



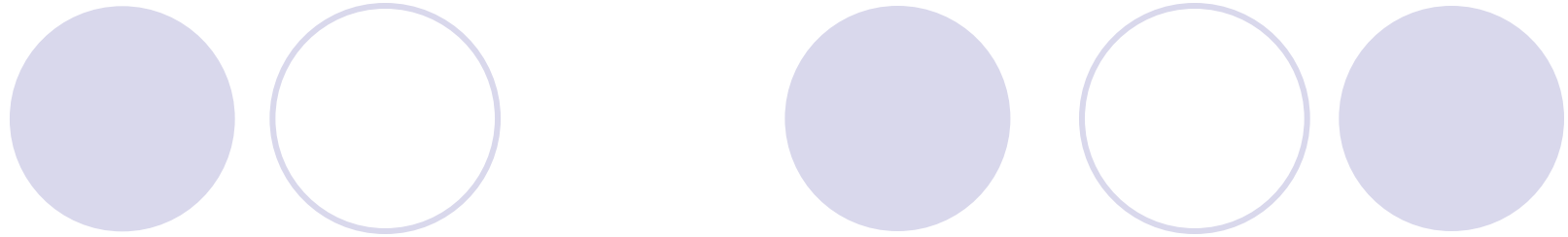
A Brave New World

Facing the Realities of the SBC and CP

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Central Coast Baptist Association

January 2006



The following presentation was made at the inaugural 2006 DOM conference in Ft. Worth, Tx.

The data that was used for this presentation was from the SBC Annual Report. This is an excellent resource that is published annually by the SBC.

The overall focus of this presentation is trying to get past “headlines” and look at the raw data which supports announcements regarding the health of the CP and the ministries which it funds.

The data confirms that the local SBC church is less passionate about CP than ever before and dramatic fiscal changes will occur over the next several years.

Funding will at first erode for those items which are not easily seen by the local church client. Some SBC ministries have dramatically reduced all resources for ministry projects in order to keep personnel. However, a ministry position anywhere, with no viable means of conducting the ministry will cause loss of morale in the ranks.

National studies have been conducted to understand this and reverse the decline in CP support. Yet in our SBC life it will be the local church that decides the fate of the national convention, one percentage point at a time.

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*You can't build a reputation on what you
are going to do.*

Henry Ford

Little changes can have big effects.

Malcolm Gladwell

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- Incredible change has occurred within the Southern Baptist Convention.
- This change has and will affect everyone:
- Missionaries
- State Conventions
- Associations
- Churches



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How can we measure whether or not the churches are truly rallying to these changes within the SBC agencies?

Measurements



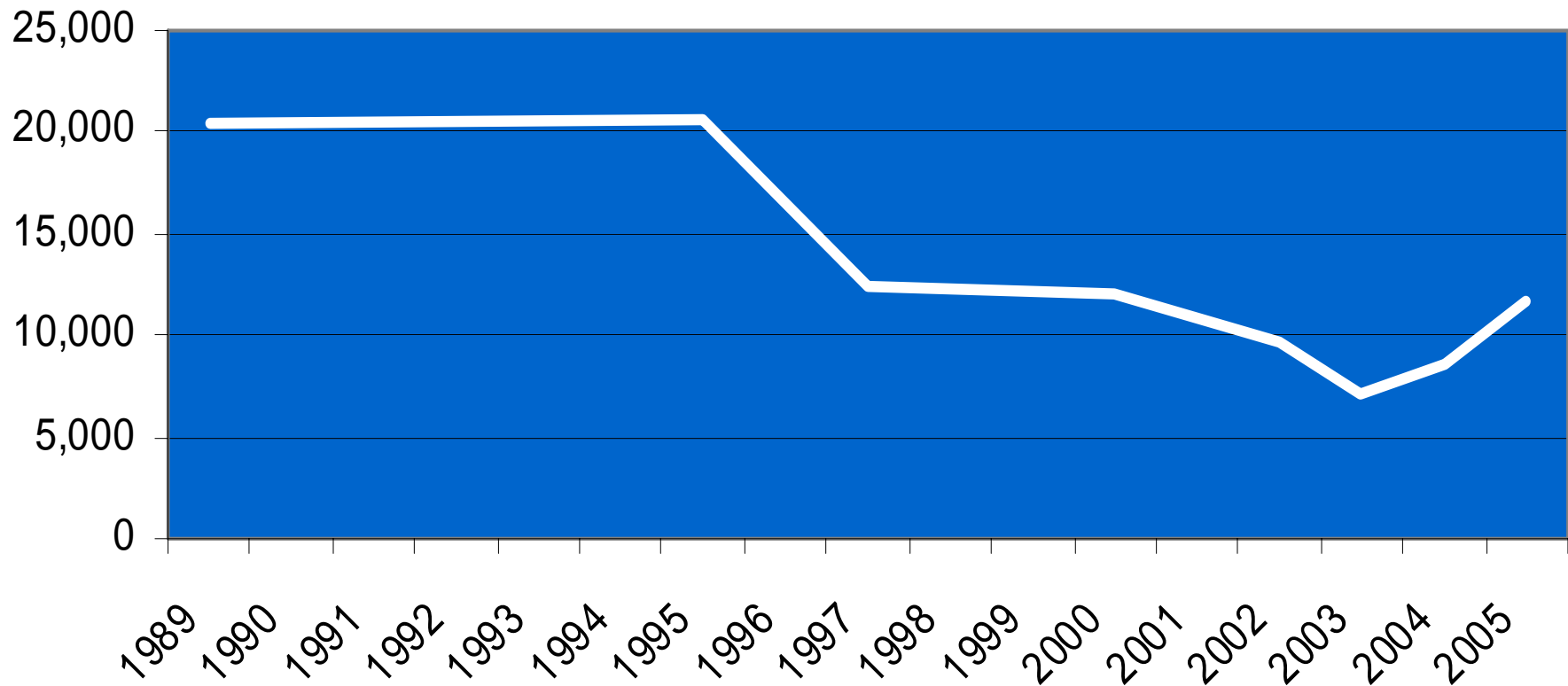
- Two ways can be used to gauge support of the local SBC church for current national direction. They are:
- SBC National Convention Participation
and/or
- National financial support for the convention through CP giving over time

Convention Voting as a Measure

- 11% of SBC churches were represented at 2005 SBC Convention. (4,775 of 43,465)
- Churches from 10 state conventions constitute 75% of all messengers.
- The annual convention is a very small sample
- 89% of SBC churches are unrepresented. Convention proceedings are not the best sample for overall SBC church support.

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SBC Convention Attendance 1989 - 2005



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10 State Conventions send 75% of all messengers:

1. Alabama
2. Florida
3. Georgia
4. Kentucky
5. Mississippi
6. N. Carolina
7. S. Carolina
8. Tennessee
9. Texas
10. Virginia

Only one is west of the Mississippi River



Representation Issues

- Although the SBC has over 42 state conventions with most lying outside the South, the core southern SBC states provide a super majority on all voting issues in SBC life.
- While those at the convention might feel passionate about certain topics, those votes reflect the interests of the core culture.
- We need a broader model to discover the overall support for SBC policies and efforts that reflects all of the state conventions and churches.

