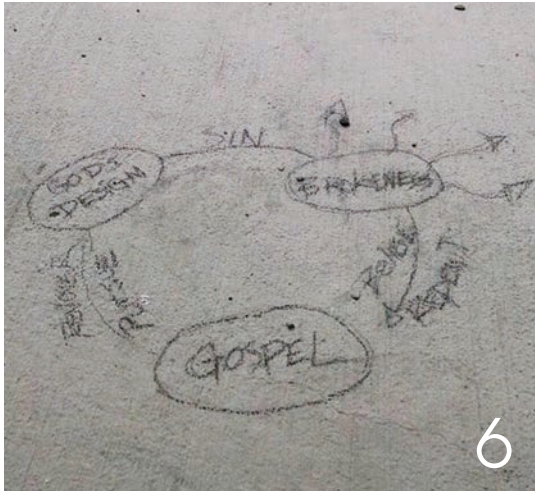




Evangelism  
Resource Guide  
2024

**[ON MISSION]**



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## [ON MISSION]

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Alpharetta, GA 30022



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# Who Do You Love?

By Kevin Ezell, NAMB president (@kevezell)

**I**t's the greatest time of the year. And when I say that, I'm not talking about s'mores and New Year's resolutions. I'm talking about Rick Pitino in '96, Tubby Smith in '98, and John Calipari in 2012.

If you don't follow college sports, those names and dates might not mean much to you, but they mean something to me. I've loved Kentucky basketball for as long as I can remember, and as soon as a new season tips off, I can talk about Wildcats hoops until I'm Blue in the face. Blue, of course, is every Kentucky fan's favorite color.

You might not love Kentucky basketball. Maybe you're into needlepoint or French poodles or disc golf. No matter what you're passionate about, you're no different from me. We will all talk enthusiastically about what we love. I think that's what the Apostle Paul was referring to when he wrote, "Christ's love compels us, because we are convinced that one died for all..." (2 Corinthians 5:14).

"One died for all." That's the gospel—that the perfect Son of God chose to come to earth in human form and take the punishment that was meant for you and me, and because of that, we now can have a forever home waiting for us in heaven. When you somehow wrap your mind around that unbelievably amazing truth, you can't help it—you are, like Paul said, compelled to talk about it.

Evangelism tools and training are important. After all, the Bible tells us we should "always be prepared to give an answer to everyone who asks..." (1 Peter 3:15). That's why if you visit us on the web, you'll find all kinds of resources to help you share your faith like 3 Circles and the new NAMB Evangelism Kit.



Train well. Learn all you can about how to best share the gospel. But as you do, remember that what matters most is that you simply talk about what, or Who, you love. Start there and God will do great things.

And, oh yeah—Go Cats. [\[OM\]](#)

*Kevin Ezell is president of the North American Mission Board.*



Find resources to help your church share Christ at [NAMBevangelism.com](http://NAMBevangelism.com).



# Measured

## Hope to share the gospel

93% of Christian adults say they're at least somewhat open to having a conversation about faith with a friend



81% feel similarly about speaking about faith with a stranger



64% say they have prayed at least once in the past month for the salvation of a friend or family member who is not a Christian



Sources: Lifeway Research, Barna Research, NAMB Research

## More baptisms

On average, churches that reported an intentional focus on Spiritual Growth, Evangelism, Small-Group Ministry and Baptism baptized the most people.

Lifeway Research.com, January 5 and February 22, 2022

## Reality of sharing the gospel

In the past six months, 38% of Christians have shared the gospel with a loved one, and 30% have shared the gospel with a stranger.

42% say sharing with a non-believer how they can become a Christian is scary.

52% of self-identified Christians agree that encouraging someone to change their religious beliefs is offensive and disrespectful.

Only 51% of churches polled saw evangelism as a priority.

Sources: Lifeway Research, Barna Research, NAMB Research



## Heard

**“The only way we are going to reach millions of people for Christ is by having millions of people having millions of gospel conversations.”**

Jimmy Scroggins, Lead Pastor of Family Church, Florida

**“When we see people and care for people the way Jesus sees and cares for people, we will care about their eternities the way Jesus cares about their eternities.”**

Catherine Renfro, National Director of Women’s Evangelism at NAMB

**“A culture of evangelism is different than an evangelism campaign. We don’t need people engaging in evangelism two months out of the year; we need people sharing the gospel 12 months out of the year.”**

Tim Dowdy, Vice President of Evangelism at NAMB

### Equipping members to share the gospel



**20%** of churches polled gave their members opportunities to serve.

**9%** of churches say they see baptisms as a priority.

Sources: Lifeway Research, Barna Research, NAMB Research

# 5 Tips *to share the gospel with compassion*

By Amy Hulst

In our ministry, if we truly believe the gospel, then our compassion should be contagious. People should see our lives, be curious and want to lean in and ask about the hope we have.

## 1 Be present.

I'm often with people who have just experienced the worst, most painful moments of their lives. In these difficult moments, what an honor it is to simply be present and to invite Jesus to use me.

## 2 Share stories.

In the same way that sharing stories about your own life builds intimacy and trust, if someone has never met Jesus, stories about Him invite others into friendship with Him. Thirty seconds of your favorite Jesus story can be so much more impactful than suggesting a book on doctrine or talking about the "do's and don'ts." Ask Jesus-like questions like, "What feels hard today?" and "What do you need?" Help your new friends experience the characteristics of Christ before they even hear His name.

## 3 Learn about other cultures.

Commit the time and energy necessary to learn about other people's customs and



beliefs. Do the research required for you to be in tune with others and their stories. Ask kind questions based on genuine interest instead of crafting an apologetic in your head as they're speaking.

## 4 Build authentic friendships.

Invest in real relationships and relational equity so that that spiritual conversations don't feel forced. People aren't projects, even

if they do have real physical needs.

