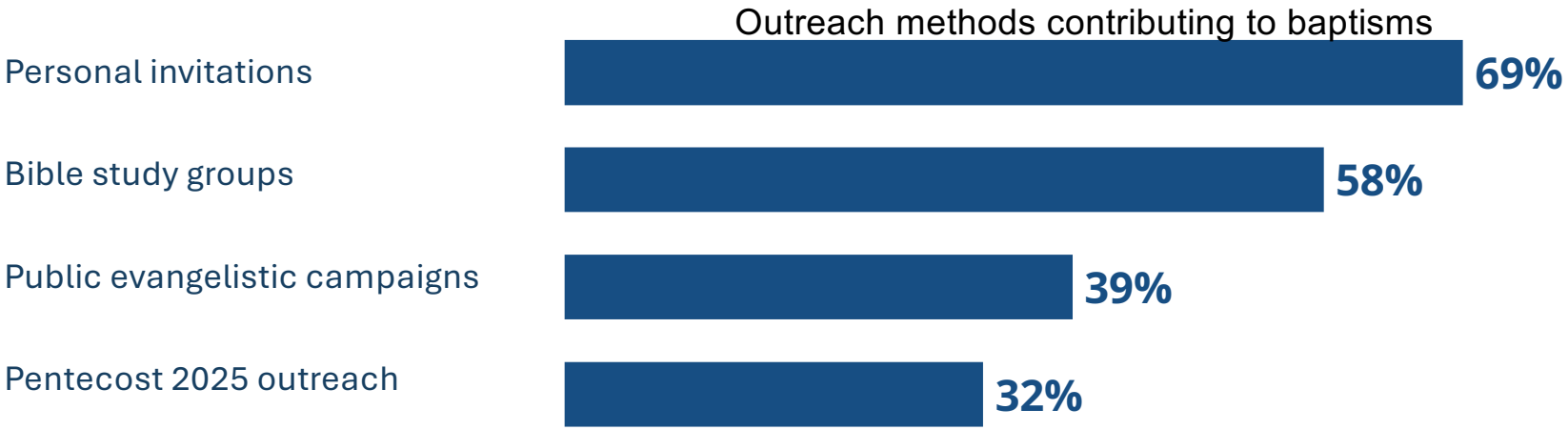
Analysis of 705 pastoral responses
across the North American Division

Outreach, Belonging, and Discipleship

North American Division
of Seventh-day Adventists

Personal Relationships Lead

Outreach methods pastors identified as most effective for baptisms



Methods can overlap and complement one another.

Q4, n = 699. Percentages rounded.

North American Division of Seventh-day Adventists

Belonging Matters

30%

Sense of community

23%

Personal invitation

Together, more than half of pastors' reported reasons for joining.

Q6, n = 702. Pastors' reports of converts' reasons. Percentages rounded.

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Support after Baptism

69%

New members involved
or very involved

52%

Follow-up effective
or very effective

Another 44% rate follow-up moderately effective.

Follow-up methods used

Small groups 59% Discipleship classes 40% Mentorship 32%

Q10, n = 704; Q8, n = 703; Q7, n = 699. Percentages rounded.

Resources and Reported Results

69%

Report sufficient funding for evangelism

39%

Rate evangelistic efforts successful or very successful

Congregational health: 53% healthy or very healthy, 41% moderate.

Separate findings do not establish funding's effect on results.

Q15, n = 701; Q13, n = 703; Q2, n = 702. Percentages rounded.

Priorities for Local Churches

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Equip members to invite others

Make Bible study easy to access

Give every new believer spiritual support

Pastoral assessments of practices and perceptions.
Direct baptismal growth and retention were not measured.

For the full report

North American Division of Seventh-day Adventists



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CHURCH HEALTH & METRICS

Measuring Vital Signs

eAdventist
technology for churches

North American Division of Seventh-day Adventists®

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Nearly one-third of our declining churches are actively baptizing people. They are celebrating baptisms at the front, but their total weekly attendance is quietly shrinking out the back.