Financial Reporting as a Measure

- Where your treasure is, is where your heart is...
- Financial data is reported each year by the SBC Executive Committee.
- It reflects the passion of all SBC churches to sacrifice for the expressed vision.
- It is a healthy and neutral assessment tool



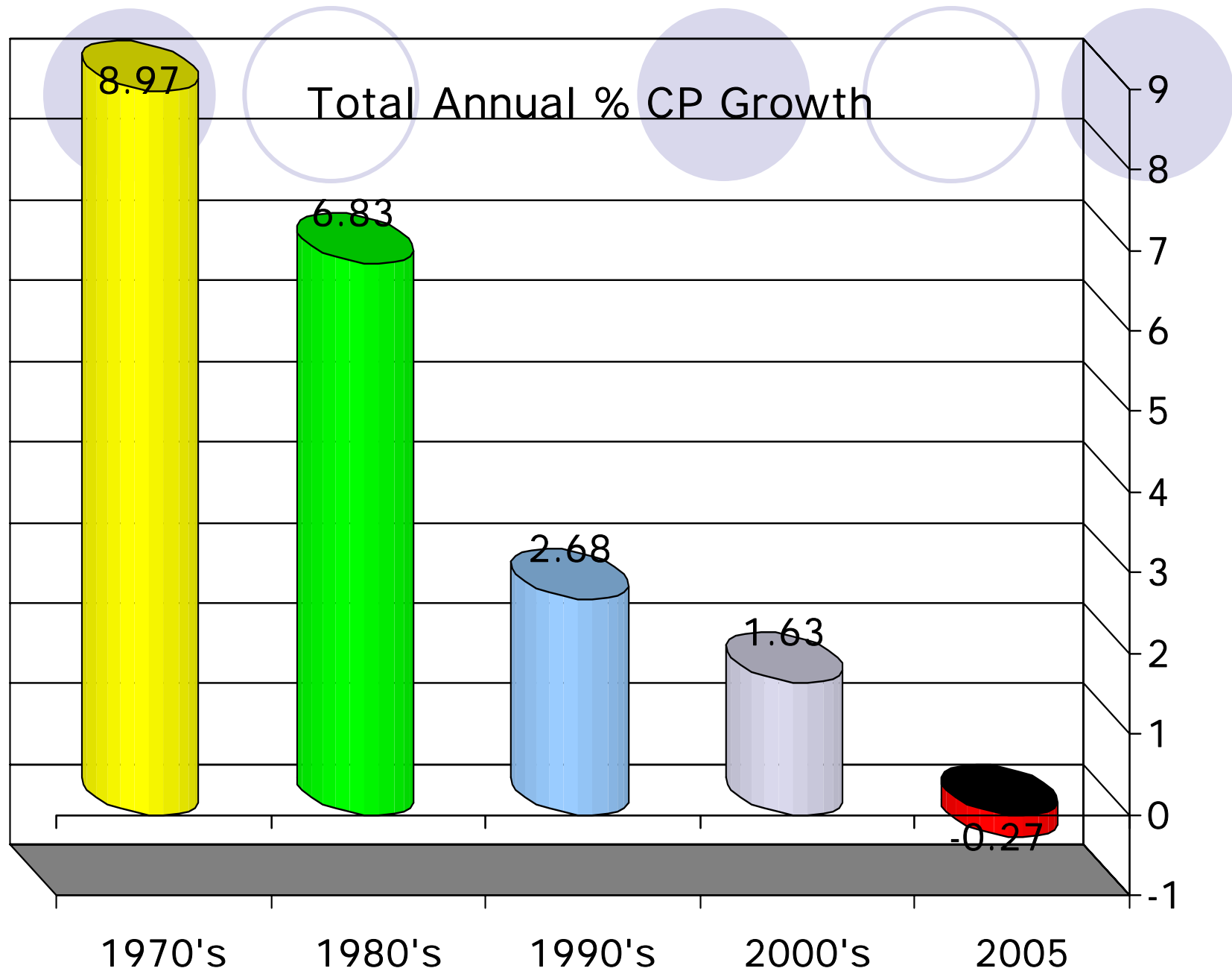
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Dramatic changes have occurred at the local church level in CP mission support since the 1970's.



SBC Churches De-funding CP

- SBC churches are giving less to CP as a % of their budget
- SBC headlines indicate “records” being set in giving aggregates, however, the slowing rate of growth of CP is seen in the next chart
- Is trumpeting incremental gains in CP the best educational stimulus for CP giving?
- If you tell churches they are setting records what reason do they have to sacrifice more?





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More Churches, Yet Declining Support

- Since 1984, there has been a net gain of 6,725 SBC churches.
- The gain in the number of churches is greater than the Alabama and Georgia state conventions *combined*.
- What does this tell us? We have more churches but less commitment to CP.



We live in a real world economy

- Headlines and marketing pieces may make us feel good about ourselves but they do not purchase ministry necessities such as salaries, benefits and ministry resources.
- SBC national agencies have at least 26% less CP buying power than they did in 1984.

Since 1984
real costs (CPI) have increased 100%

1984: \$23,360

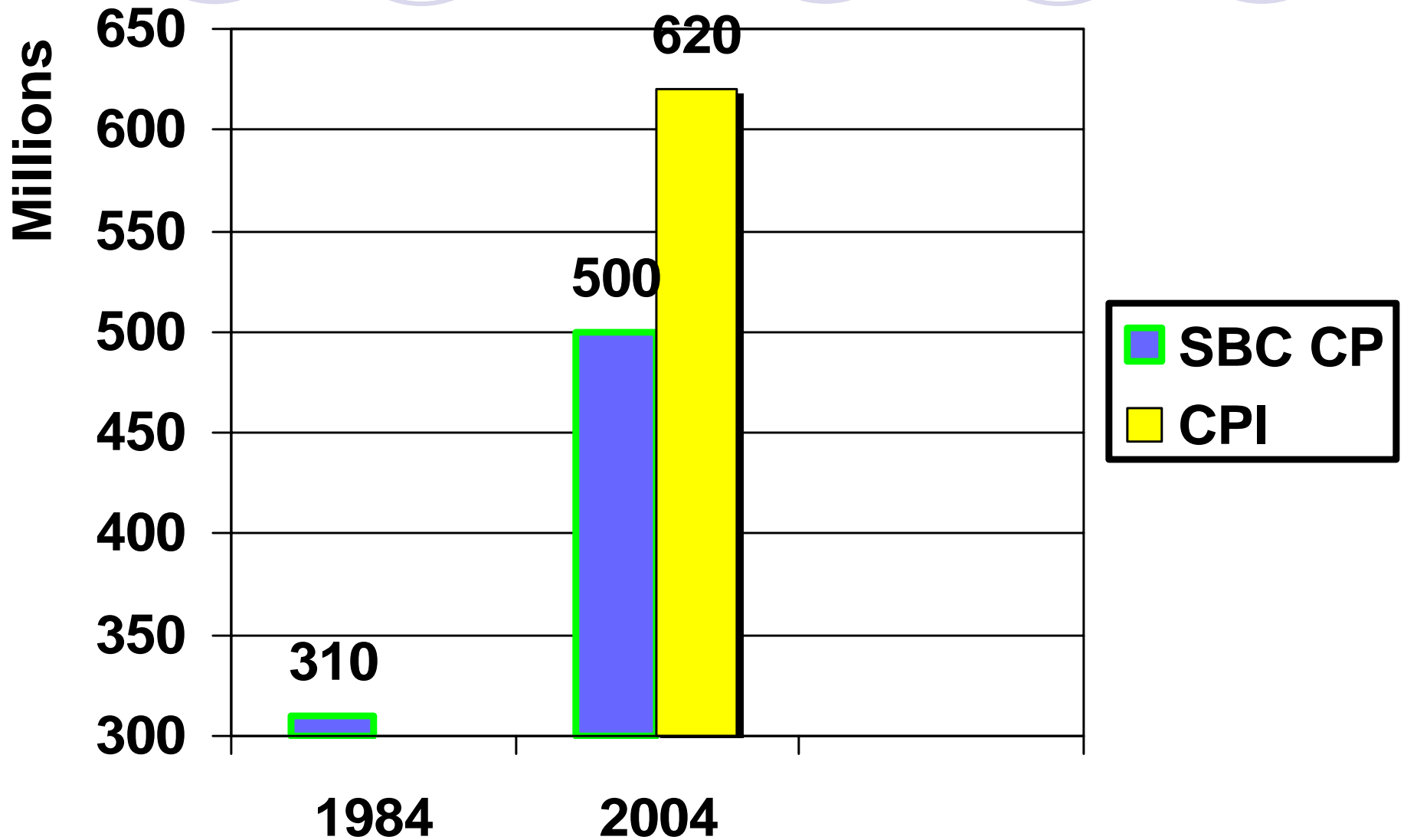


2003: \$50,485



Over 100% Increase

26% Decline in SBC CP vs CPI since 1984



Is CBF the reason for the differential?

