

**Evangelism
Resource Guide
2023**

[ON MISSION]



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[ON MISSION]

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Where are the helpers?

By Kevin Ezell, NAMB president (@kevezell)

Many kids in my generation grew up watching “Mr. Rogers.” He often told a story from his childhood. Whenever he heard tragic or scary news too young to understand fully, his mother would encourage him by saying, “Look for the helpers. You will always find people who are helping.”

We’ve recently heard a lot of desperate news across North America and the world, and some of it has touched on our work as Southern Baptists. As I think about all the challenges we’ve faced as a network of churches, I’ve thought back to that quote from Mr. Rogers.

I’ve been asking, “Where are the helpers?”

We could all be encouraged by those striving to direct our Southern Baptist family back to the main thing: sharing the eternal hope of the gospel with our neighbors.

The gospel is, ultimately, the only hope we have for navigating the obstacles we face in finding solutions to the problems we’ve encountered in recent years.

Now more than ever, we need to remember the power of the gospel, stay obedient to its demands—repentance and faith in Christ—and embrace the gift of grace in our lives, individually and as a family of churches.

When we’re fully aware of all Christ has done in us, we’re most passionate about sharing the gospel with sinners and seekers who desperately need the

hope Christ offers to the world.

So, who are the pastors, churches and leaders laser-focused on applying and sharing the gospel? I am aware of plenty, but we always need more.



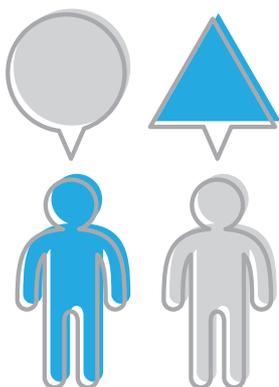
Complaining and throwing stones come easy, but negativity is corrosive and deflating. Of course, we need to be aware of our challenges and not paper over them. The gospel requires us to look at sin and its effects honestly, but the solution of Christ crucified, buried and resurrected is strong enough to destroy the power of sin.

I hope we can all commit to helping, focused on sharing the gospel of Jesus Christ and pointing people toward the only solution that will truly make a difference. [\[OM\]](#)

Kevin Ezell is president of the North American Mission Board.



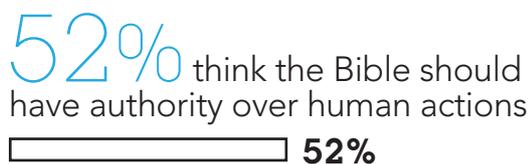
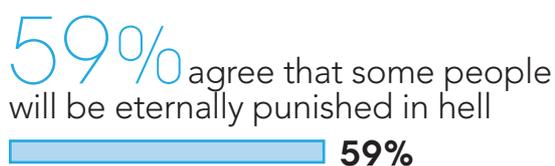
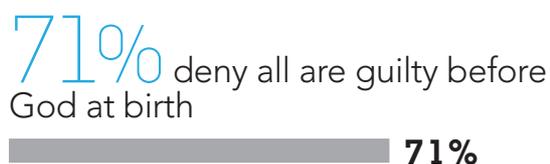
Find more resources to help your church in evangelism at namb.net/evangelism.



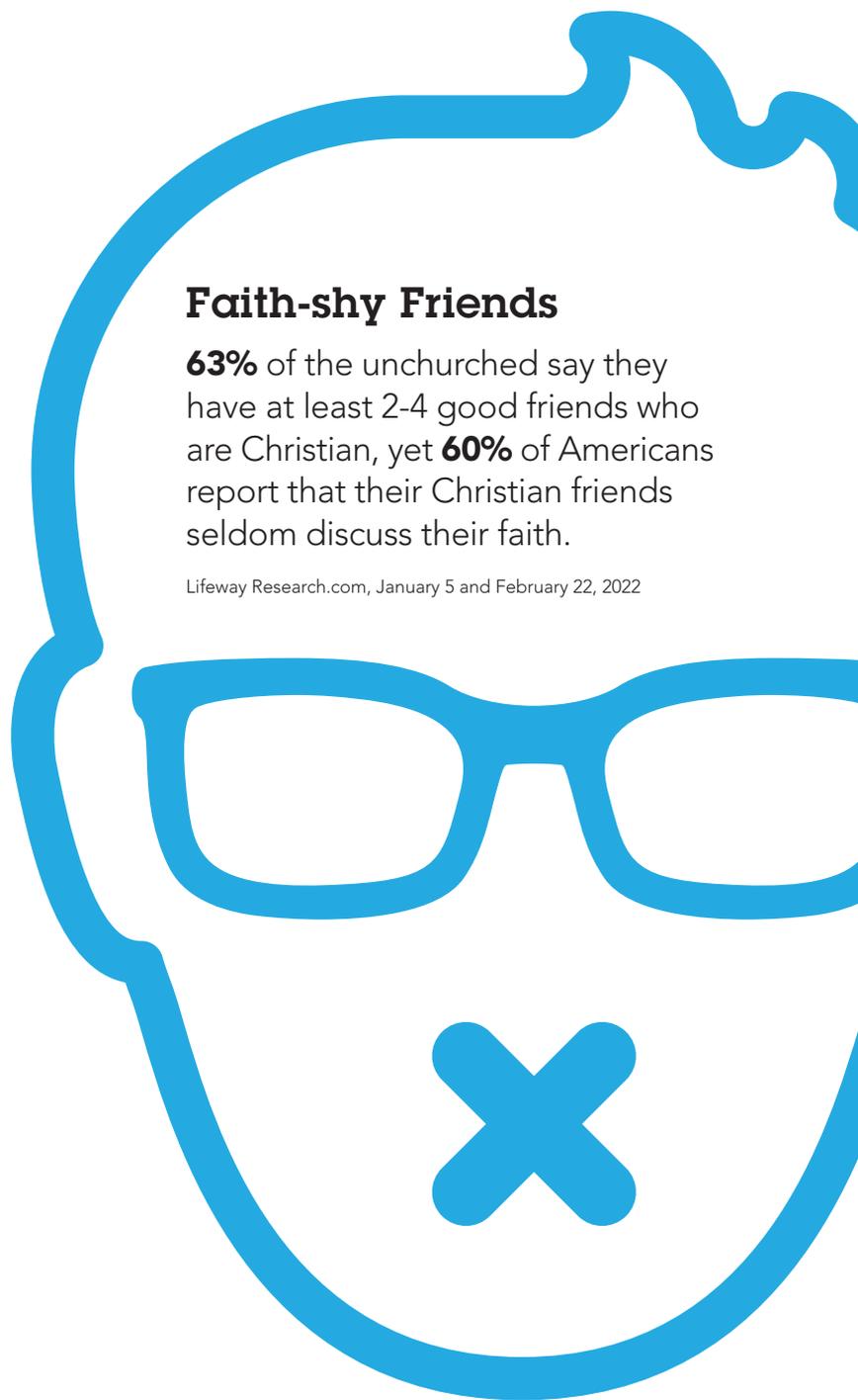
Measured

A Contradicting Worldview

Among U.S. adults:



Source: Lifeway Research.com, September 19, 2022



Faith-shy Friends

63% of the unchurched say they have at least 2-4 good friends who are Christian, yet 60% of Americans report that their Christian friends seldom discuss their faith.

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

Effective Evangelism



58% of unbelieving youth do not find scripture quotation as a convincing form of evangelism, and 49% do not want to be prayed over during a conversation about faith.

According to 55% of non-Christian teens, using actions rather than words to explain faith is the most persuasive evangelism approach.

