A man with a mustache and dark hair is being baptized in a river. He is wearing a black t-shirt and a black wristband with the word "SUS" on it. He is smiling and looking down. A person's arm is visible on the left, holding his arm. The water is dark and rippling. A wooden railing is visible in the background.

What's inside:

3 Steps to Identify Gospel Barriers



Grill Walks
Lead to Gospel
Conversations

Who's Your One?

Led to Christ in
China to Church
Planting in Dallas

[ON MISSION]



[ON MISSION]

On Mission highlights missionaries, chaplains, and churches working to reach North America and the world for Christ. On Mission is a publication of the North American Mission Board (NAMB), Southern Baptist Convention (SBC). NAMB is an SBC entity supported by the Cooperative Program and the Annie Armstrong Easter Offering®. The Annie Armstrong Easter Offering is a registered trademark of Woman's Missionary Union®. Postmaster: Send address changes to: On Mission, North American Mission Board, 4200 North Point Parkway, Alpharetta, GA 30022.

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Take a Step Toward Sharing Your Faith

By Kevin Ezell, NAMB president

At each church I pastored, I faced the common challenge of trying to help members of my congregation commit to sharing their faith more often.

It's understandable that many of us experience that sinking feeling in our gut before we speak to someone about Christ. It is, after all, spiritual warfare we step into whenever we open the door to a gospel conversation. What I learned is that for so many people, it helps to put smaller steps into action before jumping right in to sharing their faith.

The *Who's Your One in a Million* evangelism emphasis lets you do just that. Sometimes, we get stuck because the problem of lostness seems so daunting. But each of us can identify one person we know who needs to respond to the gospel. And we can commit to praying for and eventually engaging that one.

If each member of a congregation commits to sharing their faith with one person, and the Lord chooses to move, can you imagine how that might transform a church?

I have had the privilege of witnessing what happens once members start praying and having those conversations. When one or two people saw their ones come to faith, the entire church became increasingly inspired to keep sharing, even when they may not have seen the same results in their own conversations.

Sometimes, an evangelistic emphasis may yield immediate results, but most of the time, it takes a long-term, concerted effort to keep the priority of evangelism in front of us. There is no better time to start than right now as you seek to establish a churchwide culture of evangelism.



How long has it been since you had a conversation about Christ with someone who doesn't know Him? Would you commit to praying that the Holy Spirit will begin working in their heart and that He would help you create an opportunity to discuss Jesus?

Everyone can reach one person for Christ. *Who's your one?* [\[OM\]](#)

Kevin Ezell is president of the North American Mission Board.



Be one in a million to reach one in a million. Get started at WhosYourOne.com.

Heard

“We’re living in a time when people are looking for something to hold onto, grasp, and cling to.”

General Doug Carver, Executive Director of Chaplaincy, North American Mission Board

“The more we hear ourselves articulate the gospel, the more confident we’ll get. And the more confident we are in what we’re saying, the more we will be able to share it.”

Shane Pruitt, National Next Gen Director, North American Mission Board

“We’re living in the greatest days in the history of Christianity to be alive. There are more people coming to faith in Jesus today on a daily basis around the world than at any other single time in human history.”

Vance Pitman, National Mobilizer, North American Mission Board



Equipping members to share the gospel

20% of churches polled gave their members opportunities to serve.

9% of churches say they see baptisms as a priority.

Sources: Lifeway Research, Barna Research, NAMB Research

Activity Among American Christians

Invited a non-Christian stranger to church

34%

Shared how to become a Christian with a non-Christian stranger

30%

Invited a non-Christian friend or family member to church

43%

Shared how to become a Christian with a non-Christian friend or family member

38%

Sources: Lifeway Research, General Social Survey

Lostness in North America

Less than **50%** of Americans are members of a local church.

Only **half** of Christians believe they have a responsibility to share their faith. Less than **30%** of North Americans say a

Christian has shared the gospel with them.