They're made in God's image and worthy of connection and friendship. Don't be on a timeline. Be patient, pray for those moments, foster them with care when they happen and just be a real friend.

## 5 Define your terms.

For most of the world, Christianity is equated with America, and the only things they know about America is what's in movies. When speaking with internationals, I often tell them I am a follower of Jesus. If I can get on the same page with what they mean by Christian and what I mean by, "I follow Jesus," it can save me from being written off. Don't be afraid to share about your spiritual practices and listen to theirs with lots of curiosity. That will open the door to share the gospel

*Amy Hulst is a missionary at the Send Relief ministry center in Denver, Colorado.*



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Anaheim, CA // November 4-6

# One Message **Three Circles** Countless ways to share

**E**ver thought that 3D-printed keychains and embroidered sneakers could be tools to share the gospel? Over the past decade, we've seen believers across North America prove they can! By weaving the 3 Circles gospel-sharing method into their lives, they are turning everyday moments into life-changing conversations. Here are a few of our favorite examples from social media.





Embroidered with the gospel message, these cool kicks are the definition of having feet fit with the readiness that comes from the gospel of peace (Ephesians 6:15).



What better way to celebrate a birthday than with a cake that tells the most important story of all – and in Spanish, too!



A casual game can turn into a unique moment of outreach when a frisbee is upcycled with a drawing of the 3 Circles.



Spotted on surfboards, these 3 Circles stickers can trigger an opportunity to share the good news in between catching waves.



A creative door hanger greets everyone with the gospel even before walking into this home.



A Jack-O-Lantern masterpiece like this one is sure to spark gospel opportunities with neighbors.



With a 3D printed design of the 3 Circles, this keychain serves as a conversation starter wherever you go.



Use the Life On Mission app (available on the App Store and Google Play) to share 3 Circles on the go.

# A Good Second Impression

*Rob Stockman always assumed a relationship with Jesus was just not worth the trouble. And given his first experience with church, who could blame him?*

## First Impression

**A** first impression shouldn't have this kind of a hold on a man. After all, it was just one Sunday. And it was a very long time ago. But ask this man to simply introduce himself, and he'll first tell you who he is—"My name is Rob Stockman"—and then without hesitation or prompting, he'll tell you the story about his first first impression.

"One Sunday when I was eight or nine," he says, "my friends and I went to check out a church in town that was predominantly white. And even though I'm white, they asked us not to come in because I had black friends with me. So we went to the black church down the street, and the same thing happened, only in reverse. We were told my black friends could come in, but I couldn't. And I remember we all looked at each other and said, 'Forget it. Let's go fishing.'"

Every wanderer has to start somewhere. Thirty-something years ago, Rob Stockman, now thoroughly tattooed on the outside and deeply scarred on the inside, was asked to leave two churches on one Sunday. And that first impression affected and afflicted just about everything that came after it.

Rob Stockman never thought he would return to church. It wasn't for him. But through a new Church Plant, he met Jesus, and everything changed.



“I pretty much just had an agreement with God that I won’t, like, try to kill anybody. I’ll stay away from the really big sins, but apart from that, I’m going to live my life for the pursuit of money and the pursuit of my happiness, and not for anything or anyone else.”

“My story is, I became a heathen,” he says, “and even though I knew there was a God and I’d heard once or twice of a guy named Jesus, I pretty much just had an agreement with God that I won’t, like, try to kill anybody. I’ll stay away from the really big sins, but apart from that, I’m going to live my life for the pursuit of money and the pursuit of my happiness, and not for anything or anyone else.”

A first impression shouldn’t have that kind of long-term hold on a man. But this one did.

## A Salisbury Kind of Thing

White church. Black church. Rob Stockman’s formative segregationist Sunday might’ve seemed to fit best in the year 1950. The fact that it happened in somewhat modern-day Salisbury, Maryland, comes as no surprise to Richard Pope. Richard is a Send Network church planter who recently started Canvas Church in Salisbury. “Historically, Salisbury has been very segregated,” he says. “There’s a highway that cuts through town and on the east side, you have this neighborhood that’s the historic Black community. And on the other side, you have the White community. And then downtown, it’s beautiful and young and hip, but if I go 15 minutes away from downtown it’s not hard to find someone who tells me he wishes the Blacks would move out. So, we are racially diverse, which is good. The problem is we’re not racially unified.”

Richard Pope and Rob Stockman are, according to Rob, “semi-related. Sort of by marriage and sort of by divorce... it’s a very Salisbury kind of thing.” One day, in the spring of 2021, Rob received a text from Richard inviting him to Canvas Church’s first official Sunday service. A few days later, he received another text from Richard inviting him to Canvas Church’s first service. And then a few days later, he received another text. And then another. And then another. “Richard just started pestering me,” Rob says. “He must have had some kind of schedule set up where it was like a constant alarm on his phone that said, ‘Send Rob a message.’ So yeah, he just kept bugging me about it, and that’s why when Canvas launched, I came.”

Rob Stockman arrived at church on April 4, 2021 with a wife, four kids, and very low expectations. “I was skeptical,” he says. “We were wearing nicer clothes, but everyone else around us was wearing jeans and T-shirts.” Dressed-down people, young and old people, Black and White people—all of it took the Stockmans by surprise. “My wife looked around,” he says, “and said, ‘This is definitely not the Baptist church I went to with my grandparents.’”

At the time, Rob thought that had to be one of the truest things he’d ever heard. But then when Richard Pope got up to preach, Rob heard something even more memorable. “I heard the gospel,” Rob says. “Plain and simple, I heard the gospel. I mean, I knew Jesus had died for my sins and all

Church planter Richard Pope's goal is to welcome all people into Canvas Church and into the kingdom.



that, but I also felt like I'd gone so far off the path with my life that there was no coming back. And Richard just laid it out there. He said no matter how far gone you think you are, there's nothing that Jesus hasn't paid for."