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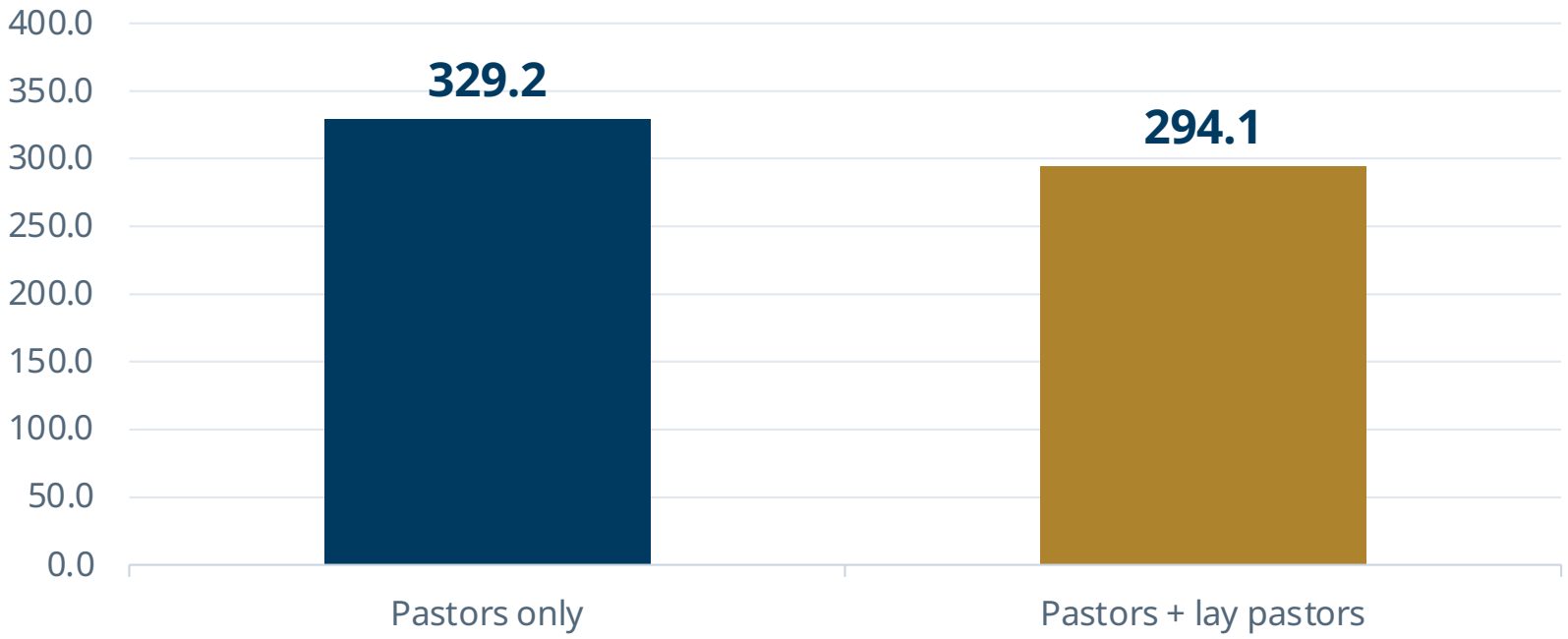
Members / Attendance and Pastor Ratio

Membership and attendance per pastor and volunteer lay pastor

North American Division of Seventh-day Adventists

Members per Pastor

2026, all 59 reporting Conferences

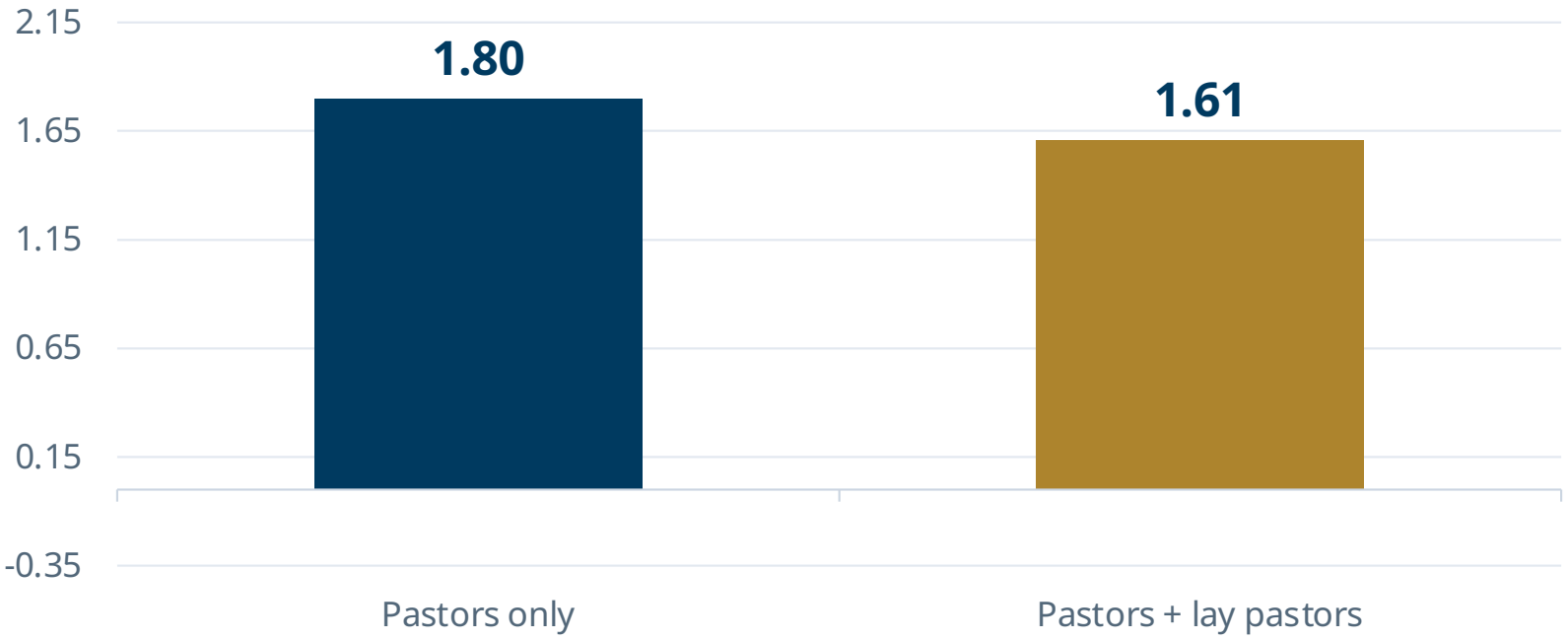


Average membership divided by average Pastor & Lay Pastors (with lay pastor: 10.6% member to pastor decrease)

Currently, there are 3,919 pastors abd 473 lay pastors.

