

## **SBCAL 2022 Vision Script**

### **Why does the Southern Baptist Conference of Associational Leaders exist?**

SBCAL exists to add value and serve associations and associational leaders.

We come alongside associational leaders to inspire, encourage, and equip them for greater fruitfulness in God's kingdom.

We offer training for potential and new Associational Mission Strategists (AMSs), and continuing education, networking opportunities and sharpening of skills for experienced ones.

We advocate for the value of associations and the role of the AMS to convention leaders.

Since SBCAL is the oldest and largest network of associational leaders in the SBC, SBC leaders look to us to represent the interests of the 1100+ associations in the SBC. We are also increasingly partnering with state conventions to assist them in providing training for their associational leaders.

With all the ministry opportunities God is providing, we believe the time has come for the SBCAL President/CEO and the Director of Communications to be full-time beginning July 2023. **This is needed not only to sustain current ministries, but to expand and meet the increasing requests for assistance coming from AMSs, potential AMSs, and AMS Search Committees around the nation.** For that to happen, we ask associations to prayerfully consider including SBCAL in their budgets beginning in 2023 or 2024. The salaries will be funded primarily through associational partners. Our goal is to increase Associational Partnerships by \$50,000 from 2021-22 levels. Associations will be recognized as Bronze Partners with gifts of \$100 a year; Silver Partners \$250 a year; Gold Partners: \$500 a year; and Platinum Partners: \$1000 or more a year.

### **The Future of Our Team**

We offer endorsed Consultants and Coaches to serve AMS Search Teams, potential AMSs, new AMSs, and experienced AMSs who desire to sharpen their skills. These may sometimes be paid by SBCAL, and, at other times, paid by each association, pastor, or AMS on a per hour basis.

AMS Members of the Executive Team, Regional Directors, and State Ministry Coordinators are asked before they serve if they will ask their association if they will be an Associational Partner with SBCAL on an annual basis.

### **The Future of Our Value-Added Offerings**

We create opportunities that enable associations and associational leaders to improve, innovate, and excel in fulfilling their mission. We are open to partnering with SBC entities, state conventions, associations, and other ministries. Examples of opportunities include our Annual Conference, Gospel Coach training, virtual and regional conferences, learning communities, AMS professional development courses, and periodic retreats.

## **The Future of Our Ministry Advancement**

We provide full-time staff to even more effectively equip, encourage, and network our members.

The President/CEO is the visionary servant leader and the “face” of the organization. He casts vision and works with the Administrative Team, the Executive Team, and Regional Directors and State Ministry Coordinators to carry out our Mission and add value to our members.

The Director of Communications/Event Planner oversees all communication including the newsletter, virtual conferences, website, etc., and coordinates registration and logistics for the annual conference between members, vendors, and the host venue.

## **The Future of Our Impact**

We envision full-time SBCAL leadership serving approximately 600 members by the 2023-24 budget year. The quality of our training is recognized and appreciated by our members and by convention leadership. Records are kept showing contacts made by staff and volunteers. The majority of our members participate in one or more of our ministries. In addition, we are advancing associationalism in the SBC to such an extent that many AMSs are recognized as being among the best leaders in the SBC. They are increasingly considered for state convention and SBC leadership roles.

We prayerfully ask for your support so that by the 2024-25 budget year over 100 associations will have SBCAL in their budget, contributing over \$50,000 annually, and the total SBCAL budget is over \$250,000.

SBCAL contributes to AMSs leading well. We support associations who strive to be faithful and fruitful to the Lord. **Will you invest in the work and share the burden** so that we may come alongside you and other associational leaders to inspire, encourage, and equip one another for greater fruitfulness in God’s kingdom?