Source: Barna.com, November 10, 2021

SBC Impact

In 2022, Southern Baptist Disaster Relief volunteers reported over

7,200 Bibles distributed
19,600 gospel conversations
5,900 professions of faith

This year, SBC chaplains recorded over

75,000 gospel presentations

Church Influence

Christians are **split in half** between those who actively evangelize and those who do not. Those who attend church at least monthly are **20% more likely** to engage with their neighbors than irregular attenders.

Source: Lifeway Research.com, January 5 and July 1, 2022

Eager to Tell

This past summer, **335** GenSend student missionaries had **4,037** gospel conversations in **20** cities across North America.

Ready to Hear

46% of teens around the world believe that Jesus offers hope to people.

Globally, **6 in 10** teens (**59%**) are interested in learning more about Jesus in their lifetime.

Source: Barna.com, October 2022



Heard

“You and your church are not in your neighborhood by accident; God is already working there. We have to join Him in His work.”

John Mark Clifton, senior director of replanting at NAMB

“We are called to be the light of the world, but sometimes we hide our light.”

Tim Dowdy, vice president of Evangelism

“We cannot manipulate change. We need God to revive our hearts as we surrender to Him!”

Michael Catt, retired pastor, Sherwood Church in Albany, Georgia

5 Ways

to share the gospel across cultures

By Katherine Hafley

We don't have to be experts to share the gospel with someone different from us. Instead, we need to remain faithfully obedient in sharing our faith.



1 Contextualize the gospel.

When sharing with cultures different from ours, it's essential to explain it in a way that makes sense to their context. As long as the gospel remains the central message, we can help them understand.

2 Ask lots of questions. When we train mission teams, we always tell them to ask about the Five F's – family/friends, festivals, food, future and faith. These questions open the door to diving deeper and provide ways to clearly present the gospel.

3 Displaying our faith in little ways.

One of the best ways to start gospel conversations is by interjecting our faith into conversations and actions. We can tell our friends we will pray for them if they are hurting or mention something from a recent sermon.

4 Use visual resources.

Visual tools provide a great way to help present the gospel message. Whether it's the 3 Circles or a movie like "The JESUS Film" (translated into 2,000 languages!), visual resources provide a great way to ensure a clear gospel presentation.

5 Love them like Jesus.

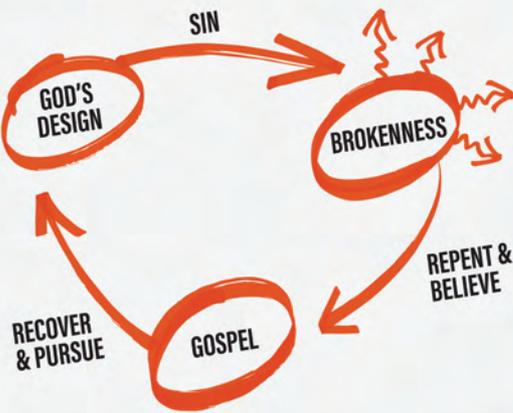
It sounds simple and it is. When we love radically and unconditionally as Jesus does, our words and actions look different to those who don't know Him and people take notice. Many gospel conversations can start when our lives reflect the Savior, not the world.

Katherine Hafley works as a NAMB Journeyman in Clarkston, Georgia, where she spends her time serving refugees and helping to lead and train mission teams to do the same.



**Get tools to
share your faith
on the go!**

**Download the
Life on Mission app**



3 Circles

3 Circles is a simple way to have gospel conversations. As you tap through the slides, you'll see how God has organized the world to work, what's gone wrong, and how we can respond to Him.

Tap the right arrow to get started.



Download on the
App Store

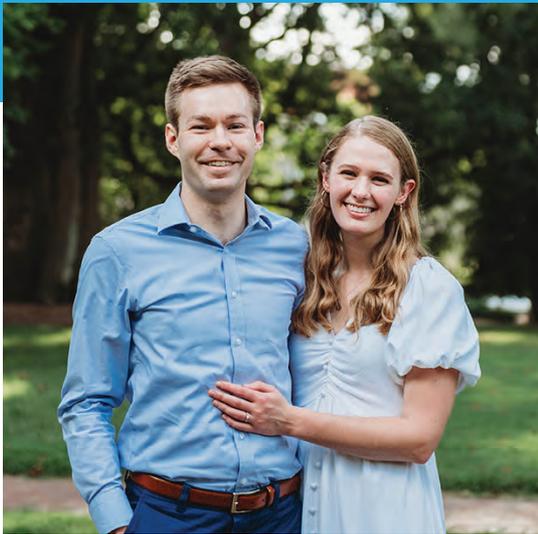


GET IT ON
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English and Spanish

GenSend—
10 years of
equipping
students
to live
on mission

More than 2,000 students have spent a summer serving in 25+ cities across North America seeing the gospel change countless lives



Stephen Frerichs

GenSend Team: **2016 Portland, Oregon**

“My experience with GenSend clarified that daily interactions are opportunities to minister to overlooked people, whether that’s an employee at the grocery store, a coworker at a new job or a reserved first-time guest at church. As our team spent six weeks in the Pacific Northwest, the Lord showed me that especially in mundane moments, He sovereignly guides us toward the people He wants to reach.”

FAST FORWARD: Today, Stephen serves on the deacon team of Providence Church in Raleigh, North Carolina, connecting first-time guests to the church body. He and his wife, Lauren, also lead a small group for young adults.



Matthew Hembree

GenSend Team: **2021 New Orleans, Louisiana**

“GenSend taught me that effective evangelism is built upon a relationship with God and with others. I learned how to build relationships with my community that lead to gospel conversations. I use this every day as I work with local homeowners and seek to build relationships with them, praying that they would hear and receive the good news of the gospel.”

FAST FORWARD: Matthew serves as a Journeyman missionary with Send Relief in Puerto Rico, where he leads mission teams in construction projects for families whose homes have been damaged by natural disasters.



Trip Bumgarner

GenSend Team: **2021 Ogden, Utah**

“As our team of seven went around the Ogden community building relationships, sharing the gospel, praying with people, listening to their stories and sharing our own, the Lord began to wreck my heart for the Latter Day Saints.”

FAST FORWARD: After graduating college, Trip chose to find a full-time job in Ogden, where he serves at Redemption Church and disciples a small group of young men.

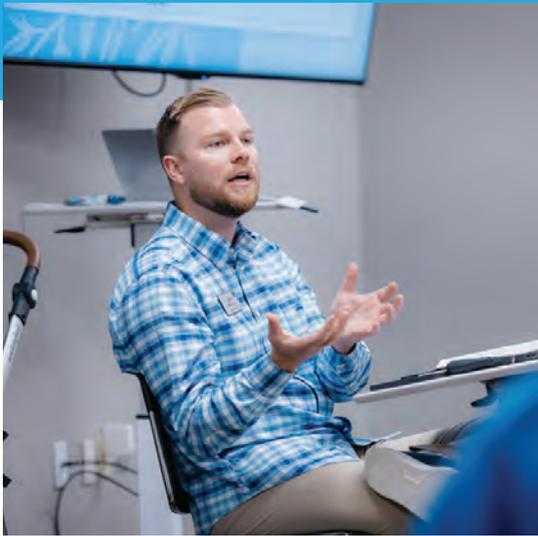


Emily Kitts

GenSend Team: **2021 Denver, Colorado**

“GenSend helped me understand what it truly means to live on mission in your city and to serve the people right in your backyard.”

FAST FORWARD: During her summer as a GenSender in Colorado, Emily fell in love with serving refugees and those in need. She is now a Journeyman missionary in Denver.



Collin Whitney

GenSend Team: **2017 Toronto, Ontario**

“My experience with GenSend equipped me with practical experience and inspiration to live on mission in a metropolitan context. Daily, I use skills and insights I learned as I reach couples and families in Memphis with the hope of the gospel.”

