



STRATEGIC PLAN  
2025-2030







# STRATEGIC PLAN 2025–2030

## CONTENTS

<b>Mission Statement</b> .....	<b>4</b>
<b>Introduction</b> .....	<b>6</b>
<b>Strategic Plan Objectives and Goals</b> .....	<b>8</b>
Communion with God .....	8
Identity in Christ .....	10
Unity Through the Holy Spirit .....	12
Mission for All .....	14
<b>Evaluation</b> .....	<b>18</b>
<b>Strategic Planning Process</b> .....	<b>20</b>

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A close-up photograph of a person's hands holding an open book. The person is wearing a dark jacket over a white shirt. The background is blurred, showing other people in a group setting. The lighting is soft and focused on the book and the person's hands.

# MISSION STATEMENT OF THE SEVENTH-DAY ADVENTIST CHURCH



## OUR MISSION

Make disciples of Jesus Christ who live as His loving witnesses and proclaim to all people the everlasting gospel of the Three Angels' Messages in preparation for His soon return (Matt. 28:18-20, Acts 1:8, Rev. 14:6-12).

## OUR METHOD

Guided by the Bible and the Holy Spirit, Seventh-day Adventists pursue this mission through Christ-like living, communicating, discipling, teaching, healing, and serving.

## OUR VISION

In harmony with Bible revelation, Seventh-day Adventists see as the climax of God's plan the restoration of all His creation to full harmony with His perfect will and righteousness.

# INTRODUCTION

**G**od has called the Seventh-day Adventist Church to a prophetic mission and redemptive message of Scripture, as declared by the Three Angels of Revelation 14:6-12. The Holy Spirit empowers and directs the Church in fulfilling this mission and proclaiming this message. God calls each church member to lovingly proclaim the everlasting gospel by using the spiritual gifts He has given them. He also calls each Adventist entity to this mission of restoration and redemption.

The soon return of Jesus Christ compels us to urgently advance this unique Adventist mission and message. Doing so successfully requires a close relationship with God, nurtured by prayer, nourished by Bible study, and strengthened by mission and service. It also requires a strong and distinctive Adventist identity anchored in Christ and His righteousness, along with a profound sense of unity through the Holy Spirit. This gives Seventh-day Adventists a strong foundation for their mission to every nation, tribe, language, and people.

All Seventh-day Adventists are committed to faithfully fulfilling the sacred purpose to reach the world and are connected to Christ's Advent movement that is global in scope, yet local in strategic implementation. The *I Will Go* strategic plan has a far-reaching vision that seeks to align resources with measurable goals and expects all church entities and church members to implement their own action plans.

Through the power and authority of the Holy Spirit, the Seventh-day Adventist Church will focus on four strategic priorities:

1

**COMMUNION**  
WITH GOD

2

**IDENTITY**  
IN CHRIST

3

**UNITY**  
THROUGH THE HOLY SPIRIT

4

**MISSION**  
FOR ALL

These four priorities are the foundation of the  
***I WILL GO*** strategic plan for 2025-2030.

# STRATEGIC PLAN OBJECTIVES AND GOALS

## COMMUNION WITH GOD

Seventh-day Adventists will grow into spiritually mature disciples through daily communion with God.<sup>1</sup> Prompted by the Holy Spirit, a deeper relationship with Him is nurtured through prayer,<sup>2</sup> the study of Scripture,<sup>3</sup> mission and service,<sup>4</sup> stewardship,<sup>5</sup> and application of the inspired instructions of the Spirit of Prophecy.<sup>6</sup>



## MEASURABLE GOALS

Significant increases in:

- 1.1** Time spent in daily unrushed prayer, Bible study, and meditation on the life of Christ and biblical themes<sup>7</sup>

