

**Final Report  
of  
Ad Hoc  
Cooperative Program  
Committee**

**February 2006**

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## **Members of Ad Hoc Cooperative Program Committee**

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**Arizona**

**Executive Committee**

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**South Carolina**

**Mississippi**

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**Executive Committee**

**Florida**

**Georgia**

# Preface

**Preface  
to  
Ad Hoc Cooperative Program Committee Report**

Southern Baptists have always been a missional people. From the inception of the Southern Baptist Convention in 1845 we have always rallied around the command of Christ to carry the Gospel to the entire world. At the heart of our local churches, and of all organizations and agencies beyond the local church, is the desire to share the Good News of the Gospel of Jesus Christ. The Cooperative Program was implemented to give each Southern Baptist a way to be a part of reaching the world for Christ through their local church. Sadly, we too often have allowed our focus to become ingrown and diverted from our evangelistic responsibility. Most of the strategies and initiatives in this report focus on telling the story of what we are currently doing through the Cooperative Program, but we must not fall into the trap of thinking we can reposition the Cooperative Program in the hearts of Southern Baptists by focusing only on what we are accomplishing.

It is vitally important that we also cast a new vision to Southern Baptists, a compelling vision that challenges them to use the immense resources God has placed in our hands to literally fulfill Acts 1:8 in our generation. We must place before our people, our pastors and our churches a challenge that is so big that it will require us to give sacrificially, pray passionately and become personally involved in reaching the world for Christ.

As long as the vision our people see is to give more to continue to do what we are already doing we will only see incremental gains in Cooperative Program giving. However, when Southern Baptists are challenged to give to take missions to a whole new level, gains in Cooperative Program giving can become sacrificial and significant. Perhaps the theme to carry us into a new future of reaching people should be **“Imagine What More We Could Do.”**

If our 2003-04 Cooperative Program giving had averaged 10 percent rather than 6.68 percent, we could have invested an additional \$250,000,000 in reaching the world. We must quantify this into goals for new missionaries on the field at state, national and international levels and into new people groups which could have a witness. We must set bold challenging goals that will grip the hearts, imaginations and pocketbooks of Southern Baptists with a bold attempt to carry the Gospel to the entire world in our generation. This bold vision must come from our SBC leaders at both state and national levels and cast in such a compelling way that it becomes a part of the heart and purpose of our members, pastors and churches throughout the convention.

For the sake of our Lord we must recapture an evangelistic fervor and let God work through us to bring revival. **“Imagine What More We Could Do.”**

# **Executive Summary**

## **Ad Hoc Cooperative Program Committee Report**

# **Executive Summary**

## **Ad Hoc Cooperative Program Committee Report**

### **Scriptural Foundations for the Cooperative Program (CP):**

*“But you will receive power when the Holy Spirit has come upon you, and you will be My witnesses in Jerusalem, in all Judea and Samaria, and to the ends of the earth.” Acts 1:8 (HCSB)*

*You will do well to send them on their journey in a manner worthy of God, since they set out for the sake of the name, accepting nothing from pagans. Therefore, we ought to support such men, so that we can be co-workers with the truth. III John 6b ó 8 (HCSB)*

### **Definition of the Cooperative Program:**

The committee believes it imperative that a new working definition of the Cooperative Program be written. While we believe this to be beyond the scope of our work, we respectfully request that the Executive Committee leaders produce such a definition. It would be very helpful if the definition were approved by the Executive Committee and the SBC in annual session.

### **Key Foundational Values of the Cooperative Program:**

1. Sacrifice: We are to sacrifice through prayer, giving and going.
2. Cooperation: We can accomplish more together than alone.
3. Missionary: We are committed to the Great Commission.
4. Kingdom Vision: We need to capture the hearts of everyone.
5. Kingdom Impact: We understand lives are changed because of our cooperation.
6. Kingdom Giving: We believe stewardship is essential for individuals and churches.

### **The Challenge:**

To present the Cooperative Program story in such a unified and compelling way that it captures the hearts of Southern Baptists and compels them to give generously through the Cooperative Program. Our churches must see the Cooperative Program as a foundational way to implement an Acts 1:8 strategy in fulfilling the Great Commission.

### **Vision:**

Demonstrate the effectiveness and value of the Cooperative Program resulting in celebration and support among Southern Baptists.

### **Ad Hoc Committee Objectives:**

1. Challenge each local church to adopt an Acts 1:8 Kingdom strategy.
2. Demonstrate the proven value of the Cooperative Program as the best foundational delivery system upon which a church can build an Acts 1:8 Kingdom strategy.
3. Call on Southern Baptists to practice storehouse tithing as the beginning point for Kingdom giving.
4. Challenge every Southern Baptist church to give no less than 10 percent of undesignated receipts through the Cooperative Program.
5. Establish dialogue between the state conventions and the SBC Executive Committee to increase the Cooperative Program percentage to SBC ministries. (See Appendix C)
6. Educate Southern Baptists about their heritage, beliefs and cooperative impact.

## Five Strategies

### Strategy 1: Develop Biblical financial stewards.

A renewed stewardship focus across the SBC is essential. We must assist our pastors and churches in continually and consistently teaching a lifestyle of financial freedom and Biblical financial stewardship marked by giving the tithe as a beginning point and offerings beyond the tithe as God leads.

#### Initiatives

**1.1: *Evaluate moving the stewardship assignment from LifeWay to the CP Office of the Executive Committee to maximize the synergy between these two critical areas.***

Goal: To ensure that developing Biblical stewardship in our churches is understood as foundational in developing ongoing support and funding of the CP.

**1.2: *Challenge every church member to systematic giving of at least a tithe of their income through their local church.***

Goal: To help Southern Baptists experience the freedom and joy of Biblical stewardship.

**1.3: *Provide teaching in our churches, universities and seminaries on principles of Biblical stewardship leading to financial freedom.***

Goal: Help our people live by principles of Biblical stewardship and experience financial freedom so that they commit to generous giving through tithes and offerings as participants in advancing the Kingdom of God.

**1.4: *Develop stewardship materials for cultural groups.***

Goal: To ensure that we adequately support the development of Biblical financial stewardship in our churches among various cultural groups.

**1.5: *Develop age-graded stewardship materials.***

Goal: To train our children and youth in principles of Biblical stewardship.

**1.6: *Create an interactive Web site with stewardship and financial freedom information, best practices and resources.***

Goal: To create readily available resources for pastors and church leaders to access.

**1.7: *Review state convention and SBC budgets to ensure that provision is made for quality stewardship promotional resources and education in our churches.***

Goal: To ensure adequate funding for stewardship education and promotion.

**1.8: *Ensure that training in principles of Biblical stewardship is a part of church planting at all levels.***

Goal: Plant the DNA of Biblical stewardship and storehouse tithing into the bloodstream of all new church plants.



## **Strategy 2: Reposition the Cooperative Program as Southern Baptists' foundational strategy for fulfilling Acts 1:8 through our local churches.**

We must recapture the vision and commitment of local pastors and congregations to the CP as the most effective and efficient way to lay a foundation for reaching the world with the Gospel of Christ. We must challenge them to lead their churches to give at least 10 percent of their undesignated receipts to support world evangelization through the CP. This repositioning effort is intended to have immediate impact from now through the 2006 Annual and State Convention Meetings. The repositioning leverages well-known pastors and convention leaders to help recapture the hearts of Southern Baptists.

### **Initiatives**

#### **2.1: *Develop a nationally recognized standard CP logo and slogan.***

Goal: To gain brand name recognition of the CP across the SBC by consistent use of the same logo and slogan when promoting and communicating about the CP.

#### **2.2: *Plan State CP Summits to rally and mobilize high-profile pastors as CP Champions.***

Goal: 1. Mobilize pastors as CP Champions who will lead the effort to reposition the CP in their state and use their influence to connect other pastors to the CP and the SBC.  
2. Celebrate the impact Southern Baptists are having through the CP.  
3. Answer the question: "How does the CP help my church?"  
4. Demonstrate the efficiency and effectiveness of the CP as opposed to a societal method of mission support.

