

TELL THE WORLD

REACH UP, REACH OUT, REACH ACROSS, REACH IN

Introduction

Proclaiming the good news about our freedom in Jesus and His promise of a glorious future deserves a structured and strategic approach. The church is not a business but there is value in being methodical in our operations.

This strategic plan seeks to address the areas that are important to the Seventh-day Adventist Church in general and the local needs, aspirations and dreams of the church in the British Union. In addition, it provides the leaders of the British Union with a guide for their work during their term of office as well as for shorter periods of tenure.

The British Union Conference (BUC) strategic plan dovetails with those of the General Conference (GC) and Trans-European Division (TED). “Tell the World – Reach up, Reach Out, Reach Across, Reach In”, which is the GC/TED theme for the next five years, provides a framework for the plan. It is expected that the cascading effects will be felt by the local churches as both Conferences and Missions buy into the overall plan of the BUC and by so doing, of the world church.

Don W McFarlane
President

Mission Statement

The mission of the British Union is to communicate to all peoples within its territory the everlasting gospel of God's love in the context of the three angels' messages of Revelation 14:6-12, and as revealed in the life, death, resurrection, and high priestly ministry of Jesus Christ, in order to lead them to accept Jesus as personal Saviour and Lord and to unite with His remnant church; to nurture them in preparation for His soon return.



Method

We pursue this mission under the guidance of the Holy Spirit through:

1. *Preaching* — Accepting Christ's commission (Matt 28:18-20), we proclaim the message of a loving God, most fully revealed in His Son's reconciling ministry and atoning death. Recognizing the Bible to be God's infallible revelation of His will, we present its full message, including the second advent of Christ and the continuing authority of His Ten Commandment law with its reminder of the seventh-day Sabbath.
2. *Teaching* — Acknowledging that development of mind and character is essential to God's redemptive plan, we promote the growth of a mature understanding of and relationship to God, His Word, and the created universe.
3. *Healing* — Affirming the biblical emphasis on the well-being of the whole person, we make the preservation of health and the healing of the sick a priority and through our ministry to the poor and oppressed, co-operate with the Creator in His compassionate work of restoration.

Vision Statement

Our vision is a church where the community of faith reflect the character of Jesus and share the hope that we have in Him. Where they faithfully and joyfully prepare for the time when our world will be restored; where "one pulse of harmony" beats throughout the universe.

Values

- 1) *Acceptance* that each human being as a child of God, created in His image and for His glory. We will channel all our efforts to share our Father's Good News with as many of His children as we can.

- 2) *Assurance* in the salvation offered by Christ through His sacrifice at Calvary and His sinless life, form the basis for our Christian living and witness.
- 3) *Unity* of believers who build up the Body of Christ, demonstrated in practical love for each other, respect for the views of others as well as their differences, compassion for those who hurt and forgiveness for those who err.

Goals

- 1) **Reach Up** to develop a strong relationship with God, through increased quality Bible study, prayer, witnessing and faithfulness in stewardship;
- 2) **Reach Out** to others with the compassion that Jesus exhibited, in order to invite them to salvation, fellowship and discipleship in Christ.
- 3) **Reach Across** the barriers that divide us from other people, within and without the church, and celebrate our differences as one humanity in Christ.
- 4) **Reach In** to ensure the wellbeing of the church through the development of spiritual gifts, the use of sound leadership and management principles in striving for excellence in all aspects of church life.

Reach Up

1. Developing the Inner Life

- a) Spiritual formation pathway for leaders
- b) Spiritual formation programme for local churches
- c) Production of curriculum on spiritual formation
- d) Emphasis on daily personal and family devotion
- e) Nurture programme for university in tertiary education
- f) Emphasis on the spiritual disciplines of prayer, bible study, fasting, meditation
- g) Spiritual curriculum for children
- h) Implement the 'Encounter Bible Curriculum' for all BUC schools



2. Fostering Climate for Spiritual Growth

- a) Spiritual retreats for church leaders
- b) Master teaching of Sabbath School Lesson for all ages
- c) Quiet times in worship services for reflection and personal prayer
- d) Churches of refuge where young people feel accepted
- e) Nurturing of children and youth by/in local church by the chief spiritual leader
- f) Spiritual Master plan for schools
- g) Strengthening Adventist philosophy in schools