*Responsible Parties:* \_\_\_\_\_

- 1.2** Daily family worship participation

*Responsible Parties:* \_\_\_\_\_

- 1.3** Daily usage of the Sabbath School Bible study guides for all ages

*Responsible Parties:* \_\_\_\_\_

- 1.4** Weekly participation in prayer meetings or small groups

*Responsible Parties:* \_\_\_\_\_

- 1.5** Weekly reading of Ellen G. White's writings

*Responsible Parties:* \_\_\_\_\_

- 1.6** Weekly worship attendance at Sabbath School and church services

*Responsible Parties:* \_\_\_\_\_

- 1.7** Practicing the stewardship principles of time, talents, tithe, offerings, and health

*Responsible Parties:* \_\_\_\_\_





## IDENTITY IN CHRIST

Affirming our identity as God's children, we are alive in Christ, rooted and established in faith and truth, keeping the commandments of God, seeking things that are above, and bearing fruit in every good work.<sup>8</sup> Through the power of the

Holy Spirit, the Advent Movement is joined together in love, joyfully sharing the eternal gospel with the whole world, emphasizing the urgency of its end-time prophetic message of hope.

## MEASURABLE GOALS

Significant increases in:

- 2.1** Acceptance and practice of Bible-based, Christ-centered beliefs with special emphases on the church's characteristic and unique doctrines,<sup>9</sup> which point to a loving, gracious God

*Responsible Parties:* \_\_\_\_\_

- 2.2** Understanding, experiencing, and sharing of the joy of forgiveness (justification) and holiness (sanctification) through the power (righteousness) of Christ

*Responsible Parties:* \_\_\_\_\_

- 2.3** Understanding and practice of a biblically based wholistic lifestyle<sup>10</sup> that expresses our relationship with Christ and invites all others to God's abundant life

*Responsible Parties:* \_\_\_\_\_

- 2.4** Knowledge and affirmation of Adventist identity and the Lord's leading throughout Adventist history<sup>11</sup>

*Responsible Parties:* \_\_\_\_\_





## UNITY THROUGH THE HOLY SPIRIT

The Seventh-day Adventist Church is united in the body of Christ through the Holy Spirit.<sup>12</sup> We express our unity through the teachings of the Word,<sup>13</sup> loving fellowship,<sup>14</sup> worship,<sup>15</sup> witnessing,<sup>16</sup> serving the needs of others,<sup>17</sup> and preparing for the latter rain of the Holy Spirit.<sup>18</sup> We unite in sharing with the world the prophetic message of Revelation 14:6-12 and Christ's message of reconciliation in anticipation of His Second Coming.<sup>19</sup>

## MEASURABLE GOALS

Significant increases in:

- 3.1** Church members embracing worldwide church unity in the body of Christ through biblical truth as understood by Seventh-day Adventists, led by the Holy Spirit

*Responsible Parties:* \_\_\_\_\_

- 3.2** Cooperative working relationships across church, organizational, and institutional boundaries/structures to advance mission

*Responsible Parties:* \_\_\_\_\_

- 3.3** Community and harmony in local churches and in church organizations at all levels of church structure, through the power of the Holy Spirit and training in biblical reconciliation and conflict resolution

*Responsible Parties:* \_\_\_\_\_

- 3.4** Commitment to zero tolerance of physical, emotional, spiritual, and sexual abuse through regular review of policies, background checks where possible, and clear and prompt action to deal with abuse

*Responsible Parties:* \_\_\_\_\_

- 3.5** Cross-cultural appreciation, respect, mission to, and care for all people groups, including the poor, the vulnerable, and people with disabilities

*Responsible Parties:* \_\_\_\_\_



## MISSION FOR ALL

Equipped and empowered by the Holy Spirit,<sup>20</sup> Seventh-day Adventist members and church entities are engaged in personal and public proclamation of the “eternal gospel . . . to every nation, tribe, language, and people” (Rev. 14:6). The Great Commission to make disciples<sup>21</sup> requires creative and modern means while remaining true to Christ’s incarnational<sup>22</sup> and wholistic approach to mission.<sup>23</sup> Christ mingled, showed sympathy, ministered to needs, won confidence, then invited people to follow Him.<sup>24</sup> The goal is to take a genuine interest in people, leading them to Christ and inviting them to unite with the Seventh-day Adventist Church as disciples of Christ who make disciples.