Congregations per Pastor

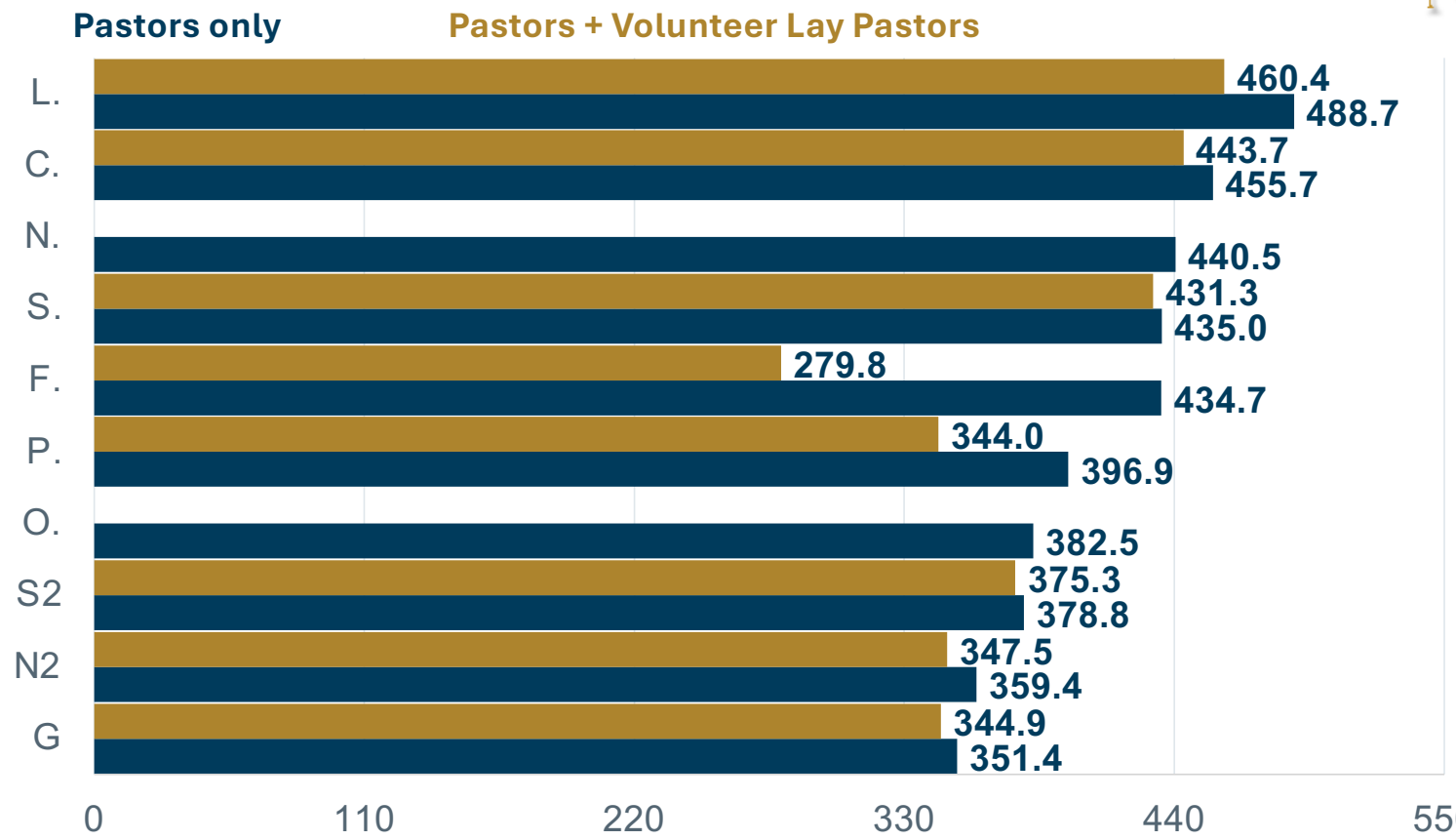
2026, all 59 reporting Conferences



Average congregations divided by average Pastor & Lay Pastor

Members per Pastor: 10 Large Conferences

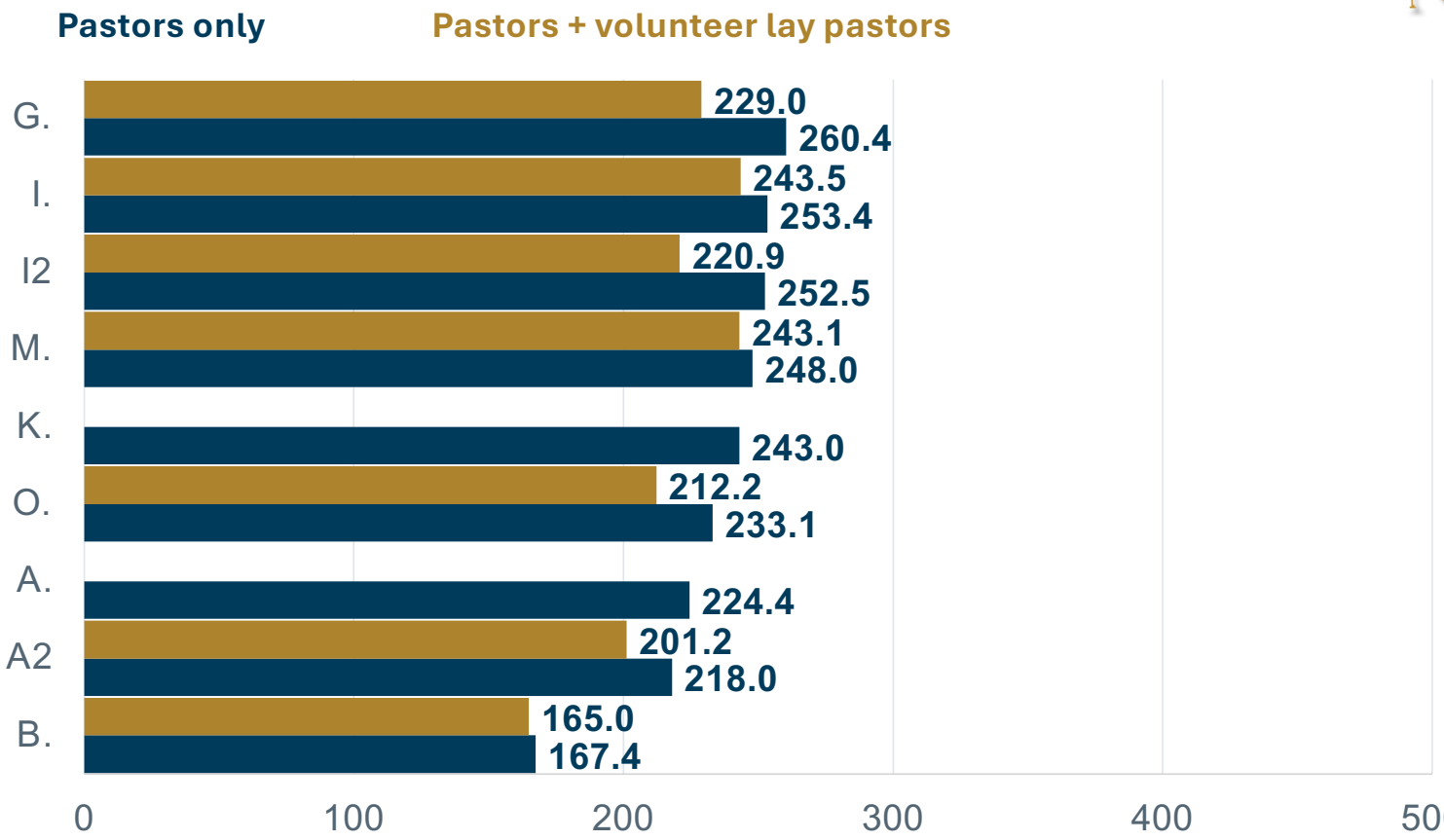