#### **2.3: *Recruit pilot churches (pastors) who will implement a year-long Church CP Communications Plan.***

Goal: 1. To demonstrate the impact their church has through the CP in fulfilling the Great Commission.  
2. To help them see the importance of our cooperative efforts and imagine what more we can do as these efforts are multiplied.  
3. To see how our CP participation expresses our love for people and our desire to see them come to Christ.  
4. To see our CP giving, not as a line item in the church budget, but as an extension of the church's evangelistic and mission endeavors, as our foundational way of fulfilling Acts 1:8.

#### **2.4: *Education of all SBC leaders and future leaders in the history, function and Kingdom value of the Cooperative Program by providing and teaching the book by Chad Brand and David Hankins, One Sacred Effort.***

Goal: For all leaders and future leaders to understand why Southern Baptists have chosen a cooperative method, rather than a societal method, of supporting the Kingdom work beyond the local church.

#### **2.5: *Utilize the 2006 SBC Annual Meeting to launch a convention-wide emphasis on and celebration of the impact Southern Baptists are having through the CP.***

Goal: 1. Bring CP participation to top-of-the-mind awareness and challenge pastors to lead their churches to give at least 10 percent of their budget through the CP.

2. Launch a year of celebration about the role and impact of the CP in carrying the message of Christ to the world.
3. Reaffirm the Biblical base for the CP and the value of cooperative efforts rather than societal methods.
4. Provide a series of video presentations telling the story of CP missions and ministries. These videos should be customizable on a state level.

**2.6: *Utilize the 2006 state convention meetings to launch statewide emphases on and celebration of the CP.***

- Goal:
1. Bring the CP to top-of-the-mind awareness in each state and challenge pastors to lead their churches to give at least 10 percent of their budget through the CP.
  2. Celebrate the role and impact of the CP in carrying the message of Christ to the world.
  3. Reaffirm the Biblical basis for the CP and the value of cooperative efforts rather than societal methods.

**2.7: *Ensure that CP education is a part of church planting training at all levels.***

- Goal: Plant the DNA of missions and CP support into the bloodstream of new church plants.

**2.8: *CP vision tours and virtual tours should be organized throughout the SBC.***

- Goal: Provide inspirational and educational CP experiences for local church members that deepens and develops their understanding of and commitment to the CP. Virtual tours could be presented through PowerPoint, video or interactive Internet resources.

**Strategy 3: Create, coordinate, implement and maintain consistency in Cooperative Program promotion.**

**Initiatives**

The Executive Committee working with The Great Commission Council and state conventions should coordinate a consistent use of the CP brand in all SBC entities. A consistent message is necessary if we are to move the CP to top-of-the-mind awareness in the lives of our Southern Baptist members and keep it there.

**3.1: *Implement the recommendations of the Task Force on Cooperation to select and elect leaders at all levels of Southern Baptist life who champion the CP.***

- Goal: To elect leaders in Southern Baptist life who will demonstrate a strong support for the CP. This is also a recommendation from the Task Force on Cooperation.

**3.2: *Establish an ongoing dialogue between the CP office of the Executive Committee and the State Executive Directors to focus on CP communication, promotion, education and division.***

- Goal:
1. To ensure that the CP stays at top-of-the-mind awareness in Southern Baptist life at both state and national levels.
  2. To maintain ongoing dialogue aimed at increasing the CP percentage to SBC missions.

**3.3: *Review state convention and SBC budgets to ensure that provision is made for quality CP promotional resources and education in our churches.***

- Goal: To ensure adequate funding for CP promotion and education.

## **Strategy 4: Develop an ongoing process that integrates Cooperative Program education in families and throughout the fiber of Southern Baptist life and grows the next generation of Cooperative Program advocates.**

Teach and help our churches to think strategically about their Acts 1:8 responsibility. Thinking strategically will help churches rediscover that the CP is the most effective and efficient foundational way to reach the world. We want to inspire and inform via our educational materials.

### **Initiatives**

**4.1: *Develop cutting-edge educational and promotional training materials and resources that demonstrate to our churches the practical value of the CP as a foundation for implementing the Acts 1:8 strategy in our churches.***

Goal: To show churches the practical value and contribution the CP can play as they become an Acts 1:8 church.

**4.2: *Integrate CP education and training in our schools and seminaries so that it has daily visibility.***

Goal: To capture the hearts, understanding and commitment to the CP from our emerging leaders. We want them to graduate from seminary committed to working together to reach people around the world through the CP.

**4.3: *Develop an e-mail database that can be used to provide regular CP updates.***

Goal: To provide efficient and effective ways to deliver current timely updates about the impact of the CP.

**4.4: *Develop cutting-edge materials and resources to educate our children and youth about the CP.***

Goal: 1. Capture the hearts of future generations teaching them the awesome power of cooperation.  
2. Develop an awareness and understanding of the CP in our children and youth by offering fun and interactive educational venues.

**4.5: *Develop Cooperative Program resources for cultural groups.***

Goal: 1. We must train the increasing number of cultural churches about the value of their participation in the CP.  
2. We must provide quality CP training and education in our churches among the various cultural groups.

**4.6: *Encourage all state and national publications to actively include CP stories and information as regular features in every issue.***

Goal: 1. We must maximize the use of all ongoing publications to tell the CP story.  
2. The CP connections must be clearly stated in each article; we cannot assume our people know all that is accomplished through their participation in the CP.

**4.7: *Create an interactive Web site to provide ideas and resources for state and local church CP promotion. All state and national SBC entities should prominently maintain CP educational and promotional information on their Web sites and a prominent link to this information should be***

*displayed on the home page of each Web site. Links should also be provided to the national CP Web site.*

Goal: To provide readily accessible resources for pastors and church leaders.

**4.8:** *Develop materials and methods to teach Southern Baptist families about the impact their family is having through the CP.*

Goal: To inspire and inform church members about the impact they are having through their church's participation in the CP.

**4.9:** *Develop effective and innovative ways to communicate the CP message through WMU and women's ministries.*

Goal: Recapture the impact our women have in supporting the mission work of CP.

## **Strategy 5: Use volunteer mission trips to demonstrate the impact of the Cooperative Program.**

### **Initiatives**

Partnership mission trips provide a way for pastors and churches of all sizes to engage in becoming Acts 1:8 churches and to connect directly with the people and ministries supported by their Cooperative Program giving. It connects the dots between Jerusalem, Judea, Samaria and the ends of the earth. Since an increasing number of churches participate in partnership missions, we must seize this platform to tell the CP story.

**5.1:** *Encourage volunteer mission experiences focused on demonstrating the impact of the CP.*

Goal: 1. To provide firsthand experience of the importance and impact of participation in the CP.  
2. To help churches understand that volunteer missions should be built on the foundation of their giving through the CP, not in place of it.

## Recommendations

The following recommendations were adopted by the Executive Directors of the state conventions during their meeting in Banff, Canada, February 16, 2006. This was a historic action since the directors see themselves as a fellowship not a voting body. However, the future of the Cooperative Program is fundamental to our unified work as Southern Baptists and it was felt these recommendations were worthy of our support and commitment.

1. That we commend the Ad Hoc Committee for their excellent work and affirm this report as an outstanding plan for advancing stewardship and the Cooperative Program in the Southern Baptist Convention.
2. That every segment of the SBC life be encouraged to reaffirm our commitment to biblical stewardship and to our cooperation in the Great Commission/Acts 1:8 mission.
3. That we strongly *encourage* each believer to tithe of his financial resources to his local church; we *commend* Southern Baptist churches that are giving sacrificially and proportionally a large percentage of their undesignated receipts through the Cooperative Program, we urge all churches of the Convention to follow their example of giving proportionally in accord with the abundance of God's blessings for the sake of advancing missions, theological education, and religious liberty, and we *encourage* each church to give an *increasing* percentage of undesignated receipts through the Cooperative Program for five successive years beginning in 2007.
4. That we *encourage* the election of state and national convention officers whose churches systematically and enthusiastically lead by example in giving sacrificially and proportionally through the Cooperative Program.
5. That each state convention have a plan for forwarding an *increasing* percentage of receipts to SBC mission causes through the Cooperative Program with the Cooperative Program Advance Plan being one possible model.
6. That the development of quality stewardship training materials with an emphasis on tithing should be given highest priority and we endorse the transfer of the stewardship ministry from LifeWay Christian Resources to the Executive Committee.
7. That the stewardship and Cooperative Program emphases be recognized as integral parts of the compelling SBC vision known as Empowering Kingdom Growth.
8. That the 2006 SBC and state convention annual meetings be used to launch an SBC wide celebration of and emphasis on the Cooperative Program.
9. That the Executive Committee in consultation with state convention executive directors develop a definition of what is meant by Cooperative Program monies which would be adopted by the SBC in annual session.

