

STRATEGIC FRAMEWORK 2022-2026

OPERATIONALIZING THE ROADMAP

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Strategic Framework



Introduction

In 2020, WEA adopted **Roadmap 2030**, our strategic guide for WEA and its members. It focuses on the strategic priorities that WEA commits to pursuing passionately. These strategic priorities include:

- **Strong Evangelical Alliances:** equip alliance leadership around the globe
- **Fruitful and broad collaboration:** unite evangelicals for transformational impact
- **Influential voice of advocacy:** speak credibly in halls of power
- **Effective organizational structures:** develop strong and dynamic organizational backbone

These four priorities enable action, give mobility and provide clarity as we are focused on Jesus Christ, empowered by the Spirit of God and committed to Gospel witness and discipleship. They are interconnected and equally important, and they support each other.

This document focuses on the operationalizing of the roadmap by the different departments at WEA.

Structure of WEA



WEA is composed of both ministry and operations departments. The six ministry departments are Alliance Engagement, Church Engagement, Public Engagement, Global Advocacy, Global Theology and Global Witness. The four operations departments include Finance, Communications, Development and, finally, Human Resources and Organizational Development.

In 2021-2022, the leaders of WEA departments worked with their teams to discern God's intention for their department and its relevant ministries and develop to objectives and goals for the next five years, in alignment with the Roadmap 2030. All departments are committed to carry out their mission in liaison, communication, resourcing and collaboration with other WEA departments, ministries and services.

This Strategic Framework 2022-2026 outlines key objectives and goals for all departments and will help our worldwide community to have greater collective impact for God's kingdom at all levels: global, regional, national, and local.

Ministry Departments

Alliance Engagement

Central to WEA's purposes, the Alliance Engagement Department focuses on strengthening existing evangelical alliances around the world and establishing new alliances in places where they do not yet exist. The AED exists to serve the member alliances of WEA through liaison, communication, resourcing and collaboration with other departments, ministries and services of the organization.

Global Advocacy

The Global Advocacy Department aspires to be a global voice for Evangelicals in the public square. It is primarily the voice of national alliances at various UN agencies. It is a trusted voice with well-researched and documented reports. Additionally, the department informs national and regional alliances of upcoming advocacy opportunities so that WEA can speak with one voice, fostering transformational collaboration with national and regional alliances.

Church Engagement

The Church Engagement Department has a vision of healthy disciple-making churches that make a difference in their communities. Partnering with other evangelical ministries, it provides a platform for collaboration as well as resourcing of national and regional alliances for their local churches.

Global Witness

The Global Witness Department exists to serve the member alliances of WEA by providing a connecting point for missions, evangelism and church multiplication resources available from national/regional missions alliances, evangelistic associations, outreaching networks, organizations, training institutions and thought leaders, all of whom seek to increase participation in God's mission.

Public Engagement

The Public Engagement Department works toward strengthening evangelical alliances to collaborate with governments, intergovernmental and non-profit organizations and various other stakeholders to address issues of public concern for the common good.

Global Theology

The Global Theology Department exists to lead an ongoing global discussion process among WEA's wide range of members, churches, training institutions, theologians, and researchers, seeking to speak with one voice to the world. Focusing on fruitful and broad collaboration, it seeks to be present whenever theologically related issues are debated on a global level. Concurrently, it also seeks to actively strengthen national alliances on matters related to theology and theological education.

Alignment of Department Plans to Roadmap

SP1 Equip alliance leadership around the globe

FOCUS : To support leaders in building vital, visible and vibrant Evangelical Alliances as they mobilize churches, mission agencies and other networks toward a common agenda in their witness for Christ and their advancement of God’s kingdom..

Departments that intend to contribute to this strategic priority

Relevant objective(s) of department related to this strategic priority

Office of the Secretary General

Develop a sense of community amongst NEA leaders whereby they understand and appreciate the breadth of WEA ministries and initiatives

Develop a plan for an alliance in every country. If not possible, establish national partners for the WEA in each country.

Alliance Engagement

Engage NEAs around the world in the family of the WEA, whereby they experience a sense of belonging, community, fellowship, support, and resourcing

Develop the health and strategic effectiveness of NEAs through focused training, brokering of resources and provision of support services that enhance their capacity

Orient NEAs around the world to ministry initiatives of the WEA (new and existing) for their potential engagement, support and participation

Promote, provoke, and support Evangelical Alliances in engagement with the WEA “Decade of Disciple Making”

Facilitate the establishment of new NEAs, along with innovative expressions of alliances within nations that have diverse/multiple languages, ethnicities, and cultures

Public Engagement

Equip National Alliance leaders with training and training materials related to public engagement

Establish ministry working groups in all WEA regional EA’s and as many National EA’s as possible

Church Engagemen

Work with regional and national alliances to establish better cooperation and find ways to serve them and build a healthy church culture.

Global Witness

Conduct research relevant to global witness, the results of which will be disseminated in various forms to National Evangelical Alliances via their leaders for their use towards effective national witness

Global Theology

Strengthen alliance leadership in biblical-theological grounding and ministry effectiveness to fulfill the mission of the church in the world

Global Advocacy

Train leaders and staff of National Alliances in effective advocacy to national and regional governments, on working at the UN, and on religious freedom issues, such that they are able to respond to persecution and to advocate for those who are persecuted elsewhere

SP2 Unite evangelicals for transformational impact (fruitful and broad collaboration)

FOCUS : Prophetically develop and champion a common agenda for the global evangelical movement in today's world by pursuing broad, purposeful collaboration at all levels of thinking and practice for maximum effectiveness.