3. Encouraging Learning

- a) Bible Conferences
- b) ADC support for new members
- c) Messenger articles on Adventist beliefs
- d) Emphasis on holistic lifestyle for members
- e) ADC Course for Teens
- f) Integration of faith and learning in schools
- g) Online curriculum for students in non-Adventist schools
- h) Special service for youth seeking deeper spiritual insight
- i) Online Bible studies for children
- j) Courses on health evangelistic outreach programs

Reach Out

1. Resourcing Leaders and Members

- a) Evangelism resource centre at BUC Office
- b) On-going training programme at BUC Office
- c) Production/sourcing suitable literature/electronic resources



2. Witness to Acquaintances

- a) Public evangelism
- b) Personal evangelism
- c) Methods permeated by LD principles
- d) Promotion of and equipping to reconnect with former members

3. Witness to postmoderns/unchurched

- a) Life Development style outreach
- b) New church plants for the unchurched
- c) Multi-services with varied approaches and content for all ages

4. Outreach to the General Public

- a) Increased content for Hope TV (internet based)
- b) Securing of time slot on a UK-based religious TV channel
- c) Seek opportunities for Adventist presence on mainstream TV programmes
- d) Adventists already in the media to develop their witness and presence further
- e) Encourage members to seek opportunities on local broadcast media
- f) Local newspaper features and ads
- g) Involvement in community projects
- h) Annual Union-wide literature distribution programme
- i) Increase by 5% annually the number of listeners, viewers and readers reached by Adventist electronic media
- j) Working in partnership with national bodies which includes representation in key government documents
- k) Promotion of the values and benefits of Adventist education



5. General

- a) Each church to have a programme for church growth
- b) Annual accession target to be 5% of membership
- c) Welcome Pack in each church for visitors
- d) Anglicisation of “*Who are Seventh-day Adventists*”
- e) Emphasis on clean, tidy and welcoming environment
- f) Develop charter for churches on welcoming climate
- g) Advanced ADC courses to provide in-depth experience and knowledge

Reach Across

1. Internal Focus

- a) Diversity seminars (connecting cultures)
- b) Changing mindset of members to be more accepting of people unlike themselves
- c) Celebration of diversity, including gender
- d) Mentoring programme for children and youth
- e) Holistic programme for seniors in each local church
- f) Emphasis on children-friendly churches
- g) Developing children-friendly churches
- h) Support ministry for the abused
- i) Teaching specialist skills (Mental Health First Aid) in supporting members with mental health challenges



2. External Focus

- a) Community involvement
- b) Support for community in family life, health, nutrition.
- c) Joint projects with other Christian bodies that do not conflict with Adventist beliefs
- d) Support environmentally-friendly projects
- e) Running mental first aid courses in the community
- f) Invite local school leaders and teachers in maintained and independent schools to professional training in education at the BUC

Reach In

1. Leadership

- a) BUC office to be centre for leadership training
- b) Continuing education for pastors, based at BUC office
- c) Orientation process for new pastors coming from overseas
- d) Each executive officer and department director with ministerial training to be assigned to a local church.
- e) Re-envisioning of pastors when they change churches
- f) Development of skill pools among pastors
- g) Biennial leadership development course for officers and directors
- h) Keeping the Church Family Safe Training
- i) Develop senior leadership in schools through training and independent performance management reviews
- j) Increasing the leadership capacity of school governors through regular training events and e-learning

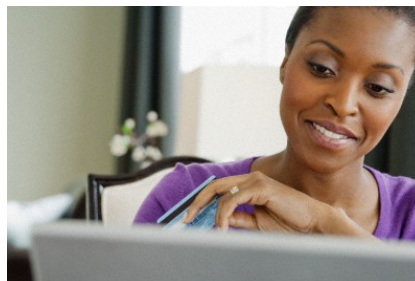


2. Developing Quality

- a) Emphasis on the use of spiritual gifts
- b) Provide churches with various worship models
- c) Emphasis on clean, tidy and welcoming environment
- d) Regular inspection of schools
- e) Programmes for improving the quality of teaching and learning in schools

3. Responsible Stewardship

- a) Improved governance in local churches
- b) Increased cashless transactions
- c) Regular publication of accounts and budgets
- d) Care of the environment
- e) Guidance on eco-health, eco-living, eco-churches for churches
- f) Move towards paperless offices