FAST FORWARD: Collin and Josiah are now teammates at Bellevue Baptist Church in Memphis, Tennessee, where Collin serves as Pastor of Groups for young couples and families and Josiah is the Director of Home Groups and Equip.



Josiah Gwyn

GenSend Team: **2017 Toronto, Ontario**

“GenSend equipped me to live out God’s mission in a metropolitan area, one neighborhood at a time, with a passion for creating strong Christian communities that reach the lost.”



Tali Graham

GenSend Team: **2021 Boston, Massachusetts**

“My summer of GenSend taught me how to go meet people where they are when seeking to evangelize, like Jesus did with the woman at the well, instead of expecting them to come to me.”

FAST FORWARD: Tali acutely saw Boston's need for the gospel after spending the summer with GenSend. Today, she works as the Assistant Director of GenSend Boston, mobilizing college students to live and serve in the city of Boston.



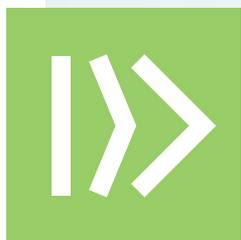
Christian and Laura Rowland

GenSend Team: **2016 Vancouver, British Columbia**

“During the summer of 2016, we served on Vancouver Island as part of the GenSend program. That's when we both sensed God calling us to plant a church in metro Vancouver.”

FAST FORWARD: Christian and Lauren got married after serving together with GenSend. In 2018, they planted New Song Community Church, a multiethnic church in Vancouver, and continue to serve there today.





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*Baking
bread
to share
the Bread
of Life*

By Brandon Elrod



Kelsey Brown shares baked goods with neighbors in her Portland community as a way to open the door to gospel conversations.

“We’ve been counting how many loaves of bread she’s given away. She just passed 300. These go out to the whole neighborhood and to church members. Everyone knows about Kelsey’s bread.”

Baking bread has become an excellent way for the Browns to connect with neighbors and church members. Kelsey Brown developed the skill during the 2020 pandemic lockdown and has continued sharing loaves of bread to build relationships while she and her husband, Vergil, get to know people and introduce them to Jesus.

“We’ve been counting how many loaves of bread she’s given away,” said Vergil. “She just passed 300. These go out to the whole neighborhood and to church members. Everyone knows about Kelsey’s bread.”

For missionaries with children, planting a church involves the entire family given the sacrifices each member makes, and that’s been no different for the Browns as they plant Redemption Church in one of the most unchurched cities in North America.

Vergil and Kelsey moved to the city roughly 16 years ago to begin seminary. They planted a church in Gresham, a suburb east of Portland, where Vergil pastored for about a decade before the Lord began stirring his heart for something new, which they discerned meant planting a new church in northeast Portland.

“So, we moved our family into the city almost three years ago to begin work on planting this new

church,” Vergil said. “Our former church, Gresham Bible Church, partnered with Hinson Baptist Church to send us out and start Redemption Church.”

“Our whole family came to Portland. Our whole family’s planting this church,” Kelsey said. “I prefer to do more behind the scenes things for support. Even my two little girls take their job seriously. They help with cleanup, and they help me greet sometimes, so it is definitely a family affair.”

Seeing their kids buy into the missionary effort has been a blessing to Vergil and Kelsey.

“I’m really happy to see my kids involved in the life and ministry of our church,” said Vergil. “They’re inviting their friends to church. They’re being hospitable with new people walking in who have kids. So, our kids are like little ambassadors.”

Portland is known as one of the most religiously unaffiliated metro areas in the U.S. An estimated 42% of people choose not to identify with any particular religious tradition, but Vergil quickly learned that did not mean residents are closed off to learning about Christianity.

“I believe that Portlanders are really open to the gospel,” said Vergil. “Our experience after moving into the city almost three years ago is that people are open and curious about God, open to having discussions about Jesus and spiritual conversations.”



Jesus preached the good news to outcasts, and now the Browns are reaching out to a city of self-branded misfits with the same gospel.

Baking and sharing bread helped the family build bridges to have more of those conversations.

"I started bringing bread every Sunday, just looking for people to give it to, and then also started giving it to our neighbors," said Kelsey. "When new people move into our neighborhood, we'll bring them a loaf of bread with our information."

The phrase *expressive individualism* captures the culture of Portland. People are expected to find whatever works best for them and live that out. That helps residents be open, welcoming and curious about others' beliefs, Kelsey said, but that

attitude also makes it difficult for them to recognize the need to look outside themselves toward the hope of the gospel.

"We're hoping to be a light in our community, show people what community really looks like, to show people what God's love looks like, to show them what salvation and forgiveness and mercy look like," said Kelsey.

"So, I hope that our church can be a community where people can find a home, can find healing and hear the truth about their sin and their need for a Savior."





“My kids are inviting their friends to church. They’re being hospitable with new people walking in who have kids. So, our kids are like little ambassadors.”

The Browns look around their community and the rest of the city of Portland and see a need for more faithful, gospel-proclaiming churches, and they hope to be a launching pad for sending out more people to make disciples and start new churches.

“We really pray and hope that the young people who are with us in this church, and some of the adults too, would be inspired by the work that God is doing to plant Redemption Church,” Vergil said, “and that the Lord would use that in their life down the road to see some of them as church planters or missionaries. We want to see this thing multiply.”

As people around North America pray for the Brown family and for Redemption Church, Vergil cited courage to share the gospel as a top priority.

“We ask that you’d be praying for boldness, that we would be bold in bearing witness of Jesus Christ,” he said. “That we’d be faithful to that call, faithful stewards of the opportunity and the time that we have to see this new church established.” [\[OM\]](#)

Brandon Elrod writes for the North American Mission Board.



See more missionary stories and give to the Annie Armstrong Easter Offering at AnnieArmstrong.com.

Who's Your One emphasis leads to salvations, baptisms

For the past year and a half, Lane Prairie Baptist Church has taken time each Sunday to celebrate the tremendous work God is doing through their Who's Your One focused evangelism efforts. So far the members have shared the gospel hundreds of times and witnessed dozens come to faith in Jesus Christ.

By Timothy Cokes

Lane Prairie members have the opportunity each week to report to the church if they have prayed for their "one," or had a gospel conversation throughout the week.

These updates, as well as any announcements about decisions for Christ or baptisms, are celebrated and highlighted through a display of different color ping pong balls representing each update.

White ping pong balls represent a person's "one" being prayed for, orange balls represent a gospel conversation, green balls represent a profession of faith and blue balls represent a baptized believer beginning their discipleship process.

The display is seen prominently at the front of the church on the right side.

Ricky Fuchs, lead pastor at Lane Prairie, told Baptist Press the church officially launched the initiative in July 2021, and they plan to continue the weekly updates as part of their Sunday morning services from now on.

He said before the *Who's Your One* emphasis was church-wide, it started with the burden of one adult Bible study.



Church members intentionally shared the gospel with people they knew who were not believers.

Each Wednesday night, while children and teenagers would attend Awana and youth group, a group of about 40-50 adults would meet for Bible study and prayer.

Fuchs, who has been the lead pastor for almost two years, said although the church has always valued evangelism over its 150-year history, this Bible study's members developed a deeper heart for reaching people.

"God just gave us a burden to pray for others outside of our congregation," Fuchs said. "If we wanted to see God work in saving people, we needed to pray to that end."

Starting in March 2021, Fuchs challenged each person in the group to find one lost person to pray for and share the gospel. The results were incredible.

Over the next few months, members of the Bible study would report 57 professions of faith through their evangelism efforts.