## Second Impression

First impression. Second impression. One turned him away from Christ. The other one turned him back to Christ. Several weeks after that first, divinely disorienting Sunday, Canvas Church's baptism service was a Stockman family affair. "My father got baptized and then he helped Richard

baptize me," Rob says. "And then I helped baptize my 14-year old daughter."

Several weeks after that, Rob started sharing the gospel with his friends. "I started bringing people to our small group," he says, "and we ended up getting to baptize one of the girls from my work."

And then several weeks after that, "Richard was talking to my wife," Rob says. "And he goes, 'You know Rob's going to be a pastor one day, right?' Well, later my wife told me he'd said that and we just started laughing about it. I was like, 'Yeah, can you imagine me in front of a congregation

Rob Stockman and his family are now faithful members of Canvas Church and open to what God has planned for them.



telling them about Jesus?’ And my wife was like, ‘Yeah, remember that time you got X, Y and Z drunk? Yeah, you could never be a pastor.’ Yeah, we thought it was funny at first. But then, Richard talked to me about it and it turns out he has a very subtle way of telling you what you already know.”

It’s amazing the hold a good second impression can have on a man. Rob Stockman, thoroughly tattooed on the outside and deeply scarred on the inside, is now a pastoral intern at Canvas Church.

Soon, he’ll be taking a team of people to a nearby community where they’ll plant another new church.

Who would’ve thought Rob Stockman would end up being a church planter? Certainly not Rob Stockman. “I’m not what I used to be,” he says. “The old me would always say, ‘Go live it up, go be the rock star, go be the main character in your story.’ But now, all I want people to know about me is that I lived for Jesus.” [\[OM\]](#)



Richard Pope launched Canvas Church exactly one month after receiving a terminal cancer diagnosis. Now, two years later, Rob is one of more than 110 people who’ve been baptized at Canvas. Hear the amazing story of what God is doing there at [TerminalChurchPlanter.com](http://TerminalChurchPlanter.com).



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# Where the Church Cannot Go

*Every day, these Southern Baptist chaplains go to places where no one else can go and share Christ with the people they find there.*





## Justin Combs

Military Chaplain

“ Sometimes people think that military chaplains can't talk about Jesus, and that's not the case at all. Those doors are wide open to me, so we are, in essence, missionaries who've been sent to a very specific mission field. What's really hard about it is that with the ebb and flow of the military, people could be gone tomorrow, and I may never see them again. So I have zero time to waste when it comes to building relationships. Every conversation is critical.”

There are more than 1,000 Southern Baptist chaplains serving in all branches of the U.S. military.



## Kenneth Herman

Correctional Chaplain

“ We're surrounded by murderers, child molesters and drug dealers, and people ask me all the time how I can work with these people. For me, it all comes back to this question: do I love God enough to share the gospel with anybody and everybody? God hasn't thrown these people away. He still cares for them. And it truly is impactful when Christ grabs hold of somebody who you never thought was going to change and there's a radical transformation that takes place. I see it all the time.”

More than 250 Southern Baptist chaplains share the gospel not just with those who are incarcerated, but also with the staff at prisons, juvenile detention centers and all kinds of other correctional facilities.



## Gay Williams

Disaster Relief Chaplain

“ We meet people in the most difficult season of their life. Their home has been blown away by a tornado or washed away in a flood. And they’ll say, ‘Why would you come all the way here just to help me?’ That’s my chance to say, ‘Because I know a man named Jesus who loves me. And if you’re interested, I’d like to share with you how much He loves you.’ We help them make it through, and as we do, we earn that right to share our faith.”

There are more than 700 Southern Baptist disaster relief chaplains. They travel, sometimes on a moment’s notice, to wherever disaster strikes and share the hope of the gospel with the people they meet there.



## Fabian Maganda

Healthcare Chaplain

“ My pulpit is at the bedside. Not long ago, I met with a Muslim woman who was just told she had cancer. We started talking, and she asked me, ‘Why am I so afraid?’ We talked some more. And then she asked me, ‘How do you find strength?’ When I told her about how Jesus is so important to me, she said, ‘I’ve heard of Jesus. Where can I find information about Him?’ That is the kind of ministry that we do—things a normal pastor can’t do.”

There are more than 600 Southern Baptist chaplains serving in hospitals, nursing homes and other healthcare settings.



## Eddie Hill

Public Safety Chaplain

“Imagine the things a police officer experiences. I joke that a good police chaplain has to be half blind and half deaf because he doesn’t want to see and hear the things these people see and hear. Sometimes it takes years to earn the right to be heard, but what a privilege it is when you do. I get to go into this community that’s really shut off from the rest of the world and share the love of Christ, see lives change and the Kingdom expand.”

Eddie is one of almost 400 Southern Baptist chaplains embedded with police departments, fire departments and every other kind of local, state and federal public safety agency.



## Lajuana Rich

Corporate Chaplain

“Everybody needs a chaplain, especially as it relates to their jobs. So I go to the workplace and I build relationships, and slowly but surely, people begin to trust me. Sometimes it takes a long time for the Spirit to open someone’s eyes and for them to see their need for Christ. But when it does happen, that’s the greatest thing about being a chaplain—seeing someone begin a relationship with Jesus.”

Lajuana is one of more than 150 Southern Baptist corporate chaplains. They share Christ with people in workplaces all over North America.



Sign up for the PrayerConnect Newsletter to receive weekly prayer requests from chaplains and missionaries across North America. Go to [namb.net/pray](http://namb.net/pray).

# Baptized in the school fountain

*Every Tuesday night, student pastor Shondarius Williams lead a college Bible study. After a recent study on baptism, a student named Kade approached Williams.*

“K

ade grew up in the church but had never surrendered his life to Christ. He’s extremely intelligent and had been grappling with a lot of practical, hard questions, but the Holy Spirit had definitely been working on him because he sat me down and shared his struggles,” Williams commented. “He told me he’d been trying to change on his own, but he finally realized it was going to take Christ in him to make a real change. He told me his next step was to be baptized, and he wanted to do it as soon as possible.”

