



I WILL GO Strategic Plan, 2025–2030

Introduction

God has called the Seventh-day Adventist Church to a prophetic mission and redemptive message of Scripture, as declared by the Three Angels of Revelation 14:6-12. The Holy Spirit empowers and directs the Church in fulfilling this mission and proclaiming this message. God calls each church member to lovingly proclaim the everlasting gospel by using the spiritual gifts He has given them.

The soon return of Jesus Christ compels us to urgently advance this unique mission and message. Doing so successfully requires a close relationship with God, nurtured by prayer, nourished by Bible study, and strengthened by mission and service. It also requires a strong and distinctive Adventist identity anchored in Christ and His righteousness, along with a profound sense of unity through the Holy Spirit. This gives Seventh-day Adventists a strong foundation for their mission to every nation, tribe, language, and people.

All Seventh-day Adventists are committed to faithfully fulfilling the sacred purpose to reach the world, and are connected to Christ's Advent movement that is global in scope, yet local in strategic implementation. The *I Will Go* strategic plan has a far-reaching vision that seeks to align resources with measurable goals and expects all church entities and church members to implement their own action plans.

Through the power and authority of the Holy Spirit, the Seventh-day Adventist Church will focus on four strategic priorities:

1. **COMMUNION** *with God*
2. **IDENTITY** *in Christ*
3. **UNITY** *through the Holy Spirit*
4. **MISSION** *for all*

These four priorities are the foundation of the **I WILL GO** strategic plan for 2025-2030.

COMMUNION WITH GOD

Seventh-day Adventists will grow into spiritually mature disciples through daily communion with God.¹ Prompted by the Holy Spirit, a deeper relationship with Him is

¹ Psa. 16:8; Luke 6:12; John 14:23; 1 John 1:3; Rev. 3:20

nurtured through prayer,² the study of Scripture,³ mission and service,⁴ stewardship,⁵ and application of the inspired instructions of the Spirit of Prophecy.⁶

Measurable Goals

Significant increases in:

- 1.1 Time spent in daily unrushed prayer, Bible study, and meditation on the life of Christ and Biblical themes⁷
- 1.2 Daily family worship participation
- 1.3 Daily usage of the Sabbath School Bible study guides for all ages
- 1.4 Weekly participation in prayer meetings or small groups
- 1.5 Weekly reading of Ellen G. White's writings
- 1.6 Weekly worship attendance at Sabbath School and church services
- 1.7 Practicing the stewardship principles of time, talents, tithe, offerings, and health

IDENTITY IN CHRIST

Affirming our identity as God's children, we are alive in Christ, rooted and established in faith and truth, keeping the commandments of God, seeking things that are above, and bearing fruit in every good work.⁸ Through the power of the Holy Spirit, the Advent Movement is joined together in love, joyfully sharing the eternal gospel with the whole world, emphasizing the urgency of its end-time prophetic message of hope.

Measurable Goals

Significant increases in:

² Mark 11:24; Acts 2:41-47; Rom. 8:26; 1 Thess. 5:16-18; Phil. 4:6

³ Prov. 4:10-13; Matt. 4:4; 2 Tim. 2:15; 3:16-17; Heb. 4:12

⁴ Prov. 11:25

⁵ Psa. 24:1; Prov. 3:9; Matt. 25:21; 1 Cor. 4:2; Col. 3:23-24

⁶ Amos 3:7; 2 Chr. 20:20; Rev. 12:17; 19:10

⁷ Jos. 1:8; Psa. 1:2, 63:6, 77:12, 119:15, 97, 145:5; Ellen White, *The Desire of Ages*, pp. 82-83, 207, 271; *Testimonies for the Church*, 5: 112-13.