**Ad Hoc Cooperative Program Committee**

**Strategies and Initiatives**

**with**

**Suggested Action Steps**

## **Strategy 1: Develop Biblical financial stewards.**

### **Initiatives**

#### **1.1: *Evaluate moving the stewardship assignment from LifeWay to the CP Office of the Executive Committee to maximize the synergy between these two critical areas.***

Goal: To ensure that developing Biblical stewardship in our churches is understood as foundational in developing ongoing support and funding of the CP.

Target Completion Date: March 2006

Responsibility of: LifeWay, Executive Committee CP Office

#### **Suggested Action Steps:**

- Leaders of the Executive Committee and LifeWay should evaluate the wisdom of combining the stewardship and Cooperative Program functions in one office.
- Present findings and recommendations to the Executive Committee.

#### **1.2: *Challenge every church member to systematic giving of at least a tithe of their income through their local church.***

Goal: To help Southern Baptists experience the freedom and joy of Biblical stewardship.

Target Completion Date: December 2007

Responsibility of: State Conventions, LifeWay, SBC Seminaries, Baptist Universities

#### **Suggested Action Steps:**

- Issue a challenge to pastors at 2007 national and state conventions calling for a commitment to Biblical stewardship.
- Challenge every pastor to practice, teach and preach on tithing.
- Encourage the use of tithing testimonies in local churches on a regular basis (at least monthly).
- Develop stewardship campaigns for churches.
- Use tithing testimonies at state and national conventions.
- Teach tithing in our seminaries and universities.

#### **1.3: *Provide teaching in our churches, universities and seminaries on principles of Biblical stewardship leading to financial freedom.***

Goal: Help our people live by principles of Biblical stewardship and experience financial freedom so that they commit to generous giving through tithes and offerings as participants in advancing the Kingdom of God.

Target Completion Date:

Responsibility of: State Conventions, LifeWay, SBC Seminaries, Baptist Universities

#### Suggested Action Steps:

- All SBC and state convention leaders, staff and board members, as well as seminary and university faculties should be furnished a copy of Ken Hemphill's book, *Making Change*, and requested to prioritize the study and teaching of this book.
- Encourage states to coordinate development of stewardship education resources.
- Encourage LifeWay to find archived stewardship material and release copyrights.
- Develop inspirational stories of people telling how they have been blessed.
- Facilitate conferences, seminars and workshops at state and associational levels.
- Provide Personal Money Management seminars led by trained consultants.
- Consider partnerships with national ministries such as Financial Peace, Crown Ministries or The Vibrant Group for implementation of financial freedom teaching in churches.
- Teach principles of financial freedom in our seminaries and universities.

#### **1.4: Develop stewardship materials for cultural groups.**

Goal: To ensure that we adequately support the development of Biblical financial stewardship in our churches among various cultural groups.

#### Target Completion Date:

Responsibility of: State Conventions, LifeWay

#### Suggested Action Steps:

- Launch a task force to investigate development of cultural stewardship materials with an initial focus on the largest cultural groups.
- Evaluate sources of funding.
- Evaluate partnership possibilities with LifeWay.
- Consider both promotional and educational resources.
- Resources should be downloadable.
- Develop annual stewardship study for cultural groups.
- Enlist quality writers.
- Investigate partnerships with national ministries such as Financial Peace, Crown Ministries or The Vibrant Group to publish materials for various cultural groups.
- Consider translation of *Making Change* for cultural groups.

#### **1.5: Develop age-graded stewardship materials.**

Goal: To train our children and youth in principles of Biblical stewardship.

#### Target Completion Date:

Responsibility of: State Conventions, LifeWay

#### Suggested Action Steps:

- Develop online downloadable resources.



- Encourage LifeWay to carry a clear ongoing emphasis on stewardship education in all age-
- Encourage LifeWay to develop an annual emphasis on stewardship in Sunday School materials which includes age-graded curriculum materials.
- Look for opportunities to make the stewardship connection with stories and illustrations from our mission work.
- Develop an annual age appropriate stewardship study. Study should be available online and include:
  - Member leaflets and leader guides for Preschool, Children, Youth, Adults and Senior Adults
  - Sermon outlines and PowerPoint presentations
  - Videos and Dramas
  - Bulletin inserts and Posters
- Investigate partnerships with national ministries such as Financial Peace, Crown Ministries or The Vibrant Group to publish age-graded stewardship materials.

graded curriculum materials.

**1.6: *Create an interactive Web site with stewardship and financial freedom information, best practices and resources.***

Goal: To create readily available resources for pastors and church leaders to access.

Target Completion Date:

Responsibility of: LifeWay

Suggested Action Steps:

- Assign responsibility for developing a stewardship Web site.
- State stewardship directors should develop links to this Web site.
- Archive resource materials and files from Stewardship Commission should be located and placed on stewardship Web site.
- All materials should also reference the impact of CP giving.

**1.7: *Review state convention and SBC budgets to ensure that provision is made for quality stewardship promotional resources and education in our churches.***

Goal: To ensure adequate funding for stewardship education and promotion.

Target Completion Date:

Responsibility of: LifeWay, State Conventions

Suggested Action Steps:

- Review SBC budgets.
- Review state convention budgets.
- Consider ways the states could partner in stewardship education.
- Allocate sufficient monies for stewardship education.

**1.8: *Ensure that training in principles of Biblical stewardship is a part of church planting at all levels.***

Goal: Plant the DNA of Biblical stewardship and storehouse tithing into the bloodstream of all new church plants.

Target Completion Date:

Responsibility of: NAMB, State Conventions

Suggested Action Steps:

- NAMB should include training in principles of Biblical stewardship as a part of all church planting training.
- Consideration should be given to use of Hemphill's book, *Making Change*.
- State conventions should work with church plant pastors to help them develop a culture of stewardship in their churches.

**Strategy 2: Reposition the Cooperative Program as Southern Baptists' foundational strategy for fulfilling Acts 1:8 through our local churches.**

**Initiatives**

**2.1: *Develop a nationally recognized standard CP logo and slogan.***

Goal: To gain brand name recognition of the CP across the SBC by consistent use of the same logo and slogan when promoting and communicating about the CP.

Target Completion Date: February 2006

Responsibility of: Executive Committee CP Office

Suggested Action Steps:

- Select marketing firm to design logo/brand.
- Work with marketing firm to design logo and brand. It would be desirable to have a logo that provides a place for states or agencies to add their name and personalize. (Similar to convention Disaster Relief logo.)
- Before finalizing, use a focus group of state Communication and CP Directors to give input about logo and its functionality in various media.
- Finalize logo and usage criteria.
- Develop corporate guidelines and criteria for use of new logo.
- Develop plans for introduction of new logo to SBC.
- Introduce new logo to Executive Committee, state Executive Directors and state CP Directors.
- All SBC agencies and state conventions should prominently display the CP logo in their offices, publications and on their Web sites.

**2.2: *Plan state CP Summits to rally and mobilize high-profile pastors as CP Champions.***

Goal: 1. Mobilize pastors as CP Champions who will lead the effort to reposition the CP in their state and use their influence to connect other pastors to the CP and the SBC.

2. Celebrate the impact Southern Baptists are having through the CP.
3. Answer the question: "How does the CP help my church?"
4. Demonstrate the efficiency and effectiveness of the CP as opposed to a societal method of mission support.

Target Completion Date:

Responsibility of: State Conventions

Suggested Action Steps:

- Develop an agenda for a state CP Summit and desired outcomes for attendees.  
\*Sample Agenda:  
Current status of the CP  
Why we need the CP to reach the world  
How you can make a difference  
Becoming a CP Champion  
Becoming a CP mentor for pastors  
Helping churches grow their CP giving to 10 percent
- Reserve meeting space.
- Identify and invite attendees.
- Personal follow up on invitations.
- Hold CP Summit.
- Follow up with participants.

