



# Central Christian Church Global Strategy



Consider the fantastic potential of one of the fastest growing churches in the country implementing a global discipleship model that provides clear steps for engaging its members, exposing them to global realities, educating them on God's heart for the nations, providing opportunities to experience their adopted region of the world, effectively equipping them to reach out to the focus people group living locally and globally, with the ultimate goal of consistently sending long-term, church based, teams dedicated to launching church planting movements in the focused region of the world.

## History

Central Christian Church's global strategy developed over years of earnestly seeking God's direction. We wrestled with questions like; "For what global purpose has God created Central?" and "What could God do with us if we did not tell him no?" As we struggled through these questions we were driven by the conviction that "to whom much has been given much will be expected".

While we began the journey of answering these questions and developing a long term vision, we became increasingly convinced that we needed to also create a clear path for how we were going to get there. What developed was a new vision for serving Northeast Africa and a comprehensive system to provide our members with the experiences and education necessary to equip them to fulfill this vision.

## Purpose

We believe that God desires Central to be strategic. We believe that a strategic missions program is not only a blessing for those in the field, but can powerfully impact the local body. We believe that it is possible and therefore we are seeking to implement Global Strategies that:

- Will deeply influence the whole congregation person-by-person. We're looking for strategies that excite and mobilize people to become more passionate in their faith, better givers, more evangelistic, and more willing to serve. In short, becoming more like Jesus.
- Will send out more long-term workers who are healthier, longer lasting, and more fruitful than we have come to accept in the Western Missions System.
- Will consistently bless the nations in proportion with the blessing that God has poured out on Central.

# Mission Statement

As a community of believers, we seek to bring holistic and transformational change in Northeast Africa. With the help of our prayer efforts, partnerships, short-term Global Connection Teams and our own long-term teams, we are working to see the rapid expansion of the Kingdom of God in this spiritually and physically needy region. We ask that every believer within the Central community participate in a Global Connection Trip to see how God is moving through these pioneering efforts.

## Dreams

We dream of the day when every member, non-member, attender, staff, Elder, and Servant Minister at Central understands how they can play a unique part in blessing Northeast Africa. We not only want them to know what that part is, but long to see them actually doing it.

We dream of the day when every person at Central has had some foundational global exposure (like taking a Global Connection Trip or completing PathWays) as part of their basic spiritual development.

We dream of the day that our Global Outreach mantra of “Vision Inspired, Servant Minister Led, Staff Encouraged” is not just an internal goal of ours, but the way people at Central describe us.

We dream of the day when Central, not for sake of reputation, but by natural result of accomplishment, is known around the country as a leading global church.

We dream of the day that our efforts in Northeast Africa are not considered as some distant thing that some small group of people at Central is doing, but as an integral part of Central, a core expression of who we are.

We dream of the day that we have dozens of long-term, church-based teams serving in Northeast Africa who are not just surviving, but are thriving and making a difference.

We dream of the day that everyone at Central is personally connected with at least one person serving on a team in Northeast Africa. We yearn for these teams to be seen as an integral extension of the Central community.

We dream of the day that church planting movements are launched in Northeast Africa and the transformational power of the Kingdom of God pushes back the spiritual, emotional, and physical bondage that currently exists in the region.

We dream that 100,000 new Jesus communities will be established in the region, that these millions of new believers who have come into the Kingdom of God will go on to transform Northeast Africa; that the Muslim world will be split in half; that the “brain” of Islam (Al-Azhar University) will declare the Lordship of Jesus Christ; that the prophecies about Egypt will come true (i.e. Is 19:23-25); and that ultimately, there will be no need for Central to “serve” North Africa.

# Core Values

We have a heart and focus for the least engaged and least reached peoples of the world, and specifically those within the Northeast African region.

We understand that transformation takes time; we do not want to do “flash-in-the-pan” efforts that ultimately do not create lasting change in the field or locally inoculates Centralites to further mobilization.

Similarly, we believe that we must first give people a reason to care before we can expect them to care. They need to be ignited before they will sacrificially contribute. We however understand that it is just as easy to inoculate people as it is to further mobilize them. Further mobilization is a key consideration in every “ask” within Global Outreach.

