



VISION 2025

EVERY PERSON. EVERY TOWN. EVERY CITY. EVERY STATE. EVERY NATION.



**I**n 2016 when I served as president of the Southern Baptist Convention, I stood before the Southern Baptist Convention Annual Meeting in St. Louis and challenged the messengers in that convention center to take five specific actions for the sake of our future.

I called us to come together, to lead, to evangelize, to give, and to pray. That calling remains for our convention of churches and for every pastor and church member. I truly believe now, more than ever, that those five actions are critical to the future of the SBC.

When I came to the SBC Executive Committee and began conversing with pastors and leaders across the SBC, it became clear that we needed to recapture the vision of reaching the world for Jesus Christ—every person, every town, every city, every state, and every nation.

We have been distracted far too long by all kinds of issues, debates, and, at times, even conflicts. Now, we are in one of the most defining moments in our history. ***We must change now.*** The stakes are high! For the future of America, the future around the world, and for the sake of our own future as the SBC, change is imperative.

As we look to this new future together—specifically the next five years—we have identified five strategic actions to recapture who Southern Baptists are as a people. We call these five strategic actions Vision 2025.

Vision 2025 is not simply a slogan or rallying cry. It's a path forward to help us reimagine a new future together of reaching the world for Jesus Christ—every person, every town, every city, every state, and every nation. As you read more about Vision 2025, remember that the stakes are high and our challenges are great, but our God is greater.

Now is the time to lead,



**Ronnie W. Floyd**  
*President & CEO*  
SBC Executive Committee

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# STRATEGIC ACTION 1

Increase our total number of full-time, fully funded missionaries by a net gain of 500, giving us 4,200 full-time, fully funded missionaries through the International Mission Board.

## LOSTNESS AROUND THE WORLD

155,252 people around the world die every day without Christ. The International Mission Board is committed to carrying out the Great Commission to make disciples of all nations. With more than 7,000 unreached people groups across the globe, more missionaries are needed from our Southern Baptist churches. Increasing our missionary force to at least 4,200 is the best way for Southern Baptists to proclaim the Gospel to those who have yet to hear it.



**Paul Chitwood**

*President | IMB*

"We live in the most populous century in the history of humanity where 155,252 lost people die every day. By growing our mission force by 500, and many of those 500 being devoted to training churches overseas to send their own missionaries, Southern Baptists will see an exponential impact from their Great Commission faithfulness."



**J. D. Greear**

*Pastor | The Summit Church | Durham, NC*

"The Gospel didn't start in America. Someone crossed a boundary to bring it to us—often at the cost of their lives. May God raise up a new generation with the courage to do the same, bringing about the evangelization of the world in this generation!"



**Danny Wood**

*Senior Pastor | Shades Mountain Baptist Church | Birmingham, AL*

"An integral part of disciple making is challenging believers to be open to God's call to serve internationally. For those who are called, I can confidently direct them to the International Mission Board. The IMB's strategic approach to reaching the nations, their preparation to serve on the field, and their personalized ongoing support is unparalleled."



**Sandy Wisdom-Martin**

*Executive Director-Treasurer | National WMU*

"There is a common thread throughout the Scriptures that reveals God's heart for all people to know Him. The world needs to hear the good news of Jesus Christ, and we have a responsibility to take the Gospel to the nations. With hearts of courage, we must urgently go forward dedicated to the God-given task of proclaiming the good news to the ends of the earth."

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# STRATEGIC ACTION 2

Add 6,000 new churches to our Southern Baptist family, giving us more than 50,000 churches.

## LOSTNESS IN NORTH AMERICA

We have a lostness problem in North America. According to leading missiologists, more than 75% of Americans—our friends, neighbors, and coworkers—don't have a saving faith in Christ. In the Midwest, there is only one Southern Baptist church for every 12,431 people; in the West, one for every 16,030 people; in the Northeast, that number grows even more to one church for every 31,049. The fields are white for harvest, we just need laborers to go into the field. Through church planting, replanting and revitalization, and the power of the Holy Spirit, we can see the next Great Awakening in our lifetime.



**Kevin Ezell**

*President | NAMB*

"It's unsettling when we see the divisiveness in our culture and increasing hostility toward Christianity. But Jesus calls us directly into those uncomfortable, difficult places, and I know of no better way to bring His presence into a community than with a new, evangelistically-focused church. We have to stay committed and focused on planting Gospel-proclamation outposts where they are needed most in North America."



**Dhati Lewis**

*Vice President, Send Network | NAMB*

"A local church is a tangible expression of the Gospel, establishing a greater presence and allowing us to be with people in contextual, rich, and meaningful ways. To reach our neighbors with the Gospel, we need to see more churches planted across North America."



**Julio Arriola**

*Executive Director of Hispanic Relations and Mobilization | SBCEC*

"With more than 60 million Latinos in America and only 3500 Hispanic SBC congregations in our nation, we have the potential to plant thousands of churches in a short period of time. We need to empower those who are called to go."



**Rob Wilton**

*Lead Pastor | Vintage Church | Pittsburgh, PA*

"Jesus is changing this world through church planting. Our cities need Jesus and we are mobilizing these missionaries to plant the Gospel and start churches everywhere for everyone."

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CITY. EVERY STATE. EVERY NATION. EVERY PERSON. EVERY TOWN. EVERY CITY.



# STRATEGIC ACTION 3

Increase our total number of workers in the field through a new emphasis on “calling out the called,” and then preparing those who are called out by the Lord.

