

LIFEWAY CHRISTIAN RESOURCES of the Southern Baptist Convention

MISSION

Lifeway Christian Resources exists to assist churches and believers to evangelize the world to Christ, develop believers, and grow churches by designing trustworthy experiences that fuel ministry and by being the best provider of relevant high quality, high value Christian products and services.

MINISTRIES

- 1. Assist churches in the development of church ministries.** Provide programs, products, events, and services that help churches grow in the areas of Bible study, discipleship, worship, administration, media, and ministry to all ages; consult with church leaders regarding total church growth concepts, strategies, and resources.
- 2. Assist churches in ministries to the next generation.** Contribute to the effectiveness of churches and to individual spiritual growth by developing programs, products, services, camps, and events that may be used in establishing, administering, enlarging, and improving ministry to children and students in the church, as well as at home.
- 3. Assist churches through the resourcing of Vacation Bible School.** Provide consultation, products, and services needed by churches to plan, promote, and host Vacation Bible School.
- 4. Assist churches in ministries to men and women.** Contribute to the effectiveness of churches and to individual spiritual growth by developing programs, products, services, and events that may be used in establishing, administering, and improving ministries to men and women.
- 5: Assist churches through facilitating the experience of camp ministry.** Develop, promote, and operate camps useful to Southern Baptist Convention entities, state conventions, associations, and churches in establishing, enlarging, and improving their ministries to the next generation.
- 6. Assist churches, organizations, and individuals through the publication of books and Bibles.** Produce, publish, and distribute products, including books, of Christian content and purpose and Bibles that contribute to the effectiveness of churches and individuals.
- 7. Assist churches, organizations, and individuals through the distribution of trustworthy Christian resources.** Serve people and the churches, associations, state conventions, and entities of the Southern Baptist Convention by distributing appropriate products and services through proprietary distribution channels, as well as U.S. and global retail channels.
- 8. Assist churches by conducting research and compiling statistics.** Conduct research and compile statistics on matters relating to, and of interest to, Southern Baptists and the global evangelical church, noting future trends and possible effects on church practice, productivity,

witness, and health; tender reports to the SBC Executive Committee for review and possible report or action in an SBC annual meeting.