"We saw God really explode our efforts and we saw many of our members being faithful in evangelism and people were getting saved," Fuchs said.

"Even beyond the personal aspect of *Who's Your One*, in prioritizing a person you know, our people started to become more obedient in evangelism

“God just gave us a burden to pray for others outside of our congregation. If we wanted to see God work in saving people, we needed to pray to that end.”



Since then, the church has seen:

- 248 “ones” be prayed for
- 1,971 gospel conversations reported
- 405 professions of faith
- 42 baptisms through the initiative

Fuchs explained the church records numbers for all conversions or baptisms that resulted from the evangelism of church members, even if the conversion or baptism occurred outside of Lane Prairie specifically.

“We want this to not just be about building our church, but about building the kingdom,” Fuchs said.

Matt Queen is the associate pastor of evangelism at Lane Prairie, and also serves as the associate dean of the Roy J. Fish School of Evangelism and Missions at Southwestern Seminary.

After coming on staff at the church in 2021, Queen partnered with Fuchs to create the church-wide emphasis and help teach the congregation to value all aspects of the evangelism process.

“I think as Baptists we sometimes have conditioned ourselves to only celebrate when someone gets saved or baptized, but we teach our people that success in evangelism is simply doing it,” Queen said.

He explained Lane Prairie has shown other signs of positive spiritual growth since the initiative began,

PHOTOS COURTESY OF LANE PRAIRIE BAPTIST CHURCH

Ping pong balls of different colors were a visual reminder and encouragement to the congregation as they prayed for and shared the gospel with their “ones.”

in their daily lives. We heard amazing accounts of members sharing the gospel on vacation, at hotels, over the phone and in everyday encounters.”

Fuchs and the church leadership decided to take the initiative church-wide and had a launch Sunday on July 25, 2021.

including an increase in Cooperative Program giving, an increase in their Lottie Moon and Annie Armstrong offerings as well as the continued support of two IMB missionary families.

Several churches have reached out to Queen about wanting to replicate the program in their church. Additionally, as a consultant for the Southern Baptists of Texas Convention, Queen is working on an evangelism program for the convention with the partnership of NAMB called Who's Your One: Advancing the Movement.

Queen said he desires all churches to value evangelism, regardless of how they choose to celebrate success.

"A church should do whatever it needs to do in order to be intentional and bring awareness of the importance of evangelism, whether that looks like ping pong balls or not," Queen said. "People will replicate what we celebrate."

When asked how churches can get such an initiative started, Fuchs exhorted fellow pastors to set the examples themselves.



Church members set aside time to intentionally go and share the gospel with their neighbors.

"It has to start from the top and the pastor has to be on board," Fuchs said. "You have to be the champion and lead by example. Not by dictating, but by going out and doing it yourself. What the pastor celebrates, that's what the church will do." [OM]

Timothy Cockes writes for Baptist Press.

This story originally appeared in Baptist Press and is used with permission.



Get free evangelism resources at namb.net/evangelism.

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.

Year	Baptisms
2012	18,236
2017	13,449
2021	7,816

Alabama Baptist State Board of Missions

<p>State Executive Director Rick Lance</p> <p>State Director of Evangelism Daniel Wilson</p> <p>SDOE Email dwilson@alsbom.org</p> <p>SDOE Phone number 334-613-2320</p>	<p>Baptisms in 2021 7,816</p> <p>Percentage of increase/decrease from previous year +18%</p> <p>Population of state 5,135,367</p> <p>Number of congregations in 2021 3,242</p>	<p>Baptism-to-population ratio 1:657</p> <p>Baptisms per 100 in worship attendance 3.63</p> <p>Primary evangelism tools 3 Circles, Who's Your One, The Best News</p>
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Year	Baptisms
2012	522
2017	407
2021	225

Alaska Baptist Resource Network

<p>State Executive Director Randy Covington</p> <p>State Director of Evangelism Jimmy Stewart</p> <p>SDOE Email jimmy@alaskabrnr.com</p> <p>SDOE Phone number 907-344-9627</p>	<p>Baptisms in 2021 225</p> <p>Percentage of increase/decrease from previous year -2%</p> <p>Population of state 690,774</p> <p>Number of congregations in 2021 116</p>	<p>Baptism-to-population ratio 1:3,070</p> <p>Baptisms per 100 in worship attendance 5.3</p> <p>Primary evangelism tool —</p>
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Year	Baptisms
2012	2,393
2017	2,621
2021	1,955

Arizona Mission Network of Southern Baptists

<p>State Executive Director David Johnson</p> <p>State Director of Evangelism/ Discipleship Facilitator Edward Pearson</p> <p>SDOE Email eddy@azsbc.org</p> <p>SDOE Phone number 520-940-3750</p>	<p>Baptisms in 2021 1,955</p> <p>Percentage of increase/decrease from previous year +32%</p> <p>Population of state 11,984,018</p> <p>Number of congregations in 2021 462</p>	<p>Baptism-to-population ratio 1:6,129</p> <p>Baptisms per 100 in worship attendance 5.91</p> <p>Primary evangelism tools 3 Circles, Who's Your One, Rooftop Evangelism</p>
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Arkansas Baptist State Convention

State Executive Director
J.D. Sonny Tucker

State Director of Evangelism
Vacant

SDOE Email
—

SDOE Phone number
—

Baptisms in 2021
5,411

Percentage of increase/decrease
from previous year
+16%

Population of state
3,286,434

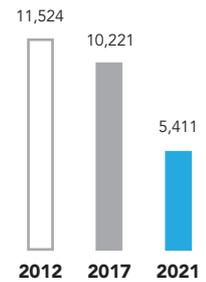
Number of congregations in 2021
1,501

Baptism-to-population ratio
1:607

Baptisms per 100 in worship
attendance
5.00

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

Baptisms
increase/decrease



Baptist Churches of New England

State Executive Director
Terry Dorsett

State Director of Evangelism
Terry Dorsett

SED Email
tdorsett@bcne.net

SED Phone number
508-393-6013

Baptisms in 2021
1,232

Percentage of increase/decrease
from previous year
+15%

Population of region
14,674,744

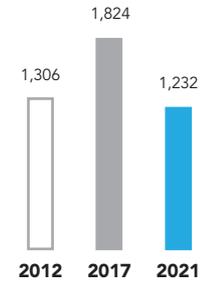
Number of congregations in 2021
361

Baptism-to-population ratio
1:11,911

Baptisms per 100 in worship
attendance
4.58

Primary evangelism tool
Who's Your One

Baptisms
increase/decrease



Baptist Convention of Iowa

State Executive Director
Tim Lubinus

State Director of Evangelism
Chris Eller

SDOE Email
celler@bcioowa.org

SDOE Phone number
501-402-1410

Baptisms in 2021
1,035

Percentage of increase/decrease
from previous year
+33%

Population of state
5,947,444

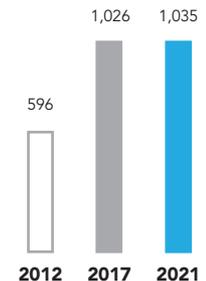
Number of congregations in 2021
116

Baptism-to-population ratio
1:5,746

Baptisms per 100 in worship
attendance
5.23

Primary evangelism tool
—

Baptisms
increase/decrease



Baptist Convention of Maryland/Delaware

State Executive Director
Michael Crawford

State Director of Evangelism
Mark Dooley

SDOE Email
mdooley@bcmd.org

SDOE Phone number
240-577-1601

Baptisms in 2021
653

Percentage of increase/decrease
from previous year
+13%

Population of region
11,129,984

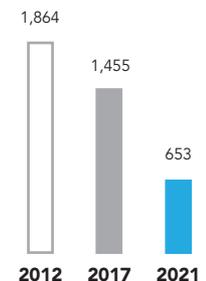
Number of congregations in 2021
467

Baptism-to-population ratio
1:17,044

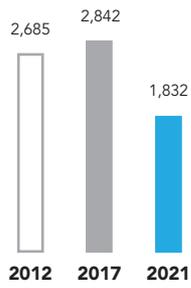
Baptisms per 100 in worship
attendance
2.99

