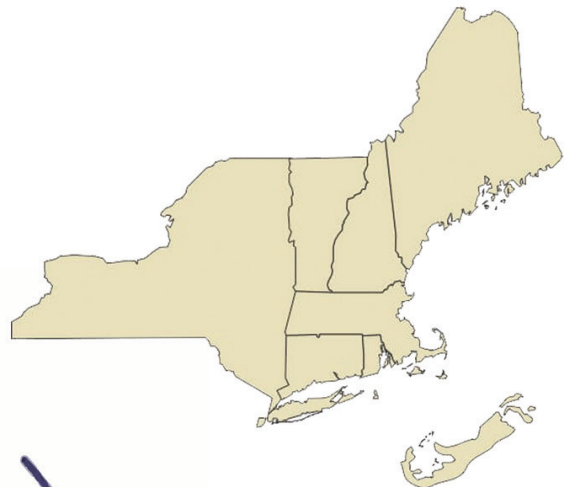




ATLANTIC UNION CONFERENCE
OF SEVENTH-DAY ADVENTISTS

STRATEGIC PLAN



2025 – 2030



ATLANTIC UNION CONFERENCE

Coordinating & *Supporting*

LOCAL CONFERENCES ACROSS
THE NORTHEAST US &
ISLANDS OF BERMUDA





ATLANTIC UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS

Five-Year Strategic Plan (2025–2030)

WHO WE ARE

The Atlantic Union Conference is the headquarters for the Seventh-day Adventist Church in the Northeast region of the United States and Bermuda. This body provides support and coordination for six local conferences: Bermuda, Greater New York, New York, Northeastern, Northern New England, and Southern New England that serve the states of Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, and the islands of Bermuda.

THEME

United We Go to Grow God’s Kingdom

VISION STATEMENT

To uplift the name of Jesus in the Atlantic Union territory and throughout the world by proclaiming the Bible-based, Seventh-day Adventist message of hope and wholeness.



STATEMENT OF PURPOSE

To provide spiritual, visionary, strategic leadership and resources throughout the territory of the Atlantic Union Conference.

MISSION STATEMENT

To proclaim the everlasting gospel of Jesus Christ within the context of the three angels' messages, nurturing disciples, engaging communities, and advancing the mission through evangelism, education, health, and service.

GOALS

Atlantic Union Conference 5-Year Strategic Goals

- 1. Leadership Support:** Provide resources, guidance, and professional development to equip leadership teams across all six conferences for effective ministry.
- 2. Mission Growth & Evangelism:** Expand evangelistic initiatives, plant new churches, revitalize existing congregations, and strengthen the church's mission and witness across the Union.
- 3. Discipleship & Youth Engagement:** Equip members of all ages, including youth and young adults, to grow as faithful disciples and lead in mission, service, and spiritual formation.

GOALS cont.

4. Doctrinal Integrity: Uphold, teach, and preserve the purity of Seventh-day Adventist doctrines and beliefs across the Atlantic Union.

5. Community & Cultural Impact: Support conferences and churches in serving diverse communities through health ministries, community engagement, language and cultural inclusion, and digital outreach.

6. Education & Continuing Development: Strengthen Adventist educational institutions and provide ongoing professional development and continuing education for pastors, teachers, and lay leaders.

7. Organizational Stewardship & Digital Innovation: Ensure financial integrity, accountability, and faithful stewardship while leveraging technology and digital platforms to enhance ministry, communication, and relevance.



SEVEN STRATEGIC PILLARS



Discipleship & Reclamation



Evangelism & Church Growth



Leadership Development & Capacity Building



Mission Visibility & Engagement



Education & Faith Formation



Stewardship & Faithfulness



Youth & Young Adults Engagement



- **Discipleship & Reclamation**

Goal:

To strengthen discipleship and reclaim missing members by partnering with local conferences and fostering Christ-centered connections, providing supportive resources, and engaging in intentional outreach across the Atlantic Union.