After setting the date for Sunday, Williams was on his way out when another freshman, Ashlyn, caught his eye. Usually bubbly and excited, something was clearly off that evening.



The nearest body of water may be an unconventional location for a baptism, but they provide an opportunity to make a public profession of faith.



“ [Kade] told me he’d been trying to change on his own, but he finally realized it was going to take Christ in him to make a real change. He told me his next step was to be baptized, and he wanted to do it as soon as possible.”



Shondarius Williams led students in a spontaneous baptism in a fountain on the University of Georgia campus.

When Williams pulled her to the side, Ashlyn told him she was feeling convicted that night of never having been baptized.

Williams said, “She told me she never really knew what baptism meant or why we do it until that night, but when I shared that it was an act of obedience and that she was welcome to join Kade’s baptism on Sunday, she said she couldn’t wait. There was a sense of urgency, and she felt the Spirit telling her she needed to be baptized now.”

So, Williams inspected the church’s baptistry; it was empty and would take nearly an hour to fill. After a quick Google search, the local public pools also weren’t an option.

Then, Williams remembered there was a fountain on the University of Georgia’s (UGA) campus: “All my students piled into a car, and one called Kade to tell him if he wanted to join Ashlyn’s baptism, we were already on our way.”

Apart from Kade and Ashlyn, two other UGA students who were there watching asked to be baptized that night—four surrenders, four lives changed—all in a college campus fountain.

When asked what advice Williams would give to other student pastors hoping to create this kind of spark in their ministry, he shared, “I just want to encourage student ministers that pursuing present relationships with your kids and knowing where they’re at is so important. I could have made a lot of assumptions that night, but being in tune to students’ personalities and lives helped me to realize what was quickly becoming an act of God.” [\[OM\]](#)

*Shondarius Williams now serves on staff at Grace Church in Greenville, South Carolina.*

PHOTOS COURTESY OF SHONDARIUS WILLIAMS



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# Regional Convention Evangelism Resource Guide

This simple resource guide lists contacts and resources used by Baptist conventions throughout North America. In Southern states, each convention has a full-time director of evangelism focused on resourcing churches. In regions outside the South, NAMB provides funding for an evangelism team member for conventions that want one.

## Alabama Baptist State Board of Missions

State Executive Director <b>Rick Lance</b>	Baptisms in 2022 <b>9,660</b>	Baptism-to-population ratio <b>1:525</b>
State Director of Evangelism —	Percentage of increase/decrease from previous year <b>+24%</b>	Baptisms per 100 in worship attendance <b>4.66</b>
SDOE Email —	Population <b>5,074,296</b>	Primary evangelism tools <b>NAMB Evangelism Kit, The Best News, 3 Circles, Who's Your One</b>
SDOE Phone number —	Number of congregations in 2022 <b>3,224</b>	

## Alaska Baptist Resource Network

State Executive Director <b>Randy Covington</b>	Baptisms in 2022 <b>196</b>	Baptism-to-population ratio <b>1:3,790</b>
State Director of Evangelism <b>Jimmy Stewart</b>	Percentage of increase/decrease from previous year <b>-13%</b>	Baptisms per 100 in worship attendance <b>4.42</b>
SDOE Email <b>jimmy@alaskabr.com</b>	Population <b>742,785</b>	Primary evangelism tool <b>3 Circles, Who's Your One, Evangelism Planning Kit, Evangelism events in local churches</b>
SDOE Phone number <b>907-301-7923</b>	Number of congregations in 2022 <b>108</b>	

## Arizona Mission Network of Southern Baptists

State Executive Director <b>David Johnson</b>	Baptisms in 2022 <b>1,993</b>	Baptism-to-population ratio <b>1:3,693</b>
State Director of Evangelism/ Discipleship Facilitator <b>Edward Pearson</b>	Percentage of increase/decrease from previous year <b>+2%</b>	Baptisms per 100 in worship attendance <b>5.16</b>
SDOE Email <b>eddy@azsbc.org</b>	Population <b>7,359,197</b>	Primary evangelism tools <b>3 Circles Life Conversation Guide, Culture of Evangelism Community Reaches, Technology Targeted to Evangelize, and more</b>
SDOE Phone number <b>602-843-1030</b>	Number of congregations in 2022 <b>462</b>	



## Arkansas Baptist State Convention

State Executive Director  
**Rex Horne**

State Director of Evangelism  
**Warren Gazaway**

SDOE Email  
**wgasaway@absc.org**

SDOE Phone number  
**501-650-0906**

Baptisms in 2022  
**6,233**

Percentage of increase/decrease  
from previous year  
**+15%**

Population  
**3,045,637**

Number of congregations in 2022  
**1,472**

Baptism-to-population ratio  
**1:489**

Baptisms per 100 in worship attendance  
**6.00**

Primary evangelism tools  
**3 Circles, NAMB Evangelism Kit**

## Baptist Churches of New England

State Executive Director  
**Terry W. Dorsett**

State Director of Evangelism  
**Terry W. Dorsett**

SED Email  
**tdorsett@bcne.net**

SED Phone number  
**508-393-6013, ext 224**

Baptisms in 2022  
**1,805**

Percentage of increase/decrease  
from previous year  
**+46%**

Population  
**18,735,145**

Number of congregations in 2022  
**361**

Baptism-to-population ratio  
**1:10,380**

Baptisms per 100 in worship attendance  
**5.73**

Primary evangelism tool  
**Personal evangelism training webinars, ESL, existing community events as outreach tools**