- The SBC national entities have spent a great deal of time and energy focusing on internal political issues since 1984. Some churches joined CBF as an alternative to the SBC structure.
- If we add the CBF back into the equation does that give us the real reason for the CP/CPI gap?

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For CP to have just remained even

In its buying power since 1984 = 620 million

Current CP giving = 500

Shortfall = 120

CBF Budget = 16 million

Over **104 million** ANNUALLY has left the system since 1984 with no real explanation as to why?

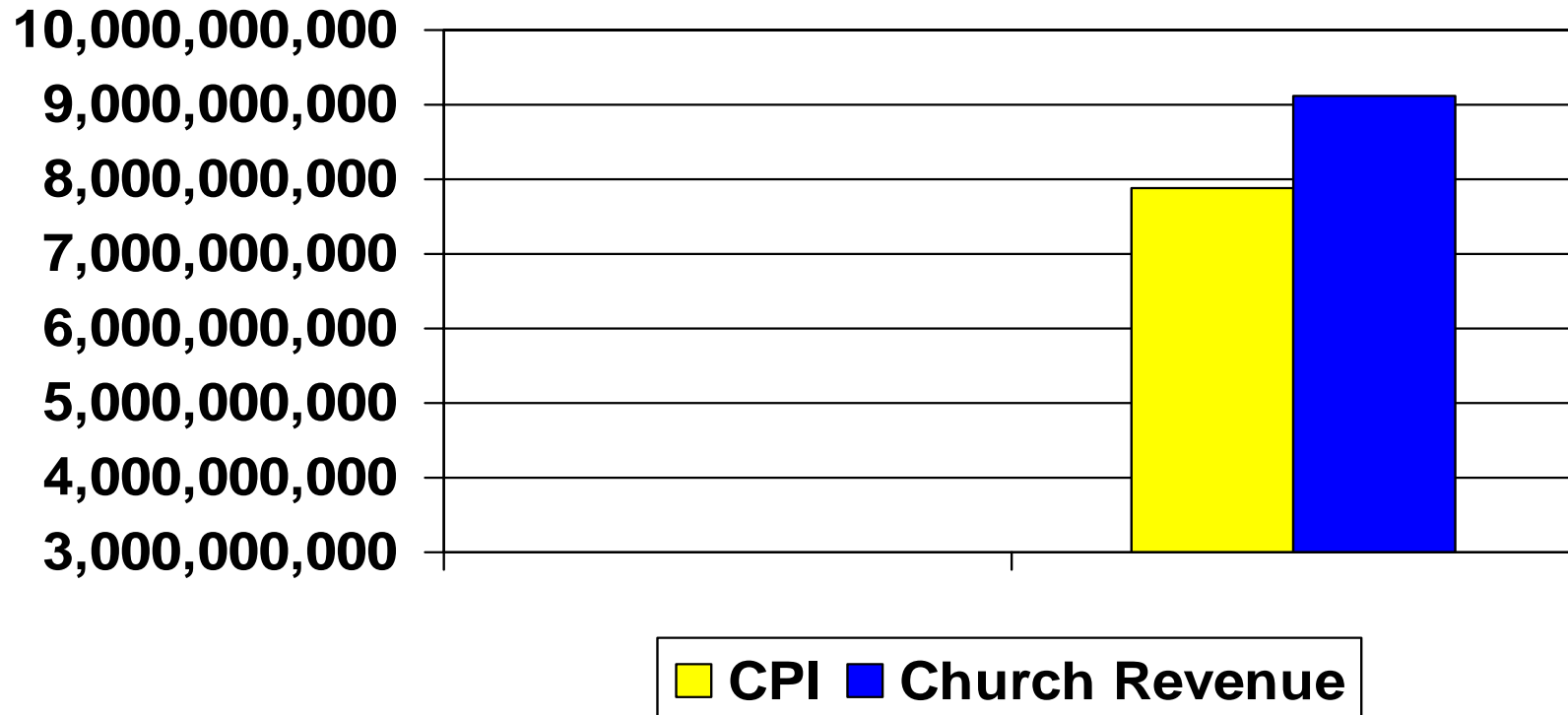


Do SBC churches have it to give?

- One explanation for the decline is that SBC churches have less to give.
- The 2004 SBC CP study committee said one of the reasons for the decline was the economy.
- The data on overall church receipts is also found in the SBC Annual Report.

SBC Church Revenue Beat CPI by 14% since 1981

SBC Church Revenue in Billions





Churches have more to give

- If our SBC churches would have simply been giving according to their economy the CP would be ahead of the CPI by 14%.
- Many churches are now comfortable giving far less to CP than they did in the past.

Shared Vision?