We are building all that we are doing on discipleship. God’s call to his people to bless the nations is best accomplished through sold out disciples of Jesus. For everyone involved in Global Outreach we are trying to teach them to deny themselves, to take up their cross, and to follow Jesus.

We believe that the call to go, to bring good news, and to bless the nations still applies to the Western church, just like it does any other church in the world. However, we strongly believe that Western Missions efforts need to be reformed. Therefore we are both a proponent of Western Missions, and working hard to reform it from within.

## OVERVIEW

For many years, the Global Strategy team, with approval and support of all levels of Central leadership, worked to develop Central’s Global Vision. The Strategy Team at Central has researched many best practices among leading globally minded churches, analyzed different approaches within the Western Missions System, and studied different missiological perspectives. What has come out of that research is a unique position and approach to global efforts.

Below is an attempt to summarize our perspective. We could, and in some cases are, writing lengthy white papers describing details on each position, but for this document we will be brief. However, before we summarize our distinctive position we must explain some of the realities that have led us in this direction.

## Missions Realities

**Statistical Carnage.** According to the Joshua Project, the American career missionary workforce decreased from 69,000 in 1986 to 35,000 by 2006. This was a 50.72% reduction in 20 years! Sadly, there are roughly eight times as many churches in America as there are missionaries produced by these churches. That means at least seven out of eight churches in America do not have any missionaries sent out from them. Said differently, only 1 in 4,000 American Christians will move overseas and become a missionary anywhere. One in 20,000 will work among an unreached people group. 50% of these workers will have attritioned within just two years (leaving us with 1 in 40,000). Ralph Winter and other top missiologists have suggested that 2/3rds of the work force is not returning a positive return on investment, but out of kindness lets say it’s only 50% (that’s 1 in 80,000). And of these, only a very small percentage are actually seeing dynamic, reproducible, sustaining fruit. But to be gracious, we’ll say 10% are seeing such fruit (that would make it 1 in 800,000). Thus, few go, even fewer last, and very few are seeing the kind of fruit Jesus describes in Matthew 13.

**Financial Realities.** According to Urbana, Christians earn nearly 13 trillion dollars per year. Of which 1.7 % is given to causes of any kind. Of that only 5.4% is given to foreign missions. And out of that small percentage, only 1% is given to reach those who have not had any opportunity to hear the gospel. To put it more simply, for every \$1,000 Christians earn, just under one penny goes to pioneer church planting efforts.

**Why are we so excited about this failing system?** One does not need to read many statistics about the Western Missions System to feel deeply discouraged about the cumulative results. And yet most churches are excited about what they are doing in missions. Something is missing. Something needs to change.

Based on these types of realities, we have established the following conclusions and practices.

## CCCEV Global Positions

**Our “Why” and Our “How” Are Both the Vision.** The “why” is the dramatic expansion of the Kingdom of God in Northeast Africa. Our “how” is the process by which we are mobilizing and developing people at Central. The “why” doesn’t happen without the “how” and the “how” has no heart without the “why.” In short, our vision is both the process by which we develop the congregation (the “Pyramid”) and what all those efforts lead to (the transforming of Northeast Africa).

**Building It Right.** As a Global Strategy Team we believe in going slow to produce long-term results. We are hesitant to participate in flash-in-the-pan, high energy, “exciting” opportunities that get people involved once but have the potential to fizzle out quickly. We are striving to create better disciples. So whenever anyone says something like “it is so exciting” and “many churches are doing it” our initial response is hesitation, even skepticism. Our worst fear is to engage in poorly executed, exciting activities that inoculate people toward long-term global work or continue to produce more of the statistical carnage that we have all become accustomed to in Western Missions. Instead, we will choose to do the hard work of investing in people. We will develop and equip people to be globally minded disciples and to help propel them forward in discovering their role in blessing the nations.

**God’s Heart for the Nations.** We believe strongly that throughout the Bible God reveals His heart for the nations. We believe that a primary, golden strand, often overlooked, reveals God’s plan to redeem and bless the nations. Because of this misunderstanding we will strategically find ways to share this message with the rest of the congregation and invite them to discover their niche in His global efforts. We understand that the American bubble stands in the way of helping people to understand this. Our primary means of this communication is through Global Connection Trips and the PathWays course.

