

## **BE ... ONE IN A MILLION**

### **"What Now?" National Emphasis Strategic Plan**

#### **Summary Statement**

The Be . . . One in a Million prayer initiative is a unified attempt to challenge and recruit at least one million Southern Baptists to respond to God's call to unite their hearts together in focused prayer for personal repentance, personal revival, and national spiritual awakening. This initiative is based upon the call of God found in 2 Chronicles 7:14 for His people to position themselves-through personal repentance and prayer-to ask and receive His mercy and grace through forgiveness, renewal, and awakening. The ultimate goal is the working out of His redemptive purposes through renewed and cleansed vessels of His Good News (see Ps. 51:10-13).

#### **Purpose**

To provide an opportunity for Southern Baptists to answer God's call to return to Him in a prayer-centered relationship (see 2 Chron. 7:14).

#### **Goal**

To join God in His redemptive work in this world.

#### **Strategic Objectives**

1. Recruit one million Southern Baptists to pray toward personal repentance, personal revival, and national spiritual awakening.
2. Create a spiritual environment among Southern Baptist leadership and laity where we are positioned to receive the spiritual blessings of revival and awakening should God choose to send them.
3. Enhance the development of functional prayer networks through the recruitment of state, associational, and local church prayer coordinators to empower kingdom growth through the ministries of local congregations.
4. Partner with SBC entities, states, and associations to equip Southern Baptist congregations to become houses of prayer with Great Commission-centered prayer ministries.

#### **Process for Recruitment of One Million Intercessors**

The process for registering and communicating with one million intercessors is through a Web site found at [www.namb.net/prayer](http://www.namb.net/prayer). This site is functional and can be easily linked to by agencies, state conventions, associations, and local congregations. The database will be used exclusively for the Be . . . One in a Million prayer emphasis and information on those registered from each state will be available to state conventions.

For those individuals without Internet access it is suggested they recruit someone in their church who has access to register those in the congregation who desire to participate. This may be the church prayer coordinator, church secretary, or simply someone in the congregation who is willing to serve and register others to participate in this initiative.

#### **Follow-Up for Registrants**

As believers register, they will receive via e-mail, a weekly inspirational prayer challenge. These e-mails will include a brief inspirational paragraph and heart-searching Scripture with accompanying questions. These questions will challenge the believer toward personal repentance and revival.

For those not connected to the Internet, these e-mails can be printed by anyone who has Internet access by visiting **www.namb.net/prayer** and clicking on the Be . . . One in a Million button. Those receiving the weekly e-mail can easily print copies for others who are not online. Churches are encouraged to print and distribute the e-mails during weekly services. State conventions and associations can also use existing networks and processes to get the weekly e-mails into the hands of participants.

This part of the process is essential. As God's people are challenged to respond to His word through this weekly e-mail, the Spirit will have an avenue to illuminate hearts and bring each person to respond to God's truth through the reading of His Word and through specific prayer.

In the years to come, the intercessors can be challenged to pray for congregational, national, and worldwide revival and awakening through similar processes.

### **Resources**

Resources will be free and for the most part electronic. All the resources will be available for download at **www.namb.net/prayer**. Specific resources and ideas for implementation that are geared toward local church, association, and state partner contexts will be available in January 2003 on the One in a Million site. Resources that are planned include:

- Be . . . One in a Million Web site at **www.namb.net/prayer**, complete with registration page, appropriate links, and resource pages that assist local churches, associations, and state partners in the implementation of this initiative.
- Three-minute promotional video
- 3 x 5 recruitment card (downloadable and adaptable from **www.namb.net/prayer**)
- Ads
- Partner CD with clip art, PowerPoint presentation, various images, and so forth, that can be used for promotional and enlistment purposes
- Bookmark (to be used as bulletin insert)
- Sample sermon outlines for pastors to use and recruit intercessors during worship services

### **Implementation**

Recruitment of one million Southern Baptists to prayer is a God-sized task that will require entity, state, association, and local church involvement. Cooperation, partnership, and ownership of the initiative by each partner will be necessary if objectives are to be reached.

On the national and international level, entities will need to use all existing avenues and processes to promote and enlist intercessors. Examples include:

- Use national publications such as SBC Life, On Mission magazine, Commission magazine, Missions Mosaic magazine, Facts and Trends, Church Planting and Evangelism Today, Sunday School literature, dated missions magazines, LifeWay publications (including HomeLife, Proclaim, Church Administration, etc.), Go magazine, and children's and youth publications.

- Network and partner with ethnic fellowships to promote and enlist intercessors.
- Use SBC Family Network programming ads and advertisement opportunities for promotion purposes.
- Use existing program and prayer networks including prayergram networks, e-mail networks, associational and local church prayer coordinator networks, WMU prayer networks, Annuity Board prayer networks, Sunday School networks, and Discipleship Training networks to promote initiative.
- Recruit through national conferences and training events sponsored by entities including Black Church Week, LifeWay conferences at Ridgecrest and Glorieta, On Your Knees prayer conferences, Great Commission prayer conferences, On Mission Celebrations, NAMB regional conferences, Global Mission Conferences, and so on.

State and associational partners will also need to use any and all existing avenues and processes to promote and enlist intercessors. Examples include:

- Use state publications and mailings to expose church leaders to the initiative, including state papers, monthly pastor mailings, or specific ministry area newsletters (electronic and hard copy versions).
- Use existing communication networks including church planter, associational DOM, associational prayer coordinators, ADOE, Sunday School, and church secretary networks to promote and recruit.
- Use state-wide and association-wide gatherings to promote and recruit intercessors including state conventions, state evangelism conferences, state and associational leadership training events, monthly associational pastor gatherings and prayer meetings, summer evangelism and youth camps, yearly DOM gatherings, and so on.
- Implement three state-wide and/or association-wide dates on designated Sundays for churches to use as recruitment Sundays. Download and print commitment card from **[www.namb.net/prayer](http://www.namb.net/prayer)**, contextualize materials, and print for use on prayer initiative dates. Provide three-minute video promo (duplicate video or download and customize free at **[www.namb.net/prayer](http://www.namb.net/prayer)**) for churches and associations to use for recruitment purposes.

Local church partners will also need to use existing networks and processes to see the maximum number of believers involved in this initiative. Examples include:

- Use church-wide publications such as departmental and organizational correspondence, including monthly, weekly, and quarterly church-wide mailings and newsletters. Use the weekly bulletin to offer registration sign-up cards that are collected during the worship services and allow the church prayer office, secretarial staff or volunteers to register names at **[www.namb.net/prayer](http://www.namb.net/prayer)** (churches can link to this site).
- Use special emphasis dates such as the Day of Prayer for Revival and Spiritual Awakening (March 5, 2003) as a day of emphasis and recruitment during the mid-week service. Other dates that may be used are National Day of Prayer, Day of Prayer and Fasting for World Evangelization, and so on.
- Recruit through existing networks such as Sunday School classes and/or other small group networks.

- Download and use the three-minute video clip in multiple worship settings to expose and recruit believers to participate in this initiative.
- Provide avenues for those who do not have Internet access to register and receive weekly e-mails. This can be accomplished through a designated prayer leader or through church staff, secretary, Sunday school leader, and so on. Churches should recruit a prayer coordinator to facilitate these processes.

### **Conclusion**

The Be . . . One in a Million prayer initiative is certainly a God-sized task. Partners can pray and work together for the common goal. Advocates can be persistent to promote and recruit intercessors at every level of involvement throughout Southern Baptist life. If this initiative is to be effective, however, both leaders and laity should model a life of prayer for personal repentance, personal revival, and national spiritual awakening. To God be the glory!