## Baptist Convention of Iowa

State Executive Director  
**Dr. Tim Lubinus**

State Director of Evangelism  
**Eric Schumacher**

SDOE Email  
**eschumacher@bciowa.org**

SDOE Phone number  
**515-290-8161**

Baptisms in 2022  
**1,098**

Percentage of increase/decrease  
from previous year  
**+6%**

Population  
**3,200,517**

Number of congregations in 2022  
**119**

Baptism-to-population ratio  
**1:2,915**

Baptisms per 100 in worship attendance  
**5.42**

Primary evangelism tool  
**—**

## Baptist Convention of Maryland/Delaware

State Executive Director  
**Tom Stolle**

State Director of Evangelism  
**Mark Dooley**

SDOE Email  
**mdooley@bcmmd.org**

SDOE Phone number  
**240-577-1601**

Baptisms in 2022  
**1,262**

Percentage of increase/decrease  
from previous year  
**+93%**

Population  
**7,183,056**

Number of congregations in 2022  
**490**

Baptism-to-population ratio  
**1:5,692**

Baptisms per 100 in worship attendance  
**5.20**

Primary evangelism tools  
**3 Circles, One Verse**

## Baptist Convention of **New Mexico**

State Executive Director  
**Steve Ballew**

State Director of Evangelism  
**Tar Henderson**

SDOE Email  
**thenderson@bcnm.com**

SDOE Phone number  
**505-924-2314**

Baptisms in 2022  
**2,246**

Percentage of increase/decrease  
from previous year  
**+22%**

Population  
**2,113,344**

Number of congregations in 2022  
**331**

Baptism-to-population ratio  
**1:941**

Baptisms per 100 in worship attendance  
**7.38**

Primary evangelism tools  
**One-on-One Evangelism, Conversational Evangelism, 3 Circles, Event Evangelism, Evangecube, Tracts**

## Baptist Convention of **New York**

State Executive Director  
**Terry M. Robertson**

State Director of Evangelism  
**Terry M. Robertson**

SDOE Email  
**trobertson@bcnysbc.org**

SDOE Phone number  
**315-406-4266**

Baptisms in 2022  
**1,099**

Percentage of increase/decrease  
from previous year  
**-14%**

Population  
**27,053,494**

Number of congregations in 2022  
**519**

Baptism-to-population ratio  
**1:24,616**

Baptisms per 100 in worship attendance  
**5.51**

Primary evangelism tool  
**—**

## Baptist General Association of **Virginia**

State Executive Director  
**Wayne D. Faison**

State Director of Evangelism  
**Wayne D. Faison**

SED Email  
**wayne.faison@bgav.org**

SED Phone number  
**804-915-5000**

Baptisms in 2022  
**1,971**

Percentage of increase/decrease  
from previous year  
**+17%**

Population  
**8,683,619**

Number of congregations in 2022  
**1,199**

Baptism-to-population ratio  
**1:4,406**

Baptisms per 100 in worship attendance  
**3.24**

Primary evangelism tools  
**3 Circles, More to Life, Who's Your One, FAITH Evangelism**

\*Baptism-to-population ratio is based on combined baptisms of BGAV and SBCV for accuracy since some congregations are dually aligned.

## Baptist General Convention of **Oklahoma**

State Executive Director  
**Todd Fisher**

State Director of Evangelism  
**Tarvoris Uzoigwe**

SDOE Email  
**tuzoigwe@oklahomabaptists.org**

SDOE Phone number  
**501-650-0060**

Baptisms in 2022  
**8,232**

Percentage of increase/decrease  
from previous year  
**+4%**

Population  
**4,019,800**

Number of congregations in 2022  
**1,723**

Baptism-to-population ratio  
**1:488**

Baptisms per 100 in worship attendance  
**6.07**

Primary evangelism tools  
**SAINT method, SWIFT method**

## Baptist Resource Network of **Pennsylvania-South Jersey**

State Executive Director  
**Barry Whitworth**

State Director of Evangelism  
**Larry L. Anderson Jr.**

SDOE Email  
**LarryA@brnunited.org**

SDOE Phone number  
**267-307-6221**

Baptisms in 2022  
**996**

Percentage of increase/decrease  
from previous year  
**+30%**

Population  
**14,857,364**

Number of congregations in 2022  
**298**

Baptism-to-population ratio  
**1:14,917**

Baptisms per 100 in worship attendance  
**5.56**

Primary evangelism tools  
**#LovePASJ SHOW Kit**

## Baptist State Convention of **Michigan**

State Executive Director  
**Tim Patterson**

State Director of Evangelism  
—

SDOE Email  
—

SDOE Phone number  
**810-714-1907**

Baptisms in 2022  
**1,110**

Percentage of increase/decrease  
from previous year  
**+76%**

Population  
**10,034,113**

Number of congregations in 2022  
**283**

Baptism-to-population ratio  
**1:9,040**

Baptisms per 100 in worship attendance  
**7.04**

Primary evangelism tool  
**3 Circles, Baptisms 1368**

## Baptist State Convention of **North Carolina**

State Executive Director  
**Todd Unzicker**

State Director of Evangelism  
**Brian Upshaw**

SDOE Email  
**bupshaw@ncbaptist.org**

SDOE Phone number  
**919-459-5653**

Baptisms in 2022  
**11,325**

Percentage of increase/decrease  
from previous year  
**-2%**

Population  
**10,698,973**

Number of congregations in 2022  
**4,301**

Baptism-to-population ratio  
**1:945**

Baptisms per 100 in worship attendance  
**3.64**

Primary evangelism tool  
**3 Circles Framework**

## **California** Southern Baptist Convention

State Executive Director  
**Pete Ramirez**

State Director of Evangelism  
**Jason Blankenship**

SDOE Email  
**Jblankenship@csbc.com**

SDOE Phone number  
**559-256-0854**

Baptisms in 2022  
**2,091**

Percentage of increase/decrease  
from previous year  
**-35%**

Population  
**39,029,342**

Number of congregations in 2022  
**2,378**

Baptism-to-population ratio  
**1:18,665**

Baptisms per 100 in worship attendance  
**2.42**

Primary evangelism tools  
—

## Canadian National Baptist Convention

Team Leader CNBC National Ministries  
**Jeff Christopherson**

Director of Evangelism  
**Cesar Parra**

DOE Emails  
**cparra@cncb.ca**

DOE Phone number  
**403-669-5433**

Baptisms in 2022  
**672**

Percentage of increase/decrease  
from previous year  
**+25.84%**

Population  
**38,454,327**

Number of congregations in 2022  
**428**

Baptism-to-population ratio  
**1:57,223**

Baptisms per 100 in worship attendance  
**2.99**

Primary evangelism tools  
**3 Circles, D4 , D5, NAMB Evangelism Kit,  
Starting Point**