**Here or There.** Every believer is called to bless the nations! We believe in significant and real roles in responding to God’s heart for the nations whether you live here or there. And we value both of these roles. We aren’t concerned about whether one goes or stays. You can be effective or ineffective from home or abroad. Our concern is that people are effective in their global impact. In every aspect we will train disciples to be effective from wherever they choose to bless the nations.

**Creating Passion, Not Seeking It Out.** There is a line of thinking out there that says that everyone is passionate about something, you just have to find it and then “voila,” you get results. We don’t believe that! If people were passionate about something, they’d be doing something about it. Passion, by its very nature, is

self-evident. And it is obvious that Americans are not passionate about the nations, and that is evident by the fact that they aren't generally globally mobilized or involved. But that should be expected. Most Americans have very little global exposure or experience. We can't expect people to care about what they don't know about. So our goal is to help create global exposure and experience so that people can discover passion in the first place. Thus, we don't go around trying to search for passion that isn't there. We aren't dismissing that some small minority might have real global passion (often the result of previous global exposure), but instead we are trying to be proactive and help the majority of people discover God's heart for the nations for the first time. Specifically, we actively go out and help to create a love and passion for the peoples of Northeast Africa/CPMs/CBTs/etc. One cautionary note is that endless "exposure" (i.e. just facts and data) can actually desensitize people to global realities. So we have to make sure that our "asks" give both exposure and personal experience.

**Our "Ask" at Central.** We are not asking our people to begin the global journey with some small, insignificant step that makes them feel good. We aren't trying to give people a bunch of micro steps that might inoculate against real involvement. Instead our "ask" of the people at Central is to go on a Global Connection Trip (8 month, multi-thousand dollar commitment) or to take the PathWays/Perspectives course (13 week, \$200 commitment). We believe that their first step needs to be so intense that it powerfully shakes them out of a life of complacency towards global realities. We aren't looking to help people feel better; we are looking to dramatically alter the rest of their lives. So our first ask is something big and our best promotion tool for these asks is the continuing wave of new, changed, global disciples that they produce. It is critical to understand that our first two "asks" are us primarily investing into the people at Central to help them build a global foundation.

**Quantity or Quality with People at Central.** We can only handle/disciple/develop so many new incoming people at once. And we are focused on developing people and we can't develop 5,000 people at once. So we are working on quality over quantity. Quality lasts, sticks, and sees fruit. Quantity tends to burnout and fade. As a church we do things that lead to lasting fruit. We believe quality global disciples will multiply themselves and thus that is what will drive the continual growth (quantity) of Global Outreach. This is our local version of the CPM principle of "Go slow to go fast."

**The Role of Short-Term Teams.** We have a love/hate relationship with short-term trips. We love them for what we think they can accomplish. We hate them for what many people are trying to get them to accomplish. We do not believe that short-term trips are effective tools for Kingdom growth in the field. If you don't live there, don't know the language, don't know the culture, don't understand the worldview, then we aren't interested in you trying to change the world there. All change is long-term and local, not short-term and from afar. If you want to change the world, great! Go get training to become a long-term worker. Therefore, we do not use short-term trips for what they can accomplish "on-field." The primary goal is to have the participant "see the world the way God has to see it every day." We seek to mobilize these folks to become new global activists. We use our trips as an eight month global discipleship process of our people at Central. Many of the people significantly involved in Global Outreach were ignited because of the discipleship and challenge they received through our lengthy trip process. We don't call our trips "short-term missions." One reason is for security, but two, we don't want to degrade the name of "missions". Instead, we call our trips Global Connection Trips. Our motto is "Short-Term Trip. Lifetime Impact." The impact is in the lives of the participants. We judge the success of each trip based on how many participants move forward by taking the next step in their global development. Additionally, we don't do trips at the expense of the field. We strongly believe in the "do no harm" approach to trips. Having trips not adversely affect the field is harder than it seems.

**5 Star Trips.** Our goal is to be more focused in all areas. To help our trips be more focused we have come up with a quick five star analysis system based on the following strategic criteria: 1. Geography 2. Language 3.