Primary evangelism tools
3 Circles, One Verse

Baptisms
increase/decrease



Baptisms
increase/decrease



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 2021
1,832

Percentage of increase/decrease
from previous year
+46%

Population of region
2,115,877

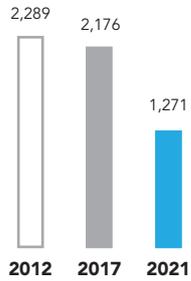
Number of congregations in 2021
335

Baptism-to-population ratio
1:1,155

Baptisms per 100 in worship
attendance
7.03

Primary evangelism tools
**Four Fields, 3 Circles, Evangecube,
One Verse Evangelism,
conversational evangelism, tracts**

Baptisms
increase/decrease



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
315-433-1001

Baptisms in 2021
1,271

Percentage of increase/decrease
from previous year
+61%

Population of state
30,432,060

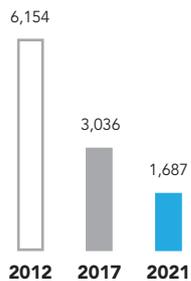
Number of congregations in 2021
510

Baptism-to-population ratio
1:30,432,060

Baptisms per 100 in worship
attendance
3.81

Primary evangelism tool
3 Circles

Baptisms
increase/decrease



Baptist General Association of Virginia

State Executive Director
Wayne D. Faison

State Director of Evangelism
Vacant

SED Email
wayne.faison@bgav.org

SED Phone number
800-255-2428

Baptisms in 2021
1,687

Percentage of increase/decrease
from previous year
+59%

Population of state
—

Number of congregations in 2021
1,223

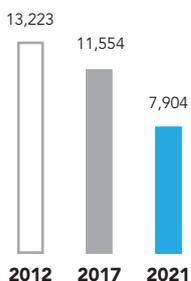
Baptism-to-population ratio
1:—*

Baptisms per 100 in worship
attendance
3.1

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.

Baptisms
increase/decrease



Baptist General Convention of Oklahoma

State Executive Director
Todd Fisher

State Director of Evangelism
Vacant

SDOE Email
—

SDOE Phone number
—

Baptisms in 2021
7,904

Percentage of increase/decrease
from previous year
+31%

Population of state
4,411,238

Number of congregations in 2021
1,742

Baptism-to-population ratio
1:558

Baptisms per 100 in worship
attendance
6.28

Primary evangelism tools
**3 Circles, One Great God,
One Great Hope, One Verse
Evangelism, Can We Talk**

Baptist Resource Network of Pennsylvania-South Jersey

State Executive Director
Barry Whitworth

State Director of Evangelism
Larry Anderson

SDOE Email
larrya@brunited.org

SDOE Phone number
717 652 5856

Baptisms in 2021
767

Percentage of increase/decrease from previous year
+45%

Population of state
18,507,095

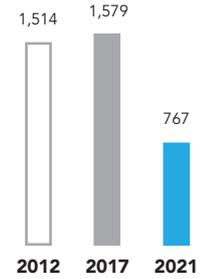
Number of congregations in 2021
307

Baptism-to-population ratio
1:24,129

Baptisms per 100 in worship attendance
4.37

Primary evangelism tools
Who's Your One, Three Circles, Love PASJ Resources

Baptisms increase/decrease



Baptist State Convention of Michigan

State Executive Director
Tim Patterson

State Director of Evangelism
Mike Durbin

SDOE Email
mike@bscm.org

SDOE Phone number
810-714-1907

Baptisms in 2021
629

Percentage of increase/decrease from previous year
-25%

Population of state
8,808,193

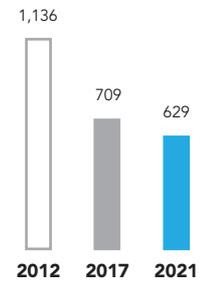
Number of congregations in 2021
285

Baptism-to-population ratio
1:14,299

Baptisms per 100 in worship attendance
3.49

Primary evangelism tool
3 Circles

Baptisms increase/decrease



Baptist State Convention of North Carolina

State Executive Director
Todd Unzicker

State Director of Evangelism
Vacant

SDOE Email
—

SDOE Phone number
—

Baptisms in 2021
11,553

Percentage of increase/decrease from previous year
+43%

Population of state
11,508,207

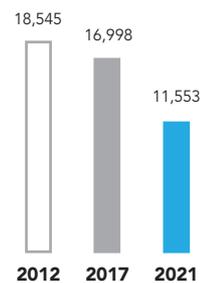
Number of congregations in 2021
4,279

Baptism-to-population ratio
1:996

Baptisms per 100 in worship attendance
4.2

Primary evangelism tool
3 Circles

Baptisms increase/decrease



California Southern Baptist Convention

State Executive Director
Pete Ramirez

State Director of Evangelism
Jason Blankenship

SDOE Email
jblankenship@csbc.com

SDOE Phone number
559-229-9533

Baptisms in 2021
3,219

Percentage of increase/decrease from previous year
-29%

Population of state
39,345,003

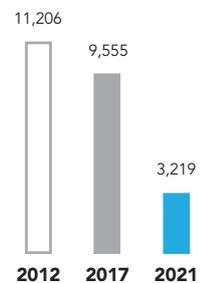
Number of congregations in 2021
2,249

Baptism-to-population ratio
1:12,222

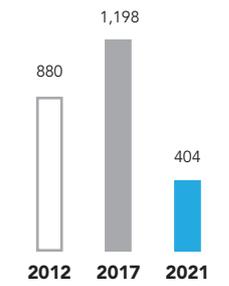
Baptisms per 100 in worship attendance
2.49

