

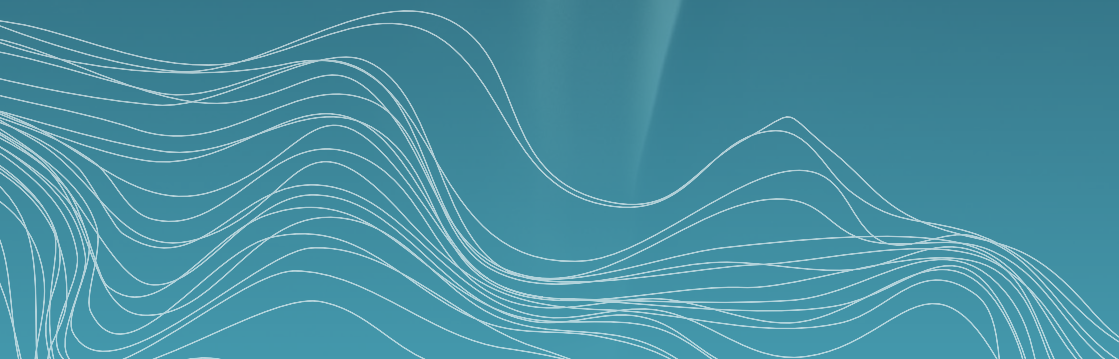
Strategic plan

2021

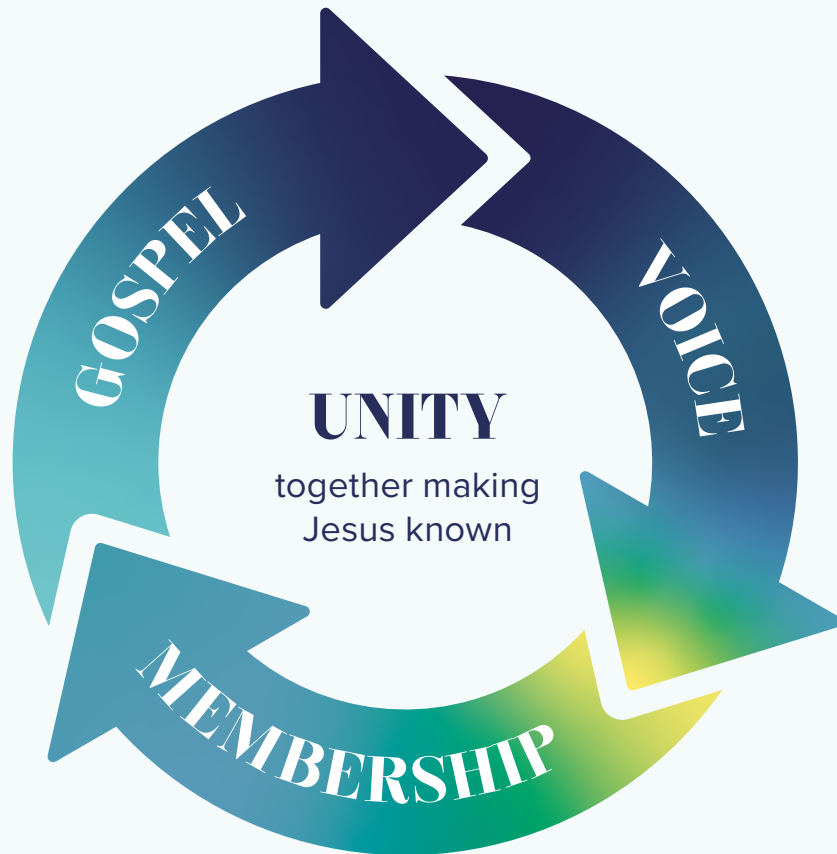
—

2024

evangelical alliance   
together making Jesus known



# WE ARE THE EVANGELICAL ALLIANCE



## Unity

**Bringing together people, churches and organisations in the name of Jesus.**

Since 1846 we have brought together different people, churches and organisations, because we believe that it is together that we make Jesus known. We will connect people from across the UK, from different ethnicities, different walks of life, and different church streams, so that we can grow together and see lives transformed through the power of the gospel.