## THE NEED FOR LABORERS

The world is in desperate need of men and women who will hear the call of God and serve in Great Commission work. Pastors, educators, evangelists, and leaders, we must challenge the next generation of Southern Baptists to respond to His divine calling. As L.R. Scarborough said, “Will we do our part in calling out and training those He has called?”



**Jamie Dew**

*President | New Orleans Baptist Theological Seminary*

“We are surrounded by a world that is broken and needs the gospel. It is our calling to be ambassadors for Him. But it takes more than one to be on mission. Something profound for the kingdom happens when the people collectively rise up and march forward in union. We as leaders should be calling out those who are called to go forth and make Christ known to the world.”



**Heath Thomas**

*President | Oklahoma Baptist University*

“Providing pathways for more workers on the field should be a strategic goal for all Baptists. For decades at Oklahoma Baptist University, we have invested in pathways for our students to catch the passion for international mission: from curriculum that equips for mission, to global mission trips, to hosting missionaries on campus, to recent curricular design that blends mission training and marketplace skills. We do this so all nations will hear the good news of our Savior, Jesus Christ.”



**Ronnie Parrott**

*Lead Pastor | Christ Community Church | Huntersville, NC*

“Pastoring a local church is a great responsibility, but perhaps our greatest investment as pastors is not the congregation we shepherd now, but the future congregations those pastors and ministers who will be called out in our ministries and trained up under our leadership will have. The future of the church rests in the hands of the men and women we invest in and shape. What a great opportunity we have!”

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EVERY STATE. EVERY NATION.

# STRATEGIC ACTION 4

## LOSTNESS OF THE NEXT GENERATION

Turn around our ongoing decline in reaching, baptizing, and discipling 12- to 17-year-olds in the prime of their teenage years.

There are more than 25 million students between the ages of 12 and 17. If current trends continue, we will lose an entire generation of young people. From 2000 to 2018, there was a 38% average annual baptism decline in the SBC in 12- to 17-year-olds. In our 47,000 churches in 2018, only 57,552 baptisms were reported for this age group. We must be intentional about reaching the next generation for Christ and sending them on mission.



**Shane Pruitt**

*National Next Gen Evangelism Director | NAMB*

"Reaching, baptizing, and discipling the next generation must be the priority of the church. With nearly 80% of Christians becoming followers of Jesus before age 18, it is imperative that we reach them with the Gospel now or they may never be reached. They may be the next generation, but it's time to help them be the church now!"



**Ben Trueblood**

*Director of Student Ministry | LifeWay Christian Resources*

"Teenagers are among the most fertile mission field on the planet and make up the largest generation in the United States. It is imperative that we as the Church take up the mantle once again of prioritizing reaching, baptizing, and discipling teenagers for the future of the church and Gospel advancement."



**Peter Yanes**

*Executive Director of Asian American Relations and Mobilization | SBCEC*

"In 50 years, Asians will make up 38% of all U.S. immigrants. The enormous challenges of reaching to the next generation of Asian Americans are prompting us now to respond to the Gospel urgency of discipling our students and impacting generations to come."



**Alex Himaya**

*Senior Pastor | BattleCreek Church | Broken Arrow, OK*

"Students today live in the most fast-paced, tech-driven society we've ever experienced. As church leaders, we must focus on evangelizing and discipling this next generation while we still have the opportunity. May we raise up a generation of men and women passionate for taking the Gospel to the ends of the earth."

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# STRATEGIC ACTION 5

Increase our annual giving in successive years to reach and surpass \$500 million given through the Cooperative Program to achieve these Great Commission goals.

## FINANCIAL FUEL FOR THE MISSION

The Cooperative Program is the financial fuel for winning every person to Jesus in every town, every city, every state, and every nation. If we are going to send more missionaries, plant more churches, and train more leaders, we must increase our Cooperative Program resources for the work of both regional and national levels of Southern Baptist life. We must prioritize, elevate, and accelerate our cooperative giving if we are to accomplish the task God has set before us.



**Hance Dilbeck**

*Executive Director | Oklahoma Baptists*

"Cooperative Program giving casts light on the true condition of our churches and the strength of our commitment to advancing the Gospel together. All our talk about more missionaries, church planters, and seminary students is just that, talk, unless we show our willingness to pay for them."



**Ronny Raines**

*Senior Pastor | Bradfordville First Baptist Church | Tallahassee, FL*

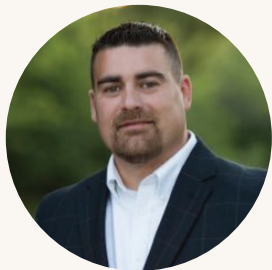
"Increasing Cooperative Program giving allows more missionaries to be sent, more students to be trained, and more lives to be changed. Every church needs to pray, give, go, and send. I'm thankful to serve a church that increased its Cooperative Program giving for the sake of God's glory and for people living in spiritual darkness."



**Willie McLaurin**

*Vice President for Great Commission Relations and Mobilization | SBCEC*

"Increasing the Cooperative program will accelerate the monumental task of accomplishing the Great Commission. The Cooperative Program is the unified strategy that allows every church in every region to lock our hearts and hands in advancing the Gospel at home and around the world."



**Nathan Lorick**

*Executive Director | Colorado Baptist General Convention*

"The Cooperative Program is a people and a partnership. The time is short, the need is great, and the reach of the Cooperative Program is unparalleled. I wholeheartedly encourage churches to participate in this proven method of funding the mission God has placed the SBC on together!"

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VISION 2025 IS A CALL TO  
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JESUS CHRIST IN EVERY TOWN,  
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Increase our total number of workers in the field through a new emphasis on "calling out the called," and then preparing those who are called out by the Lord.

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