### **2.3: *Recruit pilot churches (pastors) who will implement a year-long Church CP Communications Plan.***

- Goal:
1. To demonstrate the impact their church has through the CP in fulfilling the Great Commission.
  2. To help them see the importance of our cooperative efforts and imagine what more we can do as these efforts are multiplied.
  3. To see how our CP participation expresses our love for people and our desire to see them come to Christ.
  4. To see our CP giving, not as a line item in the church budget, but as an extension of the church's evangelistic and mission endeavors, as our foundational way of fulfilling Acts 1:8.

Target Completion Date: November 2006

Responsibility of: State Conventions

Suggested Action Steps:

- Identify target churches.
- Review and tailor plan to each church.
- Test church for CP knowledge.
- Implement plan.
- Retest at end of plan.

## A Sample Church CP Communications Plan

### Weekly/Ongoing

- Re-print one *Missionary Moment (MM)* in the church's newsletter or church bulletin each week. These should be available to download from the Internet.
- If the church uses PowerPoint, insert a CP PowerPoint (PP) slide into the loop that plays before the services begin or during the offering. These could be bullet points of information about CP or slides of CP posters.
- Establish a mission bulletin board in the church with information on local church mission trips and CP information and promotion.

### Monthly

- Incorporate CP education into New Members classes. Possible resources include: *Kids Speak* (a light, fast-paced 90-second overview of CP told by children), *The Difference Is You* video feature and the *HD Missions* brochure.
- Run 1 *Missionary Moment (MM)* video vignette each month during the offertory. Each state could develop videos personalized for their state. These could also be shown on Sunday evenings, Wednesday evenings or during large group gatherings in Sunday School.
- Bulletin inserts, posters, and bullet points/art work for use as fillers in newsletters/worship guides should be available for downloading on the CP Web site.

### Other Opportunities

- Include CP education in all missions emphases (state, Annie Armstrong, Lottie Moon and church projects).
- Guest speakers, displays, bulletin inserts, newsletter features, SS lessons, videos, etc. should all be used as a means of communication.
- Bulletin inserts could contain CP information and be customized with church specific information. This could be done semi-annually or quarterly if desired.
- Use annual budget promotion to tell the CP story.
- Include options for SS classes to order the *MM* prayer guides for their classes. They could include the missionaries in their weekly prayer time and on their weekly prayer lists. Might give one to each class to get started and then they can reorder as desired.
- Give *MM* as gifts to leadership.

### **2.4: Education of all SBC leaders and future leaders in the history, function and Kingdom value of the Cooperative Program by providing and teaching the book by Chad Brand and David Hankins, *One Sacred Effort*.**

Goal: For all leaders and future leaders to understand why Southern Baptists have chosen a cooperative method, rather than a societal method, of supporting the Kingdom work beyond the local church.

Target Completion Date: December 2006

Responsibility of: Executive Committee, all SBC Agencies, State Conventions, Seminaries and Baptist Universities

#### Suggested Action Steps:

- All SBC and state convention leaders, staff and board members, as well as seminary and university faculties, should be furnished a copy of *One Sacred Effort* and requested to prioritize the study of this book.
- A request should be that all seminaries and Baptist universities teach the book *One Sacred Effort* as a requirement for graduation.
- In the future all new SBC and state convention leaders, staff and board members, as well as seminary and university faculties, should be furnished a copy of *One Sacred Effort* and requested to prioritize the study of this book.

#### **2.5: Utilize the 2006 SBC Annual Meeting to launch a convention-wide emphasis on and celebration of the impact Southern Baptists are having through the CP.**

- Goal:
1. Bring CP participation to top-of-the-mind awareness and challenge pastors to lead their churches to give at least 10 percent of their budget through the CP.
  2. Launch a year of celebration about the role and impact of the CP in carrying the message of Christ to the world.
  3. Reaffirm the Biblical base for the CP and the value of cooperative efforts rather than societal methods.
  4. Provide a series of video presentations telling the story of CP missions and ministries. These videos should be customizable on a state level.

Target Completion Date: June 2006 SBC Annual Meeting

Responsibility of: Executive Committee CP Office

#### Suggested Action Steps:

- CP Champion pastors should be identified, invited and recognized.
- Unveil new national CP logo and provide logo lapel pins for all attendees.
- Tie SBC theme to the CP. Use the theme interpretation to celebrate the impact of the CP (perhaps humorous, i.e. "Life without the CP").
- Develop CP highlight videos that can be used by states and churches to tell the story of the CP.
  - Our people need to see the impact of CP missions and ministries.
  - Videos developed by the Executive Committee should be customizable on the state level. Smaller states may need help in customizing the CP videos.
  - Show videos at 2006 SBC Annual Meeting.
  - Each state should identify CP stories.
  - National CP leaders could introduce CP videos.

#### **2.6: Utilize the 2006 state convention meetings to launch statewide emphases on and celebration of the CP.**

- Goal:
1. Bring the CP to top-of-the-mind awareness in each state and challenge pastors to lead their churches to give at least 10 percent of their budget through the CP.
  2. Celebrate the role and impact of the CP in carrying the message of Christ to the world.
  3. Reaffirm the Biblical basis for the CP and the value of cooperative efforts rather than societal methods.

Target Completion Date: November 2006

Responsibility of: State Conventions

Suggested Action Steps:

- CP Champion pastors should be identified, invited and recognized.
- Introduce national CP logo at state conventions and provide logo lapel pins for all attendees.
- Request associations and churches to prominently display the CP logo in their offices and on Web sites.
- Tie state convention theme to the CP. Use the theme interpretation to celebrate the impact of the CP (perhaps humorous, i.e. "Life without the CP").
- Mobilize pastors at state convention annual meetings with a challenge to give at least 10 percent through the CP and to become CP mentors to their peers and to emerging leaders.
- Assign CP churches giving less than 10 percent to CP Champion pastors and ask them to work to develop the pastors of these churches into CP Champions committed to give 10 percent to the CP.
- Develop CP highlight videos for use by churches to promote the CP.

**2.7: *Ensure that CP education is a part of church planting training at all levels.***

Goal: Plant the DNA of missions and CP support into the bloodstream of new church plants.

Target Completion Date:

Responsibility of: State Conventions, NAMB

Suggested Action Steps:

- NAMB and state conventions should establish required levels of CP participation for church plants that are supported by CP funds.
- NAMB should include CP education as a part of all church planting training. A copy of *One Sacred Effort* should be included in all church planting resources and training.
- Training should be provided on the effectiveness and efficiency of the CP as opposed to societal means of funding missions work.

**2.8: *CP vision tours and virtual tours should be organized throughout the SBC.***

Goal: Provide inspirational and educational CP experiences for local church members that deepens and develops their understanding of and commitment to the CP. Virtual tours could be presented through PowerPoint, video or interactive Internet resources.

Target Completion Date: Launch June 2006

Responsibility of: Executive Committee CP Office, State Conventions

Suggested Action Steps:

- Develop or assemble a vision tour task force.
- Booths should be set up and a strategy designed to reach the members of our churches.
- Determine how many stops to make in each state.

- Determine artists and tour personalities.
- Secure commitment on state and national level.
- Preview tour at the SBC in June 2006.
- Launch state tours immediately after 2006 SBC Annual Meeting.
- Have a CP tour trailer available for 2007 SBC Annual Meeting and for tours to churches following the 2007 meeting.

### **Strategy 3: Create, coordinate, implement and maintain consistency in CP promotion.**

#### **Initiatives**

#### **3.1: Implement the recommendations of the Task Force on Cooperation to select and elect leaders at all levels of Southern Baptist life who champion the CP.**

Goal: To elect leaders in Southern Baptist life who will demonstrate a strong support for the CP.  
This is also a recommendation from the Task Force on Cooperation.

Target Completion Date: Ongoing

Responsibility of: Executive Committee CP Office, Great Commission Council, State Conventions

#### **Suggested Action Steps:**

- Recommendation from Task Force on Cooperation.
- State conventions and the SBC should pass resolutions that call for the election of officers who demonstrate a strong support for the CP (similar to the resolution below passed in Oklahoma).