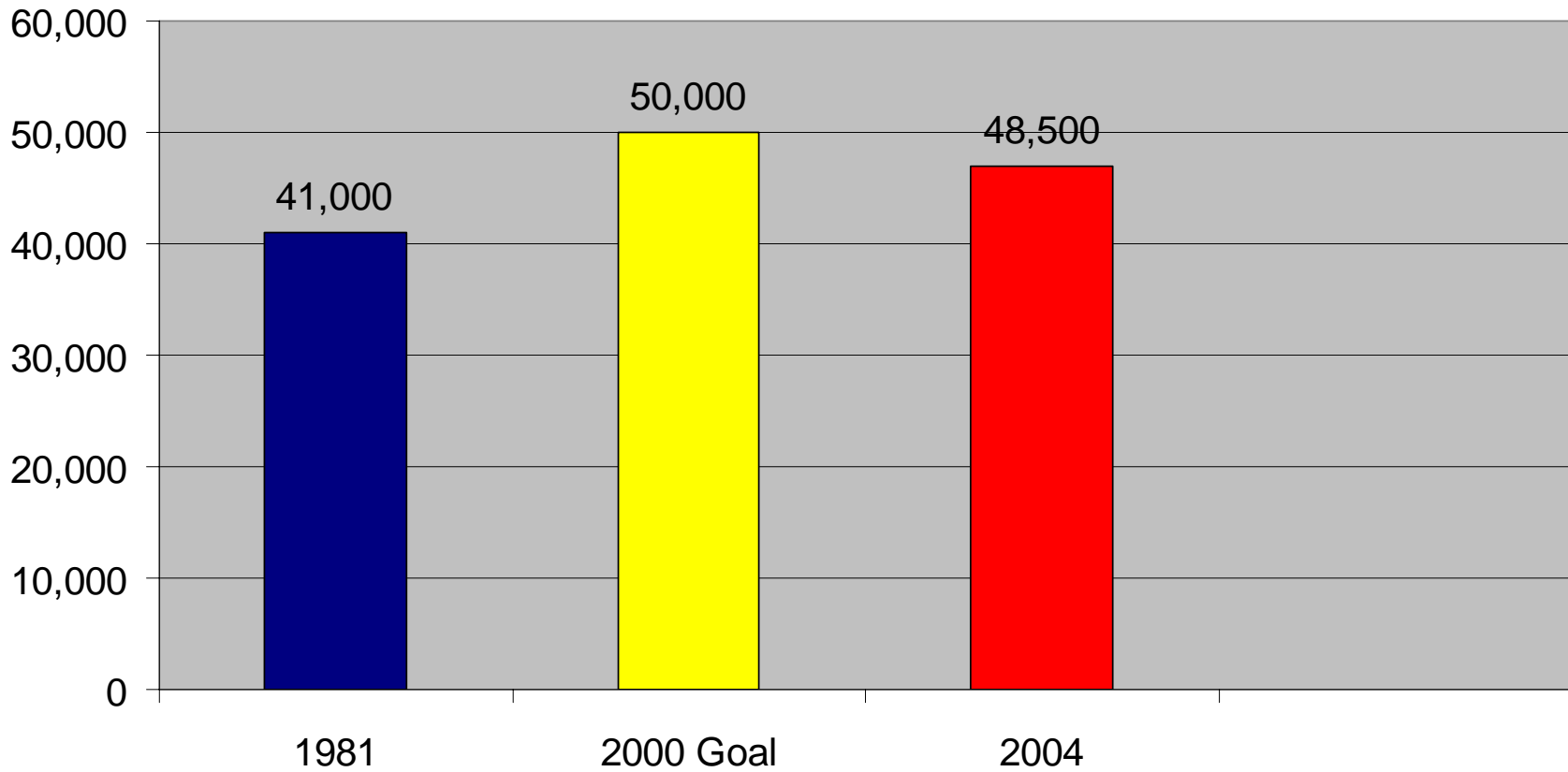
- SBC churches are indicating that they are ambivalent about the direction of the convention with their decline in financial support.
- What vision can they identify as belonging to all of the SBC churches as a whole?
- How can they know if the SBC is a good missions investment?

Convention Approved Goals



- One of the ways churches evaluate SBC direction is the approved goals that are set for it to achieve. An example is the Bold Mission Thrust goals.
- In 1976, SBC churches voted to adopt aggressive mission goals which were reported on each year. This provided clear direction to mission agencies and clear vision to local churches.
- These goals were to be met or exceeded in the year 2000. Here is a review of how our SBC leadership performed in achieving those goals over the past 25 years.

SBC Church and Mission Goal: 50,000

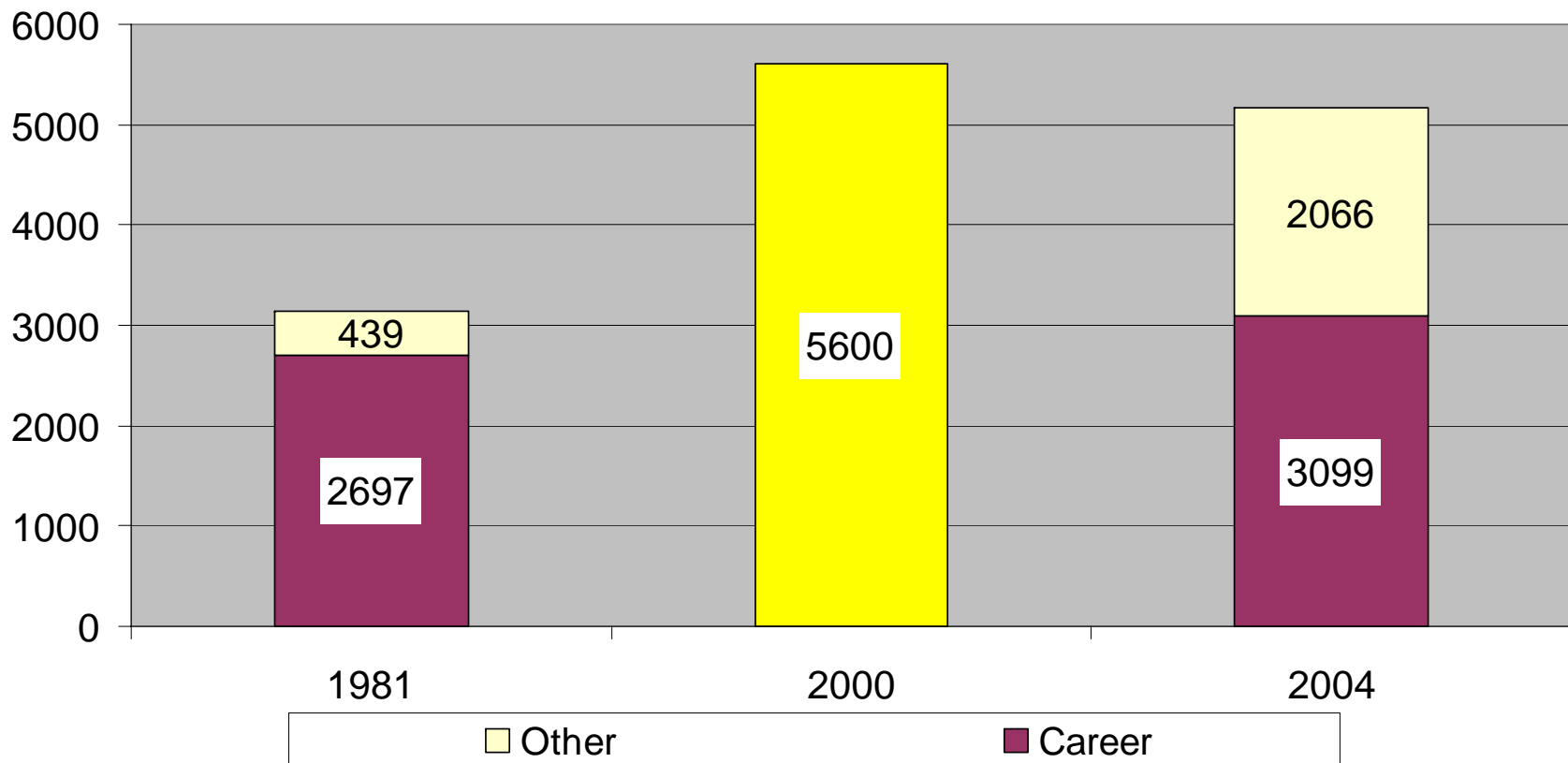




Church and Mission Goal

- This is a good news / bad news stat.
- While it is very good that this goal was almost reached, missing the target by only 3%, the sobering reality is that the convention based all of the other goals on this number being close.
- Other goals should be very healthy if the churches are excited about the current direction and strategy