30,000+ members • Ranked by members per pastor • 2026



North American Division of Seventh-day Adventists

Members per Pastor: Conferences with 10K–20K members

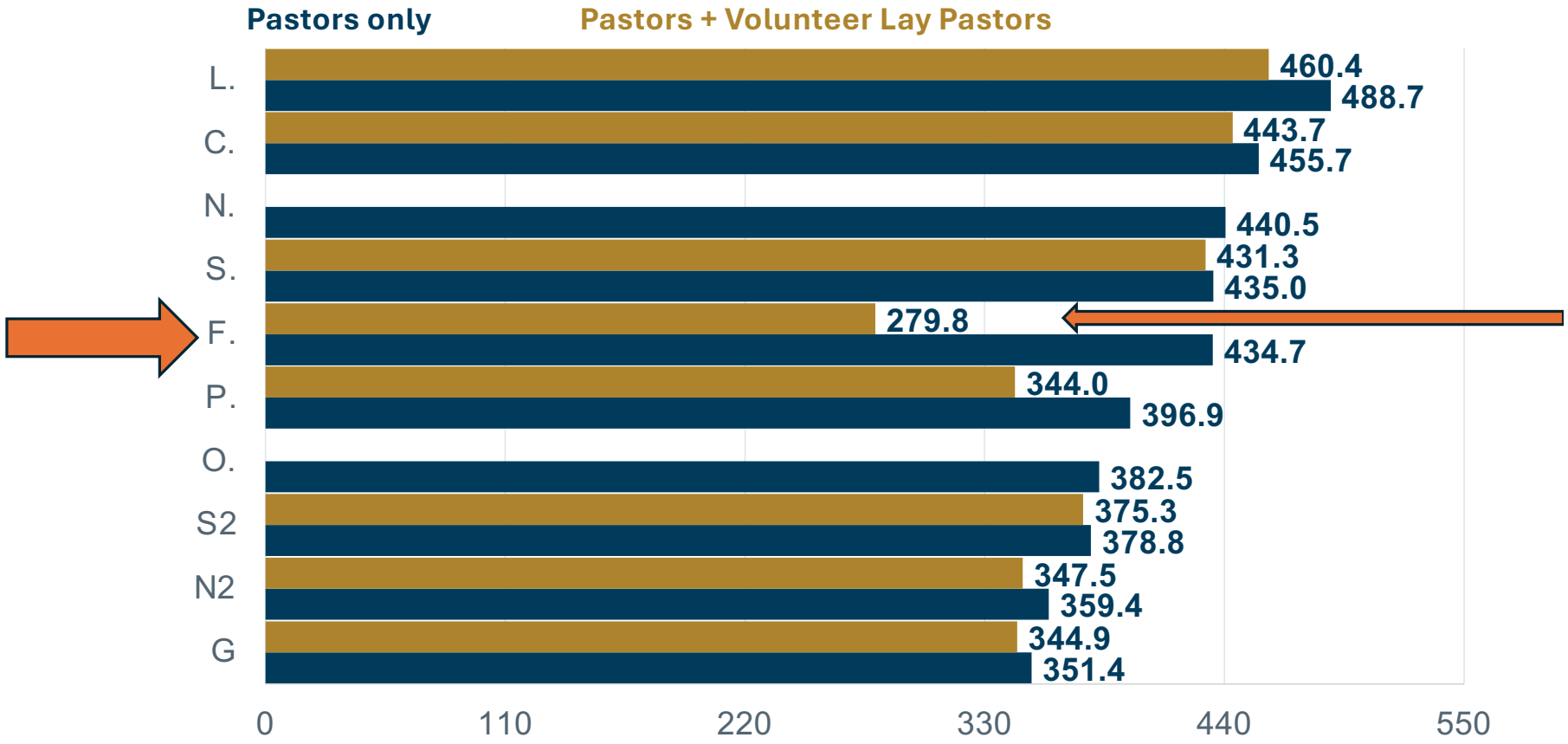
10,000–20,000 members • Ranked by members per pastor • 2026 • Part 2 of 2