#### **2005 BGCO Resolution No. 7 On Being a Missional People**

*“We, the messengers to the 2005 Baptist General Convention of Oklahoma, meeting at Henderson Hills Baptist Church of Edmond, Oklahoma, November 14-15, 2005, recognizing the Cooperative Program as the greatest means by which we can reach the world for Christ together, wish to affirm our belief in and commitment to the Cooperative Program. We strongly encourage each believer to tithe of his resources to his local church and encourage all Oklahoma Southern Baptist churches to adopt a missional mindset as they contribute at least 10 percent of their budget receipts to the Cooperative Program. Further, we encourage the election of state and national convention officers whose churches demonstrate this commitment.”*

#### **3.2: Establish an ongoing dialogue between the CP office of the Executive Committee and the state Executive Directors to focus on CP communication, promotion, education and division.**

Goals: 1. To ensure that the CP stays at top-of-the-mind awareness in Southern Baptist life at both state and national levels.  
2. To maintain ongoing dialogue aimed at moving forward to a more equitable division of CP receipts.

Target Completion Date: February 2006

Responsibility of: Executive Committee CP Office, State Executive Directors

Suggested Action Steps:

- Set a recurring annual date for state Executive Directors to meet with the Executive Committee CP Office.
- Develop an agenda of items to be covered at these annual meetings.
- Present samples of Executive Committee CP promotional materials.
- Present national CP strategies and plans.
- Discuss ways state conventions and Executive Committee CP Office can partner.
- Discuss and share best practices and ideas.
- Encourage each state to adopt a systematic review of their CP division with a view to moving forward to a more equitable distribution of CP receipts for national Southern Baptist ministries. (See Appendix C for a sample plan.)

**3.3: *Review state convention and SBC budgets to ensure that provision is made for quality CP promotional resources and education in our churches.***

Goal: To ensure adequate funding for CP promotion and education.

Target Completion Date:

Responsibility of: Executive Committee, State Conventions

Suggested Action Steps:

- Review SBC budgets
- Review state budgets.
- Consider ways states could partner with national CP office in funding CP.
- Allocate sufficient monies to reposition and maintain the prominence of the CP among our churches and in our convention.

**Strategy 4: Develop an ongoing process that integrates CP education in families and throughout the fiber of Southern Baptist life and grows the next generation of CP advocates.**

Initiatives

**4.1: *Develop cutting-edge educational and promotional training materials and resources that demonstrate to our churches the practical value of the CP as a foundation for implementing the Acts 1:8 strategy in our churches.***

Goal: To show churches the practical value and contribution the CP can play as they become an Acts 1:8 church.

Target Completion Date:

Responsibility of: Executive Committee CP Office, State Conventions



#### Suggested Action Steps:

- Define an Acts 1:8 strategy for the local church.
- Develop training materials that show how the CP relates along the entire Acts 1:8 continuum.
- Show churches how to build on the foundation for Acts 1:8 laid by their participation in the CP.
- *Missionary Moments* could be designed so that over the course of a month local, state, national and international missions and ministries are highlighted.
- Consider a convention-wide customizable CP Resource Kit including CD resources, DVD resources, PowerPoint, sermon outlines, SS lessons, posters.
- Develop Virtual Missions Resource Kit Vol. 2 with options for states to customize.
- Ongoing church programs and events should be seen as primary opportunities to educate and communicate about the CP. Resources should be developed to seize these opportunities.
- Communicate quarterly with each church to keep before them the impact of their participation through the CP as a foundational Acts 1:8 strategy.
- National materials should be customizable by states.

#### **4.2: Integrate CP education and training in our schools and seminaries so that it has daily visibility.**

Goal: To capture the hearts, understanding and commitment to the CP from our emerging leaders. We want them to graduate from seminary committed to working together to reach people around the world through the CP.

#### Target Completion Date:

Responsibility of: States (colleges/universities), Executive Committee CP Office (seminaries)

#### Suggested Action Steps:

- Show the CP contribution to seminary education on the tuition statement.
- The CP should have daily visibility in seminaries.
- Students could be employed to help maintain a CP presence on campuses through posters, bulletin boards, etc.
- Assign each seminary student 3 churches with which they serve as a CP liaison.
- Require a CP moment to be a part of every chapel, with a service focused on the CP once a semester.
- Use CP videos and PowerPoints in chapel.
- Put CP information on the school Web site.
- Put CP ads in school papers.
- A CP emphasis ought to be a part of graduation ceremonies at our seminaries.
- Begin a CP Champion emphasis on each campus.
- Ask college/seminary presidents to write a CP editorial once a semester.
- Print CP articles in school newsletters.
- Have a required CP class for seminary graduation using the book, *One Sacred Effort*.

#### **4.3: Develop an e-mail database that can be used to provide regular CP updates.**

Goal: To provide efficient and effective ways to deliver current timely updates about the impact of the CP.

Target Completion Date:

Responsibility of: Executive Committee CP Office, State Conventions

Suggested Action Steps:

- Investigate the potential of creating an e-mail database shared by states and the Executive Committee.
- Give churches and people opportunities to register e-mail address for updates on Baptist life.
- Encourage state papers to provide opportunities to sign up for e-mail updates on Baptist life.
- Make e-mail registration a part of the registration process for conferences with the option to subscribe as opposed to receiving Spam.
- Provide e-mail content to states from Executive Committee.

**4.4: *Develop cutting-edge materials and resources to educate our children and youth about the CP.***

Goal: 1. Capture the hearts of future generations teaching them the awesome power of cooperation.  
2. Develop an awareness and understanding of the CP in our children and youth by offering fun and interactive educational venues.

Target Completion Date:

Responsibility of: Executive Committee CP Office, State Conventions

Suggested Action Steps:

- Develop interactive web-based resources including Internet communities, chat rooms and games.
- Consider a version of *One Sacred Effort* targeted at grades 7-12.
- Develop materials and resources for children and youth camps.
- Develop ways to incorporate CP education into RAs, GAs, Team Kids, Awanas, Sunday School and other children and youth programs used by our churches.
- Encourage LifeWay to carry a clear ongoing emphasis on CP education in all age-graded curriculum materials.
- Encourage LifeWay to develop an annual emphasis on the CP in Sunday School materials including age-graded curriculum materials.
- Seize opportunities to make the CP connection by using stories and illustrations from our mission work in all curriculum materials.
- Develop online downloadable resources.

**4.5: *Develop Cooperative Program resources for cultural groups.***

Goal: 1. We must train the increasing number of cultural churches about the value of their participation in the CP.

2. We must provide quality CP training and education in our churches among the various cultural groups.

Target Completion Date:

Responsibility of: Executive Committee CP Office, State Conventions

Suggested Action Steps:

- Launch a task force to investigate development of cultural CP materials with an initial focus on the largest cultural groups.
- Evaluate methods of funding.
- Evaluate partnership with LifeWay.
- Consider both promotional and educational materials.
- Resources should be downloadable.
- Enlist quality writers.
- Consider translating *One Sacred Effort* for cultural groups.

**4.6: *Encourage all state and national publications to actively include CP stories and information as regular features in every issue.***

- Goal:
1. We must maximize the use of all ongoing publications to tell the CP story.
  2. The CP connections must be clearly stated in each article; we cannot assume our people know all that is accomplished through their participation in the CP.

Target Completion Date:

Responsibility of: Executive Committee CP Office, State Conventions

Suggested Action Steps:

- Conduct an audit of the effectiveness of CP information in state papers in 2005. 1) How many articles relate directly to the CP and how many times the connection to the CP appears in the article; 2) how many articles where the CP connection could have been made but was not; 3) the number of CP ads and who paid for them.
- Conduct an audit evaluating effectiveness of SBC materials in communicating the CP by the same criteria above.
- Recommend that Executive Directors receive commitments from state paper editors to intentionally communicate the impact of our churches' participation through the CP.
- Using ACP data, each state convention should provide a copy of each issue of the state paper for every church in their state and for every staff member or leader in that church.
- Every state paper should provide the equivalent of one page per issue for CP promotion and ads.
- The editorial staff of state papers should be trained to make a direct connection to the CP in stories about people or ministries supported by CP funding.

**4.7: *Create an interactive Web site to provide ideas and resources for state and local church CP promotion. All state and national SBC entities should prominently maintain CP educational and promotional information on their Web sites and a prominent link to this information should be***

*displayed on the home page of each Web site. Links should also be provided to the national CP Web site.*

Goal: To provide readily accessible resources for pastors and church leaders.

Target Completion Date:

Responsibility of: Executive Committee CP Office

Suggested Action Steps:

- Review Web site under development by Executive Committee.
- Provide feedback and resources to Executive Committee.
- State conventions and SBC agencies should provide prominent CP presence on their Web sites and link their Web sites to the Executive Committee CP Web site.