Primary evangelism tools
Workshops, Cohort Groups, Grants

Baptisms increase/decrease



Baptisms
increase/decrease



Canadian National Baptist Convention

Team Leader CNBC National Ministries

Jeff Christopherson

Director of Evangelism

Cesar Parra

DOE Emails

cparra@cnbc.ca

DOE Phone number

403-932-5688

Baptisms in 2021

404

Percentage of increase/decrease from previous year

-20%

Population of region

35,151,728

Number of congregations in 2021

429

Baptism-to-population ratio

1:87,008

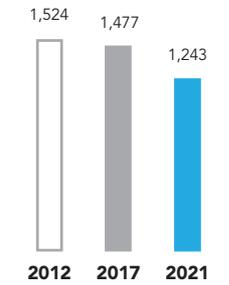
Baptisms per 100 in worship attendance

2.15

Primary evangelism tools

Who's Your One, God's Story, D5

Baptisms
increase/decrease



Colorado Baptist General Convention

State Executive Director

Mike Proud

State Director of Evangelism

Vacant

SDOE Email

—

SDOE Phone number

—

Baptisms in 2021

1,243

Percentage of increase/decrease from previous year

-22%

Population of state

5,776,43

Number of congregations in 2021

360

Baptism-to-population ratio

1:4,647

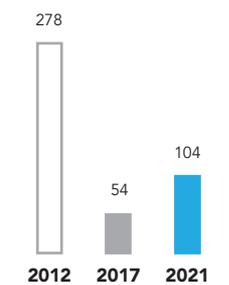
Baptisms per 100 in worship attendance

4.61

Primary evangelism tools

3 Circles, Four Fields

Baptisms
increase/decrease



Convention of Southern Baptist Churches of Puerto Rico

State Executive Director

Luis Soto

State Director of Evangelism

Luis Soto

SDOE Email

luisoto08@gmail.com

SDOE Phone number

939-464-2427

Baptisms in 2021

104

Percentage of increase/decrease from previous year

-2%

Population

3,256,028

Number of congregations in 2021

53

Baptism-to-population ratio

1:31,308

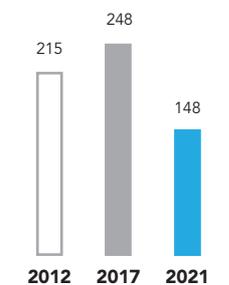
Baptisms per 100 in worship attendance

4.93

Primary evangelism tool

—

Baptisms
increase/decrease



Dakota Baptist Convention

State Executive Director

Fred MacDonald

State Director of Evangelism

Chad McCord

SDOE Email

chad@dakotabaptist.com

SDOE Phone number

605-877-1163

Baptisms in 2021

148

Percentage of increase/decrease from previous year

-2%

Population of state

1,328,945

Number of congregations in 2021

87

Baptism-to-population ratio

1:8,979

Baptisms per 100 in worship attendance

4.27

Primary evangelism tools

3 Circles, Who's Your One, Bless Every Home, Live This, TELL (Three Stories)

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 2021
18,268

Percentage of increase/decrease from previous year
+42%

Population of state
23,015,196

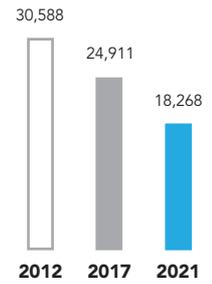
Number of congregations in 2021
2,729

Baptism-to-population ratio
1:1,259

Baptisms per 100 in worship attendance
5.35

Primary evangelism tools
Regional evangelism conferences, ethnic evangelism conferences, 3 Circles, local church revivals, Acts 2:41, baptism emphasis

Baptisms increase/decrease



Georgia Baptist Mission Board

State Executive Director
Thomas Hammond

State Director of Evangelism
Vacant

SDOE Email
—

SDOE Phone number
—

Baptisms in 2021
12,931

Percentage of increase/decrease from previous year
+28%

Population of state
10,799,566

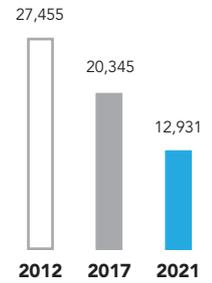
Number of congregations in 2021
3,374

Baptism-to-population ratio
1:835

Baptisms per 100 in worship attendance
3.86

Primary evangelism tools
Domino Effect, No Sweat Evangelism

Baptisms increase/decrease



Hawaii Pacific Baptist Convention

State Executive Director
Chris Martin

State Director of Evangelism
Brian Smart

SDOE Email
brian@hpbaptist.net

SDOE Phone number
808-946-9581

Baptisms in 2021
191

Percentage of increase/decrease from previous year
+40%

Population of state
1,448,133

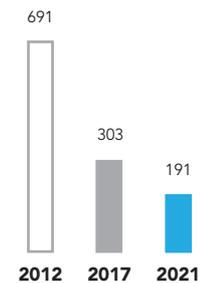
Number of congregations in 2021
119

Baptism-to-population ratio
1:7,581

Baptisms per 100 in worship attendance
4.23

Primary evangelism tool
Everyday Evangelism

Baptisms increase/decrease



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 2021
1,981

Percentage of increase/decrease from previous year
-3%

Population of state
13,082,476

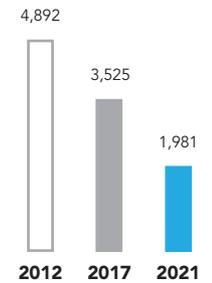
Number of congregations in 2021
910

Baptism-to-population ratio
1:6,603

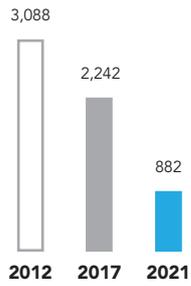
Baptisms per 100 in worship attendance
3.92

Primary evangelism tools
Who's Your One, 3 Circles

Baptisms increase/decrease



Baptisms
increase/decrease



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
785-228-6800

Baptisms in 2021
882

Percentage of increase/decrease
from previous year
-17%

Population of state
5,180,670

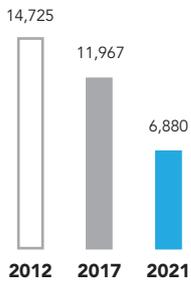
Number of congregations in 2021
446

Baptism-to-population ratio
1:5,873

Baptisms per 100 in worship
attendance
2.59

Primary evangelism tools
**Systematizing Evangelism Change,
Challenge and Cheer**

Baptisms
increase/decrease



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 2021
6,880

Percentage of increase/decrease
from previous year
+3%

Population of state
4,701,899

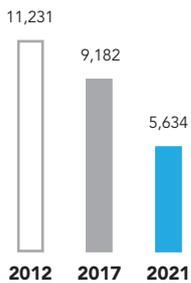
Number of congregations in 2021
2,367

Baptism-to-population ratio
1:683

Baptisms per 100 in worship
attendance
4.27

Primary evangelism tools
**Multiple statewide equipping
events, one-on-one evangelism
consultations**

Baptisms
increase/decrease



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 2021
5,634

Percentage of increase/decrease
from previous year
0%

Population of state
4,633,692

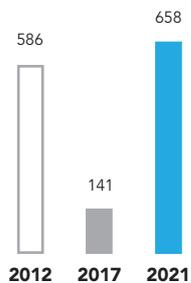
Number of congregations in 2021
1,568

Baptism-to-population ratio
1:822

Baptisms per 100 in worship
attendance
4.76

Primary evangelism tools
**Harvest Events, Revivals, One-on-
One Evangelism, 3 Circles, Who's
Your One**

Baptisms
increase/decrease



Minnesota-Wisconsin Baptist Convention

State Executive Director
Leo Endel

State Director of Evangelism
Leo Endel

SDOE Email
endel@mwbc.org

SDOE Phone number
507-282-3636

Baptisms in 2021
658

Percentage of increase/decrease
from previous year
+74%

Population of state
8,870,339

Number of congregations in 2021
189

Baptism-to-population ratio
1:13,480

Baptisms per 100 in worship
attendance
5.66

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
601-292-3280

Baptisms in 2021
5,591

Percentage of increase/decrease
from previous year
+18%

Population of state
4,287,492

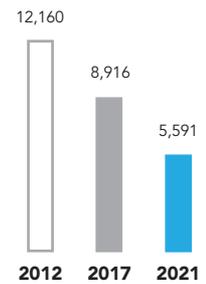
Number of congregations in 2021
2,066

Baptism-to-population ratio
1:766

Baptisms per 100 in worship
attendance
4.03

Primary evangelism tools
**Who's Your One, The Best News,
tracts, pocket cross, Hope video,
evangelism soccer balls, Bibles,
revivals and crusades**