IMB Missionary Goal: 5,600



The Changing Face of the IMB

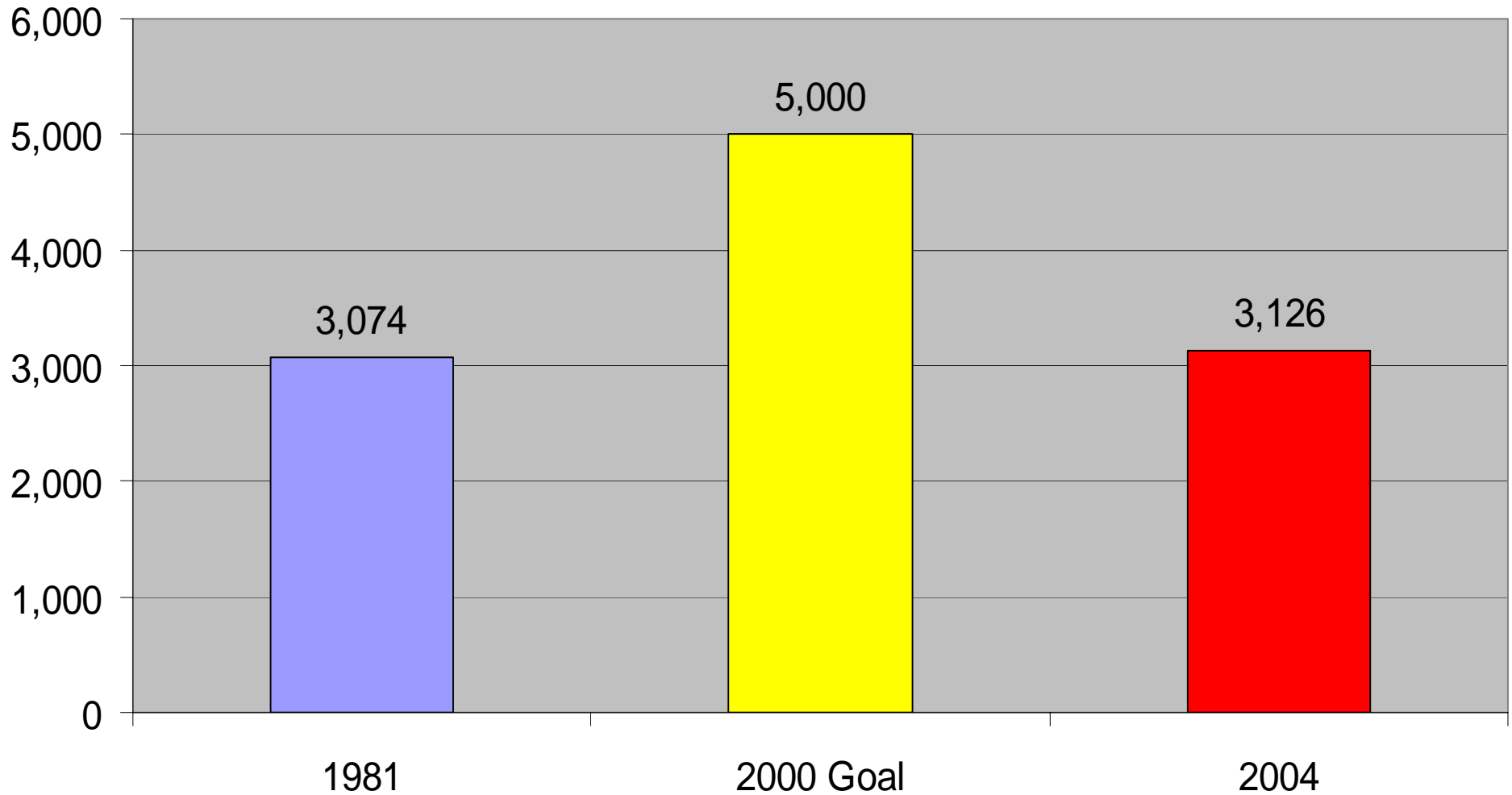
- IMB missed the goal in two ways, number and category of missionaries.
- In 1981 only 16% of the IMB force was not career based assignments
- In 2004, 44% of IMB is not long term. IMB has changed its assignments name to long-term and short term.
- In 2005, 383 long term and 422 short-term were appointed to the field. See the trend. (These figures do not represent volunteers.)

Apples to Apples



- In 1981 the IMB had 2697 long term missionaries.
- In 2004 IMB had 3099 for a net gain of 402 (career missionaries) over a 25 year period
- This equates to an additional 16 long –term missionaries a year for the last 25 years.

NAMB Appointed Missionaries: 5,000



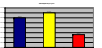
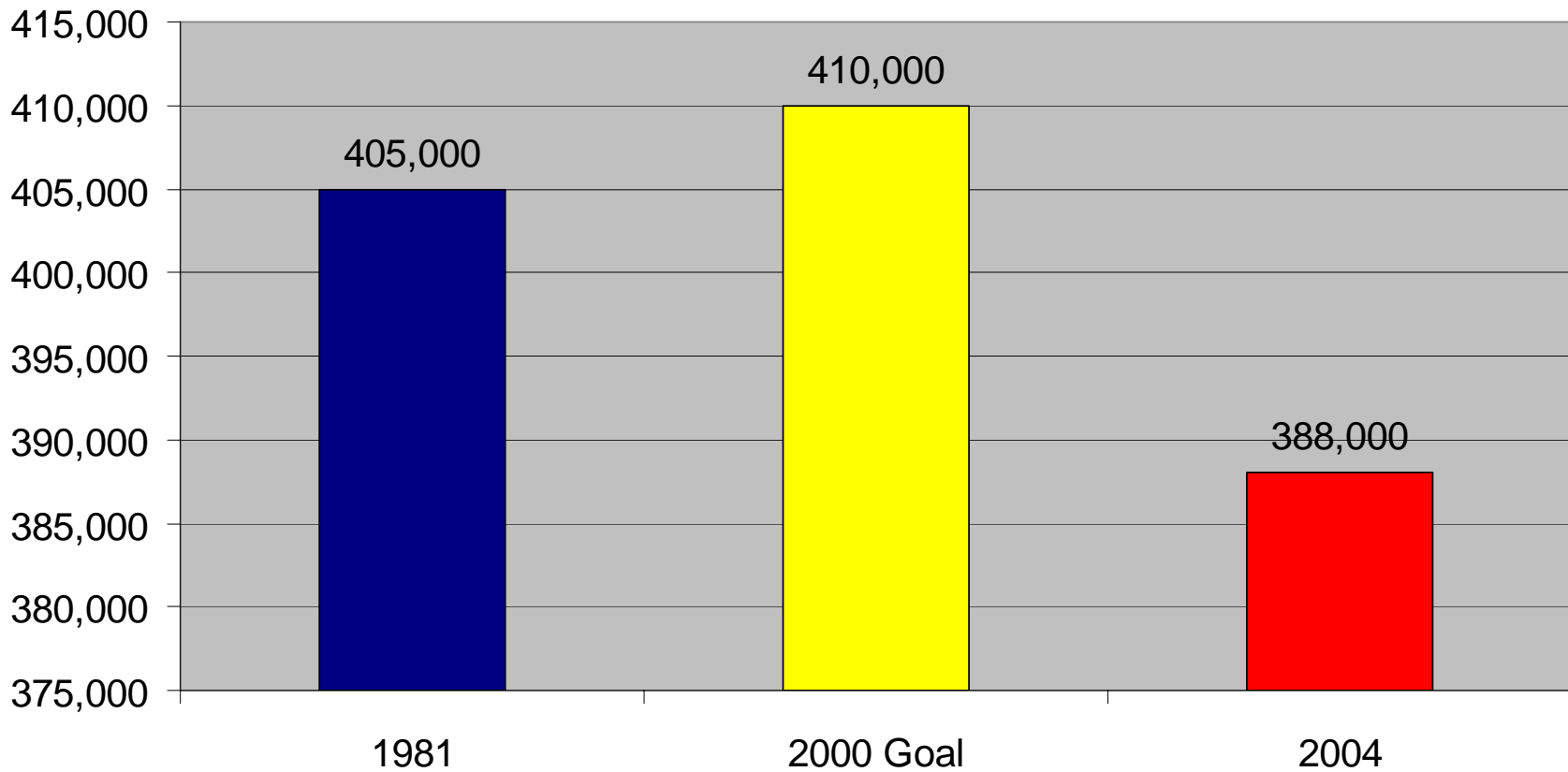
Defining Active Missionaries

- Posted on Jan 21, 2000 | by James Dotson ALPHARETTA, Ga. (BP)--One of the most significant goals of the 1976 Bold Mission Thrust initiative was reached right on schedule this past year as the Southern Baptist North American Mission Board reached the level of 5,000 *active* missionaries.
- Unlike IMB, NAMB counted all of its volunteer service corps people as *active* missionaries. These were NOT counted in 1976. NAMB should have also disclosed that its numbers are reflecting the roll-over of the Radio TV Commission, Brotherhood, and other personnel from the HMB to NAMB transition. The actual real numbers of additional long-term missionaries is difficult to assess but it appears to be almost zero growth. Yet missionary decline is already here...