Sources: Gallup, Pew Research

The Mission Field in North America

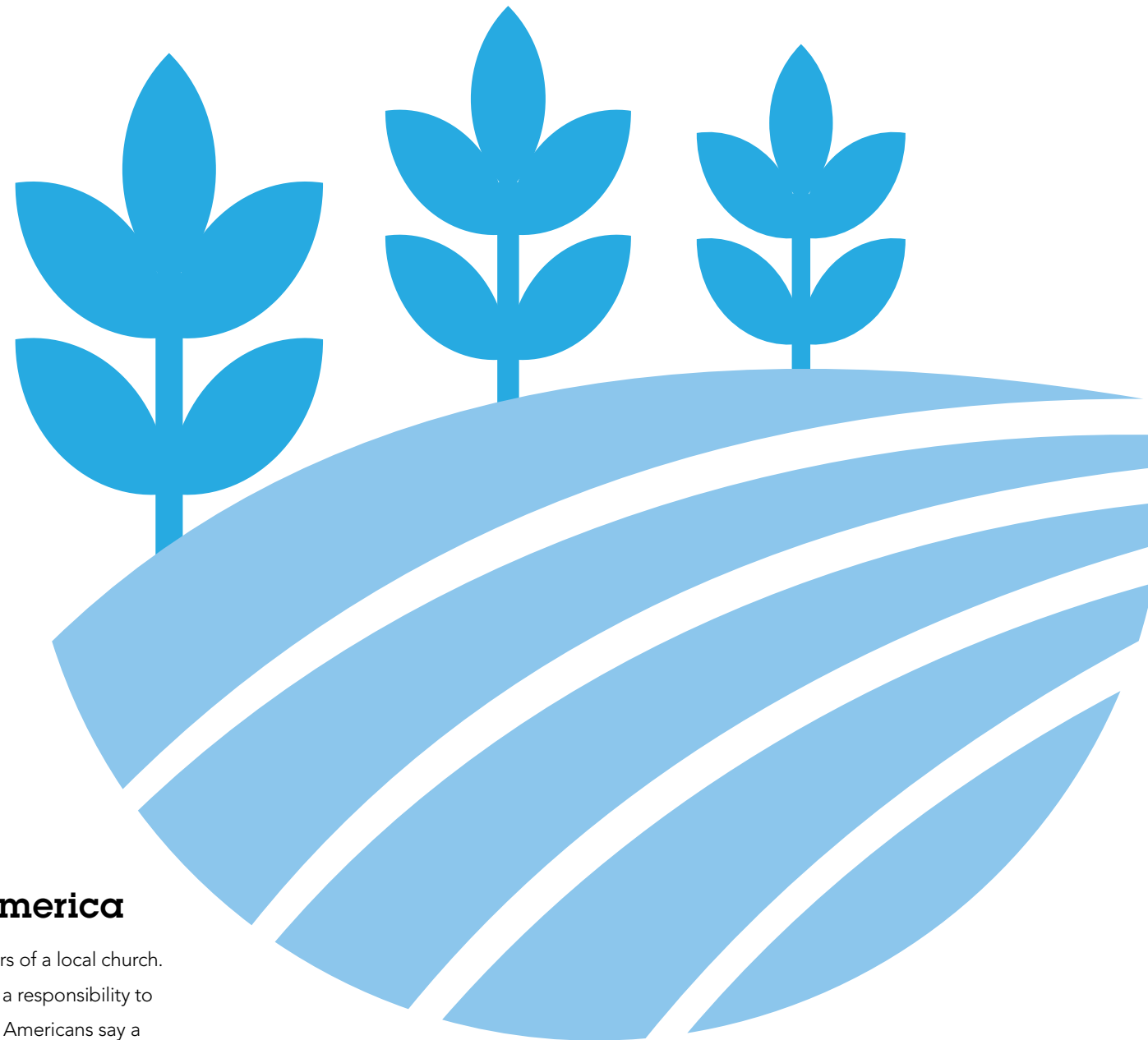
Population: **386 million**

Estimated Lost: **291 million**

Languages: **378**

Unreached People Groups: **161**

Sources: U.S. Census Bureau, The Joshua Project



Measured

Belief in God

Know God exists and have no doubts

50%

Believe in God but have some doubts

16%

Believe in God sometimes

6%

Believe in some higher power

14%

Don’t know and there’s no way to find out

7%

Don’t believe

7%

Sources: Lifeway Research, General Social Survey

3Steps *to Know and Reach Your Community*

By J.J. Washington

Every follower of Jesus is called to make the gospel known to others.

To create a culture of evangelism in your church, you must embrace your community. Just like a missionary who moves to another country and learns the language and culture, you must also understand your community to make a gospel impact. The more you learn, the more you will come to know, love, and appreciate your community and lead those around you to do likewise.

Here are three steps to better embrace your community with the gospel.

1 Gather information about your community.

Think about a radius around your church. Depending on where you are, it could be one, five, or ten miles. Then pull demographic information for that specific area. Consider population, household type, age, race, language, ethnic groups, education level, and so forth.



2 Gather information about your church.

Next, gather the same demographics for your church. Both sets of information will help you begin to analyze. Where is there alignment between your community and your church? Where are the gaps? How does the information help your church to make meaningful connections in your community?

3 Identify insights.

As you gather information, ideas will begin to emerge. You will see where

there are existing gospel barriers, where there are opportunities to build gospel bridges, and where there is already gospel impact. These insights will help your church to better embrace your community with gospel action that will be effective and impactful.

For example, at a church where I pastored, the average age of our members was 72. But the average age in our community was 36. That was a barrier. However, this data also revealed a bridge because we had many retirees with time and wisdom. Equipping them to be cross-generational enabled them to better connect with and serve those in our community who were in younger generations.

The Lord has placed you and your church right where you are for such a time as this. So, embrace your community to make His name known! [\[OM\]](#)

J.J. Washington serves as National Director of Personal Evangelism at the North American Mission Board.



To learn more about creating a culture of evangelism in your church, check out our Evangelism Kit at NAMBevangelism.com.



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Lake Oconee: February 23-25 / February 25-27
Branson: April 20-22
Cove: August 21-23 / October 23-25
San Diego: November 9-11

Friends for Life

In August, Erin and Ellie were strangers. By October, they were best friends. That's what can happen when two never-met-before college freshmen get assigned one small 250-square-foot dorm room in which to live. "We met the first day of college," Ellie says, "and I guess it was inevitable—we got really close, really fast."

Erin Chapmond and Ellie Dunlevy were assigned as random roommates during their freshman year at Purdue University.

“Students here live this incredibly interconnected way of life. So, when you introduce one of them to Jesus, multiple students hear about it, and the gospel spreads like crazy.”

Erin Chapmond and Ellie Dunlevy are two of the more than 50,000 students at Purdue University in West Lafayette, Indiana, where the birth and growth of almost-instantaneous friendships is an everyday event. That makes West Lafayette, according to North American missionary Jordan Adams, the perfect place to plant a church.

“Students here live this incredibly interconnected way of life,” Jordan says. “They eat together, live together, and go to class together. So, when you introduce one of them to Jesus, multiple students hear about it, and the gospel spreads like crazy.”

Fertile Soil for Gospel Seeds

For Jordan and Jessamy Adams, Purdue University is the latest stop on a decade-long collegiate church planting journey. “We both kind of caught the bug when we were students at Iowa State,” Jordan says. “We became part of a local church’s college ministry called The Salt Company, and when we saw students there worshiping and sharing the gospel and being sent out, we really latched on to their dream of ‘What if this could happen everywhere?’”

In 2016, after the Adams’s church in Iowa launched The Salt Network with the goal of planting a church near every major college campus in the U.S., Jordan and Jessamy moved to Minneapolis to help plant a Salt Network church and a Salt Company collegiate ministry at the University of Minnesota.

“That whole experience of moving to a far-off place and starting something new was kind of scary,” Jessamy says. “It was a lot of change, and change is hard. But it was so sweet to see how God was faithful. He provided everything we needed, and helping plant that church was one of the best experiences of our lives.”