## MEASURABLE GOALS

Significant increases in:

- 4.1** The number of church members sharing the gospel and making disciples

*Responsible Parties:* \_\_\_\_\_

- 4.2** The work of spiritual nurture and evangelistic training after baptism so that new believers become part of Total Member Involvement in the mission of Christ

*Responsible Parties:* \_\_\_\_\_

- 4.3** New groups of Seventh-day Adventist believers worldwide, particularly in urban areas, in the 10/40 Window, and among Post-Christians

*Responsible Parties:* \_\_\_\_\_

- 4.4** Mission by young people and to young people

*Responsible Parties:* \_\_\_\_\_

- 4.5** Mission engagement by all church entities through promoting wholistic health, humanitarian care, education, and outreach to displaced persons

*Responsible Parties:* \_\_\_\_\_

- 4.6** The use of traditional and new media to proclaim the Three Angels' Messages and connect people to Adventist worshiping groups

*Responsible Parties:* \_\_\_\_\_

## ENDNOTES

- 1 Psa. 16:8; Luke 6:12; John 14:23; 1 John 1:3; Rev. 3:20
- 2 Mark 11:24; Acts 2:41-47; Rom. 8:26; 1 Thess. 5:16-18; Phil. 4:6
- 3 Prov. 4:10-13; Matt. 4:4; 2 Tim. 2:15; 3:16-17; Heb. 4:12
- 4 Prov. 11:25
- 5 Psa. 24:1; Prov. 3:9; Matt. 25:21; 1 Cor. 4:2; Col. 3:23-24
- 6 Amos 3:7; 2 Chr. 20:20; Rev. 12:17; 19:10
- 7 Jos. 1:8; Psa. 1:2, 63:6, 77:12, 119:15, 97, 145:5; Ellen G. White, *The Desire of Ages*, pp. 82-83, 207, 271; *Testimonies for the Church*, vol. 5, pp. 112-13.
- 8 Eph. 2:4, 3:17; Col. 1:10, 11; 2:7; 3:1, 2; John 14:15; 15:1-8; Rev. 12:17; 14:12
- 9 In view of data received from the world field, it is suggested that special emphases should be given to the following Fundamental Beliefs (FB): the Bible and its interpretation (FB 1); the Trinity (FB 2); Holy Spirit (FB 5); Creation (FB 6); salvation by faith (FB 10); the state of the dead, the power of prayer over witchcraft, and spiritualism (FB 11, FB 26); the remnant church (FB 12, FB 14); the Gift of Prophecy (FB 18); the Sabbath (FB 20); the sanctuary/investigative judgment (FB 24); and the Second Coming (FB 25).
- 10 In view of data received from the world field, it is suggested that special emphases should be given to principles of healthful living (FB 22) and biblical views of marriage and family (FB 23).
- 11 Ellen G. White, *Life Sketches*, 196.





- 12 Rom. 12:1-14; 1 Cor. 12; Eph. 4:1-16; John 16:5-15; 17:1-26  
13 Prov. 4:2; Mal. 2:6; 1 Tim. 6:3; 2 Tim. 4:3  
14 Acts 2:41-47  
15 Heb. 10:25, 1 Pet. 2:5  
16 Matt. 4:19; 24:14; 1 Pet. 3:15  
17 Luke 4:40; James 1:27  
18 Deut. 11:14; Joel 2:28-32; Isa. 44:3; Jam. 5:7-8  
19 2 Cor. 5:17-20  
20 1 Cor. 12:4-27; Eph. 4:11-12  
21 Matt. 28:18-20  
22 John 1:14, Phil. 2:5-16  
23 Matt. 9:35-38  
24 Ellen G. White, *Ministry of Healing*, p. 73





## EVALUATION

In order to assess the impact of the Church's strategic plan and to shape future strategic planning, research will be commissioned in the 2025-2030 quinquennium which will measure the extent to which stated Measurable Goals have been achieved.