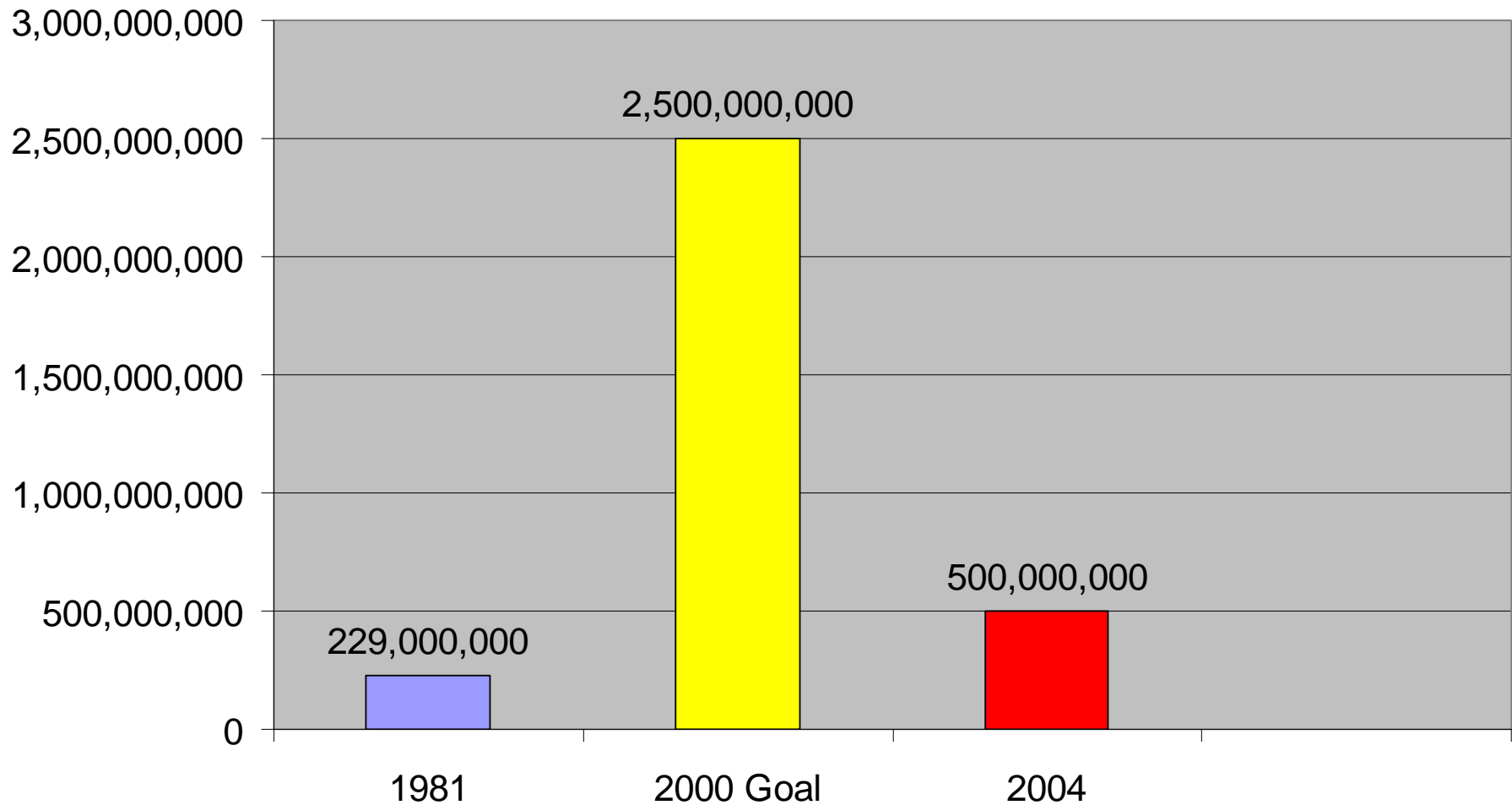
Missionary Force Declines in 2004

- Total SBC missionary personnel declined
- NAMB missionaries declines by 50
- IMB missionaries declines by 207 (or 4% of the force)
- No Baptist Press stories ran on this topic
- Do declining missionary boards deserve more resources without real assessment?

SBC BAPTISM GOALS: 410,000/Year



CP GIVING GOAL: 2.5 Billion





Massive Shortfall of CP Goal

- This is the bad news stat which follows the SBC church mission goal near miss.
- 2.5 billion was the goal, the SBC missed by 2 billion!!
- The question for those in SBC leadership is why?

CP Comparisons



Had SBC CHURCHES KEPT GIVING AT

- 1970's RATE CP = 1.7 BILLION
- 1980'S RATE CP = 1.2 BILLION
- 2004 CP RECEIVED = 500 MILLION

They anticipated more churches to be sacrificing with them in 2000.

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Conclusion

- Many of the goals were to gauge the effectiveness of the national convention missions strategy.
- Has there been a real evaluation of the national strategy and emphasis based on the BMT?



No National Benchmarks

- The SBC has no national level goals or benchmarks to captivate the hearts of its churches. These must come from the hearts of our SBC leadership to hold themselves accountable to the task God has called them to.
- Empowering Kingdom Growth has no goals for the convention to strive for or achieve. It is directed to the individual not the convention.



How are we dealing with the CP news?

- The SBC Funding Study 2004 gives the following 5 reasons as to its decline:
 - 1. Economy
 - 2. Local churches going on mission trips
 - 3. Churches think SBC is rich
 - 4. Churches don't know what CP is
 - 5. Political Infighting
- What reasons are not on the list?

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- The SBC leadership is conflicted on how to report this kind of information. They want churches to think positively about the national structure but they also need them to understand the seriousness of the situation.
- The following headlines and the mixed messages are evidence to this conflict. Note the timeline in the stories following.
- The SBC Executive Committee releases the news about CP each month with the kind of emphasis they desire the reader to take away from the headline.

Baptist Press Headlines

- 9/24/2003 **Report: Lagging CP support, stewardship foretell crisis**

NASHVILLE, Tenn. (BP)--The Southern Baptist Convention and its entities will face a financial crisis in the near future unless giving to the denomination increases.



CP Support is declining

- **State executives, editors challenged to rethink denominational funding**

By Tony Cartledge Published February 18, 2005

FT. LAUDERDALE, Fla. (ABP) -- The percentage of church budgets given through the Cooperative Program has been in a period of decline for some time. In sessions for state executives only, Schmidt discussed ways the Cooperative Program might be adapted or "re-invented" in response to contemporary and future needs. Schmidt said denominational leaders are "in denial" if they don't recognize that a new approach is needed, according to a meeting participant.