North American Division of Seventh-day Adventists

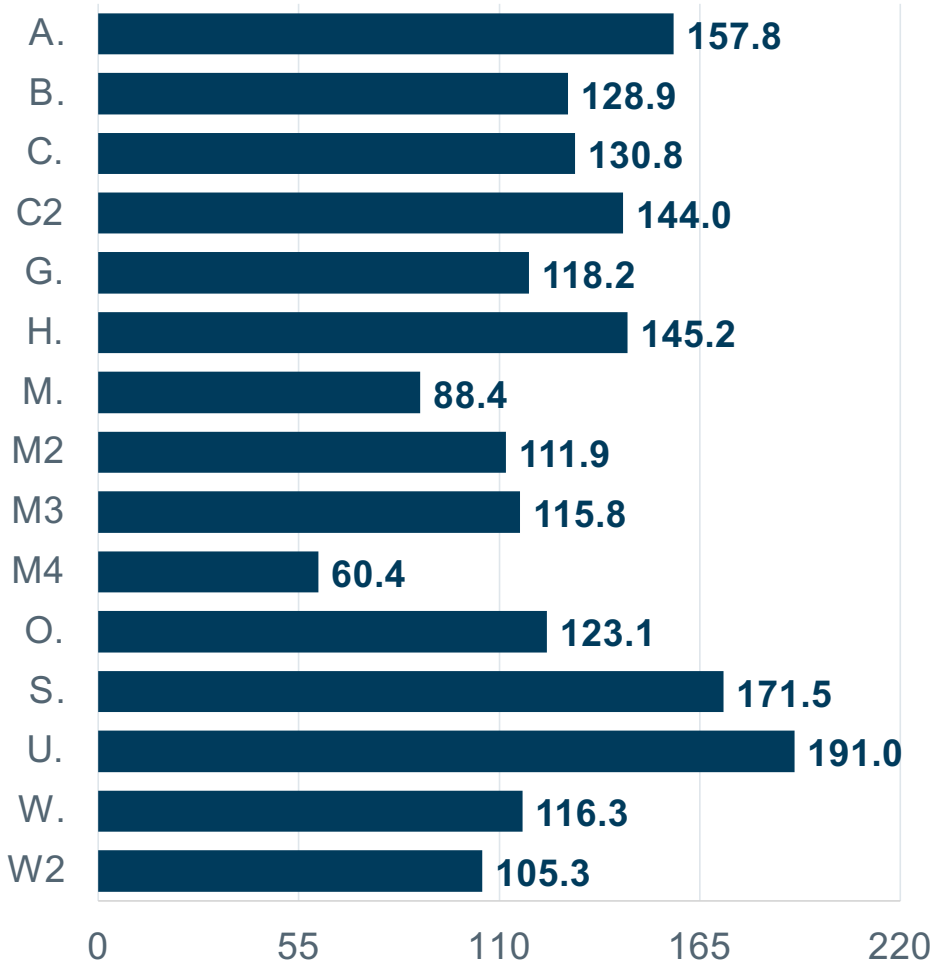
Members per pastor: 10 Large Conferences