## Gospel

**Transforming lives with the power of the gospel.**

The gospel is central to everything we do. We will celebrate and share – in person, through the media, online, and in print – the stories of transformed lives and communities from across the church and throughout the UK. We will help our members have the confidence, the tools and the language to share the good news of Jesus to all.

## Voice

**Speaking on issues that matter.**

In churches, in the media, into government, and in public conversations, we will provide a hope-filled, trustworthy and confident voice, speaking prophetically about what is happening across the UK and the hope that Jesus brings. We will champion and equip a wide range of voices in the evangelical community, so that together we can make Jesus known.

## Membership

**Serving the church, supporting our members.**

We are an alliance of evangelicals; we exist to serve the church and support each other. We encourage our members by spotlighting issues and connecting people to expertise, great ideas and resources, and inspiring stories from around the church. We will affirm and promote the value of membership to Christians and the local church, and the value of the Evangelical Alliance to the wider church and society at large.

# THE WORLD IS CHANGING.

We are changing too.

**Every organisation has been radically affected by the coronavirus pandemic. We have all been forced to change how we work, reprioritise what's important for this season, and respond to the immediate challenges and opportunities we face.**

At the heart of the Evangelical Alliance has always been the centrality of the gospel, our commitment to unity and our willingness to speak up on behalf of the church. Rooted in the truth of scripture, these core facets of who we are has not, and will not, change. But the needs of our members and of our communities which are emerging from this crisis will affect how we work and what we do in this next season.

The coronavirus pandemic has, in many ways, exacerbated our increasingly fragmented and polarised society.

Unemployment is set to decimate whole communities, while the unfolding impact of Brexit and the disproportionate effects of COVID-19 on the poor and people of colour, will have long-lasting and far reaching consequences.

In the midst of the challenges we all face, our eternal hope and the confidence we have in the truth of the Bible means that the prophetic purpose of the oldest and largest unity movement of the gospel in the UK is as needed now as ever.

**We love Jesus and want to make Him known in every part of our society.**

**We will:**

- Embed ourselves in the words of scripture, so that we can navigate the choppy waters we find ourselves in and offer our eternal hope-filled perspective to those around us.
- Connect, unite and champion voices from different ethnicities and from

different walks of life across the evangelical community in the UK, so that we can grow together, being salt and light to those around us, wherever we are.

- Be a trusted voice on behalf of our members, working with civic authorities and the UK governments to help the church serve and thrive.

**We love the church and want to see our members flourish.**

**We will:**

- Listen well, understand what's important, and respond with agility to what our members need and how we can help.
- Support and resource our members, strengthening relationships among evangelicals and across the wider church.
- Be voices of hope, weeping with those who are suffering, yet confident in the enduring faithfulness of God.

**We love the UK and are committed to seeing lives transformed through the power of the gospel.**

**We will:**

- Pray for our communities, and listen to what God is saying through His word and by His Spirit at this time.
- Tell the stories of the church and the good news of the gospel, whether online, in person or in print. We will celebrate transformed lives from across our membership and throughout the UK.
- Be innovative and entrepreneurial in our approach, and braver and kinder in our tone.

# THE 7 WAYS

we make Jesus known, together.

## Create resources that matter

We provide valued support and tools to serve the church in its mission to make Jesus known.

## Listen well & speak out

We listen first. We listen to God, through His Spirit and His word. We listen to the church and the world around us. We listen well, so when we speak out, we speak with wisdom and integrity.

## Build lasting unity

We promote evangelical unity, reflect evangelical diversity, and strengthen relationships with the wider church.

## Stand firm & step up

Rooted in the truth of the Bible and our commitment to unity, we innovate, catalyse and collaborate to proclaim the gospel.

## Prepare for what's ahead

The Evangelical Alliance has faithfully served the church since 1846. We will steward this organisation well so that we can serve the church for generations to come.

## Tell great stories

We understand the stories that form and shape us. We celebrate stories from across the church. We help you share the greatest story of all.

## Host good tables

We bring together people for good conversations, seeking the good for their communities.