It was in Minneapolis where Jordan and Jessamy discovered why college campuses are such fertile ground not just for starting a church but a movement. “I think there’s a perception that college students are closed off to the gospel, but we found that wasn’t true at all,” Jordan says. “They’re at a really unique stage of life because they’ve been removed from the environment where they’ve been told what to think, and now they’re forced to ask themselves, ‘What do I really believe?’”

“That’s how we ended up with a church full of excited, new believers saying, ‘Where are other places that need church plants? When I graduate, I want to go there.’”

More Than They Imagined

In 2023, Jordan, Jessamy, and a team of almost 50 people moved to West Lafayette to plant another church—The Chapel—and another Salt Company collegiate ministry. “We brought a church to plant a church,” Jordan says. “We had recent college grads, we had retirees, we had all kinds of people move here to help us plant. They met their neighbors, they found jobs, and when people

Jordan and Jessamy Adams moved to West Lafayette, Indiana, to plant The Chapel near Purdue University.





The Chapel baptized 81 people in their first year.

asked them, 'Why'd you move here?' they got to share the gospel."

The gospel is not something Erin Chapmond would've described herself as interested in when she first arrived at Purdue. "I just kind of figured it was great if other people found something that worked for them," she says. "But as for me, I was never into religion or church. Not until I met Ellie."

Ellie, Erin's random roommate, grew up as a missionary kid in Argentina, and, unlike Erin, she was "very much into church." Shortly after Ellie started attending The Chapel a few weeks into her and Erin's freshman year, Erin did what any newly minted best friend would do. "We'd spent so much time together, and I was curious," Erin says. "I was like, 'Do you want me to go to church with you?' And she was like, 'Yeah, that'd be fun.'"

Erin's first time at The Chapel turned out to be more than she expected. "That Sunday, when Jordan started speaking, I felt like he was talking directly to me," she says. "I learned that Jesus was an actual person who loves me for who I am, even though everything was broken about me. It completely reinvented how I view myself."

"Now, I'm a child of God."

Erin is one of 81 people The Chapel baptized in their first year. "We had pretty big dreams of what God would do when we came here," Jordan says. "But seeing what He's done with students like Erin and Ellie, seeing auditoriums overflow and all these students getting baptized—this has been way more than we could've ever imagined." [OM]



Stories like these are made possible by people who give generously to the Annie Armstrong Easter Offering. See more missionary stories and give at AnnieArmstrong.com.

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From Grill Walks to Gospel Conversations: Serve Tours Change Lives

“I’ve been on mission trips to different places, even local, and I’ve never been able to lead anyone to Jesus. They’d listen to me, and I’d ask, but they’d say, ‘No, I don’t want to pray.’”



Over one weekend,
865 volunteers from 58
churches across 13 states
came together to meet
needs in Virginia Beach.





Volunteers in Virginia Beach completed a total of 40 projects and engaged in more than 1,100 gospel conversations.

For Evelyn Howell—a 74-year-old volunteer at Serve Tour Virginia Beach—this streak finally ended. She and other volunteers were sharing their testimonies with a man they encountered during a neighborhood grill walk when he decided to commit his life to Christ.

After ensuring he understood the importance of his decision, Howell asked the man, “Would you ask Jesus to forgive you of your sins?” The man did so happily, asking Jesus to be the Lord of his life.

This man is one of 28 people who came to Christ during Serve Tour Virginia Beach and one of more than 1,100 gospel conversations. Over one weekend, 865 volunteers from 58 churches across 13 states came together to meet needs in this city. They completed a total of 40 projects, serving 5,375 individuals. In every interaction, these volunteers had the same goal—to tangibly show the love of Jesus to a community in need.

Handing out Burgers—and the Bread of Life

As Howell experienced, grill walks are one of the most effective ways to engage a neighborhood with the gospel. In Virginia Beach, volunteers participated in six different grill walks, traveling through neighborhoods with a mobile grill and handing out hamburgers to everyone they encountered. As they passed out burgers, they started conversations, prayed for needs, and shared the gospel.

In one neighborhood where a Hispanic church plant is getting ready to launch, 13 people accepted Christ. At another, a man struggling with depression and drug usage after a work-related accident gave his life to the Lord.

Construction for the Kingdom

Construction projects were a big focus on Serve Tour Virginia Beach. These were a great opportunity

“Would you ask Jesus to forgive you of your sins?”
The man did so happily, asking Jesus to be Lord of his life.

to show that volunteers and local churches are invested in the betterment of the community and allow them to build bridges for future relationships.

Projects included working on playgrounds at several local schools, building two different community gardens in partnership with a local church, painting eight bathrooms at a middle school alongside students, and giving a complete makeover to two teachers’ lounges and a teacher’s office.

The transformation of her office left the teacher in tears. Additionally, the school security guard expressed curiosity about why volunteers were doing so much work to care for the school, providing another opportunity for a gospel conversation.

Other construction projects enabled local churches to expand their ministries. A Chinese church hosts a food pantry to combat food insecurity in their community. Volunteers were able to triple the size of the pantry, meaning the church can now serve 150 families every month. As they provide meals, this church will also be able to share something even more important—the love of Jesus Christ!

Caring for the Unhoused

Volunteers came together to care for Virginia Beach’s unhoused community by offering free

haircuts and hot meals and hosting a block party. Two individuals made the life-changing decision to pray to receive Christ, including a teenager currently living on the streets.

One particularly moving moment came from an encounter with a former motorcycle gang member. A volunteer found out that he and the man had lived in the same areas and was able to connect with him. This connection opened the door for healing, and soon the entire team gathered around the man, laying hands on him and praying. As they lifted him up in prayer, his hardened demeanor softened as he experienced the love of Jesus.

Urgent Help, Eternal Hope

At Send Relief, our mission is to provide urgent help and eternal hope. Volunteers embodied this mission as they served the city of Virginia Beach. As they presented the gospel in word and deed, people gave their lives to Christ, and many more seeds were planted that will be continually fostered by local churches.