Religion 4. Culture 5. Reached Status. As a church, we have adopted North East Africa<sup>1</sup>, especially areas where they speak Arabic<sup>2</sup>, follow Islam<sup>3</sup>, live in an Arabized/Near Eastern/Honor Based culture<sup>4</sup>, within an unreached or unengaged people group<sup>5</sup>. However a trip could still be strategic if it traveled to New York or Europe, and worked with Arabic speaking Muslims, from Northeast Africa. We don't promote trips along these terms, but internally this helps us do a quick assessment.

**Modeling.** The global staff and top servant leaders aren't seen as distant from the people we are leading. We aren't seen as doing ministry in an ivory tower or from behind a desk. We aren't just telling people what to do. We are modeling these things in our own lives. This goes well beyond anything that can be described in a job description for staff or servant leader. We're creating an environment where staff live passionately, sacrificially, and give their all for the Kingdom. We don't do it for others' approval, we do it because we believe in modeling and we believe the truth of when Paul said, "follow me, as I follow Christ." So we invite people to do this radical Jesus life WITH us.

**Long-term.** On all fronts, we highly elevate and value long-term. If you want to make a global difference you've got to make a long-term commitment. Americans desperately want to change the world with a check or a short-term project, but if global problems were that simple, they would have long since been solved. The reality is clearly that transformation, healing, and development take years and even decades of faithful involvement. We are developing people who will commit their lives to the cause, like it is their profession. We're not inviting people to just show up for one serving opportunity a year. We're challenging people to become a person who will make this a part of their daily lives. That said, we believe that you should have an exit strategy. Let's get the job done and let's move on. We should always be raising up new people to replace ourselves. This is for both those who serve at home or abroad.

**Focus (Unreached peoples—Northeast Africa).** We are focused on new, pioneer work. We think about unreached and unengaged peoples. Specifically our focus is on the Arabic speaking, culturally Arabized, Muslim, unreached and unengaged peoples in mostly Anglophonic (non-francophone) Northeast Africa. That is what we are pursuing. Our desire is not to go to places where there are already extensive Christian efforts underway. Our desire is not to go to lands and people that are already penetrated with healthy indigenous believers. Our goal is not to create paternalism or dependency within indigenous churches. We are very careful to avoid that. Because of volumes of research and experience, we are very hesitant to use outside resources/money in the support of indigenous believers. Any such partnerships would need to be carefully monitored by our field workers and would need to ensure reproducibility and sustainability.

**Requesting Support.** In many places choosing to support new workers is a very subjective process. However at Central we run all applicants through a 17 point, evaluating metric that provides a quantitative gauge for each of the applicants and how they fit into our focused global mission. It is based on the types of things that we think it takes to be an effective field worker and the quality of the partnership. Ultimately, we build partnerships based on how well they line up with our vision to launch CPM's amongst the Arabic speaking, culturally Arabized, Muslim, unreached and unengaged peoples in mostly Anglophonic (non-francophone) Northeast Africa. Our CBTs go through a different, but equally rigorous evaluation process.

**Reactive or Proactive.** We have tried to move away from being a "reactive/supporting" church to a "proactive/sending" church. A reactive supporting church sits around and waits for people to come to them with proposals and ideas and is then left in the position of saying only "yes" or "no." We are now proactively going out and raising up new people and sending them out. We aren't waiting around. We go intruding into people's lives and call them out to be a part of these efforts.



**TOAG.** TOAG is the most intense missiological and faith development training that we offer. TOAG trains people on what we are trying to see happen in the field. We are very excited by the TOAG internship. Though TOAG is a distinct third-party ministry separate from Central, we are intimately intertwined with it. We require any long-term, field prospect to go through it. Though it is primarily for those preparing to go to the field, the more staff and Servant Ministers who go through it the more our global efforts and impact will expand. Having well led internships led by TOAG graduates from Central is a critical component of our success.

**Church Based Teams.** We aren't looking to just send out individuals or families. We are looking to send out whole, long-term, church based teams (CBTs) from Central. CBTs are different than non-CBTs. We are doing CBTs. It is a different way of sending and overseeing people. We work very closely with Frontiers because of their customized approach to working with CBTs, because they are geographically close to us, and because we work well together.