**4.8: *Develop materials and methods to teach Southern Baptist families about the impact their family is having through the CP.***

Goal: To inspire and inform church members about the impact they are having through their church's participation in the CP.

Target Completion Date:

Responsibility of: Executive Committee CP Office

Suggested Action Steps:

- Produce a specialized CP study that can be used by pastors in the 2007 church year. This study should picture the impact of CP through stories of people supported by and ministered to by CP.
  - Needs to show the CP impact from a Biblical perspective.
  - Consideration should be given to 40-day format with family devotions, Bible study material, sermon outlines, illustrations and dramas.
  - Ask CP Champion pastors to pilot this study in their churches.
  - Part of the 40-day format could include stewardship.
  - Family devotions could be stewardship driven.
  - Sermon outlines and Bible study could be CP driven.
  - *The Challenge of Cooperation*, an existing CP study, might serve as foundational material from which to develop this study.
  - *One Sacred Effort* might also serve as foundational material.
- Develop ways for our people to maintain connections with career missionaries, even if they are not able to go on a volunteer mission trip.
- Develop a program that encourages each church in the SBC to adopt at least one IMB missionary, one NAMB missionary and one state missionary and to help keep the Acts 1:8 focus before their church.
- Develop a program that encourages each family in each church in the SBC to adopt at least one IMB missionary, NAMB missionary or state missionary and to help keep the Acts 1:8 focus before their family.

**4.9: *Develop effective and innovative ways to communicate the CP message through WMU and women's ministries.***

Goal: Recapture the impact our women have in supporting the mission work of CP.

Target Completion Date:

Responsibility of: WMU, State Conventions

Suggested Action Steps:

- Women's resources produced by LifeWay and the WMU should include CP education and information. Stories and illustrations should be drawn from our missionaries that are supported by the CP.
- Promotional materials for our special missions offerings (State Missions, Annie Armstrong and Lottie Moon) should also include information about the foundational role of the CP in missions support.
- WMU should include a section in each Yearbook with an article about how we work in cooperation to accomplish a greater task. There could be one week of teaching about the CP each year for all grade-levels (Mission Friends, GAs, Acteens, WOM, etc.).
- Mobilize women's ministries and WMU groups to help lead Cooperative Program Missions Sundays in their churches.
- At statewide and associational training events, educate women about the CP contribution to the event, i.e. "Funds from the Cooperative Program helped make this event possible."

**Strategy 5: Use volunteer mission trips to demonstrate the impact of CP.**

**Initiatives**

**5.1: *Encourage volunteer mission experiences focused on demonstrating the impact of the CP.***

Goal: 1. To provide firsthand experience of the importance and impact of participation in the CP.  
2. To help churches understand that volunteer missions should be built on the foundation of their giving through the CP, not in place of it.

Target Completion Date:

Responsibility of: IMB, NAMB, State Conventions

Suggested Action Steps:

- Develop a Web program that volunteers can use to organize their mission trip through the state convention. All the information for their trip is provided through the Web program and the state conventions have records of who is going on mission trips.
- Encourage state conventions to organize and develop volunteer missions and/or partner with other states in cooperation with IMB and NAMB.
- Encourage volunteer mission stories and testimonies to allow our churches to share their mission experiences and how they make the CP connection.

- IMB and NAMB Web sites need to ensure that the promotion of CP is as prominent and accessible as promotion of Lottie Moon and Annie Armstrong.
- Develop materials and training that provide our people an understanding of the foundational role of the CP in missions. This training should be used in coordination with all mission trips.
- Train all missionaries to educate volunteer mission teams about the vital role of the CP in missions.
- Consider referring to our Southern Baptist missionaries as CP missionaries.

# Future Timeline

## Future Timeline:

February 2006 .....	Report Presented to: State Executive Directors Executive Committee Great Commission Council State Stewardship/CP Directors
FebruaryóMay 2006 .....	States Develop State Strategies Executive Committee Develops National Strategies
June 2006 .....	CP Focus at SBC Annual Meeting
June 2006 Forward .....	Implementation by State Strategies Implementation by Executive Committee
OctoberóNovember 2006.....	CP Focus at State Conventions
February 2007 .....	Review of Progress by Committee



# **Appendix A**

## **Stewardship Best Practices and Ideas**

## **Stewardship Best Practices**

### **Florida Baptist Convention**

Clarence Hackett, Director, Stewardship/CP Department

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A. A Pastors Stewardship Meeting is offered to every association and usually is from 10:00 a.m. to 12:00 noon, including lunch. The purpose is to familiarize pastors and church staff members with stewardship programs and resources available for use in churches and to guide in the understanding of the theology of Christian stewardship. The Pastors Stewardship packet of materials is presented at this conference.

B. Lay Stewardship Conferences are offered to associations on stewardship education, budgeting, church financial management and Christian financial planning. If a church accepts a proposed conference, it is usually held in the evenings so that church lay leaders can attend.

C. A Church Consultation Process is available to assist in the stewardship analysis and study of a congregation and community and to develop a strategy for stewardship growth in the church. The church's Stewardship Committee/Team completes a "Strategies for a Stewardship Analysis" form in order to develop a stewardship profile for the church. A consultant agrees to meet with the church four times over a twelve-month period.

### **Stewardship Ideas**

- A. Use testimonies from those who have experienced financial freedom and provide resources for those who want help.
- B. Use the Church Communication Network satellite broadcast system as a delivery vehicle for getting stewardship information to the churches.
- C. Offering envelopes.

# **Appendix B**

## **Cooperative Program Best Practices and Ideas**

## **Cooperative Program Best Practices**

### **1. South Carolina Baptist Convention**

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A. As ministers are called to new churches, they get a personal letter from me congratulating them on their new position. This is true for all staff members. Along with this letter a sample of recent CP material and resource locations is sent. We want them to know we care about them and never want to miss an opportunity for CP education to begin. It can no longer be taken for granted that CP education has taken place.

### **2. South Carolina Baptist Convention**

Lara Gopp, Director, Marketing Team  
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Practices for communicating CP to College Students:

A. The Collegiate Ministers communicate about the Cooperative Program impact to their student leaders in various ways and times throughout the year. They also include taking teams to churches to have students tell about the impact that church gifts through the CP have had in their lives.

B. At our Hub Weekend (Collegiate Leadership Development Conference) we have used several different methods to communicate to students including a "Weakest Link" game show with questions about the CP. The winner received free concert tickets.

C. At our President's Weekend - a training weekend for local campus BCM student presidents from SC, GA, AL, TN, NC and VA - we talked with them about the CP and even had our students shoot some video commercials about the difference the CP had made in their lives (Thank You type short videos).

D. We make sure that all of our student centers have lots of printed CP material for students (posters, brochures, etc...).

E. We placed several articles about the CP on our Web site a while back.

F. Two years ago we purchased a copy of the national CP audio music/testimony CD called *Project M* for each of our student leaders and gave it out to them and a few other students at selected events. (about 300)

### **3. Illinois Baptist State Association**

Dennis Dawson, Associate Executive Director, CPR Team  
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A. CP Moment: Every issue of the *Illinois Baptist* (our state paper) has a quote (and photo) from a pastor, staff member, layperson, executive board member, etc. stating how their life is impacted

through the Cooperative Program. It is set apart (in a box) in the same spot with a consistent heading/logo (CP Moment).

B. CP articles from every staff member every month: Every professional staff member is required to submit a story every month (for possible publication and/or use in presentations) that tells of lives impacted through ministries in which they are involved that are supported through the Cooperative Program. This creates a constant CP consciousness within the staff member and at the same time provides a CP consciousness for those who read the articles in the paper/other publications or hears it in a presentation.

C. M3 (Mighty Missions Mobilization) Sundays: (started while in Oklahoma) State staff are asked to reserve 4 specific Sundays per year to go into enlisted associations to make CP presentations. Customizable PowerPoints, etc. that include personal testimonies of impacted lives are provided for the staff to use. By using a round-robin and geographic clustering approach involving the Sunday School hour, morning worship, discipleship time and evening worship, each staff member could realistically speak in four churches in a single Sunday. The strategy involves systematically involving all associations within a specified time.

