



Adventist News Network

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June 29, 2005

Backgrounder: Seventh-day Adventist Church Outreach Initiatives

The mission of the Seventh-day Adventist Church is to proclaim to all peoples the everlasting gospel in the context of the Three Angels' messages of Revelation 14:6-12, leading them to accept Jesus as their personal Savior and to unite with His church, and nurturing them in preparation for His soon return.

In recent years, several global initiatives have been undertaken to support that mission:

Sow 1 Billion

The Sow 1 Billion initiative is an extraordinary global plan by the Seventh-day Adventist Church to print and distribute 1,000 million invitations to study the Bible. Hundreds of millions of these small tracts have already been printed in many languages: from Kiswahili to Creole; Amharic to Tigrina; Mongolian to Hindi. This massive world-circling project is already underway in many parts of the world, including South America, Australia, the church's Inter-America region, Russia, parts of Europe and Africa, and much of Asia.

The Adventist Church in North America has had an "outstanding" response to its Sow 1 Billion effort, reports Debra Brill, a vice president of the church in North America and Sow 1 Billion coordinator there. "[Local church] leadership has really embraced this initiative—they're excited about the opportunity, and have ordered many more brochures than we ever expected."

Go One Million

Go One Million is an initiative of the Seventh-day Adventist Church to recruit, mobilize, train, place in action and track 1 million lay members for active Christian outreach activities.

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It is designed to provide the necessary training and materials so that those involved can accomplish real, measurable achievements in winning new members and moving these people into active, motivated Seventh-day Adventist church members.

Hope 4 Big Cities

Fifty-five of the world's largest cities will see gospel outreach programs funded in part by three major 2005 offering collections in Seventh-day Adventist congregations worldwide. Donations will support "Hope 4 Big Cities," a worldwide urban outreach by the Adventist Church, with more than 100 new congregations planned for those cities, church leaders say.

In 1950, only 18 percent of developing countries' populations lived in cities; soon, that number will be half of those nations' populations. Ironically, in these countries, the Adventist Church has done far better in reaching rural areas than urban ones. The "Hope 4 Big Cities" initiative seeks to make a difference in the major population groups.

The Elijah Project

Rising to the challenge of involving more young people in the mission of the Seventh-day Adventist Church, the church's world headquarters and Adventist-laymen's Services and Industries (ASI) are partnering in a global youth witnessing initiative that, so far, has the attention of more than 600,000 young people between the ages of 15 and 30.

Over the next year and a half, nearly 19,900 "Voice of Youth" campaigns, or evangelism series, held by young people, are planned in the church's 13 world regions as part of the Elijah Project.

The project idea came after results of a survey in North America over a 10-year period revealed that one of the reasons young people leave the church is their lack of involvement in church functions, says Alfredo Garcia-Marenko, associate youth director for the world church. Though this doesn't apply everywhere across the globe, there are many church regions facing this problem.

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