# TELL GREAT STORIES

---



**We understand the stories that form and shape us. We celebrate stories from the church. We help you share the greatest story of all.**

## **We will work to:**

- Shape our lives and mission under God's great story
- Understand and interpret the world's stories in light of the good news of the gospel.
- Ensure that the Evangelical Alliance has a clear and consistent voice across all our communication channels and activities.
- Maximise opportunities/communications channels/church engagements to tell gospel stories of transformation that inspire and enable people to make Jesus known.
- Know who our audiences are and how they want to connect with us and engage with our content.
- Better utilise tools, segmentation and diverse spokespeople to engage different audiences.

## **Impact looks like:**

- Monthly opportunities to share stories in mainstream media.
- Weekly opportunities to share stories in Christian media.
- More people reading stories regularly through our website, idea and in the media.
- More people saying, "I thought 'I could do that too.'" "Wow, I didn't know that."



# BUILD LASTING UNITY

---

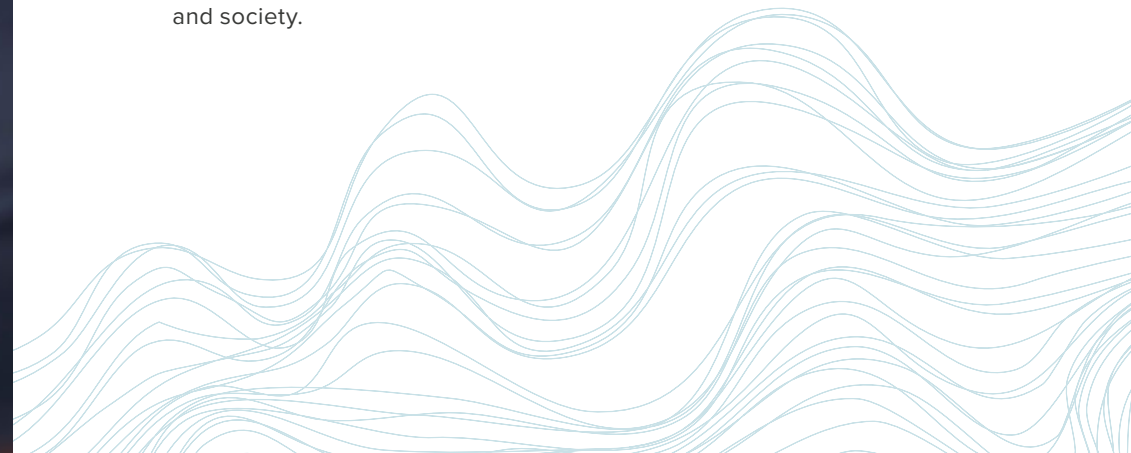
**We promote evangelical unity,  
reflect evangelical diversity,  
and strengthen relationships  
with the wider church.**

## **We will work to:**

- Build bridges and engagement within the evangelical community, especially between different ages, ethnicities and walks of life, and with the wider church.
- Work with organisations, denominations and networks in campaigns, coalitions and forums.
- Create opportunities for new relationships to be formed and existing relationships to be deepened, at national, regional and local levels.
- Create clear and consistent pathways to membership across all projects and activities.
- Offer intercession on behalf of the staff team, our members, the church, and society.

## **Impact looks like:**

- A staff team, board, council and membership that is representative of UK evangelicalism.
- More streams choosing to connect with the Evangelical Alliance.
- Growing membership across personal, church and organisation types.
- Shared resources, discounts and opportunities across the membership.
- More people saying, “The Evangelical Alliance is for me.”