Objectives:

Conference Presidents Prayer Gathering: Once a month, Conference Presidents will join virtually for 30 minutes of prayer for one another and for the work of ministry across the Union. Scheduled: 11:00–11:30 a.m. on the second Wednesday of each month.

Digital Discipleship Platforms: Partner with conferences through training and support to develop digital discipleship platforms such as apps, podcasts, and livestream Bible classes to extend ministry into urban centers, rural communities, and all regions across the territory.

‘Come Home’ Reclamation Initiative: Launch a territory-wide campaign that supports conferences in encouraging missing members to reconnect with their local church family.

Re-engage through Sabbath School: Provide training and resources for churches to use Sabbath School as a primary tool for discipleship and reclamation, with a goal of increasing active participation by 50% by 2030.



- **Evangelism and Church Growth**

Goal:

To reach the diverse communities of the Northeast U.S. and beyond with culturally relevant evangelism.

Objectives:

Evangelism Task Force: Establish a Union-wide task force of leaders and laity from the six conferences to coordinate training in evangelism, digital ministry, and church revitalization.

Strengthen Mission Impact through Targeted Funding: Provide annual additional funding to each conference, designated for evangelism, church planting, ministry training, and other mission-driven initiatives.

Encourage Membership Growth in Smaller Conferences: Expand evangelistic outreach by sponsoring campaigns in each of the three smaller conferences in the Atlantic Union, in collaboration with Union pastors and evangelists. Scheduled campaigns: 2026 – NYC; 2027 – NNEC; 2028 – BDA.

United Revivals Across the Union: Host an Atlantic Union-sponsored doctrinal revival weekend in each conference once every five years, serving both in-reach and outreach goals. Scheduled locations: 2026 – NYC; 2027 – SNEC; 2028 – NNEC; 2029 – BDA; 2030 – GNYC & NEC.

Impact Evangelistic Series: Every two years, the Atlantic Union will host the IMPACT Series in different regions of the territory to promote evangelism and growth. Scheduled location: 2027 – SNEC, 2029 – GNYC (Upstate)/NYC/NEC.

Personal Evangelism Training: Equip at least 80% of members through the annual AU Virtual School of Evangelism - “Faith in Action” training.

- **Evangelism and Church Growth**

Goal:

To reach the diverse communities of the Northeast U.S. and beyond with culturally relevant evangelism.

Objectives cont.:

Church Plants: By 2030, support conferences in establishing 12 new churches and revitalizing worship groups, with a focused effort on reaching unreached people groups, underreached communities, and unentered territories, while empowering existing congregations to foster vibrant in-person and virtual worship.

Support Multi-Language Evangelism: expand campaigns in Spanish, Haitian Creole, Portuguese, French, and other languages to reflect the cultural diversity of the Union.

- **Leadership Development and Capacity Building**

Goal:

To equip pastors, leaders, and members with the Biblical depth, professional skills, and innovative tools needed to serve effectively and lead mission with excellence.

Objectives:

Union-wide United Convention: Host a Union-wide United Leadership Convention every five years to provide training for all departmental leaders. Scheduled: 2027, etc.

Continuing Education: Implement a Union-wide continuing education framework for pastors and departmental leaders, offering certifications, ministry, and professional enrichment.

Union-wide Ministerial Association: Establish and maintain an active Union-wide Ministerial Association providing biannual renewal and networking opportunities. Scheduled: February and July.

- **Leadership Development and Capacity Building**
Goal:

To equip pastors, leaders, and members with the Biblical depth, professional skills, and innovative tools needed to serve effectively and lead mission with excellence.

Objectives cont.:

AU ‘Hearts in Harmony’ Retreat: Ministers and their spouses will be encouraged to gather for family life enrichment and rejuvenation every two years. Scheduled: 2025, 2027, 2029, etc.