Baptisms
increase/decrease



Missouri Baptist Convention

State Executive Director
John Yeats

State Director of Evangelism
Brad Bennett

SDOE Email
bbennett@mobaptist.org

SDOE Phone number
573-636-0400

Baptisms in 2021
4,546

Percentage of increase/decrease
from previous year
-12%

Population of state
7,307,200

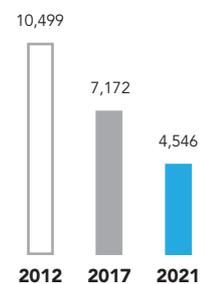
Number of congregations in 2021
1,780

Baptism-to-population ratio
1:1,607

Baptisms per 100 in worship
attendance
3.68

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

Baptisms
increase/decrease



Montana Southern Baptist Convention

State Executive Director
Barrett Duke

State Director of Evangelism
Darren Hales

SDOE Email
dhales@mtsbcb.org

SDOE Phone number
406-252-7537

Baptisms in 2021
402

Percentage of increase/decrease
from previous year
-4%

Population of state
1,142,935

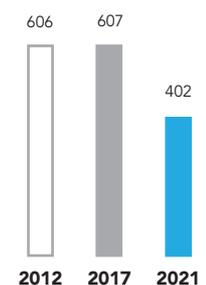
Number of congregations in 2021
123

Baptism-to-population ratio
1:2,843

Baptisms per 100 in worship
attendance
4.87

Primary evangelism tools
Who's Your One, 3 Circles

Baptisms
increase/decrease



Nevada Baptist Convention

State Executive Director
Damian Cirincione

State Director of Evangelism
Bradley Linkins

SDOE Email
bradley@nevadabc.org

SDOE Phone number
775-786-0406

Baptisms in 2021
655

Percentage of increase/decrease
from previous year
+58%

Population of state
3,217,757

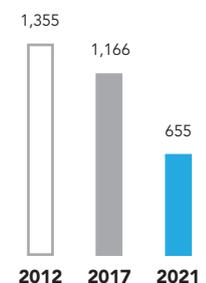
Number of congregations in 2021
165

Baptism-to-population ratio
1:4,912

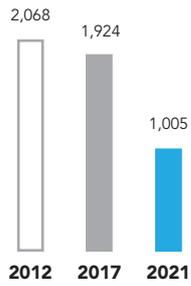
Baptisms per 100 in worship
attendance
3.21

Primary evangelism tools
**3 Circles, Sharing Jesus Without
Fear, The Best News, Who's Your
One**

Baptisms
increase/decrease



Baptisms
increase/decrease



Northwest Baptist Convention

State Executive Director
Randy Adams

State Director of Evangelism
Lance Caddel

SDOE Email
lancec@nwbaptist.org

SDOE Phone number
360-882-2121

Baptisms in 2021
1,005

Percentage of increase/decrease
from previous year
+3%

Population
12,047,634

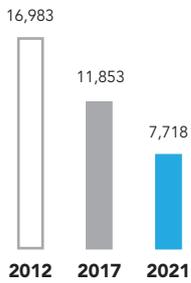
Number of congregations in 2021
486

Baptism-to-population ratio
1:11,987

Baptisms per 100 in worship
attendance
3.86

Primary evangelism tools
God Space, MY316

Baptisms
increase/decrease



South Carolina Baptist Convention

State Executive Director
Gary Hollingsworth

State Director of Evangelism
Michael Pigg

SDOE Email
michaelpigg@scbaptist.org

SDOE Phone number
803-765-0030

Baptisms in 2021
7,718

Percentage of increase/decrease
from previous year
+35%

Population of state
6,377,567

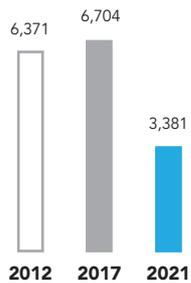
Number of congregations in 2021
2,008

Baptism-to-population ratio
1:826

Baptisms per 100 in worship
attendance
4.12

Primary evangelism tools
**Bless Every Home, 9 Arts of
Spiritual Conversations, 3
Circles, Who's Your One, One
Night, Neighboring Initiatives,
Discipleship SC, What's Your Story**

Baptisms
increase/decrease



Southern Baptist Convention of Virginia

State Executive Director
Brian Autry

State Director of Evangelism
Steve Bradshaw

SDOE Email
sbradshaw@sbcv.org

SDOE Phone number
804-270-1848

Baptisms in 2021
3,381

Percentage of increase/decrease
from previous year
+70%

Population of state
—

Number of congregations in 2021
772

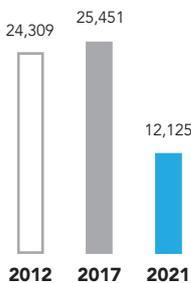
Baptism-to-population ratio
1:—*

Baptisms per 100 in worship
attendance
3.5

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

Baptisms
increase/decrease



Southern Baptists of Texas Convention

State Executive Director
Nathan Lorick

State Director of Evangelism
Tony Mathews

SDOE Email
tmathews@sbtexas.com

SDOE Phone number
817-552-2500

Baptisms in 2021
12,125

Percentage of increase/decrease
from previous year
+81%

Population of state
—

Number of congregations in 2021
2,678

Baptism-to-population ratio
1:—*

Baptisms per 100 in worship
attendance
3.98

Primary evangelism tools
**Toolbox approach with
contextually appropriate tools**

*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
Scooter Kellum

SDOE Email
skellum@sabi.org

SDOE Phone number
317-481-2400

Baptisms in 2021
767

Percentage of increase/decrease
from previous year
+18%

Population of state
6,806,067

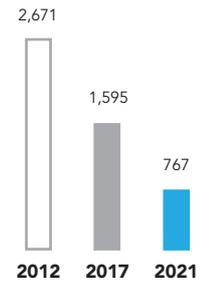
Number of congregations in 2021
439

Baptism-to-population ratio
1:8,873

Baptisms per 100 in worship
attendance
3.11

Primary evangelism tools
Who's Your One, 3 Circles

Baptisms
increase/decrease



State Convention of Baptists in Ohio

State Executive Director
Jeremy Westbrook

State Director of Evangelism
Jack Helton

SDOE Email
jackhelton@scbo.org

SDOE Phone number
614-309-9738

Baptisms in 2021
1,698

Percentage of increase/decrease
from previous year
+2%

Population of state
12,548,978

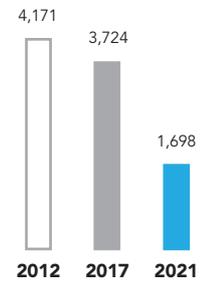
Number of congregations in 2021
702

Baptism-to-population ratio
1:7,390

Baptisms per 100 in worship
attendance
3.67

Primary evangelism tools
**3 Circles, Event Evangelism,
Connect Christ to Your Community
Initiatives**

Baptisms
increase/decrease



Tennessee Baptist Mission Board

State Executive Director
Randy Davis

State Director of Evangelism
Roc Collins

SDOE Email
rcollins@tnbaptist.org

SDOE Phone number
615-371-7925

Baptisms in 2021
14,157

Percentage of increase/decrease
from previous year
+49%

Population of state
9,523,285

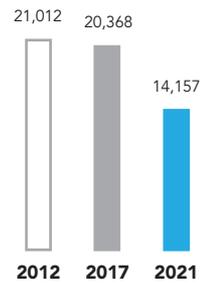
Number of congregations in 2021
3,102

Baptism-to-population ratio
1:672

Baptisms per 100 in worship
attendance
5.37

Primary evangelism tool
Who's Your One

Baptisms
increase/decrease



Texas Baptists

State Executive Director
Vacant

State Director of Evangelism
Leighton Flowers

SDOE Email
leighton.flowers@txb.org

SDOE Phone number
214-828-5120

Baptisms in 2021
12,506

Percentage of increase/decrease
from previous year
+43%

Population of state
—

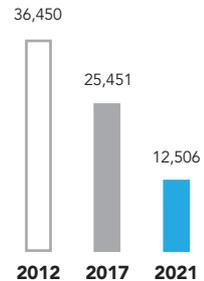
Number of congregations in 2021
5,193

Baptism-to-population ratio
1:—*

Baptisms per 100 in worship
attendance
3.98

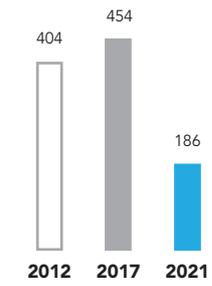
Primary evangelism tools
**3 Circles, Who's Your One,
TrueLife.org, One Verse
Evangelism**