Plan Development Timeline

Actions	Forum	Date	Personnel
1. Discuss and agree on basic ideas for Plan	Department Directors' Meeting	8, 9 Sep 2010	D McFarlane
2. Formulate ideas into a draft Plan	--	12 Nov 2010	D McFarlane
3. Share draft Plan with directors	Email	12 Nov 2010	D McFarlane
4. Revise Plan, incorporating amendments by directors	--	25 Nov 2010	D McFarlane
5. Present draft Plan to field leaders	Field Leaders Committee	07 Dec 2010	D McFarlane
6. Revise draft Plan to include amendments by field leaders	--	17 Dec 2010	D McFarlane
7. Directors to develop detailed plans for their Departments	--	17 Dec 2010	D McFarlane
8. Share draft Plan with Conf/Mission directors /sponsors/pastors	Email	20 Dec 2010	D McFarlane
9. Revise draft Plan to include amendments 10. from directors /pastors	--	14 Jan 2010	D McFarlane
11. Refine draft Plan with clear targets and 12. Assessment tools	Strategic Planning consultant	24 Jan 2010	D McFarlane
13. Share draft Plan with Ex Committee	Email	10 Feb 2010	E Lowe
14. Feedback from Executive Committee	Email	25 Feb 2010	--
Revise draft Plan, incorporating amendments by Committee	--	28 Feb 2010	D McFarlane
Action by BUC Executive Committee	--	10 Mar	--
Plan shared with delegates to BUC Session	--	31 May 2011	E Lowe
Action by BUC Session	BUC Session	3 July 2011	E Lowe/ D McFarlane
Plan distributed to constituent units	--	Sep 2011	D McFarlane

Responsibility for Targets and Timeline

(Each responsible person is to develop a detailed plan showing how the goals and targets assigned to him or her are to be met. These “sub-plans” will become part of the overall plan, which will serve as a management tool for the Union.)

Reach Up

1. Developing the Inner Life

Spiritual formation pathway for leaders	Ministerial Secretary	Dec 2011
Spiritual formation pathway for local churches	Ministerial Secretary	Dec 2011
Production of curriculum on spiritual formation	Ministerial Secretary	Dec 2011
Emphasis on daily personal and family devotion	Ministerial Secretary	Ongoing
Nurture programme for university students	Youth Director	Annual
Emphasis on the spiritual disciplines	Ministerial Secretary	Ongoing
Spiritual Curriculum for Children	Children’s Ministry Director	Dec 2011

2. Fostering Climate for Spiritual Growth

Spiritual retreats for church leaders	President	Annually
Master Teaching of Sabbath School Lesson	Education Director	Quarterly
Quiet times in worship services for reflection...	President	Ongoing
Churches of Refuge where young people feel accepted	Youth Director	One Annually
Nurturing of children and youth by chief spiritual leader	President	Ongoing
Spiritual Master plan for schools	Education Director	Ongoing
Strengthening Adventist philosophy in schools	Education Director	Ongoing

3. Encouraging Learning

Bible Conferences	Youth Director	Biannual
ADC support for new members	ADC Director	Ongoing
Messenger Articles on Adventist Beliefs	President	Ongoing
Emphasis on holistic lifestyle	Health Director	Ongoing
Bible Correspondence course for teens	ADC Director	June 2012
Integration of faith and learning in Adventist schools	Education Director	Ongoing
Online Curriculum for students in non-Adventist schools	Education Director	Dec 2012
Spiritual master plan for Adventist Schools	Education Director	Dec 2011
Special service for youth seeking deeper spiritual insight	Youth Director	Quarterly
Online Bible studies for children	Children’s Ministry Director	Ongoing
Courses on health evangelistic outreach programs	Health Director	Ongoing

Reach Out

1. Resourcing Leaders and Members

Evangelistic resource centre at BUC Office	Evangelism Director	Dec 2011
Ongoing training programme at BUC office	Min Sec/Evangelism Director, All Directors	As of Feb 2011
Production/sourcing of literature/electronic resources	Evangelism Director All directors	As of Feb 2011

2. Witness to Acquaintances

Promotion of and equipping for public evangelism	Evangelism Director	Ongoing
Promotion of and equipping for personal evangelism	Evangelism Director All Directors	Ongoing
Evangelism methods to be permeated by LDI principles	Evangelism Director	Ongoing
Promotion of and equipping to reconnect with former members	Women's Ministry Director	Ongoing