Presidents Leadership Retreat: Host a yearly retreat for the six conference presidents focused on strategic visioning, spiritual renewal, leadership collaboration, and mission alignment across the Atlantic Union. Scheduled: Once per year

- **Mission Visibility and Engagement**

Goal:

To amplify the message and mission of the Atlantic Union through transparent reporting, dynamic communication, and active engagement across cultures, generations, and digital platforms.

Objectives:

President’s Report: The President of the Atlantic Union Conference will deliver an annual “State of the Atlantic Union” report to keep leaders and members informed, inspired, and united. Scheduled: third Thursday of November.

Cultivate a Spirit of Faithful Stewardship: launch the “Stewarding for Eternity” initiative, promoting generosity and financial literacy through sermons, media, and testimonies (*Conference and Union Administrative Teams to collaborate in authorship of ‘Stewardship Sermon Booklet’; Editor – Union President*).

- **Mission Visibility and Engagement**

Goal:

To amplify the message and mission of the Atlantic Union through transparent reporting, dynamic communication, and active engagement across cultures, generations, and digital platforms.

Objectives cont.:

Leverage Multi-Platform Communication for Mission: develop a comprehensive communication strategy using social media, podcasting, print, and livestreaming to engage diverse audiences, and language groups for amplified mission impact.

- **Education and Faith Formation**

Goal:

To strengthen Adventist education across the Atlantic Union by expanding access, increasing enrollment, ensuring financial stability, deepening spiritual foundations, and inspiring a new generation of youth to embrace Christ, His mission, and the lifelong values of faith, service, and learning within the Church.

Objectives:

Expand Access to Adventist Education: Collaborate with conferences to establish Union-supported scholarship frameworks, tuition assistance models, and funding partnerships that help families access Adventist education across the territory.

Increase Enrollment and Retention: Support conferences in developing coordinated enrollment and marketing strategies, providing tools and training for local schools and churches to effectively promote Adventist education within their communities.

- **Education and Faith Formation**

Goal:

To strengthen Adventist education across the Atlantic Union by expanding access, increasing enrollment, ensuring financial stability, deepening spiritual foundations, and inspiring a new generation of youth to embrace Christ, His mission, and the lifelong values of faith, service, and learning within the Church.

Objectives cont.:

Strengthen Financial Sustainability: Partner with conference education departments to provide financial management training, grant-writing assistance, and strategic planning resources to enhance long-term school viability and fiscal health.

Deepen Spiritual Foundations: Resource and equip conferences to strengthen spiritual programming in schools by offering curriculum materials, student-week-of-prayer resources, and teacher spiritual development initiatives that foster Christ-centered education.

Empower and Equip Educators: Coordinate Union-wide professional development events, spiritual retreats, and leadership training for educators and administrators in partnership with conference education directors.

Build Strategic Partnerships: Facilitate collaboration between conferences and Adventist higher education institutions, alumni associations, and community organizations to create educational pathways, mentorship opportunities, and service-learning experiences for students.

Promote “Education for Eternity” Awareness: Lead a Union-wide awareness and advocacy campaign - through media, conventions, and collaborative events - to elevate the value of Adventist education and highlight its role in mission, discipleship, and community impact.

- **Stewardship and Faithfulness**

Goal:

To strengthen biblical stewardship across the Atlantic Union by deepening spiritual commitment, increasing faithfulness in tithes and offerings, promoting financial literacy, and cultivating a culture of generosity that supports mission, sustains ministry, and advances God's kingdom throughout the territory.

Objectives:

Deepen the Spiritual Foundation of Stewardship: Partner with conferences to provide training and devotional resources that emphasize stewardship as an act of worship, faith, and gratitude, nurturing a spirit of wholehearted commitment to God among members.

Increase Faithfulness in Tithes and Offerings: Support conferences in developing stewardship education plans that include local church workshops, online giving tools, and annual stewardship emphasis Sabbaths to encourage consistent and joyful giving.