The SBC is doing less with less

By Martin King Baptist Press

ALPHARETTA, Ga. - The North American Mission Board's (NAMB) proposed budget for 2004 will be 6 percent less than the current year's budget, forcing the agency to reduce staff and program support.

"Record said based on giving history and trends, NAMB's financial team projects the agency's income next year will be \$7.2 million less than the 2003 budget - nearly a 6 percent decrease.


NAMB REDUCING BENEFITS

- **Rising costs prompt NAMB to cut medical benefits for future retirees**

By Greg Warner *Published February 8, 2005*

ATLANTA (ABP) -- The North American Mission Board has eliminated some benefits for retiring employees in order to cut costs.

New NAMB retirees, who previously were covered by the agency's self-funded medical insurance, will now receive only Medicare benefits and a Medicare supplement.



From the Top – Baptist Press

"Twenty years ago the average church was giving 10.6 percent through CP," Dr. Morris Chapman said. "That percentage coming out of the local church has slipped to 6.99 percent. If that trend continues, obviously our missions enterprise around the world is going to be in a desperate condition."

Confusing headlines

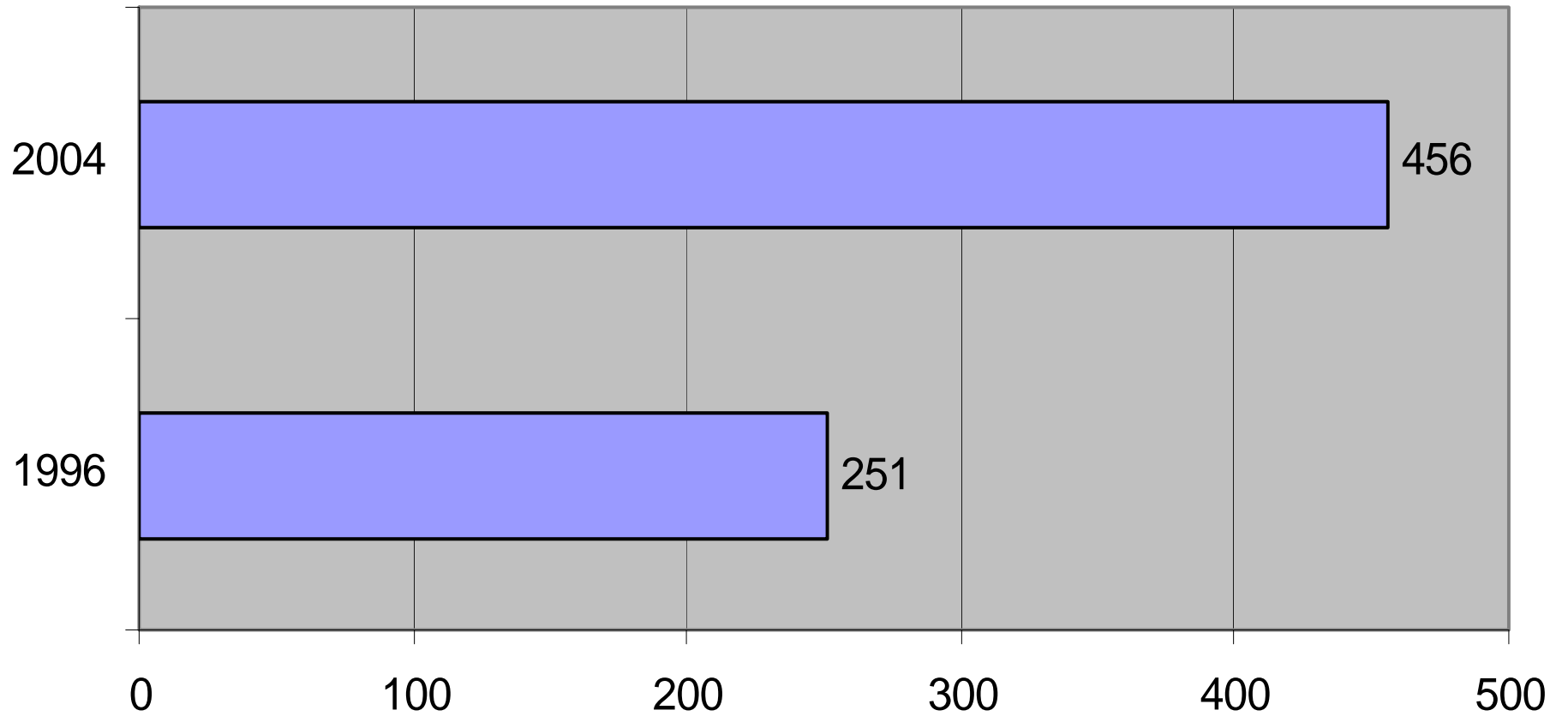
Oct 3, 2005, By Staff

Baptist Press NASHVILLE, Tenn. (BP)--Cooperative Program giving for **national causes** in 2004-05 finished above giving for the previous year, **the 11th rise in 12 years.** (emphasis added)

- “National causes” excludes state conventions
- Total CP giving declined a net 1.8 million
- **In the last 40 years only seven years have seen net declines in total CP.**
- **ALL SEVEN HAVE BEEN SINCE 1991.**

Greatest Funding Shift in SBC History

Direct SBC CP Churches



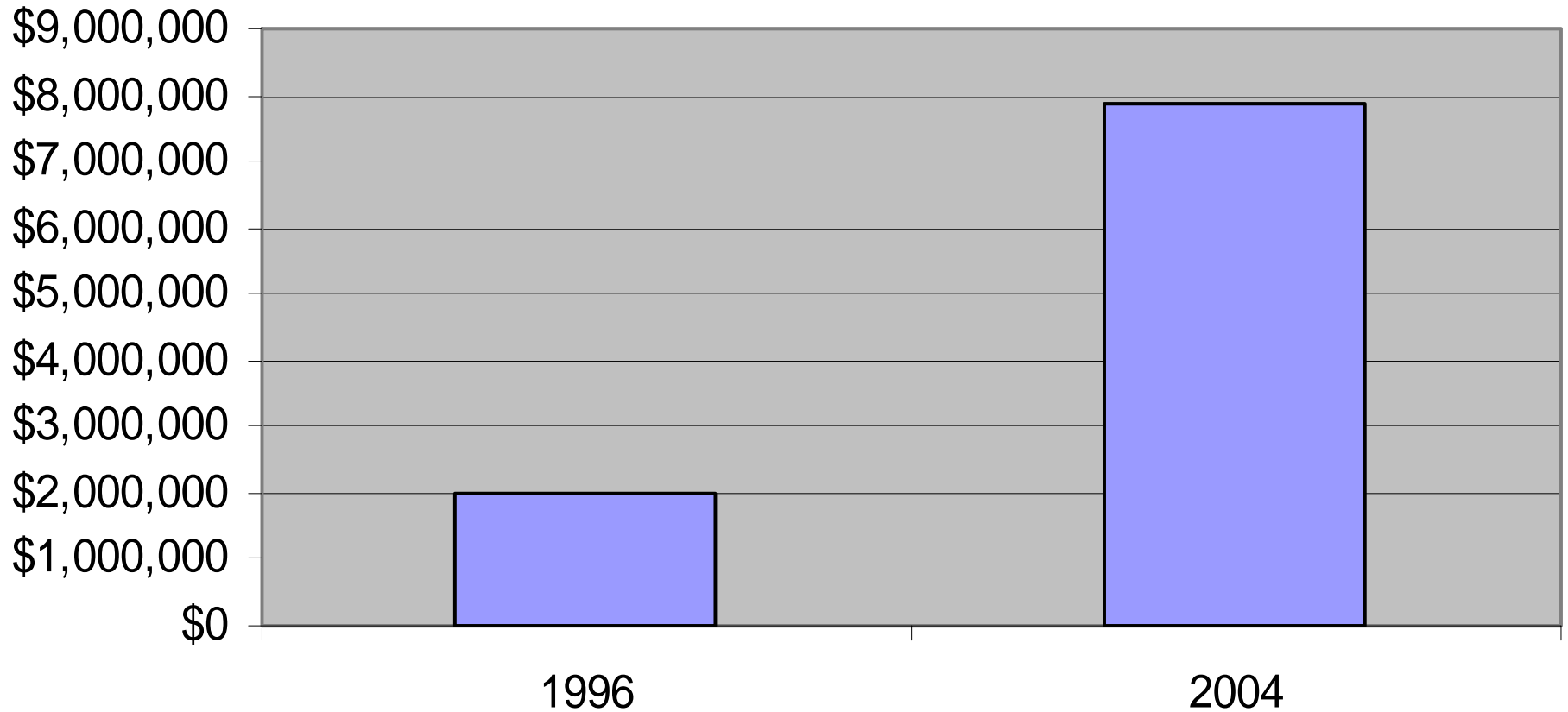
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- Direct CP churches are those churches who do not cooperate with any state convention. The national convention receives 100% of the churches income.
- This can inflate CP for “national causes” which is a phrase coined to define this new arrangement. However, total CP is still flat unless the church gives more to direct CP than traditional state convention CP.
- It also misses the fact the state conventions will adjust their % of CP going to the SBC to offset these losses.