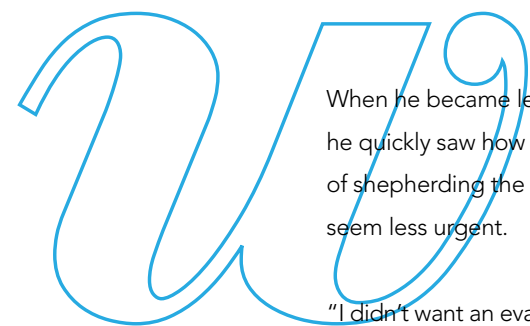
They were following the example of Jesus in Matthew 20:28: “The Son of Man did not come to be served, but to serve, and to give his life as a ransom for many” (CSB). [\[OM\]](#)



Sign up to experience a Serve Tour at SendRelief.org/serve-tour.

Who's Your One in a Million?

Pastor Brady Howard knows the power that just one person can have in the kingdom of God. He's seen it firsthand among his congregation at Glen Haven Baptist Church in McDonough, Georgia.



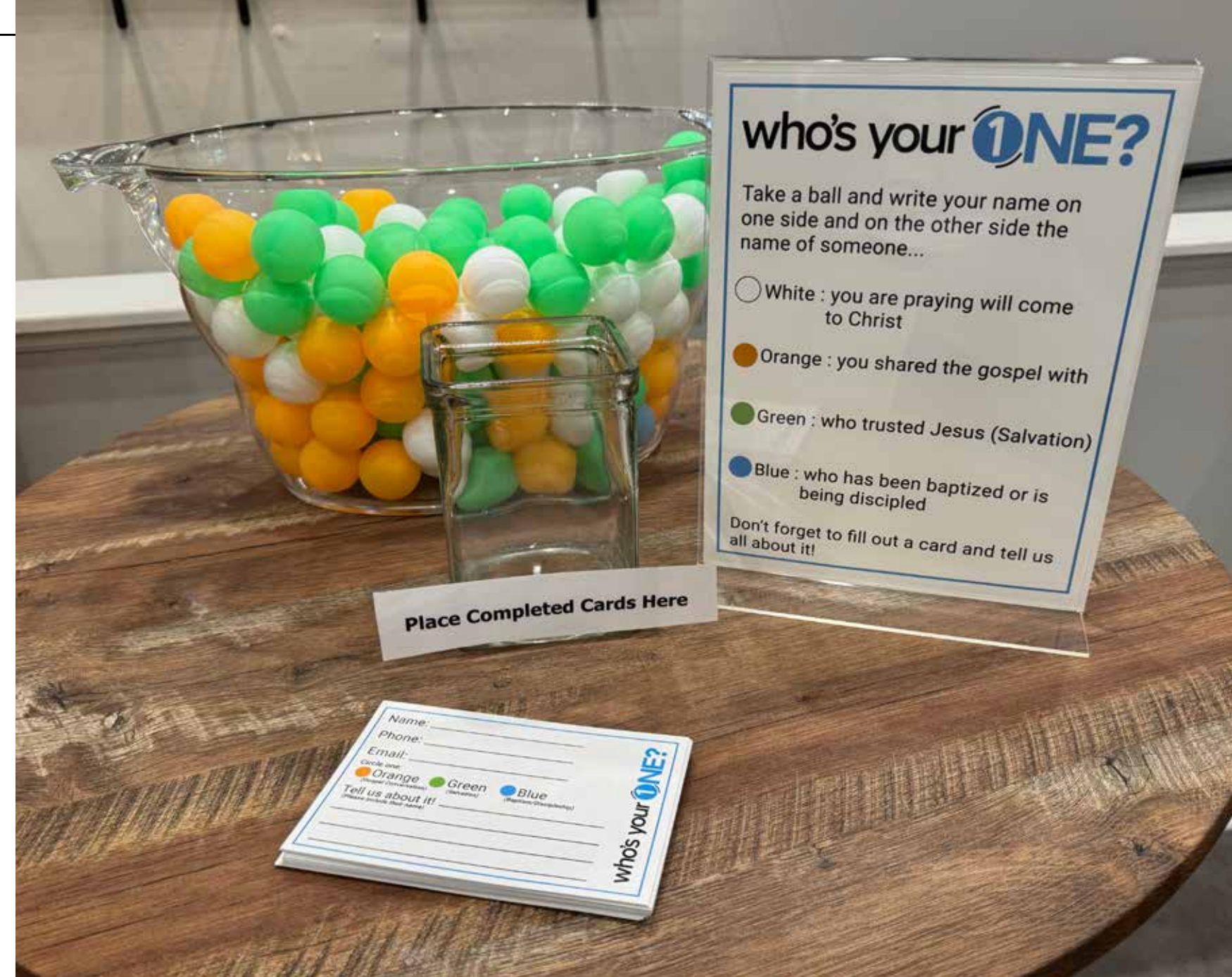
When he became lead pastor almost six years ago, he quickly saw how the day-to-day responsibilities of shepherding the church can make evangelism seem less urgent.

"I didn't want an evangelism tool to utilize for a couple of weeks. I wanted to make sure evangelism would be solidified into our church's DNA."

Most believers want to share their faith, but many need help taking that first step. They need a clear, personal starting point instead of feeling overwhelmed by the enormity of the task. So, when Pastor Brady first learned about the North American Mission Board's *Who's Your One* initiative, he took it to his leadership team. Now expanded to *Who's Your One in a Million*, the initiative encourages Christians to choose just one person's salvation to pray for. Someone they already know and love. This approach is personal, and sharing the gospel becomes doable.

"This is so simple; it's so beautiful. Why are we not doing this? We have to do this," Pastor Brady shared.

His church built a *Who's Your One* mobile display board where members wrote on a white ping-pong ball the person's name they were praying for, along



with their own name. Over time, the church added other colors that represented gospel conversations, salvation decisions, and baptisms.

The January 2024 Sunday morning launch was a success with over 800 names written on white ping-pong balls, indicating the same number of lost people who would be prayed for.

The high of Sunday morning, however, turned into devastation on Monday. Eleven-year-old Lilah had

been seated on the front row during *Who's Your One* Sunday. She had written her cousin Mayli's name on her white ball and placed it on the altar. No one could have imagined that 24 hours later, Lilah's young life would unexpectedly be cut short due to a medical emergency.