# HOST GOOD TABLES

---



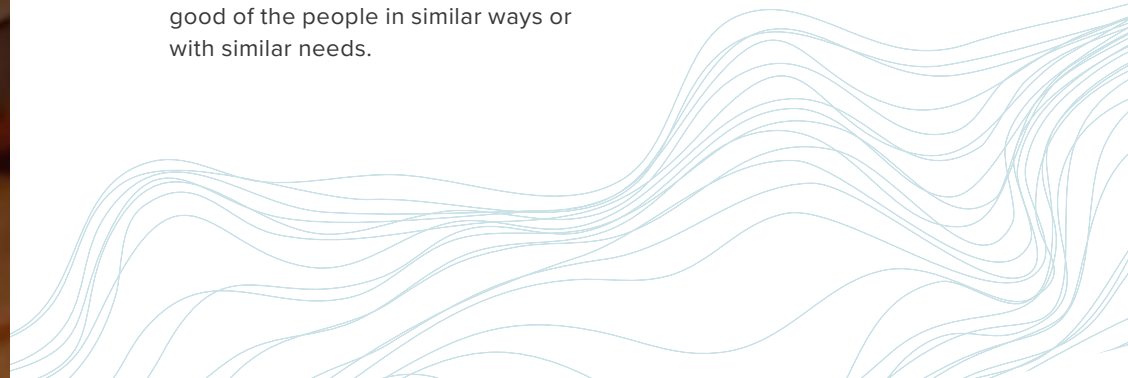
**We bring together people for good conversations, seeking the good for their communities.**

## **We will work to:**

- Create and maximise opportunities for members to connect, listen, share and engage.
- Ensure better participation and input from nations, different ethnicities, diverse communities, and church streams.
- Work more consistently with all ages and all demographics of the evangelical community, online and in person.
- Connect the dots between ministries, experts, ideas and needs.
- Provide signposting and access to good ideas, resources and people that will help those seeking the good for their communities.
- Be generous with our time, resources and capacity to bring together people who would not otherwise connect.
- Bring together those seeking the good of the people in similar ways or with similar needs.

## **Impact looks like:**

- More people having participated in meetings, conferences, webinars and events run by the Evangelical Alliance.
- Pooled resources amongst churches, organisations and individuals.
- Less duplication.
- Closer working relationships between members.
- Clear and agreed policy aims for government.
- Access points to experts and expertise created for our members.



# CREATE RESOURCES THAT MATTER

---



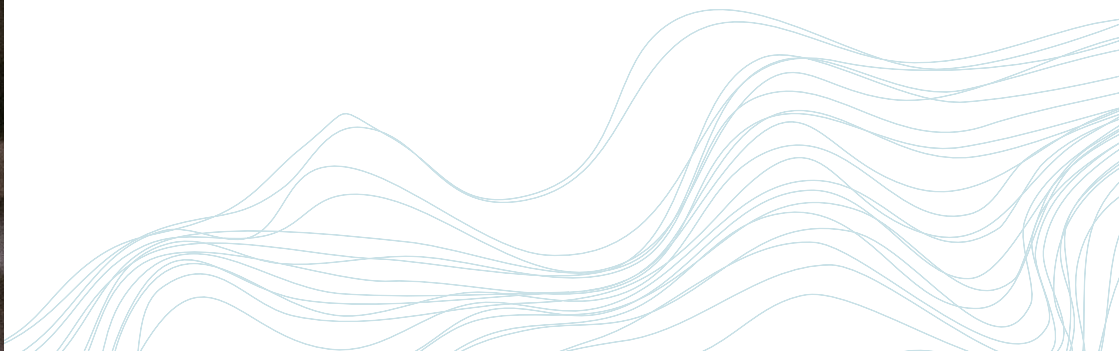
**We provide valued support and tools to serve the church in its mission to make Jesus known.**

## **We will work to:**

- Identify which issues matter and to whom using research around target audiences and their needs
- Produce and share content, resource and support that is valued by the target audiences, meeting their needs.
- Improve project management and work with the internal processes of the Evangelical Alliance
- Offer more exclusive resourcing and support for members (ind/ch) online
- Utilise digital and physical spaces to maximise impact
- Equip our teams to work more flexibly and innovatively
- Anticipate the impact of legislative and statutory changes for the church and our members and respond accordingly.
- Evaluate the impact of the resources we create.

## **Impact looks like:**

- The design and implementation of a clear method of measuring impact
- More people and organisations looking to collaborate with the Evangelical Alliance
- More opportunities for member only exclusives and events
- Better connection between offices and widespread digital capability
- People saying “This really worked for us.” “This changed what we do, how we do it”. “The Evangelical Alliance helped.”