More CP than 31 State Conventions

Direct CP Gifts to SBC



292% Increase in Direct CP in 8 years

- State Conventions lost 8 million dollars last year in CP contributions
- SBC national had a gain of \$6 million
- Churches in 31 state conventions send money directly to SBC national, bypassing the state conventions



States with the most Direct CP churches

- Texas
- Missouri
- Virginia
- N. Carolina
- Kentucky
- Tennessee

A New Dimension



- What will be the end result if the national convention is seen as the direct competitor of the state convention?
- What position will that put the local association in?



Update

- In the 2007 SBC convention messengers approved a motion that only money flowing through state conventions would qualify as CP contributions.
- This was a positive step to keep harmony between the state and national conventions.

How Does this Relate to the Association?

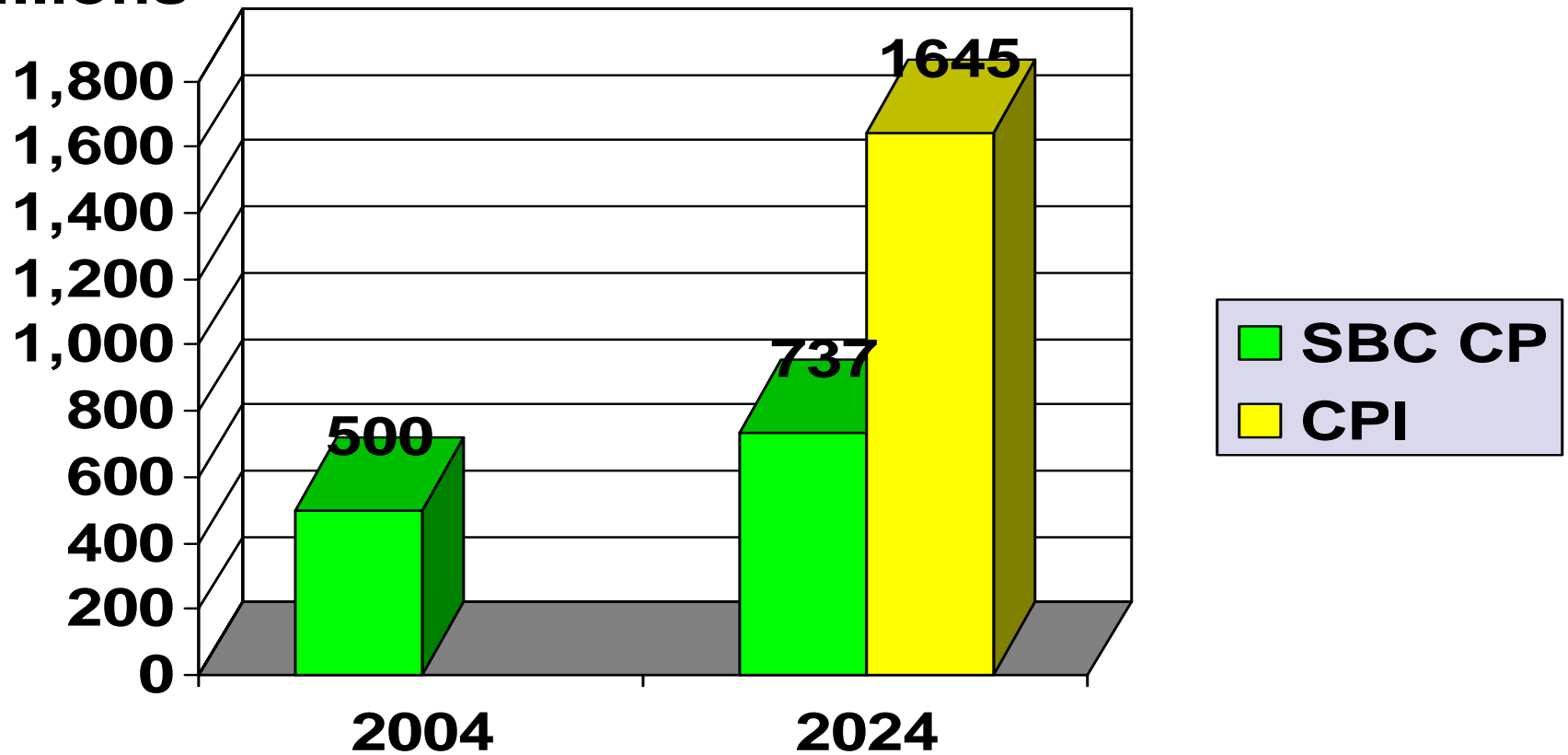
- Do your churches identify the association as the local face of the convention?
- Do you request funds for new church starts?
- Do you receive any support for ministries from state convention funds?
- If you answered “yes” to any of the above, get ready for major change

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- We have been looking at the past 25 years
What about the next 25 years where we will all have to work and live out our ministries?
- The projections on the next chart are based on the current rate of slowdown in giving to CP and CPI costs. It is only an estimate and can be changed by greater CP support or falling CPI.

2024 SBC CP behind -123% vs. CPI

Millions





This is the future. Are you ready?

- Less CP resources at every level
- Increased competition for church financial support from everyone at every level. Be prepared to make the case as to why your associational ministry should live.
- Can you say development office?
- Increased demand for Christian ministry that churches value. (Churches will still be here...)

CHANGE

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- Unless extreme change occurs at the local church level, 20 years from now the SBC will see much of its current ministry disappear.
- If this occurs, how will this affect your association's ministry plans?
- Will you need to be involved in more or less ministry 20 years from now?



Summary

- SBC churches are reducing their support of the Cooperative Program
- Many churches no longer have powerful CP / Missionary Advocate groups in the power structure of the church (WMU). This is perhaps the greatest strategic loss for the SBC missions support effort overall. There may be no reversal to this trend.
- You must decide what your association needs to do to meet the needs of the future.



God Has Called You to Lead!

- It is your calling to lead your association
- Leadership requires sacrifice
- Sacrifice requires vision
- Vision requires faith
- Faith must realize the facts and move forward in wisdom.



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Fear not, for I have overcome the world.

Jesus