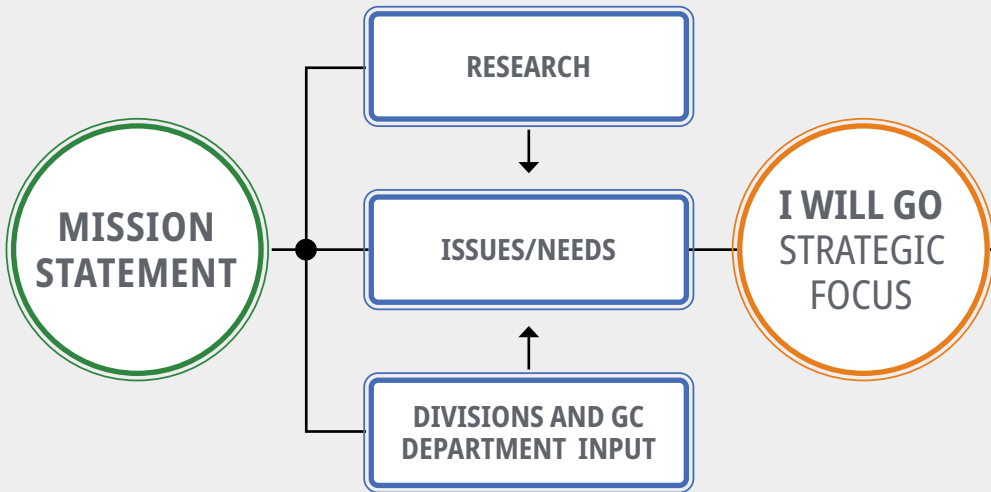
The attainment of many of the listed Goals will be measured by surveys of church members and some denominational employees. Instruments for such research projects will be aligned with the Themes and Goals of this strategic plan.

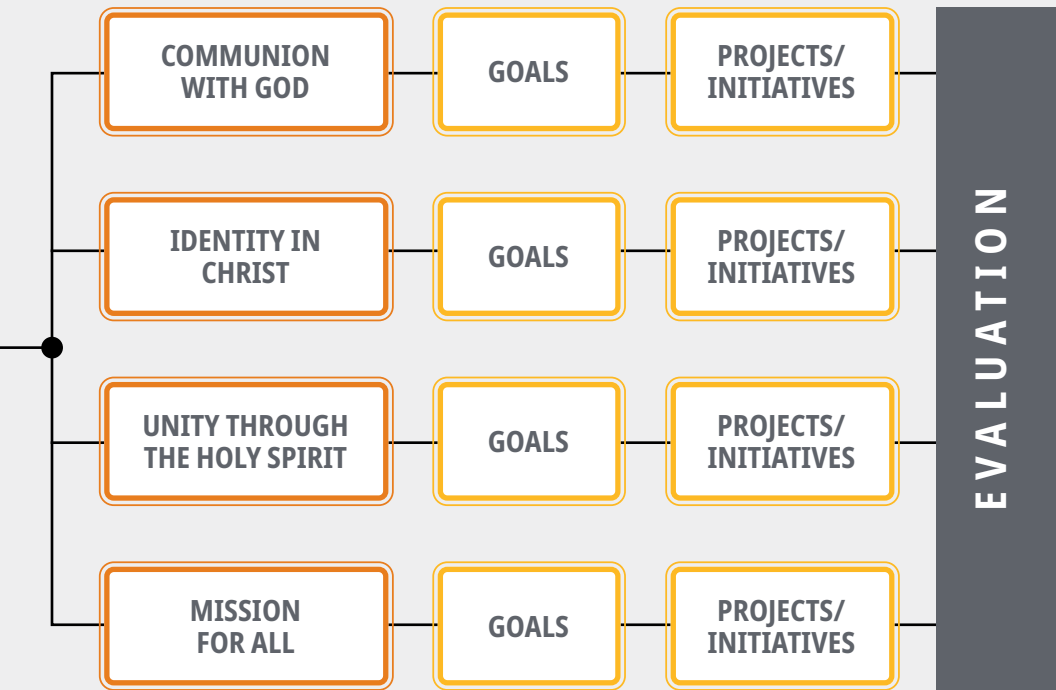
In addition to surveys of attitudes, perceptions, practices, and beliefs, the divisions and General Conference departments should each make their own assessment of the degree to which they have achieved the Goals of the strategic plan and the extent to which Goals have or have not been reached. This qualitative data will be added to the large-scale human-subject research outlined above.