30,000+ members • Ranked by members per pastor • 2026



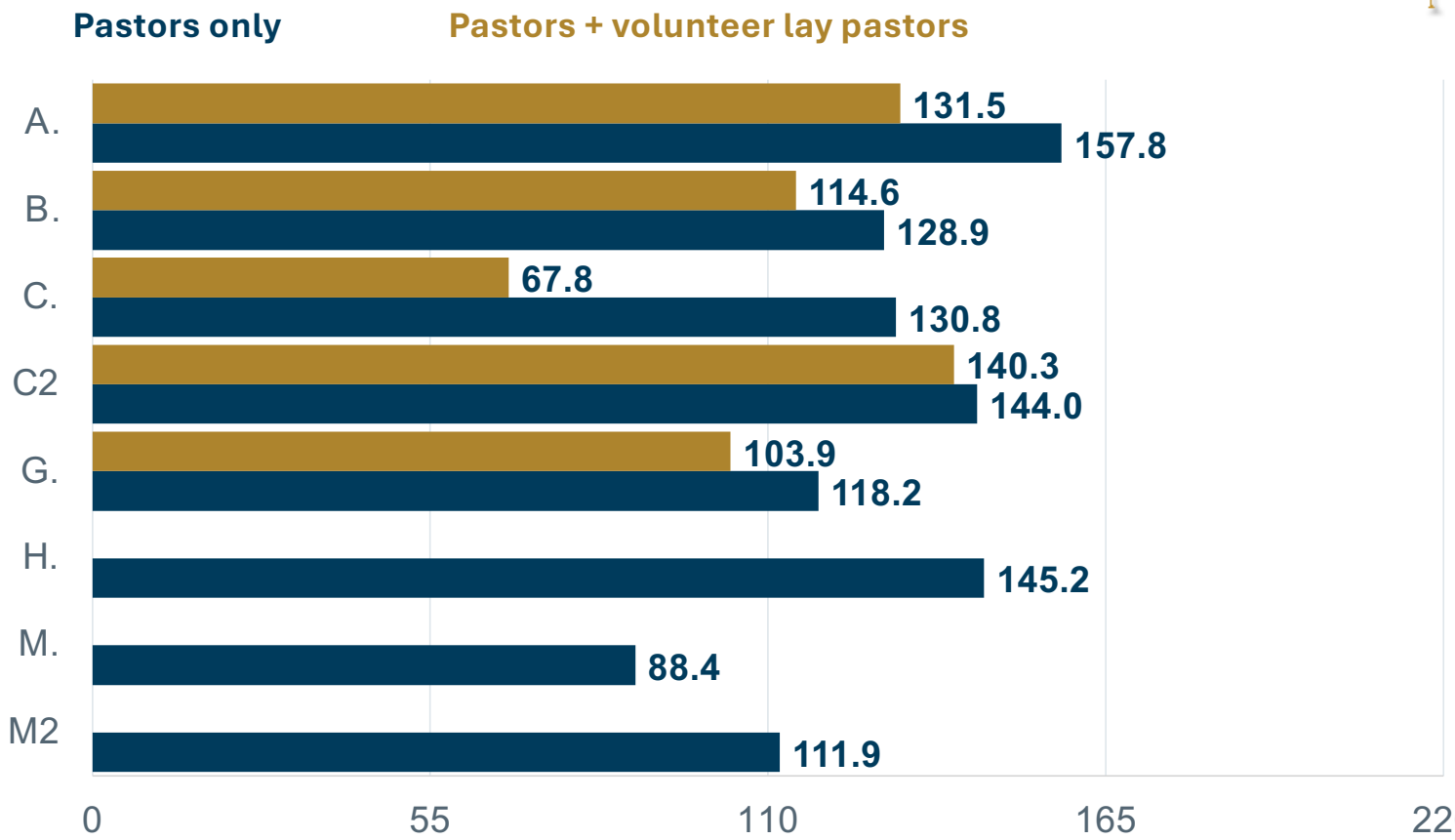
Conferences with at least 90% of members represented