In a moment only God could ordain, among hundreds of white ping-pong balls, Pastor Brady happened to look down during a staff gathering, and the first ball he saw was Lilah's. As Pastor Brady,

Members of Glen Haven Baptist Church completed a form to indicate the type of engagement they'd had with their one.



Pastor Brady Howard's team at Glen Haven created a Who's Your One display to remind church members to pray for their one and look for opportunities to share the gospel.

Lilah's family, and the church grieved her death, they also prayed. They lifted up the one person whose name they'd been prompted to intercede for, Lilah's cousin Mayli.

Fast-forward 11 months, and Pastor Brady's phone rang. Lilah's mother shared that Mayli had placed her faith in Jesus. Lilah's prayer for her one had been answered.

In fact, God answered many prayers that year. In 2024, Glen Haven baptized close to 100 people after starting *Who's Your One*, and in the first nine months of 2025, nearly 90 people were baptized.

Pastor Brady is grateful to God for how He's been at work over the last two years. "*Who's Your One* changed the trajectory of our church. It changed the DNA of our church to include a culture of evangelism." [OM]



Learn more at WhosYourOne.com.

Who's Your ONE?

Can you imagine the impact if one million believers each had just one person they prayed for and shared the gospel with?
Everything would change!

Who's Your One gives you a starting point for leading others to Christ:

- Identify one person who doesn't know Jesus.
- Pray for their salvation consistently.
- Look for opportunities to share the gospel with them.



Find all the free resources you need to launch *Who's Your One* in your church at WhosYourOne.com.

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Led to Christ in China, Now Church Planting in Dallas



Jack Tai was supposed to grow up, leave his homeland of China, and get wealthy working for an American company—at least, that was the plan. He was expected to be successful and make his parents proud.

“My parents were farmers, and they grew corn and rice. They didn’t have any religion. They were just hardworking people,” he said.

IMB Missionaries in China

But Tai’s plans took a turn when he met missionaries sent by the International Mission Board (IMB). While studying English in college, he stumbled upon a ministry group that taught more than just a foreign language.

“I felt convicted when they talked about the story of Christ and the gospel. As a young person, I think I was at a point of life crisis, trying to form my own worldview. My atheistic, naturalistic worldview

didn’t make sense,” Tai recalled. “I received the gospel right there in the English corner.”

Suddenly, Tai was living for more—more than success, possessions, or his own kingdom.

“My personal dreams, compared to the missionaries’ lifestyle, just dwindled in size,” he said. “I felt a sense of a burden, a responsibility as a Chinese believer, that I should do something for my own country, for my own fellow believers. So that’s why I decided to go into ministry. And the missionaries, they loved on me, they disciplined me. I would say my spiritual DNA about sharing the gospel, evangelism, and church planting was inspired by them.”

So instead of leaving China to chase a high-paying job in the United States, Tai and his wife, Lydia, served in an underground church in China for a decade.

Joy Church started in Jack and Lydia Tai’s living room.

“I felt convicted when they talked about the story of Christ and the gospel. As a young person, I think I was at a point of life crisis, trying to form my own worldview. My atheistic, naturalistic worldview didn’t make sense.”



In their first 18 months, Joy Church has baptized five people.

Planting in Dallas

“Although the authorities knew about us, it was a matter of when they may choose to shut us down,” Tai said. “It was a daily challenge.”

Eventually, Tai sensed God leading his family to Dallas, Texas. It was one of the hardest decisions they’d ever made.

“I thought I would pastor that church for my whole life,” said Tai. “But when I moved here, God really opened my eyes to the great need in the harvest field. The Dallas-Fort Worth Metroplex is home to about 100,000 Chinese immigrants, 90 percent of whom are unreached.”

In the weeks that followed, God laid it on Tai’s heart to plant a church to reach the Chinese in the Dallas area, and he knew exactly where he could turn for resources and support in the journey.

“I find within the SBC network there’s a huge passion and burden to pursue the lost,” Tai said. “And now as a church planter with Send Network, I feel very supported by a group of same-minded church planters, and also a network with resources, coaching, and training.”

In the year and a half since Tai and his wife started Joy Church from their living room, in Plano, Texas, five people have come to know Christ and followed in believer’s baptism.

“What excites me is that God is bringing so many new friends and nonbelievers,” he said. “We’re seeing His kingdom grow.” [\[OM\]](#)



Learn about churches planting churches everywhere for everyone at SendNetwork.com.

EVANGELISM CAN SEEM DAUNTING. WE CAN HELP.

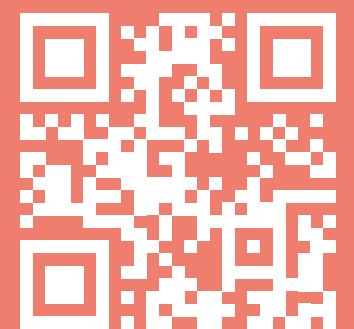
Women’s Evangelism Hub



As you engage in everyday interactions in life, you have the opportunity to shine the light of Christ while equipping those you lead to do the same, and we can help.

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- **“Confidence in Your Calling” Webinar**
- **Gospel Conversation Starters for Women**
- **And More**



Visit NAMBevangelism.com/women

Regional Convention Evangelism Report

This report provides evangelism updates from Baptist conventions throughout North America. In Southern states, each convention has a full-time director of evangelism focused on resourcing churches. In regions outside the South, NAMB provides funding for an evangelism team member for conventions that want one.