This process of research and evaluation will be a key foundation for strategic planning for the 2030-2035 quinquennium.

# STRATEGIC PLANNING CYCLE FOR THE SEVENTH-DAY ADVENTIST CHURCH

**CONCEPTUAL  
OVERVIEW  
OF I WILL GO:  
PLANNING AND  
IMPLEMENTATION**

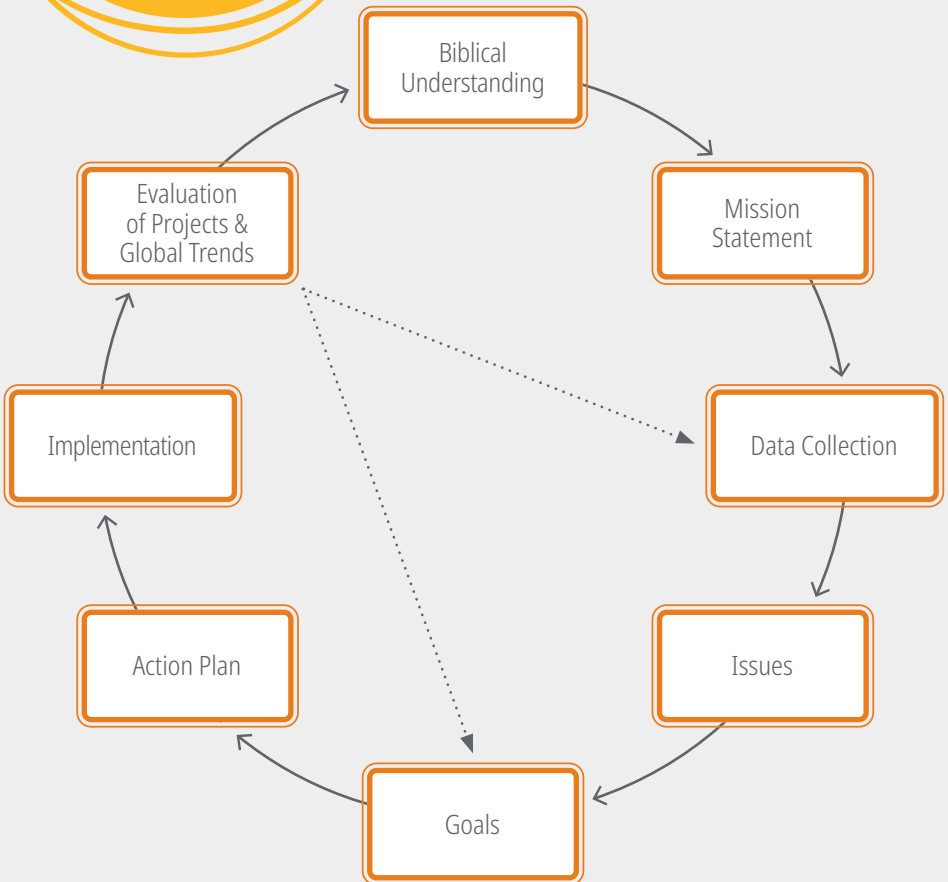




**EVALUATION**

# STRATEGIC PLANNING CYCLE FOR THE SEVENTH-DAY ADVENTIST CHURCH

## STRATEGIC PLANNING PROCESS

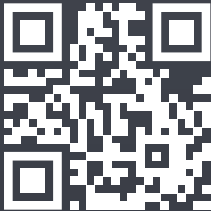






STRATEGIC FOCUS  
**2025–2030**

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