⁸ Eph. 2:4, 3:17; Col. 1:10, 11; 2:7; 3:1, 2; John 14:15; 15:1-8; Rev. 12:17; 14:12

- 2.1 Acceptance and practice of Bible-based, Christ-centered beliefs with special emphases on the Church's characteristic and unique doctrines,⁹ which point to a loving, gracious God
- 2.2 Understanding, experience, and sharing of the joy of forgiveness (justification) and holiness (sanctification) through the power (righteousness) of Christ
- 2.3 Understanding and practice of a biblically based wholistic lifestyle¹⁰ that expresses our relationship with Christ and invites all others to God's abundant life
- 2.4 Knowledge and affirmation of Adventist identity and the Lord's leading throughout Adventist history¹¹

UNITY THROUGH THE HOLY SPIRIT

The Seventh-day Adventist Church is united in the body of Christ through the Holy Spirit.¹² We express our unity through the teachings of the Word,¹³ loving fellowship,¹⁴ worship,¹⁵ witnessing,¹⁶ and preparing for the latter rain of the Holy Spirit.¹⁷ We unite in sharing with the world the prophetic message of Revelation 14:6-12 and Christ's message of reconciliation in anticipation of His second coming.¹⁸

Measurable Goals

Significant increases in:

- 3.1 Cooperative working relationships across church, organizational, and institutional boundaries/structures to advance mission
- 3.2 Unity, community, and harmony in local churches and church organizations through the power of the Holy Spirit and through training in Biblical reconciliation and conflict resolution

⁹ In view of data received from the world field, it is suggested that special emphasis should be given to the following Fundamental Beliefs (FB): the Bible and its interpretation (FB 1); the Trinity (FB 2); FB 5 (Holy Spirit); Creation (FB 6); Salvation by faith (FB 10); the State of the dead, the power of prayer over witchcraft, and spiritualism (FB 11, FB 26); the Remnant Church (FB 12, FB 14); the Gift of Prophecy (FB 18); the Sabbath (FB 20); the Sanctuary/Investigative Judgment (FB 24); and the Second Coming (FB 25).

¹⁰ In view of data received from the world field, it is suggested that special emphasis should be given to principles of healthful living (FB 22) and biblical views of marriage and family (FB 23).

¹¹ Ellen White, *Life Sketches*, 196.

¹² Rom. 12:1-14; 1 Cor. 12; Eph. 4:1-16; John 16:5-15; 17:1-26

¹³ Prov. 4:2; Mal. 2:6; 1 Tim. 6:3; 2 Tim. 4:3

¹⁴ Acts 2:41-47

¹⁵ Heb. 10:25, 1 Pet. 2:5

¹⁶ Matt. 4:19; 24:14; 1 Pet. 3:15

¹⁷ Deut. 11:14; Joel 2:28-32; Isa. 44:3; Jam. 5:7-8

¹⁸ 2 Cor. 5:17-20

3.3 Commitment to zero tolerance of physical, emotional, spiritual, and sexual abuse through regular review of policies, background checks where possible, and clear and prompt action to deal with abuse

3.4 Cross-cultural appreciation, respect, mission to, and care for all people groups including the poor, the vulnerable, and people with disabilities

MISSION FOR ALL

Equipped and empowered by the Holy Spirit,¹⁹ Seventh-day Adventist members and church entities are engaged in personal and public proclamation of “the everlasting gospel... to every nation, tribe, language, and people” (Rev. 14:6, NASB). The Great Commission to make disciples²⁰ requires creative and modern means while remaining true to Christ’s incarnational²¹ and wholistic approach to mission.²² Christ mingled, showed sympathy, ministered to needs, won confidence, then invited people to follow Him.²³ The goal is to lead people to Christ and invite them to unite with the Seventh-day Adventist Church as disciples of Christ who make disciples.

Measurable Goals

Significant increases in:

- 4.1 The number of Church members sharing the gospel and making disciples
- 4.2 The work of spiritual nurture and evangelistic training after baptism so that new believers become part of Total Member Involvement in the mission of Christ
- 4.3 New groups of Seventh-day Adventist believers worldwide, particularly in urban areas, the 10/40 Window, and among Post-Christians
- 4.4 Mission to young people and by young people
- 4.5 Mission engagement by all Church entities through promoting wholistic health, humanitarian care, education, and outreach to displaced persons
- 4.6 The use of traditional and new media to proclaim the Three Angels’ Messages and connect people to Adventist worshiping groups

¹⁹ 1 Cor. 12:4-27; Eph. 4:11-12

²⁰ Matt. 28:18-20

²¹ John 1:14, Phil. 2:5-16

²² Matt. 9:35-38

²³ Ellen White, *Ministry of Healing*, p. 73