

Emergency strategic plan

evangelical alliance
together making Jesus known



How do we respond in this crisis?

This is a uniquely significant and challenging time for the church in the UK, and the Evangelical Alliance is committed to responding accordingly.

Our vision remains the same: together making Jesus known. We recently set out our desire to be braver and kinder. That, along with our values, will be all the more necessary during this pandemic. But the world has changed, and we are changing too. There are things we will stop doing. There are things we will keep doing. There are new creative areas that we will have to totally re-imagine.

PRESENT

We are a brave and kind presence in the public square and in the life of the church.

We are a calm, reassuring, hope-filled voice, praising God and pointing to the hope of Jesus and the assurances we have in Him.

We are a prayerful, non-anxious presence.

AGILE

We are agile and move quickly in response to changing circumstances.

We are responsive to the changing needs of our members.

PURPOSEFUL

We prophetically do what no-one else does and what no-one else can.

We speak up and speak out on the concerns and value of the church in the UK.

We champion the value of the Evangelical Alliance to the church, promoting membership.

PRAYERFUL

We will invite and facilitate corporate prayer during the crisis, with direction, resources and calls to action. Prayer will flow through all the areas of our focus and the connection we maintain with our members and the wider church.

KEY MESSAGES

**We will continue to serve the church
in a christ-like, relational, trustworthy
and prayerful way, focusing on three
key areas.**

THREE AREAS OF FOCUS



GOSPEL

As the Evangelical Alliance, the gospel is core to our DNA. We will continue to proclaim the gospel, through unity, words and actions, so that people are led to a life with Jesus.



VOICE

We will speak up and out in the media, the church, the public square, and in government and politics. We will provide a trustworthy and confident voice throughout the immediate crisis and speak prophetically about the longer term impact.



MEMBERSHIP

We affirm and promote the value of membership to Christians and the local church and the value of the Evangelical Alliance to the wider church. We encourage our members by spotlighting and raising awareness of great ideas and encouraging stories from around the church.

GOSPEL

INSPIRE

During the crisis, we will be seeking to model and inspire new ways to proclaim the gospel, through unity, words and actions, so that people are led to a life with Jesus.

We will celebrate and share, through the media, online and in print, the stories of transformed lives and communities from across the church and throughout the UK as the gospel bears fruit during the pandemic.

EQUIP

We will innovate and re-imagine ways to share the gospel with others as the scattered church during this crisis.

We will curate and share great ideas and new thinking from across the church on how to share the gospel during the crisis and what disciple-making, hope-filled mission work looks like in these unprecedented times.

We will collaborate and work with others to equip the church, in its mission, in this context, to tell every man, woman and child the good news of Jesus Christ.

CHAMPION

We will champion the freedom to proclaim the gospel, ensuring that the restrictions on our lives during this crisis do not infringe on our ability to love people and declare the message of Jesus.





REPRESENT

We will engage with governments and parliaments to ensure a more free and just society for everyone.

We will monitor emergency provisions and other consultations pushed through in this season to ensure they strike a balance in protecting people without eroding important freedoms.

We will work with government to ensure churches and charities have sufficient freedom and flexibility to serve their local communities.

We will work with the Religious Liberty Commission and others to ensure this situation is not used internationally to restrict religious liberty.



RESOURCE

We will speak up for the most vulnerable and at risk in this moment, while developing our larger Being Human project which will inform many areas that will change after the pandemic.

Through GATHER and with YourNeighbour.org and others, we will work to ensure a coordinated response between government and church to the coronavirus crisis.

We will continue the podcast and articles framing the 'being human' narrative. We will begin the deep work on 'being human' in this different season when we have less travel and events demanding our time, in preparation for life after coronavirus.



ENHANCE

We will help the church to inspire, model and champion the scattered church serving in the public square in this critical moment.

We will curate and create content to help the church navigate this unprecedented cultural context.

We will champion and share the stories of those on the front-line of this crisis and review how to make a range of Public Leadership resources more widely available.

We will stream a variety of events for our Public Leader networks across the UK and review recruitment for next year's courses.

VOICE



CONNECT

We will increase our direct communications with our members, through personal emails, calls and video conference, when appropriate.

We will continue to invest in idea magazine as a key resource to connect with our members, investigating opportunities the crisis offers us to re-imagine what idea looks and feels like especially for our individual members.

We will increase and develop our public spokespeople's presence online and in the media.



SUPPORT

We will invest time and resource at this time to reach out, listen and engage with our members in new and innovative ways, finding out how to pray for our members, what their needs are and what God is doing.

We will share stories of what is happening in the church around the country and across the streams both online, in email and, where possible, in print.

We will spotlight the great things happening, the challenges being faced, and the hope being realised by our members for our communities.



REPRESENT

We are committed to growing and sustaining a strong, broad, diverse, UK-wide alliance of evangelicals.

We will seek out alliances, networks and groups forming in this crisis, from grass roots collaborators to national initiatives that foster unity for the sake of the gospel.

MEMBERSHIP

Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go.

JOSHUA 1:9