



## STRATEGIC PLAN 2020

Sharing Christ with the World  
in our Generation



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## Our Story and Our Plan: Sharing Christ with the World in Our Generation

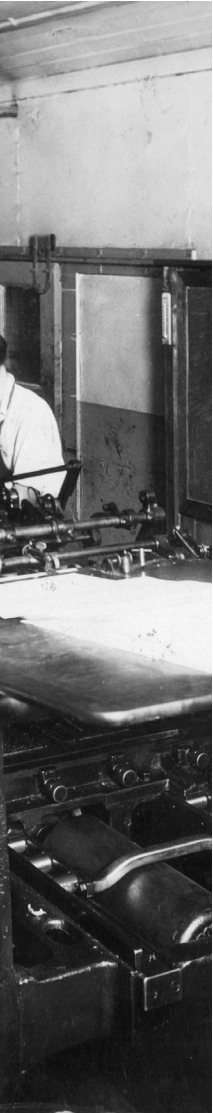
### Legacy

In 1 Corinthians 1:1 Paul describes himself as “called to be an apostle of Jesus Christ through the will of God.” As a tentmaker, Paul supported himself and others as he preached the Gospel. So ASI believes that all are called to sacrificial discipleship, supporting themselves and answering the great commission of Matthew 28: “Go ye therefore, and teach all nations, baptizing them in the name of the Father, and the Son and the Holy Ghost: Teaching them to observe all things whatsoever I have commanded you.”

ASI was founded in 1947 as a department of the General Conference. At that time, there was a need for greater coordination and collaboration in mission work as lay people who had been



Press Room in the Print Shop  
at Madison College



trained at Madison College started businesses and ministries, founded churches, schools, sanitariums and hospitals, and advanced the mission of the Seventh-day Adventist Church across the Southern United States and around the world. In 1985 when the North American Division was formed, ASI became one of its departments. The General Conference has encouraged each Division to develop an ASI Department. Ellen White often appealed for self-supporting missionaries to enter the unworked areas at their own expense and bring the Three Angels' Messages to those in need. Originally made up of only supporting ministry leaders, ASI now incorporates business owners and professionals alongside supporting ministry leaders and is focusing efforts on the next generation of business and ministry leaders through the ASI Young Professionals program.



## Purpose

The purpose of ASI is to connect and equip lay ministries, business people, and professionals and their families to regularly and passionately share Christ in the marketplace and actively support the Adventist Church's mission of sharing the Three Angels' Messages of God's love and grace to the world in preparation for His soon return.

## Mission

ASI is a Seventh-day Adventist organization that connects supporting ministries, businesses, and professionals who are responding to the call of God to actively share Christ's love and hope with the world.

## Motto

The motto of ASI is "Sharing Christ in the Marketplace." Because of the urgency of the end times, we believe it is essential to involve every Seventh-day Adventist business owner, professional, and ministry leader in reaching





this world in need. We believe that the passion, energy, and focus of lay individuals boldly proclaiming the Three Angels' Messages around the world could result in the fulfillment of prophecy and bring about the soon return of Jesus. In the book, *Gospel Workers*, page 351, Ellen White makes the following observation, "The work of God in this earth can never be finished until the men and women comprising our church membership rally to the work, and unite their efforts with those of ministers and church officers."

## Values

ASI believes that the following three values are essential in everything we do or attempt to do. Every ASI member and leader must be devoted to a life:

- Committed to the Adventist Church and its mission\*
- Empowered by lay-driven leadership
- Involved in active ministry

## What we do

Within the context of ASI's mission, purpose, and values, ASI inspires and focuses lay people to work with the Seventh-day Adventist Church through conventions, networking, and encouraging evangelism innovation.

## Strategy

ASI embraces three strategies critical to accomplishing our mission.

- We plan compelling, memorable, and engaging ASI Conventions that inspire

attendees with stories of how the gospel changes lives.

- We fulfill Christ's mission in a collaborative, innovative, and communicative way.
- We strengthen and increase membership while mentoring and equipping future leaders.

### **Focus**

ASI is committed to staying focused on what is most important. The annual convention takes center stage in the work of ASI and is our top priority as we seek to acquaint other Seventh-day Adventist business owners, professionals, and ministry leaders with the unique opportunity of working together and collaborating with church leaders to accomplish the mission\* of the Seventh-day Adventist Church.

### **Commitment**

The leadership team of ASI is committed to working together under the guidance of the





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and lay members in North America



Holy Spirit to continue focusing our passion, energy and resources on activating an army of business owners, professionals, and ministry leaders for the work of God.

\* The mission of the Seventh-day Adventist Church is to call all people to become disciples of Jesus Christ, to proclaim the everlasting gospel embraced in the Three Angels' Messages [Revelation 14:6-12], and to prepare the world for Christ's soon return.

### The Opportunity

Imagine what could happen if every single Seventh-day Adventist business, professional and ministry leader was 100% engaged in helping to accomplish the mission of the Church! Imagine the tremendous impact we could make for God's kingdom! Together we can make a difference. Join us in committing to becoming actively involved in mission. For more information, visit [www.asiministries.org](http://www.asiministries.org).





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