**James/Paul/Daniel.** We have three distinct types of long-term teams we send out. 1. James Teams—to LIVE and work with the have-nots of society. 2. Daniel Teams—to LIVE and work with the haves of society. 3. Paul Teams—to LIVE and work in the least reached parts of Northeast Africa. We want our teams focused. Many people try to live well off, and serve the poor. There are enough people out there trying that and it is not very effective. That isn't what we are trying to do. We also aren't trying to work with the thin middle class that exists in Northeast Africa. Again, there are plenty of people trying to do that. We find that this class tends to not be rich enough to realize their emptiness nor poor enough to feel their hunger. So we are trying to send people to live and work with the poor, or to live and work with the top socio-economic segments of society, or to live and work in the places that no one else wants to go, specifically the risky areas.

**Pro-Incarnational Practices of Our Workers.** We teach that “living with”, “living as,” and “living among” those you are trying to serve helps break down barriers of communication. Being incarnational makes it harder for people to put you in a box (so they can ignore or dismiss you). We emphasize living, eating, thinking like the people, unless it is a moral issue. We are convinced that being distant from people on non-moral issues is not helpful. We believe that Jesus and Paul both modeled this in their lives. However, though we train our teams to be incarnational, it is not our desire to ever be disparaging of those who are less-incarnational.

**Pro-Contextualization in Emerging Movements.** Unfortunately, this topic has become very divisive within the body. We lament that reality. We have a deep desire for biblical faithfulness and unity within the body. We are grace oriented on this topic. We believe in the absolute authority of God's Word. We believe that contextualization is biblically acceptable and a fruitful practice. We also believe that there can be abuses or syncretism happening within “insider movements,” just like there can be in any movement. (i.e. much of what we find in American Christianity). We train our long-term workers through TOAG on biblical, effective contextualization practices in working with Muslims. Even though we train our teams to be contextual, we do not require them to adopt all forms of contextualization. It is not our desire to ever be disparaging of those who are less-contextual.

**Church Planting Movements.** This is our goal. We want to see the dramatic expansion of the Kingdom of God in Northeast Africa. We believe that CPMs are the best way to see that happen. We want to play our part in helping to launch messy, organic, rapidly reproducing Jesus Communities in some of the most unwelcoming places on earth. That means we train people in the CPM strategy and we don't do other things (Bible colleges, orphanages, or a thousand other good things).

**Priesthood of All Believers.** Our motto in GO is “Vision Inspired. Servant Minister Led. Staff Encouraged.” We believe that as we continue to live out that philosophy that eventually 95% of all the global work at Central will be LED and done by servant ministers and that staff won’t have their fingerprints on most things. We might “shadow pastor” behind the scenes. We’ll certainly encourage the hundreds of people actively serving in GO to make it all happen. But it can’t and won’t just be a staff thing, or even a staff led thing. So we strongly believe in Servant Ministers. But *the big vision* is what keeps all these hundreds of empowered people from flying off in their own direction without synergy. Our job is to instill vision in people and then empower them to help make it happen. Thus, people don’t need to always come to us for permission or ideas as long as they also own the vision. And the last part, “staff encouraged” is our role in helping servant ministers be empowered and to own and understand the vision. A natural outcome of this belief is that power and authority reside on the frontlines with our teams. We do not want to try to control everything or micromanage everything. If we do a good job of instilling the vision, then the teams will move forward constructively.

**Global Strategy Team.** This team serves as a board over Global Outreach and is approved by and under the leadership at Central. There is staff, servant minister, and Elder representation on the board. This team is a guardian of the global vision of Central and holds the Global Outreach staff accountable to staying on task and faithful to the vision. They also serve as a sounding board for new ideas being kicked around within Global Outreach. In other words, this team is part of the global leadership structure at Central and major Global Outreach decisions are approved or reviewed by the team, particularly decisions that relate to our global purpose.

**1-Year Apprenticeship.** As a person goes through TOAG, we hope to see them discover their ministry passions and join a Daniel, James, or Paul apprenticeship team. These teams will head into the field to see how they function corporately and individually. Then after a year of working together we assess them and see how it went. If everything went well, then that team (and the individuals on the team), would become our next long-term, church-based team to some area of Northeast Africa.