## Colorado Baptist General Convention

State Executive Director  
**Dr. Michael Proud Jr**

State Director of Evangelism  
**Rick Ackerman**

SDOE Email  
**rackerman@coloradobaptists.org**

SDOE Phone number  
**303-771-2480**

Baptisms in 2022  
**559**

Percentage of increase/decrease  
from previous year  
**-55%**

Population  
**5,839,926**

Number of congregations in 2022  
**358**

Baptism-to-population ratio  
**1:10,447**

Baptisms per 100 in worship attendance  
**5.25**

Primary evangelism tools  
**3 Circles, Four Fields**

## Convention of Southern Baptist Churches of Puerto Rico

State Executive Director  
**Luis Soto**

State Director of Evangelism  
**Luis Soto**

SDOE Email  
**lsoto@cibspuertorico.org**

SDOE Phone number  
**801-631-5232**

Baptisms in 2022  
**91**

Percentage of increase/decrease  
from previous year  
**-13%**

Population  
**3,252,407**

Number of congregations in 2022  
**52**

Baptism-to-population ratio  
**1:35,741**

Baptisms per 100 in worship attendance  
**4.05**

Primary evangelism tool  
**—**

## Dakota Baptist Convention

State Executive Director  
**Fred MacDonald**

State Director of Evangelism  
**Fred MacDonald**

SDOE Email  
**fred@dakotabaptist.com**

SDOE Phone number  
**605-519-3925**

Baptisms in 2022  
**187**

Percentage of increase/decrease  
from previous year  
**+26%**

Population  
**1,689,085**

Number of congregations in 2022  
**85**

Baptism-to-population ratio  
**1:9,033**

Baptisms per 100 in worship attendance  
**5.52**

Primary evangelism tool  
**—**

## Florida Baptist Convention

State Executive Director  
**Tommy Green**

State Director of Evangelism  
**Wayne Briant**

SDOE Email  
**wbriant@flbaptist.org**

SDOE Phone number  
**941-780-6950**

Baptisms in 2022  
**22,015**

Percentage of increase/decrease  
from previous year  
**+21%**

Population  
**22,244,823**

Number of congregations in 2022  
**2,663**

Baptism-to-population ratio  
**1:1,010**

Baptisms per 100 in worship attendance  
**6.07**

Primary evangelism tools  
**Evangelism Conferences, Personal  
Evangelism Training and Evangelism  
Coaching**

## Georgia Baptist Mission Board

State Executive Director  
**Thomas Hammond**

State Director of Evangelism  
**Mark Marshall**

SDOE Email  
**mmarshall@gabaptist.org**

SDOE Phone number  
**—**

Baptisms in 2022  
**15,021**

Percentage of increase/decrease  
from previous year  
**+16%**

Population  
**10,912,876**

Number of congregations in 2022  
**3,421**

Baptism-to-population ratio  
**1:727**

Baptisms per 100 in worship attendance  
**3.97**

Primary evangelism tools  
**No Sweat Evangelism**

## Hawaii Pacific Baptist Convention

State Executive Director  
**Craig Webb**

State Director of Evangelism  
**Craig Webb**

SDOE Email  
**craig@hpbaptist.net**

SDOE Phone number  
**808-946-9581**

Baptisms in 2022  
**234**

Percentage of increase/decrease  
previous year  
**-5%**

Population  
**1,440,196**

Number of congregations in 2022  
**128**

Baptism-to-population ratio  
**1:6,155**

Baptisms per 100 in worship attendance  
**4.18**

Primary evangelism tool  
**—**

## Illinois Baptist State Association

State Executive Director  
**Nate Adams**

State Director of Evangelism  
**Scott Harris**

SDOE Email  
**scottharris@ibsa.org**

SDOE Phone number  
**217-391-3101**

Baptisms in 2022  
**2,771**

Percentage of increase/decrease  
from previous year  
**+40%**

Population  
**12,582,032**

Number of congregations in 2022  
**886**

Baptism-to-population ratio  
**1:4,541**

Baptisms per 100 in worship attendance  
**5.28**

Primary evangelism tools  
**3 Circles, Best News, Who's Your One,  
The Four**

## Kansas-Nebraska Convention of Southern Baptists

State Executive Director  
**David Manner**

State Director of Evangelism  
**Andy Addis**

SDOE Email  
**andy@crosspointnow.net**

SDOE Phone number  
**620-921-5281**

Baptisms in 2022  
**2,294**

Percentage of increase/decrease  
from previous year  
**+160%**

Population  
**4,905,073**

Number of congregations in 2022  
**415**

Baptism-to-population ratio  
**1:2,138**

Baptisms per 100 in worship attendance  
**6.95**

Primary evangelism tools  
**3 Circles, NAMB Evangelism Kit**

## Kentucky Baptist Convention

State Executive Director  
**Todd Gray**

State Director of Evangelism  
**Rob Patterson**

SDOE Email  
**rob.patterson@kybaptist.org**

SDOE Phone number  
**502-489-3576**

Baptisms in 2022  
**8,424**

Percentage of increase/decrease  
from previous year  
**+19%**

Population  
**4,512,310**

Number of congregations in 2022  
**2,316**

Baptism-to-population ratio  
**1:536**

Baptisms per 100 in worship attendance  
**5.35**

Primary evangelism tools  
**Evangelism Ministry Assessment Profile,  
Gospel to Every Home, 3 Circles,  
Personalize the Mission**