| Alabama Baptist State Board of Missions | | |
|--|---|---|
| Website alsbom.org | Population 5,157,699 | Baptism-to-population ratio 1:387 |
| Baptisms in 2024 13,329 | Number of congregations in 2024 3,152 | Baptisms per 100 in worship attendance 5.03 |
| Percentage of increase/decrease from previous year 10% | Worship attendance 264,756 | |

| Alaska Baptist Resource Network | | |
|---|---|---|
| Website alaskabrnr.com | Population 740,133 | Baptism-to-population ratio 1:3,576 |
| Baptisms in 2024 207 | Number of congregations in 2024 104 | Baptisms per 100 in worship attendance 3.67 |
| Percentage of increase/decrease from previous year -38% | Worship attendance 5,648 | |

| Arizona Mission Network of Southern Baptists | | |
|--|---|---|
| Website azmn.org | Population 7,582,384 | Baptism-to-population ratio 1:2,722 |
| Baptisms in 2024 2,786 | Number of congregations in 2024 457 | Baptisms per 100 in worship attendance 6.84 |
| Percentage of increase/decrease from previous year 42% | Worship attendance 40,725 | |

| Arkansas Baptist State Convention | | |
|--|---|---|
| Website absc.org | Population 3,088,354 | Baptism-to-population ratio 1:362 |
| Baptisms in 2024 8,525 | Number of congregations in 2024 1,445 | Baptisms per 100 in worship attendance 7.07 |
| Percentage of increase/decrease from previous year 15% | Worship attendance 120,532 | |

| Baptist Churches of New England | | |
|--|---|---|
| Website bcne.net | Population 15,386,085 | Baptism-to-population ratio 1:5,694 |
| Baptisms in 2024 2,702 | Number of congregations in 2024 376 | Baptisms per 100 in worship attendance 6.98 |
| Percentage of increase/decrease from previous year 30% | Worship attendance 38,717 | |

| Baptist Convention of Iowa | | |
|--|---|---|
| Website bciowa.org | Population 3,241,488 | Baptism-to-population ratio 1:1,992 |
| Baptisms in 2024 1,627 | Number of congregations in 2024 118 | Baptisms per 100 in worship attendance 6.31 |
| Percentage of increase/decrease from previous year 13% | Worship attendance 25,794 | |

| Baptist Convention of Maryland/Delaware | | |
|---|---|---|
| Website bcmd.org | Population 7,315,137 | Baptism-to-population ratio 1:3,534 |
| Baptisms in 2024 2,070 | Number of congregations in 2024 501 | Baptisms per 100 in worship attendance 5.96 |
| Percentage of increase/decrease from previous year 9% | Worship attendance 34,743 | |

| Baptist Convention of New Mexico | | |
|---|---|---|
| Website bcnm.com | Population 2,130,256 | Baptism-to-population ratio 1:1,701 |
| Baptisms in 2024 1,252 | Number of congregations in 2024 325 | Baptisms per 100 in worship attendance 5.71 |
| Percentage of increase/decrease from previous year -53% | Worship attendance 21,927 | |

| Baptist Convention of New York | | |
|--|---|---|
| Website bcnysbc.org | Population 27,452,272 | Baptism-to-population ratio 1:11,265 |
| Baptisms in 2024 2,437 | Number of congregations in 2024 527 | Baptisms per 100 in worship attendance 8.58 |
| Percentage of increase/decrease from previous year 38% | Worship attendance 28,419 | |

| Baptist General Association of Virginia | | |
|---|---|---|
| Website bgav.org | Population 8,811,195 | Baptism-to-population ratio 1:5,399 |
| Baptisms in 2024 1,632 | Number of congregations in 2024 1,141 | Baptisms per 100 in worship attendance 2.79 |
| Percentage of increase/decrease from previous year -26% | Worship attendance 58,570 | *Baptism-to-population ratio is based on combined baptisms of BGAV and SBCV for accuracy since some congregations are dually aligned. |

| Baptist General Convention of Oklahoma | | |
|--|---|---|
| Website oklahomabaptists.org | Population 4,095,393 | Baptism-to-population ratio 1:426 |
| Baptisms in 2024 9,622 | Number of congregations in 2024 1,698 | Baptisms per 100 in worship attendance 6.33 |
| Percentage of increase/decrease from previous year -5% | Worship attendance 151,972 | |

| Baptist Resource Network of Pennsylvania-South Jersey | | |
|--|---|---|
| Website brnunited.org | Population 13,078,751 | Baptism-to-population ratio 1:8,336 |
| Baptisms in 2024 1,569 | Number of congregations in 2024 279 | Baptisms per 100 in worship attendance 6.06 |
| Percentage of increase/decrease from previous year -2% | Worship attendance 25,901 | |

| Baptist State Convention of Michigan | | |
|---|---|---|
| Website bscm.org | Population 10,140,459 | Baptism-to-population ratio 1:7,042 |
| Baptisms in 2024 1,440 | Number of congregations in 2024 252 | Baptisms per 100 in worship attendance 6.23 |
| Percentage of increase/decrease from previous year 0% | Worship attendance 23,112 | |

| Baptist State Convention of North Carolina | | |
|--|---|---|
| Website ncbaptist.org | Population 11,046,024 | Baptism-to-population ratio 1:752 |
| Baptisms in 2024 14,688 | Number of congregations in 2024 4,301 | Baptisms per 100 in worship attendance 4.15 |
| Percentage of increase/decrease from previous year -3% | Worship attendance 353,610 | |

| California Southern Baptist Convention | | |
|--|---|---|
| Website csbc.com | Population 39,431,263 | Baptism-to-population ratio 1:4,136 |
| Baptisms in 2024 9,534 | Number of congregations in 2024 2,419 | Baptisms per 100 in worship attendance 7.10 |
| Percentage of increase/decrease from previous year 31% | Worship attendance 134,229 | |

| Canadian National Baptist Convention | | |
|--|---|---|
| Website cnbc.ca | Population 41,494,132 | Baptism-to-population ratio 1:47,585 |
| Baptisms in 2024 872 | Number of congregations in 2024 528 | Baptisms per 100 in worship attendance 0.74 |
| Percentage of increase/decrease from previous year 18% | Worship attendance 117,296 | |

| Colorado Baptist General Convention | | |
|---|---|---|
| Website coloradobaptists.org | Population 5,957,493 | Baptism-to-population ratio 1:5,070 |
| Baptisms in 2024 1,175 | Number of congregations in 2024 363 | Baptisms per 100 in worship attendance 5.41 |
| Percentage of increase/decrease from previous year 7% | Worship attendance 21,735 | |