It isn’t uncommon for teams to have a problem person or couple. This person or couple usually knows within the first year that they won’t make it. They know it, and the team knows it, but they hang on until years later when they finally make it to their first furlough. When they do finally throw in the towel during the first furlough, they feel like a failure. In contrast, our one-year teams are sent out and promoted as one-year teams. So a person coming home from an apprenticeship team has completed what they set out to do. So instead of coming home wounded, they come home successful. And after that year, if appropriate, they can gracefully not go to the next step, saving a lot of financial, emotional and human resources.

One advantage of these apprenticeship teams is that they will continue training during their year in the field. Another great advantage of these teams is the reality of the emerging generation. They struggle to make long-term commitments. They have starter jobs, starter homes, and even starter marriages. And no one in the emerging generation seems to keep a phone number or address for more than a year. But what *can* be said is that they are willing to try out all types of different things. These teams offer just that.

That said, we readily acknowledge the challenge of trying to get people to make a long-term commitment at the one year mark. This is often a low point of culture fatigue. Most people do not feel good about field life at the one year mark. So we need to lead through this. However, we believe it is worth it. We believe conservatively that we will get twice as many long-term workers because of these apprenticeship teams.

**No One Has Said This Will Be Easy.** As excited as we are about all of these things and as encouraged as we have been by the results so far, we understand that it will not be easy to pull all of this off.



Trying to do strategic global work within an American mega-church is rare. Many mega-churches go the path of high-profile, feel-good global activities that accomplish little and may even create long-term dependency or harm in the field. Additionally, trying to mobilize thousands of people at Central will not be easy. Trying to keep people motivated and encouraged and focused will not be easy. Trying to keep our teams healthy and fruitful will not be easy. Trying to see Northeast Africa transformed will not be easy. But we are committed for the long-haul. We understand this may take decades or generations. And we are consciously aware that we will continually need to fight weariness and continually strive to keep pushing forward the vision. Vision leaks, and we need to keep filling up the vision bucket. But the difficulty and challenge can and should be expected in light of the significance of our efforts.

## Things to Avoid

**Landmines.** Our goal is to move people FORWARD in their global development. Each step or “ask” is to get them to take the next step forward. However, there are landmines to the left and to the right of the path. If we are not careful they can end up on a landmine and then NOT move forward, and quite possibly be even more resistant to moving forward. To one side of the path, the landmine field is the “sense of accomplishment,” as if they had done “their part”, so now they can “check that box” and go on with life as normal. To the other side of the path are the “I tried it but it wasn’t for me” landmines. They walk away “underwhelmed” and feeling that it “wasn’t compelling” enough. We don’t believe that God’s heart for the nations and the conditions of the world is underwhelming or not compelling, but it is very possible that what we ask someone to do could leave them feeling that way. So in everything, we consider if our “ask” will mobilize them forward, or have them hitting a landmine and then NOT moving forward.

**Promotion Instead of Discipleship.** Every ministry team will inevitably ask for more promotion. We all believe in this commercial-saturated culture that if our ministry just got a plug from the pulpit that it would solve our need for help. Many believe this will relieve us of the difficult and long process of discipleship. But this runs against our entire ethos of going slow and discipling well. Most people who start to serve because of mass promotion have not been on a Global Connection Trip (GCT) and have not been through PathWays and 90% of such people will discontinue their serving within a few months. Also, if hundreds of such people respond to some effort, but don’t get appropriate follow up and investment, then they might end up even more resistant to moving forward if it doesn’t pan out. So we understand that what we ask people to do could easily inoculate people if we aren’t careful. However, we have found that if someone has been through *either* a GCT *or* PathWays they have a nearly five fold increase in the likelihood of “sticking” in Global Outreach. If they have done *both* a GCT *and* PathWays, there is roughly a nine fold increase, or basically a 90% chance that they will “stick” with their serving instead of attritioning. Therefore, we choose to minimize promotion of mass asks and focus on our primary *ask* of going on a trip or taking Pathways as a first step in getting involved in GO.