## Louisiana Baptist Convention

State Executive Director  
**Steve Horn**

State Director of Evangelism  
**Keith Manuel**

SDOE Email  
**Keith.Manuel@LBC.org**

SDOE Phone number  
**318-448-3402**

Baptisms in 2022  
**6,686**

Percentage of increase/decrease  
from previous year  
**+19%**

Population  
**4,590,241**

Number of congregations in 2022  
**1,527**

Baptism-to-population ratio  
**1:687**

Baptisms per 100 in worship attendance  
**5.65**

Primary evangelism tools  
**—**

## Minnesota-Wisconsin Baptist Convention

State Executive Director  
**Leo A. Endel**

State Director of Evangelism  
**Leo A. Endel**

SDOE Email  
**endel@mwbc.org**

SDOE Phone number  
**507-282-3636**

Baptisms in 2022  
**710**

Percentage of increase/decrease  
from previous year  
**+8%**

Population  
**11,609,723**

Number of congregations in 2022  
**194**

Baptism-to-population ratio  
**1:16,352**

Baptisms per 100 in worship attendance  
**4.44**

Primary evangelism tools  
**Who's Your One, Evangecube, block parties,  
3 Circles**

## Mississippi Baptist Convention Board

State Executive Director  
**Shawn Parker**

State Director of Evangelism  
**Don Lum**

SDOE Email  
**dlum@mbcb.org**

SDOE Phone number  
**601-927-7208**

Baptisms in 2022  
**7,702**

Percentage of increase/decrease  
from previous year  
**+38%**

Population  
**2,940,057**

Number of congregations in 2022  
**2,050**

Baptism-to-population ratio  
**1:382**

Baptisms per 100 in worship attendance  
**5.34**

Primary evangelism tools  
**Personal witness training, tracts, pocket crosses, Bibles, revivals and crusades**

## Missouri Baptist Convention

State Executive Director  
**Wes Fowler**

State Director of Evangelism  
**Brad Bennett**

SDOE Email  
**bbennett@mobaptist.org**

SDOE Phone number  
**417-353-0888**

Baptisms in 2022  
**5,882**

Percentage of increase/decrease  
from previous year  
**+29%**

Population  
**6,177,957**

Number of congregations in 2022  
**1,739**

Baptism-to-population ratio  
**1:1,050**

Baptisms per 100 in worship attendance  
**4.44**

Primary evangelism tools  
**3 Circles, Who's Your One, Three Story, Simplifying Evangelism**

## Montana Southern Baptist Convention

State Executive Director  
**Barrett Duke**

State Director of Evangelism  
**Darren Hales**

SDOE Email  
**dhales@mtsbcb.org**

SDOE Phone number  
**406-461-9120**

Baptisms in 2022  
**664**

Percentage of increase/decrease  
from previous year  
**+65%**

Population  
**1,122,867**

Number of congregations in 2022  
**120**

Baptism-to-population ratio  
**1:1,691**

Baptisms per 100 in worship attendance  
**7.86**

Primary evangelism tools  
**Who's Your One, 3 Circles, NAMB Evangelism Kit**

## Nevada Baptist Convention

State Executive Director  
**Damian Cirincione**

State Director of Evangelism  
**Bradley Linkins**

SDOE Email  
**bradley@nevadabc.org**

SDOE Phone number  
**206-755-5675**

Baptisms in 2022  
**785**

Percentage of increase/decrease  
from previous year  
**+18%**

Population  
**3,177,772**

Number of congregations in 2022  
**164**

Baptism-to-population ratio  
**1:4,048**

Baptisms per 100 in worship attendance  
**6.75**

Primary evangelism tools  
**—**

## Northwest Baptist Convention

State Executive Director  
**Randy Adams**

State Director of Evangelism  
**Lance Caddel**

SDOE Email  
**lancec@nwbaptist.org**

SDOE Phone number  
**360-430-4141**

Baptisms in 2022  
**1,438**

Percentage of increase/decrease  
from previous year  
**+43%**

Population  
**12,025,923**

Number of congregations in 2022  
**476**

Baptism-to-population ratio  
**1:8,363**

Baptisms per 100 in worship attendance  
**5.46**

Primary evangelism tools  
**3 Circles, God Space, NAMB Evangelism Kit, Evangelism Conference (every other year), in-church Evangelism Training**

## South Carolina Baptist Convention

State Executive Director  
**Tony Wolfe**

State Director of Evangelism  
**Chad Stillwell**

SDOE Email  
**chadstillwell@scbaptist.org**

SDOE Phone number  
**804-833-7036**

Baptisms in 2022  
**8,101**

Percentage of increase/decrease  
from previous year  
**+5%**

Population  
**5,282,634**

Number of congregations in 2022  
**2,010**

Baptism-to-population ratio  
**1:652**

Baptisms per 100 in worship attendance  
**5.13**

Primary evangelism tools  
**—**

## Southern Baptist Convention of Virginia

State Executive Director  
**Brian Autry**

State Director of Evangelism  
**Steve Bradshaw**

SDOE Email  
**sbradshaw@sbcv.org**

SDOE Phone number  
**434-390-3650**

Baptisms in 2022  
**5,212**

Percentage of increase/decrease  
from previous year  
**+54%**

Population  
**8,683,619**

Number of congregations in 2022  
**779**

Baptism-to-population ratio  
**1:1,666**

Baptisms per 100 in worship attendance  
**5.03**

Primary evangelism tools  
**Bless Every Home, Who's Your One, 3 Circles**

\*Baptism-to-population ratio is based on combined baptisms of SBCV and BGAV for accuracy since some congregations are dually aligned

## Southern Baptists of Texas Convention

State Executive Director  
**Nathan Lorick**

State Director of Evangelism  
**Tony Mathews**

SDOE Email  
**tmathews@sbtexas.com**

SDOE Phone number  
**817-328-2628**

Baptisms in 2022  
**13,324**

Percentage of increase/decrease  
from previous year  
**+10%**

Population  
**30,029,572**

Number of congregations in 2022 **2,712**

Baptism-to-population ratio  
**1:2,254**

Baptisms per 100 in worship attendance  
**5.31**

Primary evangelism tools  
**1 Cross, 3 Circles, Who's Your One, Advancing the Movement, Bless Every Home**

\*Baptism-to-population ratio is based on combined baptisms of SBTC and BGCT for accuracy since some congregations are dually aligned.