D. Sharing CP and Stewardship with Oklahoma Baptist University: While in Oklahoma, I taught at least two one-hour seminars every semester at OBU. I taught financial freedom to students doing their senior seminars and Cooperative Program in a required RE/CE class made up of underclassmen. I purposefully developed content that had practical application and stories of impacted lives. Both appeared to produce interest and awareness.

#### **4. Georgia Baptist Convention**

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Eddy Oliver, Cooperative Program Office  
Diane Reasoner, Communications  
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##### **A. Better Bridges**

Purpose: Churches celebrating together God's mission call. Cooperative Program Office works with the Associational Missionaries to tailor an event for their association.

Goal: To educate and inspire churches and church members across the Georgia Baptist Convention as to the importance, the effectiveness and the efficiency of the Cooperative Program as a means by which we carry out the Great Commission.

Note: Better Bridges Celebrations give our state missions staff one of the best opportunities each year to be in local churches sharing the CP message. Each year we are in approximately 200 to 250 churches in Georgia sharing the story of CP missions and ministry.

##### **B. Cooperative Missions Champions**

Purpose: Pastors encouraging pastors and key leaders to fully support the Cooperative Program.

Goal: To educate and inspire pastors and other key leaders to become advocates/champions for the Cooperative Program and for missions giving and involvement in their churches.

Definition: A Cooperative Missions Champion (CMC) serves as an advocate for missions education, missions involvement and missions giving in his local church. A CMC challenges his church to grow in giving through the Cooperative Program with the desired goal being 10 percent of undesignated offerings. If the church is already at this level of giving or above, to pray for God's guidance and leadership concerning growth in giving through the CP. A CMC partners with his associational missionary and state missionaries to challenge other pastors to become Cooperative Missions Champions.

#### C. CMC Banquets

Purpose: Inspire, encourage and motivate pastors and key lay leaders to become champions/advocates for the Cooperative Program and missions giving in their local church and association.

Goal: To enlist pastors and key lay leaders as Cooperative Missions Champions and to have them make a commitment to challenge their churches to maintain a high level of giving through the CP or to increase their giving to a higher level.

#### D. CMC Recognition

Purpose: Cooperative Missions Champions are asked to sit together during the annual meeting of the state convention. The group is asked to stand for recognition during the State Executive Director's presentation at the meeting.

Goal: To show appreciation and recognition to Cooperative Missions Champions.

#### E. Mission Fairs/Celebrations

Purpose: Providing information about the ministries and missions supported through the Cooperative Program and fully engaging church members in how the Cooperative Program works by putting a face on missions.

Goal: To share through first hand contact how the church's Cooperative Program gifts are used on the field - local church, association, home and foreign and to increase their knowledge of how an Acts 1:8 strategy is being carried out through the association and the convention.

#### F. Bulletin Covers for Associational Meetings

Purpose: Providing an avenue for associational meetings to get the Cooperative Program in front of the people who attend associational meetings.

Goal: To educate attendees at associational meetings regarding the annual Cooperative Program budget for the state.

#### G. Children's Activity Book: "I Can Be A Missionary"

Purpose: Provide an activity book for parents to use with their child (grades 1-5) that introduces the mission work of the state and national conventions.

Goal: To introduce children and their parents to the Cooperative Program.

#### H. Cooperative Program Displays

Purpose: State Missionaries carry displays and materials to all associational meetings to bring attention to the Cooperative Program across the state.

Goal: To have the opportunity to hand out materials and discuss the Cooperative Program with those who attend associational meetings.

## 5. Baptist State Convention of North Carolina

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- A. Several of our top convention staffers have been presenting attractive globes on wooden stands with plaques in Sunday AM services to honor the top 50 CP contributing churches; the plaque lists the church, their state ranking in CP giving and the words, "Keeping the world in view." We've covered most of the 50 and the response has been quite positive. Also, each pastor has received a dress BSCNC logo shirt, in their exact size, and a packet of promotional info.
- B. The second tier of churches, whose giving ranks them 51-100, I have been visiting personally, expressing appreciation for their partnering with us in missions support. I have presented each pastor a dress BSCNC logo shirt, in his exact size, along with a packet of promotional info.
- C. We are launching next week a three-year program to encourage churches to increase their CP giving by 1 percent of undesignated receipts— 1/3 of 1 percent a year for three years. So far we have only a few churches that have accepted the challenge, but one of them is a \$3 million annual budget church. So however many accept the challenge, the better. We estimate if we can raise the average CP percentage at the local church level, it could increase BSCNC annual income by about \$6 million a year. We're calling this the 1-3-6 Challenge. A bright new exhibit will be featured at the annual meeting next week.
- D. We are working on *and have been working on this one for some months*—producing a DVD of 10 CP promotional spots featuring individuals reached for Christ, taught to witness, etc., through CP ministries. We also plan to produce a disk of ads, promotional slogans, artwork, etc., which churches can use in PowerPoint-type presentations before or during Sunday services.

## 6. Baptist General Convention of Oklahoma

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### A. Cooperative Program Missions Sundays

Each year a focused attempt is made to present the CP story to all the churches in three of our associations. All of our specialists and team leaders are asked to reserve these Sundays and be available to make presentations in churches in the selected associations. These Sundays are coordinated with the Directors of Missions. We also ask members of our Board of Directors to help us schedule presentations on CP in their churches.

### B. On Mission Celebrations (OMC)

The responsibility for On Mission Celebrations is a part of the state CP office. As we work with DOMs to plan OMCs, we also work with them to include CP education and promotion as a part of the OMC.

C. Bi-monthly Associational CP Mail Outs

Every other month we mail the CP giving records for each association to the DOM, all pastors and church treasurers. Included with the mail out is a letter, tracts and other CP promotional information. Twice a year we also include the Ministers of Education and the WMU Directors in the mail outs.

D. Oklahoma *Baptist Messenger* Promotion (our weekly state newspaper)

Twice a year we list a record of CP giving by association and by church for entire the state. Included with this is a thank you for their support of the CP. We also place full page ads in the *Baptist Messenger* to coincide with major events (i.e. State Evangelism Conference, state convention, national convention, CP Sunday, etc.).

E. Oklahoma State Missions Promotional Kit

Each year we produce a promotional kit for our State Missions Offering (SMO). This kit also provides us another opportunity to show the foundational importance of CP.

F. State Convention Presentations

Each year CP promotion is given a prominent and visible place on the state convention program. We focus each year on a creative way of showing the importance and impact of CP.

G. State Youth Camp (Falls Creek) Emphasis

Each year at Falls Creek the CP story is shared with over 40,000 youth as a part of the programming plan. In 2005 our students gave an offering to CP.

H. Oklahomans Touching the World Missionary Prayer Calendar

Each year Oklahoma produces a missionary prayer book with a devotional focus for each Sunday. The emphasis is on state, national and international missionaries from Oklahoma who are supported by the CP. Many of our churches use this as a prayer resource each Sunday when the offering is taken.

I. BGCO Web site

The BGCO Web Site has been redesigned so that the CP is a primary focus of the home page and all pages of the Web site are related back to CP.

J. Board Orientation

The BGCO holds a board orientation seminar for all new board members of the BGCO and all BGCO affiliate organizations. A part of this orientation is specifically devoted to CP education.

7. **Executive Committee, SBC**

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A. The Virtual Missions Resource DVD.

A compilation of CP educational and promotional resources that includes PowerPoint presentations, *Missionary Moments*, music videos, posters, sermon outlines and SS lessons.