| Convention of Southern Baptist Churches of Puerto Rico | | |
|---|--|---|
| Website cibspuertorico.org | Population 3,242,204 | Baptism-to-population ratio 1:34,862 |
| Baptisms in 2024 93 | Number of congregations in 2024 52 | Baptisms per 100 in worship attendance 4.08 |
| Percentage of increase/decrease from previous year -18% | Worship attendance 2,280 | |

| Dakota Baptist Convention | | |
|--|--|---|
| Website dakotabaptist.com | Population 1,721,237 | Baptism-to-population ratio 1:5,662 |
| Baptisms in 2024 304 | Number of congregations in 2024 83 | Baptisms per 100 in worship attendance 7.19 |
| Percentage of increase/decrease from previous year 28% | Worship attendance 4,227 | |

| Florida Baptist Convention | | |
|---|---|---|
| Website flbaptist.org | Population 23,372,215 | Baptism-to-population ratio 1:761 |
| Baptisms in 2024 30,701 | Number of congregations in 2024 2,639 | Baptisms per 100 in worship attendance 7.15 |
| Percentage of increase/decrease from previous year 6% | Worship attendance 429,174 | |

| Georgia Baptist Mission Board | | |
|--|---|---|
| Website gabaptist.org | Population 11,180,878 | Baptism-to-population ratio 1:436 |
| Baptisms in 2024 25,651 | Number of congregations in 2024 3,376 | Baptisms per 100 in worship attendance 6.93 |
| Percentage of increase/decrease from previous year 21% | Worship attendance 370,212 | |

| Hawaii Pacific Baptist Convention | | |
|--|---|---|
| Website hpbaptist.net | Population 1,446,146 | Baptism-to-population ratio 1:4,040 |
| Baptisms in 2024 358 | Number of congregations in 2024 128 | Baptisms per 100 in worship attendance 5.35 |
| Percentage of increase/decrease from previous year -5% | Worship attendance 6,686 | |

| Illinois Baptist State Association | | |
|---|---|---|
| Website ibsa.org | Population 12,710,158 | Baptism-to-population ratio 1:3,474 |
| Baptisms in 2024 3,659 | Number of congregations in 2024 871 | Baptisms per 100 in worship attendance 6.03 |
| Percentage of increase/decrease from previous year 9% | Worship attendance 60,667 | |

| Kansas-Nebraska Convention of Southern Baptists | | |
|--|---|---|
| Website knscsb.org | Population 4,976,071 | Baptism-to-population ratio 1:1,911 |
| Baptisms in 2024 2,604 | Number of congregations in 2024 398 | Baptisms per 100 in worship attendance 6.19 |
| Percentage of increase/decrease from previous year 24% | Worship attendance 42,061 | |

| Kentucky Baptist Convention | | |
|--|---|---|
| Website kybaptist.org | Population 4,588,372 | Baptism-to-population ratio 1:369 |
| Baptisms in 2024 12,447 | Number of congregations in 2024 2,295 | Baptisms per 100 in worship attendance 7.05 |
| Percentage of increase/decrease from previous year 13% | Worship attendance 176,449 | |

| Louisiana Baptist Convention | | |
|---|---|---|
| Website louisianabaptists.org | Population 4,597,740 | Baptism-to-population ratio 1:546 |
| Baptisms in 2024 8,415 | Number of congregations in 2024 1,517 | Baptisms per 100 in worship attendance 6.42 |
| Percentage of increase/decrease from previous year 1% | Worship attendance 131,059 | |

| Minnesota-Wisconsin Baptist Convention | | |
|--|---|---|
| Website mwbcb.org | Population 11,754,126 | Baptism-to-population ratio 1:11,379 |
| Baptisms in 2024 1,033 | Number of congregations in 2024 193 | Baptisms per 100 in worship attendance 5.11 |
| Percentage of increase/decrease from previous year 18% | Worship attendance 20,216 | |

| Mississippi Baptist Convention Board | | |
|---|---|---|
| Website mbcb.org | Population 2,943,045 | Baptism-to-population ratio 1:332 |
| Baptisms in 2024 8,871 | Number of congregations in 2024 2,018 | Baptisms per 100 in worship attendance 5.44 |
| Percentage of increase/decrease from previous year 5% | Worship attendance 163,008 | |

| Missouri Baptist Convention | | |
|--|---|---|
| Website mobaptist.org | Population 6,245,466 | Baptism-to-population ratio 1:862 |
| Baptisms in 2024 7,242 | Number of congregations in 2024 1,698 | Baptisms per 100 in worship attendance 4.99 |
| Percentage of increase/decrease from previous year 12% | Worship attendance 145,232 | |

| Montana Southern Baptist Convention | | |
|---|---|---|
| Website mtsbcb.org | Population 1,137,233 | Baptism-to-population ratio 1:1,700 |
| Baptisms in 2024 669 | Number of congregations in 2024 119 | Baptisms per 100 in worship attendance 7.10 |
| Percentage of increase/decrease from previous year 5% | Worship attendance 9,425 | |

| Nevada Baptist Convention | | |
|--|---|---|
| Website nevadabc.org | Population 3,267,467 | Baptism-to-population ratio 1:2,403 |
| Baptisms in 2024 1,360 | Number of congregations in 2024 163 | Baptisms per 100 in worship attendance 8.79 |
| Percentage of increase/decrease from previous year 32% | Worship attendance 15,464 | |

| Northwest Baptist Convention | | |
|--|---|---|
| Website nwbaptist.life | Population 12,230,551 | Baptism-to-population ratio 1:9,046 |
| Baptisms in 2024 1,352 | Number of congregations in 2024 481 | Baptisms per 100 in worship attendance 4.69 |
| Percentage of increase/decrease from previous year 21% | Worship attendance 28,826 | |

| South Carolina Baptist Convention | | |
|--|---|---|
| Website scbaptist.org | Population 5,478,831 | Baptism-to-population ratio 1:443 |
| Baptisms in 2024 12,378 | Number of congregations in 2024 1,979 | Baptisms per 100 in worship attendance 5.42 |
| Percentage of increase/decrease from previous year 19% | Worship attendance 228,284 | |