## State Convention of Baptists in **Indiana**

State Executive Director  
**Ryan Strother**

State Director of Evangelism  
**Edward "Scooter" Kellum**

SDOE Email  
**skellum@scbi.org**

SDOE Phone number  
**334-328-9144**

Baptisms in 2022  
**1,211**

Percentage of increase/decrease  
from previous year  
**+58%**

Population  
**6,833,037**

Number of congregations in 2022  
**438**

Baptism-to-population ratio  
**1:5,642**

Baptisms per 100 in worship attendance  
**4.33**

Primary evangelism tools  
**Who's Your One, 3 Circles**

## State Convention of Baptists in **Ohio**

State Executive Director  
**Jeremy Westbrook**

State Director of Evangelism  
**Jeremy Westbrook**

SDOE Email  
**jwestbrook@scbo.org**

SDOE Phone number  
**614-601-6789**

Baptisms in 2022  
**2,287**

Percentage of increase/decrease  
from previous year  
**+35%**

Population  
**11,756,058**

Number of congregations in 2022  
**682**

Baptism-to-population ratio  
**1:5,140**

Baptisms per 100 in worship attendance  
**5.64**

Primary evangelism tools  
—

## **Tennessee** Baptist Mission Board

State Executive Director  
**Randy Davis**

State Director of Evangelism  
**Roc Collins**

SDOE Email  
**rcollins@tnbaptist.org**

SDOE Phone number  
**615-371-2015**

Baptisms in 2022  
**15,975**

Percentage of increase/decrease  
from previous year  
**+13%**

Population  
**7,051,339**

Number of congregations in 2022  
**3,102**

Baptism-to-population ratio  
**1:441**

Baptisms per 100 in worship attendance  
**6.09**

Primary evangelism tool  
—

## **Texas** Baptists

State Executive Director  
**Julio Guarneri**

State Director of Evangelism  
**Leighton Flowers**

SDOE Email  
**leighton.flowers@texasbaptists.org**

SDOE Phone number  
**214-828-4640**

Baptisms in 2022  
**14,191**

Percentage of increase/decrease  
from previous year  
**+13%**

Population  
**30,029,572**

Number of congregations in 2022  
**5,108**

Baptism-to-population ratio  
**1:2,116**

Baptisms per 100 in worship attendance  
**4.52**

Primary evangelism tools  
**Can I Ask You a Question?**

\*Baptism-to-population ratio is based on combined baptisms of BGCT and SBTC for accuracy since some congregations are dually aligned.

## Utah-Idaho Southern Baptist Convention

State Executive Director  
**Rob Lee**

State Director of Evangelism  
**Rob Lee**

SDOE Email  
**rlee@uisbc.org**

SDOE Phone number  
**801-572-5350, ext 3**

Baptisms in 2022  
**313**

Percentage of increase/decrease  
from previous year  
**+68%**

Population  
**5,319,833**

Number of congregations in 2022  
**168**

Baptism-to-population ratio  
**1:16,996**

Baptisms per 100 in worship attendance  
**5.03**

Primary evangelism tools  
**3 Circles, various tools for Evangelism to Mormons**

## West Virginia Convention of Southern Baptists

State Executive Director  
**Eric Ramsey**

State Director of Evangelism  
**Tim Turner**

SDOE Email  
**tim@wvcsb.org**

SDOE Phone number  
**304-759- 8577**

Baptisms in 2022  
**481**

Percentage of increase/decrease  
from previous year  
**+72%**

Population  
**1,775,156**

Number of congregations in 2022  
**210**

Baptism-to-population ratio  
**1:3,691**

Baptisms per 100 in worship attendance  
**5.96**

Primary evangelism tool  
**3 Circles**

## Wyoming Southern Baptist Mission Network

State Executive Director  
**Rondie Taylor**

State Director of Evangelism  
**Rondie Taylor**

SDOE Email  
**rondietaylor@wyomingsbc.org**

SDOE Phone number  
**307-472-4087**

Baptisms in 2022  
**204**

Percentage of increase/decrease  
from previous year  
**-13%**

Population  
**581,381**

Number of congregations in 2022  
**96**

Baptism-to-population ratio  
**1:2,850**

Baptisms per 100 in worship attendance  
**6.56**

Primary evangelism tools  
**Variety of Personal Evangelism Tools & Training, NAMB Evangelism Kit, Who's Your One**

## Totals for SBC

Baptisms in 2022  
**188,751**

Percentage of increase/  
decrease from 2021  
**25%**

Baptisms in 2018  
**246,463**

Baptisms in 2013  
**310,364**

Number of congregations  
in 2022  
**49,601**

Baptisms per 100 in  
worship attendance  
**5.25**

Population statistics include communities surrounding churches affiliated with a convention that are not located within the related state or region. Percent reporting based on Lifeway's definition of reporting introduced in 2016. Sources: US Census, Annual Church Profile, 2010 to 2021, Lifeway Christian Resources; Annual Church Profile, Canadian National Baptist Convention Compiled by: Center for Missional Research, North American Mission Board. Prepared by: Lifeway Insights, Lifeway Christian Resources.



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