Quarterly and Annual Stewardship Emphasis: Encourage conferences to implement initiatives where members engage in stewardship-focused activities twice per quarter and designate one month annually as a stewardship emphasis month across all churches to reinforce giving, service, and generosity.

Strengthen Financial Literacy and Empower Leaders: Collaborate with conferences to offer financial literacy seminars for members, and provide training and resources for pastors, treasurers, and stewardship leaders to effectively teach, model, and promote stewardship within their congregations.

Promote System-wide Transparency and Accountability: Partner with conference treasury departments to strengthen reporting systems and highlight stories of faithful stewardship and mission impact, fostering trust and shared accountability across all levels.

- **Stewardship and Faithfulness**

Goal:

To strengthen Biblical stewardship across the Atlantic Union by deepening spiritual commitment, increasing faithfulness in tithes and offerings, promoting financial literacy, and cultivating a culture of generosity that supports mission, sustains ministry, and advances God's kingdom throughout the territory.

Objectives cont.:

Develop Strategic Partnerships for Mission Advancement:

Collaborate with conference and institutional leaders to identify and engage donors, alumni, and partners who can invest in Union-wide mission initiatives, evangelism projects, and educational endeavors.

Launch the “Faithful for His Glory” Campaign: Lead a Union-wide initiative to inspire every member to view stewardship as a lifestyle, dedicating their time, talents, temple, and treasure to God's glory and the growth of His kingdom.

- **Youth & Young Adult Empowerment**

Goal:

To engage, empower, and equip youth and young adults across the Atlantic Union to develop a personal relationship with Christ, embrace active service in the Church and community, and lead in fulfilling the mission of the Seventh-day Adventist Church with passion, purpose, and commitment.

Objectives:

Strengthen Youth and Young Adult Ministries: Partner with conferences to strengthen and coordinate uniform ministries, public campus ministries, as well as other youth and young adult programs across the Union, ensuring consistent support, training, and resources.

Empower Leadership and Service: Partner with conferences to provide leadership training, mentorship programs, and mission opportunities that prepare young people to serve effectively in local churches, schools, and communities.

Reclaim and Reconnect: Support conferences in launching targeted initiatives to reconnect inactive youth and young adults through relationship-driven outreach, social engagement, and Christ-centered community events.

Strengthen Youth Ministries: Resource conferences with materials, training, and Union-wide events such as camporees, youth congresses, and leadership summits that inspire unity, belonging, and spiritual growth.

Expand Education and Vocational Pathways: Collaborate with conferences and Adventist institutions to provide academic and career guidance, internships, and scholarships that help young people discover and pursue God's purpose for their lives.

Promote Digital and Media Engagement: Support conferences in developing dynamic online and social media ministries led by youth and young adults, using digital platforms to share the gospel, build community, and extend the reach of the Church.

Launch the "Generation Now" Initiative: Lead a Union-wide movement affirming that youth and young adults are not just the future but the present of the Church - encouraging their active participation in worship, leadership, evangelism, and mission across all levels of ministry.