Baptisms
increase/decrease



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

Baptisms
increase/decrease



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

Baptisms in 2021
186

Percentage of increase/decrease from previous year
+45%

Population of region
5,238,898

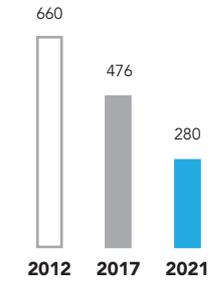
Number of congregations in 2021
180

Baptism-to-population ratio
1:28,166

Baptisms per 100 in worship attendance
2.73

Primary evangelism tools
3 Circles, Reclaim This Land, Bless Every Home

Baptisms
increase/decrease



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
304-757-0944

Baptisms in 2021
280

Percentage of increase/decrease from previous year
+15%

Population of state
1,930,186

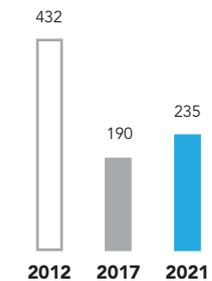
Number of congregations in 2021
218

Baptism-to-population ratio
1:6,893

Baptisms per 100 in worship attendance
3.28

Primary evangelism tool
3 Circles

Baptisms
increase/decrease



Wyoming Southern Baptist Mission Network

State Executive Director
Quin Williams

State Director of Evangelism
Quin Williams

SDOE Email
quin@wyomingsbc.org

SDOE Phone number
307-472-4087

Baptisms in 2021
235

Percentage of increase/decrease from previous year
+11%

Population of state
576,365

Number of congregations in 2021
97

Baptism-to-population ratio
1:2,452

Baptisms per 100 in worship attendance
5.68

Primary evangelism tools
Who's Your One, variety of personal evangelism programs

Totals for SBC

Baptisms in 2021
154,696

Percentage of increase/decrease from previous year
26%

Baptisms in 2017
254,122

Baptisms in 2012
314,956

Number of congregations in 2021
50,420

Baptisms per 100 in worship attendance
4.29

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.

3,300 Chaplains sharing the gospel

By Doug Carver

I often describe the chaplaincy as ministry on steroids. The SBC has more than 3,300 endorsed chaplains who take the gospel daily into all kinds of institutional settings outside the church. Here are a couple of their stories.

Chaplain David Umfreville has served as missions pastor and director of prison, jail and juvenile ministry at First Baptist of Dallas, Texas, for almost three decades.

He has found many evangelistic opportunities at the Dallas Union Gospel Mission, and he founded Prison to Praise International, partnering with churches to support prison ministry to inmates and their families.

Chaplain Umfreville remarked, "God called me to the evangelism ministry behind prison bars with the promise that every 'word that goes out from my mouth shall not return to empty but shall accomplish God's purposes to seek and save the lost' (Isaiah 55:11)."

Army Chaplain (Captain) Chris Rice spent the past five years serving as a Basic Combat Training Chaplain at Fort Jackson, South Carolina. During every training cycle, he relies heavily on the "ministry of presence" to visit, listen, encourage,

pray and share the gospel with the 500-1,100 trainees every 10 weeks.



Chaplain Rice has had the opportunity to share the gospel thousands of times with young 18-24-year-old men and women who are hearing the good news of Jesus for the very first time.

He has baptized more than 1,600 new believers, distributed 10,000+ Bibles to trainees and disciplined soldiers who graduated from Basic Combat Training to become "mobile missionaries" in duty stations worldwide. [\[OM\]](#)

Chaplain (Major General), Retired, Doug Carver is the executive director of chaplaincy at NAMB.

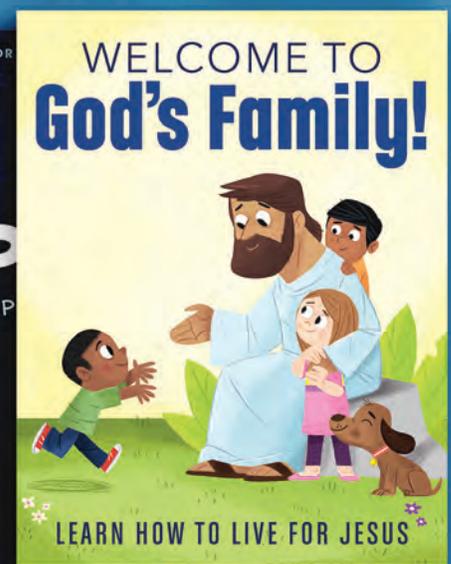
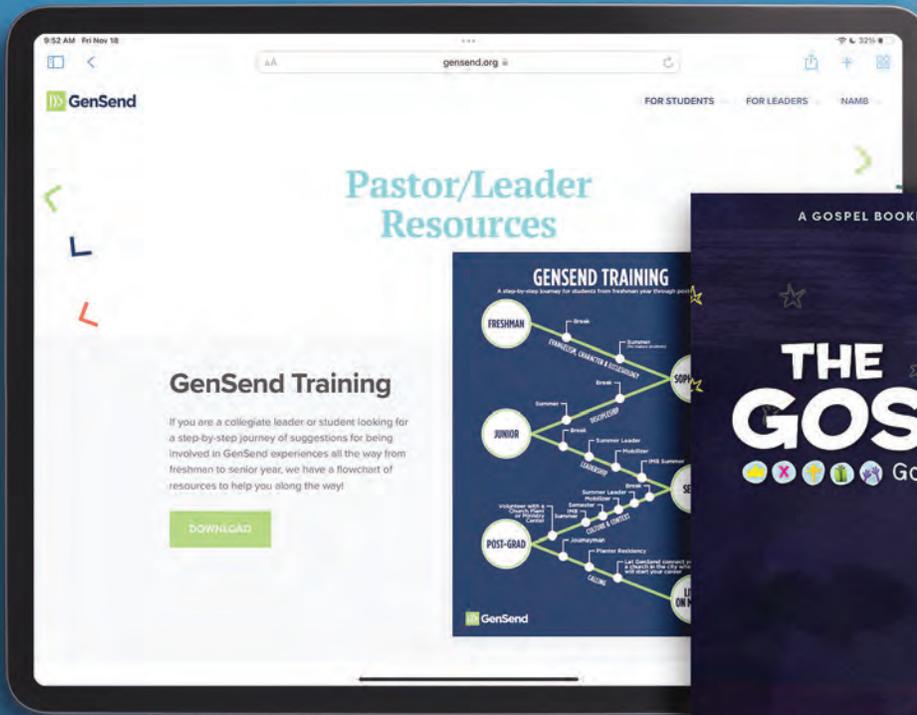
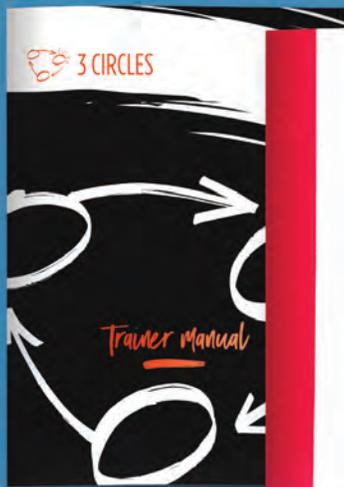


Sign up for the PrayerConnect newsletter to receive prayer requests from missionaries and chaplains every week.



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Check out namb.net/evangelism for helpful tools!



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