Departments that intend to contribute to this strategic priority

Relevant objective(s) of department related to this strategic priority

Office of the Secretary General

Map typical activities of most NEAs and ensure that a global network mirrors it, either through existing ministries or by establishing new ones (e.g., education, Christian music, pro-life, drug rehabilitation, prayer, trustworthiness of Bible)

Strengthen relationships with global partners to increase effectiveness in ministries (e.g., advocacy)

Regularly review ministry effectiveness across the different departments to ensure collaboration with different partners working on the same topic

Public Engagement

Establish close cooperation between the ministries of the department as well as with other ministries of the WEA and their strategic partners

Church Engagement

Assist ministry leaders in the team to connect to other global leaders in their related spheres.

Global Witness

Convene gatherings of ministry and church leaders related to the aims of global witness, which will cross-pollinate ideas across the worldwide spectrum of outreach theory and practice, nurture collaborative action, or at least synchronize commitments toward a unified Evangelical approach to effective global and local witness

Global Theology

Facilitate regional and global theological discussions to enhance unity in diversity and promote kingdom collaboration

Global Advocacy

Maintain and continue to develop our network of like-minded organizations with which we engage in collaborative advocacy

SP3 Speak credibly in halls of power as an influential voice of advocacy

OBJECTIVE : To strengthen credible Christian voices within the public sphere at the national, regional and global levels on critical and contemporary issues. This is done primarily through research, advocacy, and empowering Evangelical Alliances to mobilize churches and civil society in mitigating violations of religious freedom and advocating for the marginalized or oppressed.

Departments that intend to contribute to this strategic priority

Relevant objective(s) of department related to this strategic priority

Office of the Secretary General

Research and quantify the number of Christians that WEA represents, so that WEA can underscore our advocacy with reliable and justifiable numbers

Research and map who exactly is hindering the legal registration of evangelical churches in countries of concern

Global Witness

Synthesize convictions, derived from gatherings and research, regarding the state of global witness in our contemporary era, presenting the challenges with clarity and affirming areas of growth with enthusiasm, and promote the resulting synthesis to key international influencers for the benefit of global witness

Global Theology

Develop a credible, respected, and sought-after voice from the ranks of the religious community in matters and issues of public concern

Be an international voice for national alliances on human rights issues at the UN.

Global Advocacy

Engage in global advocacy on existing issues: human rights (including religious freedom), humanitarian issues, peace and reconciliation, creation care and human trafficking.

Furthermore, develop the capacity to advocate on refugee issues, life issues (abortion and euthanasia), anti-corruption and global health.

Support ministry departments in strengthening their voice to our own constituency as well as externally to the general public.

Communications

Increase the number of press releases and media engagement covering a wide range of WEA areas of involvement, to raise awareness of WEA's relevance and effectiveness in addressing global issues

Work with ministry departments to speak relevantly into momentary and ongoing crises that affect evangelicals, express solidarity, provide unique insights, and reflect a global diversity of voices while maintaining the unity and focus of WEA's messaging

SP4 Develop a strong and dynamic organizational backbone
(building effective organizational structures for outcome-based ministry)

FOCUS : To enhance WEA’s various organizational structures so as to keep pace with the growth and needs of departments, alliances and the movement as a whole. To develop operational guidelines and mutual accountability procedures between the global office and

Departments that intend to contribute to this strategic priority

Relevant objective(s) of department related to this strategic priority

Office of the Secretary General

- Develop policies that provide structure and guidelines to WEA as an entity
- Maintain clear and healthy relationships with regional alliances that are based on good practices and a common agenda
- Regularly review the needs of various departments and work to meet these needs

Public Engagement

- Work alongside department leaders to strengthen the structures in individual ministries

Global Witness

- Establish operational structures and secure financial support

Global Advocacy

- Increase resources to the benefit of a unified Evangelical global witness so as to fulfill the department’s purposes

Church Engagement

- Build capacity to advocate on religious freedom. This includes development and resourcing of the IIRF, rebuilding the Religious Liberty Commission as an effective global network to advocate for the persecuted, and liaising with the UN Geneva advocacy team to engage in advocacy.

Development

- Develop accountability structures for the different ministries to ensure ministry sustainability

Communications

- Establish a fully-orbed fundraising facility in Europe and in parts of Asia
- Increase funding for WEA and its ministries through increasing the donor base, launching a fundraising program consisting of different development products
- Mentor and support department and network leaders to communicate relevantly and regularly with their target audiences through the writing of stories about events and developments, posting regularly on social media, newsletters, etc.
- Establish a translation service to ensure that communication and activities are offered in at least six major languages
- Strengthen WEA’s media presence, especially with non-religious media

Human Resources/ Finance

- Be involved with individuals who become part of the different ministries and provide support from time of recruitment to separation
- Develop robust and clear policies and procedures that are used across departments
- Develop effective reporting structures for staff across different layers of the organization