SUMMARY TABLE

Schedule	Event	Purpose
2 nd Wednesday	Conference Presidents' Prayer Gathering	A 30-minute prayer time (11:00–11:30 a.m.) for presidents to pray for one another and for the work of ministry across the Union.
2026 – NYC 2027 – NNEC 2028 – BDA	Smaller Conferences Union-Sponsored Evangelistic Campaigns	To encourage membership growth in smaller conferences
2026 – NYC 2027 – SNEC 2028 – NNEC 2029 – BDA 2030 – GNYC & NEC	Union-Sponsored Weekend Doctrinal Revivals	To hold a doctrinal revival weekend in each conference once every five years, serving both in-reach and outreach goals
2027 – SNEC 2029 – GNYC (Upstate) NYC & NEC	Impact Evangelistic Series	To host the IMPACT Series every two years in different regions of the Atlantic Union, promoting evangelism and church growth.
Feb. (Every Sunday)	AUC Virtual School of Evangelism	To provide training in evangelism, digital ministry, and church revitalization.
2025-2030	Church Plants (by 2030)	Establish 12 new churches and worship groups across diverse language groups, while strengthening existing congregations
2027	Union-wide United Leadership Convention	Union-wide United Leadership Convention convened every five years to provide training for all departmental leaders.
February (1st Monday) July (1st Monday)	Union-wide Ministerial Association	To maintain an active Union-wide Ministerial Association, providing biannual continuing education and renewal opportunities for ministers and leaders.
May 4 th Weekend 2025 2027 2029	AU "Hearts in Harmony" Retreat	Convened every two years, this retreat brings ministers and their spouses together for family life enrichment and spiritual rejuvenation.
3 rd Thur. - November	President's Report - State of the Atlantic Union Address	An annual report to keep leaders and members informed, inspired, and united regarding the state and progress of the Atlantic Union.
2026	Presidents' Retreat	A yearly retreat for the six conference presidents.

KEY PERFORMANCE INDICATORS for AU STRATEGIC PLAN (2025-2030)

- **Discipleship & Reclamation**

- % increase in Sabbath School attendance/participation (target: +50% by 2030).
- Number of missing members re-engaged through the “Come Home” initiative.
- Number of digital discipleship platforms launched and active (apps, podcasts, livestreams).
- Participation rates in bilingual/multicultural discipleship resources.

- **Evangelism & Church Growth**

- Number of new churches/worship groups planted (target: 12 by 2030).
- Attendance/participation in Union-wide evangelistic series and doctrinal revivals.
- % of church members trained in personal witnessing (target: 80% annually).
- Membership growth rate per conference (with emphasis on smaller conferences).
- Number of evangelistic events conducted in multiple languages.

- **Leadership Development & Capacity Building**

- Attendance at Union-wide Leadership Conventions (every five years).
- % of pastors/leaders completing continuing education certifications.
- Number of participants in the Union-wide Ministerial Association (biannual).
- Satisfaction/impact ratings from the “Hearts in Harmony” retreat.

- **Mission Visibility & Engagement**

- Number of views/engagement metrics across digital platforms (social media, podcasts, livestreams).
- Annual stewardship giving trends (% increase in tithe/offering).
- Reach of the President’s annual “State of the Union” report.
- Diversity of languages and cultural groups reached in communication initiatives.

KEY PERFORMANCE INDICATORS for AU STRATEGIC PLAN (2025-2030)

- **Education & Faith Formation**

- Increase in the number of students receiving Union-supported scholarships and tuition assistance.
- Enrollment growth and annual retention increases across conference schools.
- Participation rates in Union-provided spiritual programming (Weeks of Prayer, curriculum resources, teacher devotionals).
- Attendance and engagement in Union-wide educator professional development and leadership training events.
- Number of strategic partnerships established with Adventist higher education, alumni networks, and community organizations.

- **Stewardship & Faithfulness**

- Increase in tithe and offering faithfulness across all conferences (year-over-year percentages).
- Participation rates in conference and church-level stewardship seminars, workshops, and emphasis Sabbaths.
- Number of members completing financial literacy and Biblical stewardship training.
- Improvement in reporting accuracy across conference treasury departments.
- Engagement metrics for the “Faithful for His Glory” stewardship campaign.

- **Youth & Young Adult Engagement**

- Participation growth in youth and young adult ministries, including campus ministries and uniform ministries.
- Enrollment in leadership training, mentorship programs, and mission/service opportunities.
- Number of inactive youth/young adults reconnected through targeted reclamation initiatives.
- Attendance at Union-wide youth events (camporees, congresses, leadership summits).
- Increase in youth and young adult involvement in digital ministry, social media outreach, and online evangelism.
- Engagement levels in the “Generation Now” initiative measured through leadership roles and mission participation.





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