Average attendance per pastor



Attendance per Pastor and Volunteer Lay Pastor

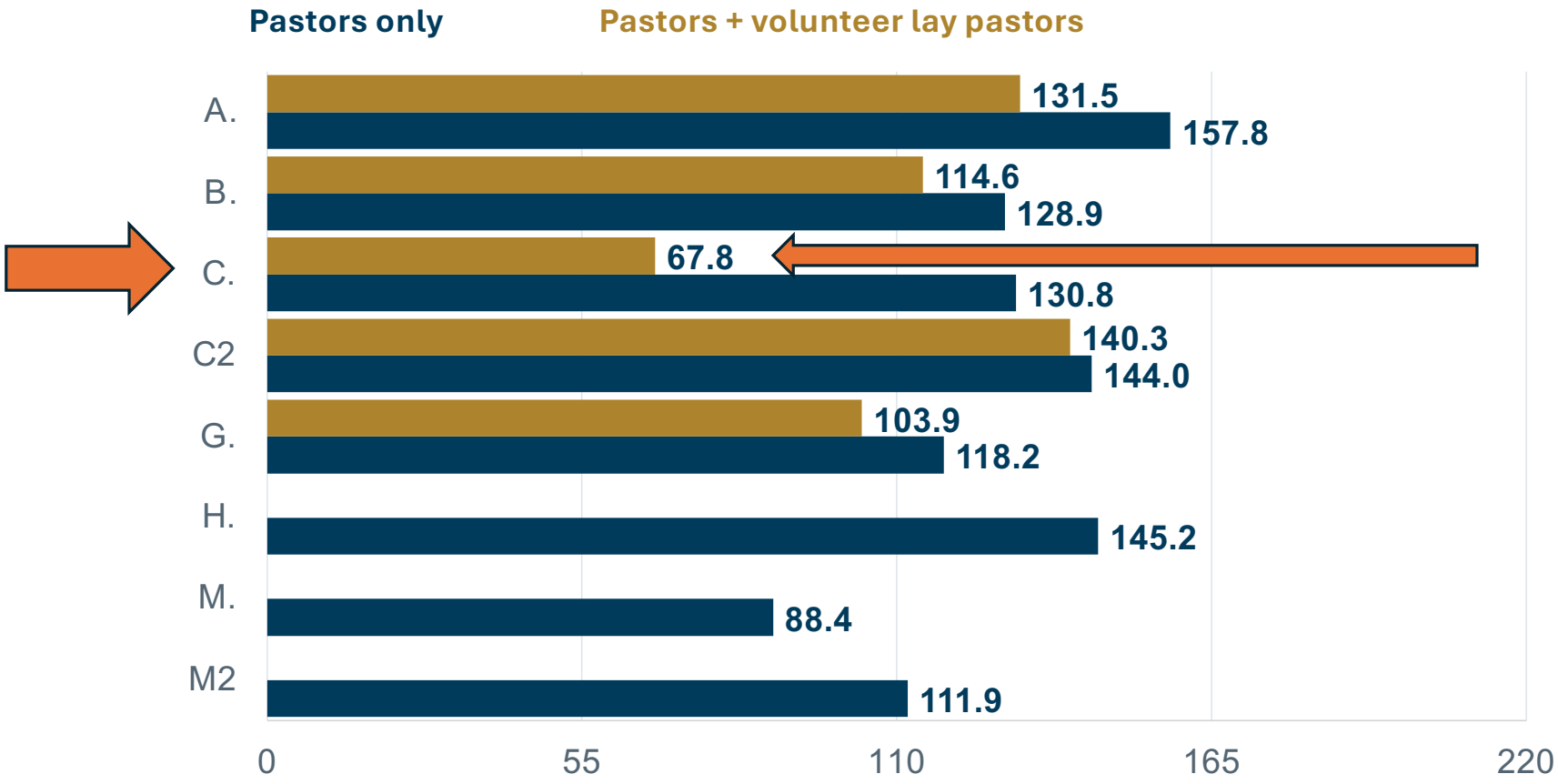
At least 90% of congregations reporting attendance • Part 1 of 2



North American Division of Seventh-day Adventists

Attendance per Pastor and Volunteer Lay Pastor

At least 90% of congregations reporting attendance • Part 1 of 2





PLANT AMONG THE UNREACHED



SUSTAIN



EQUIP

Mission in Action

The Mission of the church operates at different structural and functional levels.



Mission in Action

EQUIP

Adventist Volunteer Service

ADVENTIST VOLUNTEER SERVICE

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Equipping Volunteers to Serve



North American Division of Seventh-day Adventists

Long-term mission service

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Year-to-date 2026

300+

Volunteers serving one- to two-year assignments

Volunteers reached more territories and communities than in the previous year.