# LISTEN WELL & SPEAK OUT

---



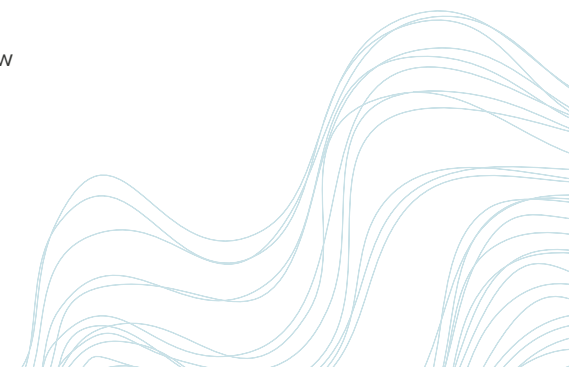
**We listen first. We listen to God, through His Spirit and His word. We listen to the church and the world around us. We listen well, so that when we speak out, we can do so with wisdom and integrity.**

#### **We will work to:**

- Listen to God through His word and His Spirit, seeking His heart on how to share the hope and the power of the gospel in the UK.
- Listen to the church across the UK, engaging with what's happening and what is needed.
- Listen to today's cultural conversations, the needs and challenges of our communities and society.
- Pray and have a prophetic voice to the church and to society.
- Carry the voices, the concerns and the hope of the church into national conversations, public policy and new initiatives.
- Demonstrate publicly how to disagree well, honouring the other.
- Share with churches what we see happening and what God is saying.

#### **Impact looks like:**

- The Evangelical Alliance prays, fasts and intercedes.
- We are in the room for national, civic and political conversations.
- Agreed key messages for media engagement.
- We are regularly asked to contribute to media stories.
- The Evangelical Alliance is the go-to organisation for credible and persuasive speakers on issues that matter.



# STAND FIRM & STEP UP

---

**Rooted in the truth of the Bible and our commitment to unity, we innovate, catalyse and collaborate to proclaim the gospel.**

## **We will work to:**

- Build on our current credibility and better leverage our long history.
- Innovate, catalyse, collaborate.
- Implement a new customer relationship management system, allowing us to engage with our members in new ways.
- Invest in news ways to communicate digitally.
- Identify where Christians may retreat and seek to be silent on issues and ensure instead that we know how to speak well and be heard.
- Create space and opportunity for new and different perspectives to be heard and engaged with alongside established and experienced voices.
- Maintain governance structures that reflect the size and representation of the Evangelical Alliance.

## **Impact looks like:**

- A staff team, board, council and membership that is representative of UK evangelicalism.
- A simple and effective risk management process.
- People saying, “The Evangelical Alliance gave me confidence to do this.” “I didn’t know where to start.” “I couldn’t imagine what it would look like, but the Evangelical Alliance gave me the idea, the tools, the language.”

# PREPARE FOR WHAT'S AHEAD

---

**The Evangelical Alliance has faithfully served the church since 1846. We will steward this organisation well, so that we can serve the church for generations to come.**

## **We will work to:**

- Ensure the Evangelical Alliance is a great organisation that staff are proud of and others want to support and work for.
- Implement clear and workable financial systems and controls.
- Create a work culture that empowers staff and improves retention.
- Equip staff (through training and equipment) to thrive in the digital landscape.
- Maintain governance structures that reflect the size and representation of the Evangelical Alliance.

## **Impact looks like:**

- Sustainable and robust finances.
- Good governance policies and procedures in place.
- Greater retention of staff.
- A simple and effective risk management process.







---

176 Copenhagen Street, London, N1 0ST

T 020 7520 3830 | E [info@eauk.org](mailto:info@eauk.org) | W [eauk.org](http://eauk.org)

The Evangelical Alliance. A company limited by guarantee.

Registered in England & Wales No. 123448.

Registered Charity No England and Wales: 212325, Scotland: SC040576.

Registered Office: 176 Copenhagen Street, London, N1 0ST