3. Witness to Postmoderns/Unchurched

Life Development style outreach	Evangelism Director	Ingoing
New church plants that are attractive to un-churched	Evangelism Director	1 Annually
Multi-services with varied approaches and content	President	4 churches annually

4. Outreach to the General Public

Expand programmes on Hope TV (internet)	Communications Director	Ongoing
Secure time slot on UK-based religious TV channel	Communications Director	Dec 2011
Seek opportunities for Adventist presence on mainstream TV	Communications Director	Ongoing
Adventists in media to develop their witness further	Communications Director	Ongoing
Encourage members to seek opportunities on local media	Communications Director	Ongoing
Local newspaper features and ads	Communications Director	Ongoing
Churches to be involved in local community projects	President	Ongoing
Annual BUC-wide literature distribution programme	Evangelism Director	Annually
Increased by 5 percent annually the number of listeners, viewers, readers reached by Adventist media	Communications Director	Annually
Working in partnership with national bodies which include faith representation in key government documents	Health Director	Ongoing
Promotion of the values and benefits of Adventist education	Education Director	Ongoing

5. General

Each local church to have a programme for church growth	President	Ongoing
Annual accessions to be 5% of membership	President	Annually
Welcome Pack for visitors to local churches	Executive Secretary	March 2012
Anglicisation of " <i>Who are Seventh-day Adventists?</i> "	Executive Secretary	Dec 2010
Emphasis on clean and welcoming local church environment	SDAA Secretary	Annual Audit
Develop charter for churches on welcoming climate	President	Dec 2011
Advanced ADC courses, providing in-depth knowledge	ADC Director	June 2013

Reach Across

1. Internal Focus

Diversity Seminars	President	Ongoing
Changing mindset of members to be more accepting of people unlike themselves	President	Ongoing
Celebration of Diversity	President	Ongoing
Mentoring programme for children and youth	Youth/Children's Ministry Director	Mar 2012
Holistic Social programme for seniors in each local church	Health Director	Ongoing
Developing children-friendly churches	Children's Min Director	Ongoing
Support ministry for the abused	Women's /Family Ministries Director	Sept 2011
Teaching specialist skill (mental health first aid) to support members with mental health challenges	Health Director	Ongoing

2. External Focus

Emphasis on involvement of church in the community	President	Ongoing
Support for community in family life, health, nutrition	Family/Health Directors	Ongoing
Joint projects with other Christian organisations	Ex Secretary	Ongoing
Support for environmentally projects	Treasurer	Ongoing
Running mental first aid courses in the community	Health Director	Commencing 2011 and ongoing
Invite local school leaders and teachers in maintained and independent schools to professional training in education at the BUC	Education Director	Commencing 2011

Reach In

1. Leadership

Centre for leadership training – BUC Office	Ministerial Secretary	As of Feb 2011
Continuing education for pastors, based at BUC office	Ministerial Secretary	As of Feb 2011
Orientation for new pastors from overseas	Ministerial Secretary	As of 2011
Executive officers and department directors with ministerial training to be assigned to local churches	President	As of 2012
Re-envisioning of pastors on changing of districts	Ministerial Secretary	As of 2012
Development of skill pools among pastors	President	As of 2012
Biennial leadership development course for officers and directors	Executive Secretary	As of 2011
Keeping the Church Family Safe training	Executive Secretary/Family Ministries Director	Ongoing
Develop senior leadership in schools through training and independent performance management reviews	Education Director	Ongoing
Increasing the leadership capacity of school governors through regular training events and e-learning	Education Director	Ongoing

2. Developing Quality

Emphasis on the use of spiritual gifts	Executive Secretary	Ongoing
Provision of various worship models to churches	Ministerial Secretary	June 2012
Regular inspection of schools	Education Director	Ongoing
Programmes for improving the quality of teaching and learning in schools	Education Director	Ongoing

3. Responsible Stewardship

Improved governance in local churches	Treasurer	Ongoing
Increased cashless transactions in local churches	Treasurer	Ongoing
Regular publication of accounts/budgets of BUC and subsidiaries	Treasurer	As of 2011
Increased care of the environment	Treasurer	Ongoing
Guidance on eco-health, eco-living, eco churches	Treasurer	Ongoing
Move towards paperless offices	Treasurer	Ongoing