North American Division of Seventh-day Adventists

Local literacy partnerships



16
Active tutoring and mentoring locations

11
U.S. states, plus Bermuda

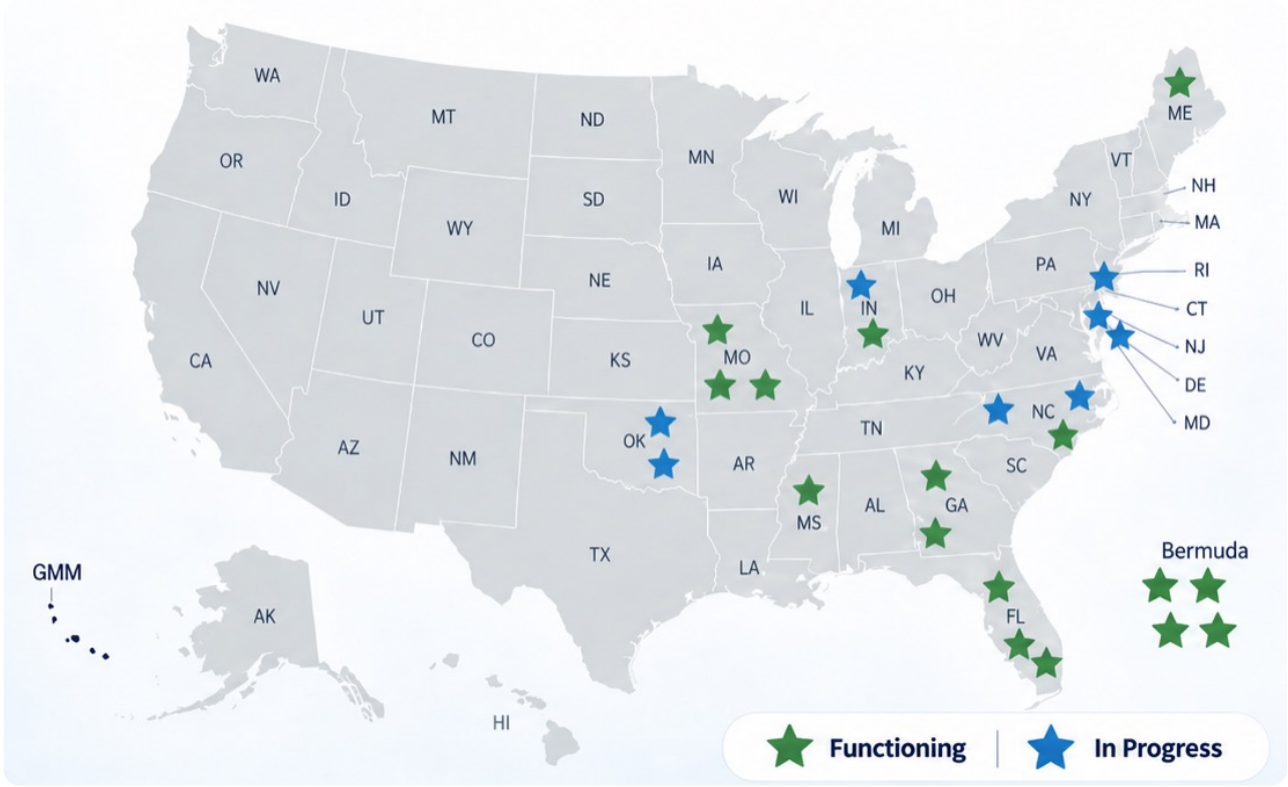
75%
Of children expected to improve

10%+
Reading-score improvement achieved

Adventist Community Services

North American Division of Seventh-day Adventists

Tutoring and Mentoring Progress Map



16

Active locations Functioning

9

In progress

Adventist Community Services

North American Division of Seventh-day Adventists

Short-term mission accountability

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11,000

Estimated short-term volunteer participants departed from NAD in 2026

NAD AVS helped leaders maintain accountability as teams traveled and served.



North American Division of Seventh-day Adventists®

Where NAD AVS volunteers serve

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37 countries reported

2025–2026

Argentina
Australia
Barbados
Belize
Bermuda
Bolivia
Brazil
Canada
Costa Rica
Dominican Republic
Ecuador
Egypt
El Salvador
Greece
Guatemala
Honduras
India
Indonesia
Jamaica
Jordan
Malawi
Marshall Islands
Mexico
Micronesia
New Zealand
Norway
Palau
Peru
Philippines
Puerto Rico
Singapore
South Korea
Spain
Sri Lanka
Thailand
Timor-Leste
United States

North American Division of Seventh-day Adventists®

Preparation and field support

Training before deployment

Cultural competency
Flexibility and adaptation
Urgency of the world’s needs

5 Sister divisions and fields coordinated

Travel insurance and emergency response supported international volunteers and local leaders.



North American Division of Seventh-day Adventists®

Protection and accountability

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32,000

Annual volunteers screened
in each of the last three years

Around 53

Felonies and misdemeanors
identified during the
three-year reporting period

Sterling Volunteers

FirstAdvantage

These safeguards reduce risk for churches, schools, camps, and ministries.

North American Division of Seventh-day Adventists®

HeSaidGoXP Conference

ALL THINGS NEW



Your mission starts here

North American Division of Seventh-day Adventists

University Presidents

ALL THINGS NEW

HESAID GOXP
YOUR MISSION STARTS HERE



Mission Conference

Your mission
starts here

North American Division of Seventh-day Adventists®

Service Outreach

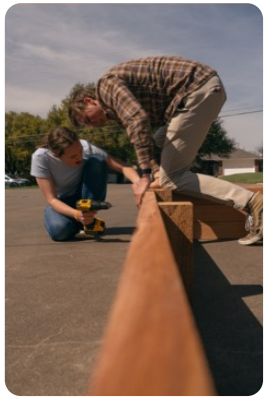
ALL THINGS NEW

HESAID GO

YOUR MISSION STARTS HERE

Mission Conference

Your mission
starts here













North American Division of Seventh-day Adventists

2027 priority

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Streamline volunteer management

NAD AVS is coordinating with Sterling/First Advantage and VSys One on a new volunteer management system for 2027.

Increase volunteer opportunities and remove recruiting roadblocks.

Strengthen support for conferences, institutions, and local churches.

North American Division of Seventh-day Adventists®

When the Teacher Becomes the Student

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"I might be the 'teacher,' but these kids are giving me the best education of my life."



Kyla Kneese

Missionary volunteer
Majuro, Marshall Islands

North American Division of Seventh-day Adventists



Mission in Action

SUSTAIN

Missionary Services



Mission in Action

PLANT
AMONG THE UNREACHED

Adventist Missions

Reaching our Least-reached Communities

- The post-Christian and secular window
- The fast-growing urban centers
- The diaspora neighbors from the 10/40 window

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Mission begins with God

North American Division of Seventh-day Adventists

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“The mission of the church of Christ is to save perishing sinners. It is to make known the love of God to men and women and to win them to Christ by the efficacy of that love” **TM 3:381**

North American Division of Seventh-day Adventists

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"Our Lord Jesus Christ is the sun about which the whole mission of the church revolves. Public worship is the encounter of the risen Redeemer with His people; evangelism is calling men to the Savior; publishing the law of God is proclaiming His lordship; Christian nurture is feeding His lambs and disciplining His flock; ministering to the needs of men is continuing the work of the Great Physician."

- W. C. Robinson, Baker's Dictionary of Theology

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God is the author and finisher of His mission

North American Division of Seventh-day Adventists