### **Cooperative Program Promotional Ideas:**

- 1) Retired ministers and missionaries who are committed to CP should be engaged as spokesmen.
- 2) Develop CP stories on video that can be used at conventions, conferences and in churches.
- 3) Ask churches to provide links to CP information and Web sites from their Web sites.
- 4) Ask all associations, state conventions and SBC entities to provide links on their Web sites to CP information and Web sites.
- 5) Develop information to be given to children and youth at all camps and special events at national, state and associational levels.
- 6) Develop a CP central kiosk that can be used in the Welcome Center of churches to demonstrate the impact of CP. Have trained laypeople available to answer questions (CP Champions).
- 7) Develop a traveling interactive CP presentation that creates a life ðexperience.ö For example, it could be set up in a semi-trailer that could be moved from church to church.
- 8) Schedule concert tours that focus on telling the CP story.
- 9) Youth CDs and music downloads (such as *Project M*) could be developed to tell the CP story.
- 10) Train CP Champions at associational events.
- 11) Develop special events targeted at training and motivating emerging leaders.
- 12) A 4-week mission and ministry program should be developed similar to the *40 Days of Purpose* model.
- 13) VBS may be our greatest overlooked opportunity to educate children about CP. LifeWay should be commissioned to create a CP module that can be used with both SBC and non-SBC VBS materials. The VBS offering time should be used to emphasize and focus on CP.
- 14) Bulletin inserts can be a highly effective way to share the CP story.
- 15) Other ideas include direct-mail magazines, inserts inside state papers, printed materials available for laypeople to request, trade show booth materials at all events, interactive kiosks and advertising in secular papers and other media.
- 16) Missionaries could give POW-type medallions or ðLive Strongö type bracelets for people to wear as reminders to continue to pray for them. ðDon't take this off until you see me again.ö Scholarship door prizes could be given at events to encourage pastors to organize or participate in a mission trip.
- 17) BCMs should host missionaries to share the story and effectiveness of CP. State workers can be great advocates in making sure that the BCMs are aware of what CP is doing.
- 18) On Mission Celebrations (NAMB) can be used to show the foundation role of CP.

**Appendix C**

**Cooperative Program  
Advance Plan**

**by Dr. David Hankins**

## Cooperative Program Growth Plan

The goal of the Cooperative Program Advance Plan is to aid Baptist state conventions in **forwarding to the Southern Baptist Convention an increasing percentage of the total Cooperative Program gifts** received from the churches.

Although the original idea of Cooperative Program allocation was to divide the proceeds from the churches 50/50 between the Southern Baptist Convention and the states, that goal has never been attained. Some state conventions have reached it from time to time before readjusting. The aggregate division of Cooperative Program between the states and the Southern Baptist Convention is approximately 64/36. The aggregate percentage forwarded to the Southern Baptist Convention has been in the range of 35% to 39% for the last twenty years. Currently, three of the 41 state conventions send at least 50% of the Cooperative Program receipts to the Southern Baptist Convention (one after deducting shared, or preferred, items).

It is the **consensus of the study committee that there ought to be a concerted effort by Southern Baptists, as they grow the Cooperative Program, to forward an increasing percentage of the receipts to the ministries of the national convention.** There are several factors that motivate such an effort. One is an attempt to maintain the original 50/50 concept of the Cooperative Program. Another is to achieve a proper equity between the states and the SBC. Still another is the recognition that many of the ministries of the national convention serve all of the state conventions (e.g., seminary education, cooperative agreements with the NAMB, GuideStone ministries).

However, the **primary motivation** is the challenge of extending the Kingdom of God. The sheer magnitude of the needs of the whole world demands that Southern Baptists continue to look outward. We must aggressively expend our energies and deploy our resources in the vast regions of the world where the work of the Gospel is not as well founded as it is in the southern part of the United States, the traditional stronghold of Southern Baptists. As we challenge individual Southern Baptists to give larger percentages of their incomes to the Lord's work instead of spending it on self, and as we challenge congregations to give larger percentages of their receipts outside the local church field, we must also commit to sending an increasing percentage to the farthest places. Without minimizing at all the necessity of maintaining and strengthening our home-base, the increasing allocation of Cooperative Program resources to national and international endeavors honors the mandate to take the good news to the ends of the earth.

How does the Advance Plan work?

There have been emphases and efforts in the past which intended to grow the percentage of Cooperative Program receipts forwarded to the Southern Baptist Convention, usually involving an incremental increase of the percentage over a period of several years until the target goal was reached. The Advance Plan does not suggest an annual incremental increase or a certain number of years to complete. It is built on the concept of a **fifty-fifty division of the future, cumulative dollar increases in Cooperative Program contributions.**

The primary key for making the plan work is a commitment by state conventions to allocating 50% of all new CP income to the Southern Baptist Convention. This means the states would pledge to add to their state convention budget no more than fifty per cent of their increased Cooperative Program income in the future.

Two practical factors are critical to make the plan succeed: **a growing Cooperative Program income and a conservative budgeting policy.** A growing Cooperative Program income is critical because the Advance Plan begins with the *status quo*. It does not recommend the states reduce current state convention ministry budgets in favor of the SBC. It does not call for states to commit to giving new amounts to the SBC that the state does not first receive from the churches. It envisions the increase to SBC coming from new money. It is apparent that this plan is dependent on the success of other recommendations in this report regarding improved stewardship on the part of Southern Baptists and growing CP percentages from the churches.

A **conservative budgeting policy** is critical because the Advance Plan begins with the allocation of Cooperative Program receipts in excess of budget. It will not work if Cooperative Program allocation budgets are not regularly exceeded. Therefore, it will be necessary for a state convention to adopt Cooperative Program goals it is likely to reach.

The suggestion is to **set each new annual budget total at a goal equal to the income of the previous year.** As incomes increase, the budgets will increase but the budget goal will lag behind the actual income. The net result is that, with even the smallest income growth, there will be a budget surplus. It is that **budget surplus that triggers the Advance Plan.** This conservative budgeting policy is already used by the Southern Baptist Convention and some state conventions.

Someone may ask, how do you have your convention vote a budget if you do not know the total income yet? You must use a previous reporting period. The SBC uses the total income of the last fiscal year of record. A state convention may want to use the total income of some agreed upon 12-month period. For example, your convention could decide the total CP receipts from July 1, 2005 through June 30, 2006 will be the amount set at the 2006 state convention for the 2007 budget. It could be September 1 through August 31, or any chosen 12-month period that works with the state convention's budget adoption process.

Implementing the plan:

Step One: Adopt a Cooperative Program Budget at the annual meeting that is not more than the total income of the selected previous 12-month period (e.g., September 1 to August 31) and set the initial percentage division between the SBC and the state.

Step Two: Beginning in January, distribute to the SBC according to the set percentage.

Step Three: In the fall, adopt your next budget based on the total income of the designated 12-month period. Since you did not distribute any overages 50/50 the previous year, the percentage split remains the same.

Step Four: In December (or once the budget is met) distribute 50% of all remaining income that year through December 31 to the SBC.

Step Five: As you prepare the next budget, again compute the actual amount received in the designated 12-month period. That will be the total goal for the next year. Then, calculate the actual percent sent to the SBC in that 12 month period, including the 50% of excess. That will be the new percentage of division for the new the budget.

## Adjusting the Cooperative Program Percentage Division:

**This is the kicker.** If you do not recalculate the actual percentage division and make it the new percentage division for the following year, you will only forward 50% of new money the first time it is received. In subsequent years, it will revert back to the state convention and your division will remain static. By adopting the recalculated percentage for the following year, the "50% of new money" accumulates and continues to go the SBC. Also, the percentage division to the SBC, obviously, continues to increase. It will take two budget cycles for the percentage division to the Southern Baptist Convention to start to grow.

### An Example

Let's assume your state divides CP 60/40 and you set a 2007 budget of \$10 million based on the previous 12-month period's receipts. You anticipate keeping \$6 million and forwarding \$4 million to the SBC. However, you actually receive \$11 million in 2007. What happens? Of the last million over the budget, you keep \$500,000 and forward \$500,000, a 50/50 split.

In preparation for the next budget cycle, you total the amount received from September 2007 through August 2008 and discover you received \$11 million in that pre-designated period. **That will be the budget cap** for 2009.

And, even though you distributed 60/40 for most of the receipts, the 50/50 split of the \$1 million budget excess made the actual division \$6.5 million and \$4.5 million or 59/41. So, your new percentage split for the new 2009 budget is 59/41.

### Summary:

The Cooperative Program Advance Plan hinges on a 50/50 split of increases in Cooperative Program receipts. When these increases are used to recalculate the percentage division forwarded to the Southern Baptist Convention, the results will be a continual shift of percentage to the SBC. Each year the Cooperative Program income grows, it will increase the actual percentage forwarded to the SBC. As this increased percentage is applied to the next budget, it moves the percentage division toward 50/50. If there is no growth in income, the percentage remains static. However, the faster the income grows, the faster the percentage will grow. The dream of the founders of the Cooperative Program can be realized—a shared missions process that aggressively propels the Gospel to the ends of the earth.