| Southern Baptist Convention of Virginia | | |
|--|---|--|
| Website sbcv.org | Population 8,811,195 | Baptism-to-population ratio 1:1,500 |
| Baptisms in 2024 5,875 | Number of congregations in 2024 846 | Baptisms per 100 in worship attendance 4.74 |
| Percentage of increase/decrease from previous year 24% | Worship attendance 124,069 | *Baptism-to-population ratio is based on combined baptisms of SBCV and BGAV for accuracy since some congregations are dually aligned |

| Southern Baptists of Texas Convention | | |
|--|---|---|
| Website sbtexas.com | Population 31,290,831 | Baptism-to-population ratio 1:1,524 |
| Baptisms in 2024 20,526 | Number of congregations in 2024 2,805 | Baptisms per 100 in worship attendance 6.54 |
| Percentage of increase/decrease from previous year 45% | Worship attendance 313,655 | *Baptism-to-population ratio is based on combined baptisms of SBTC and BGCT for accuracy since some congregations are dually aligned. |

| State Convention of Baptists in Indiana | | |
|--|---|---|
| Website scbi.org | Population 6,924,275 | Baptism-to-population ratio 1:4,663 |
| Baptisms in 2024 1,485 | Number of congregations in 2024 421 | Baptisms per 100 in worship attendance 4.52 |
| Percentage of increase/decrease from previous year 36% | Worship attendance 32,848 | |

| State Convention of Baptists in Ohio | | |
|--|---|---|
| Website scbo.org | Population 11,883,304 | Baptism-to-population ratio 1:3,081 |
| Baptisms in 2024 3,857 | Number of congregations in 2024 657 | Baptisms per 100 in worship attendance 6.38 |
| Percentage of increase/decrease from previous year 14% | Worship attendance 60,479 | |

| Tennessee Baptist Mission Board | | |
|--|---|---|
| Website tnbaptist.org | Population 7,227,750 | Baptism-to-population ratio 1:382 |
| Baptisms in 2024 18,935 | Number of congregations in 2024 3,583 | Baptisms per 100 in worship attendance 5.76 |
| Percentage of increase/decrease from previous year -4% | Worship attendance 328,787 | |

| Texas Baptists | | |
|--|---|---|
| Website texasbaptists.org | Population 31,290,831 | Baptism-to-population ratio 1:1,551 |
| Baptisms in 2024 20,170 | Number of congregations in 2024 5,115 | Baptisms per 100 in worship attendance 5.63 |
| Percentage of increase/decrease from previous year 35% | Worship attendance 358,526 | *Baptism-to-population ratio is based on combined baptisms of SBTC and BGCT for accuracy since some congregations are dually aligned. |

Five Ways to Encourage Others in Evangelism

By Melanie Ratcliffe

You’ve probably had moments where you think, *If I share the gospel with this person, will I lose the relationship as a consequence? Or I just don’t know how to bring up the gospel in conversation.* Some days, we need others to believe in us so that God can do it *through* us. That’s why encouragement is vital. It’s an investment, a deposit into someone else’s future. Encouragement can shift their culture, proclaim the gospel, and build the kingdom.

Exodus 17 teaches us that even Moses needed encouragement. When we grow tired and weary, we need an Aaron and a Hur in our lives, and we need to be an Aaron and a Hur for someone else.

So, here are five ways to encourage others as they share the gospel.

1. Leverage your words. Our words can be deposits or withdrawals. Calling out the good we see in them and cheering them on changes everything. These deposits open doors of trust, rebuild broken hearts, and speak hope into weary lives.

2. Tell stories.

Nothing fuels evangelism like celebrating what God is doing. Share stories of obedience, whether big or small wins, to remember that God is *always* at work.



3. Celebrate the wins.

Celebration shifts the focus from us to God, so call out “yes” moments: a message asking for prayer, a porch conversation with a neighbor, someone sharing the gospel for the first time, a coworker coming to church, or a new believer in Christ!

4. Pray for those you serve.

Prayer is the source behind encouragement. We pray because we need God to go before us. He is the One to do the work. We cannot bring spiritual fruit on our own.

5. Be present.

Ministry often happens in the mundane. Get to know those you serve. Be present with them. Listen even when you don’t have time. Ask questions that show you see them.

When we encourage each other, we don’t just lift spirits; we change lives. So, whose arms are you holding up? Who in your life needs encouragement?

God has placed people in your circle of influence on purpose. Be the one who shows up, speaks life, and believes in what God is doing, even when others can’t see it yet. [\[OM\]](#)

Melanie Ratcliffe serves as the Director of Relational Evangelism at the South Carolina Baptist Convention.

Utah-Idaho Southern Baptist Convention

| | | |
|--|---|---|
| Website uisbc.org | Population 5,505,232 | Baptism-to-population ratio 1:7,429 |
| Baptisms in 2024 741 | Number of congregations in 2024 165 | Baptisms per 100 in worship attendance 6.66 |
| Percentage of increase/decrease from previous year 25% | Worship attendance 11,130 | |

West Virginia Convention of Southern Baptists

| | | |
|--|---|---|
| Website wvcsb.org | Population 1,769,979 | Baptism-to-population ratio 1:3,272 |
| Baptisms in 2024 541 | Number of congregations in 2024 207 | Baptisms per 100 in worship attendance 5.84 |
| Percentage of increase/decrease from previous year -9% | Worship attendance 9,257 | |

Wyoming Southern Baptist Mission Network

| | | |
|--|--|---|
| Website wyomingsbc.org | Population 587,618 | Baptism-to-population ratio 1:1,610 |
| Baptisms in 2024 365 | Number of congregations in 2024 98 | Baptisms per 100 in worship attendance 8.06 |
| Percentage of increase/decrease from previous year 64% | Worship attendance 4,528 | |

Totals for SBC

| | |
|--|---|
| Baptisms in 2024 250,643 | In-person weekly worship average attendance 4,304,625 |
| Percentage of increase/decrease from previous year 10% | Baptisms per 100 in worship attendance 5.82 |

Sources: Annual Church Profile 2024, Lifeway Christian Resources and Annual Church Profile 2024, Canadian National Baptist Convention (CNBC). Compiled by North American Mission Board.



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