**Global Fellowship.** We strongly distinguish between evangelism (believers being salt and light to their own people), fellowship (believers being in mutually edifying relationships together), and missions (reached peoples going to unreached peoples in another culture). In Global Outreach, we agree there is value in evangelism and fellowship, but our specific task and mandate for Global Outreach is to do missions. However, there is a growing trend today called church-to-church partnerships (essentially fellowship on a global scale,) and many are calling it the next best thing in *missions*. Many major organizations are offering to help facilitate this type of relationship between a church in the US and a church in a developing country. There may be some value to such relationships, but many churches are moving away from *missions* and instead doing *global fellowship and partnership* with national churches and are doing it in the name of *missions*. That is not what we are interested in doing and we encourage people to simply call it what it is... global fellowship; not missions.

**The Influence of Affluence.** In the book “Missions and Money,” Jonathan Bonk describes how “not only does the wealth of missionaries create a social gulf between themselves and those to whom they are bringing the Gospel, it also generates difficulties in communicating the Gospel.” At Central, we are beginning to understand how global worker affluence affects gospel transmission. Therefore, we will seek to educate all of those involved in Global Outreach, specifically those being trained for the field, on the challenges that money and affluence (particularly disparity in these areas) can have in the dissemination of the gospel.

**The Power of Ideas.** We believe that ideas, beliefs, values, and worldviews have consequences. In this world there are many competing viewpoints, ideas, beliefs, values, and worldviews. They are not all created equally. They produce differing results. If you don’t confront the root of the problem (the underlying ideas of the system) then you cannot expect it to change or improve. For example, no matter how much money you put into a broken system, you are going to get broken results. Therefore, we do not attempt to solve the world’s problems through Band-Aid solutions that don’t fundamentally confront the causes of the problems. We believe that the causes of the world’s problems are broken/fallen worldviews, beliefs, ideas, etc. We believe that the Kingdom of God is what offers the greatest solution to the problems of this world. Thus, we choose to work diligently to transform culture through Kingdom efforts that lead to long-term results. We believe that the most effective tool we can wield in our efforts on behalf of the needy is a biblical worldview. Not more money, great manpower, or better mailing lists. Not more programs, greater efficiency, or better systems. Not more governmental involvement, greater grassroots participation, or better public exposure. Not more denominational unity, greater international cooperation, or better distribution channels. Instead, it is ideas that have the most powerful consequences. When we have the right ideas driving our actions, everything else will come in its time. More specifically we believe our job is to plant the leaven and let the leaven (local church) work through the dough doing the work of starting orphanages, feeding the poor, caring for widows, doing development projects, and essentially starting the transformation of society. Our job as outsiders is to bring the truths of God that allow for such indigenous transformation and healing.

**Exposure Love.** Additionally we understand that sometimes we will encounter “exposure love.” We will graciously deal with it and we will also do our best to not create unhelpful exposure love. Since most Americans have very little global exposure, it is easy for them to feel strongly attached to that which they do have (an orphanage in Haiti they visited with their prior church, the town in Mexico they built a house in, the AIDS clinic in South Africa they did a school report for, etc). We will not diminish or demean their exposure love, but we will try to help expand their global experience and exposure and then eventually invite them to be a part of our global efforts. For those that do not want to go in our direction, we will not insist that they come in our direction, but we’ll ask the same grace from them in return. That said, because of the adverse consequences of exposure love, we will train our people in regards to the issue.

**Distractions from Our Focus (Non-strategic Partnerships).** We are focused on new, pioneer work. We think about unreached and unengaged peoples. Specifically our focus is on the Arabic speaking, culturally Arabized, Muslim, unreached and unengaged peoples in mostly Anglophonic (non-francophone) Northeast Africa. That is what we are pursuing. There are a thousand other things that could distract us. We want to avoid distraction. Therefore, when we encounter people with different passions, we bless them and release them. We understand that saying no to people can be hard, but we have to be ready to say it. We don’t ask them to divert their focus for us, but we ask the same in return. In short, our focus means we have to say “no” to all the other things that could consume the time, energy, and resources that are intended to fulfill our vision. However, for such people, if they can still be blessed by joining in on our trainings, programs, etc, then we warmly welcome them. Our goal isn’t to say no. We love saying yes to new strategic partnerships. However, we do this carefully and wisely.