

Nurture.
Retention
Annual Council 2017



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Nurture & Retention .

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Where are we?

David Trim, Ph.D.





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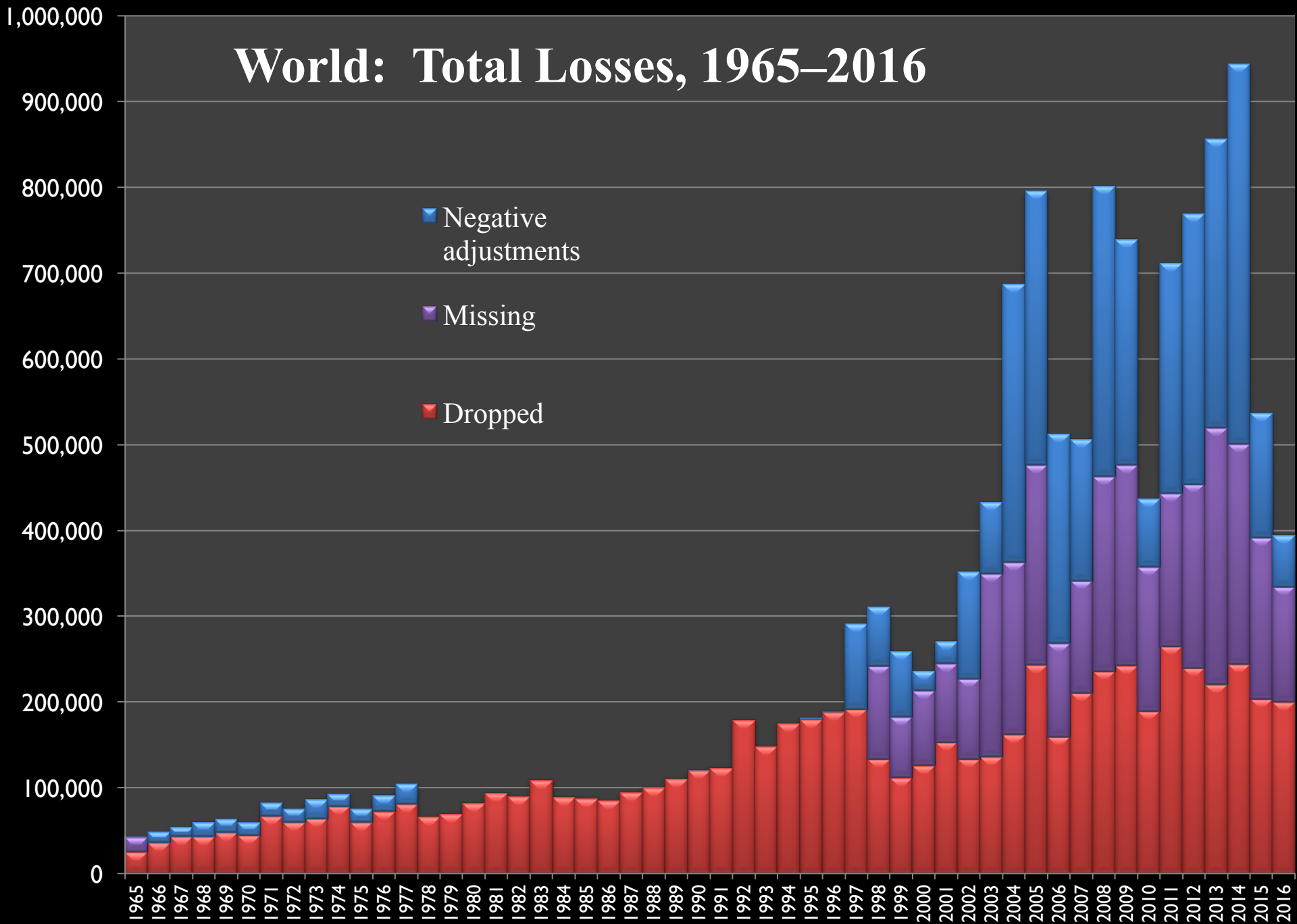
How are we doing??

Starting in 1965 the church has
categorized “accessions” and “losses”:
now **52 years of data!**

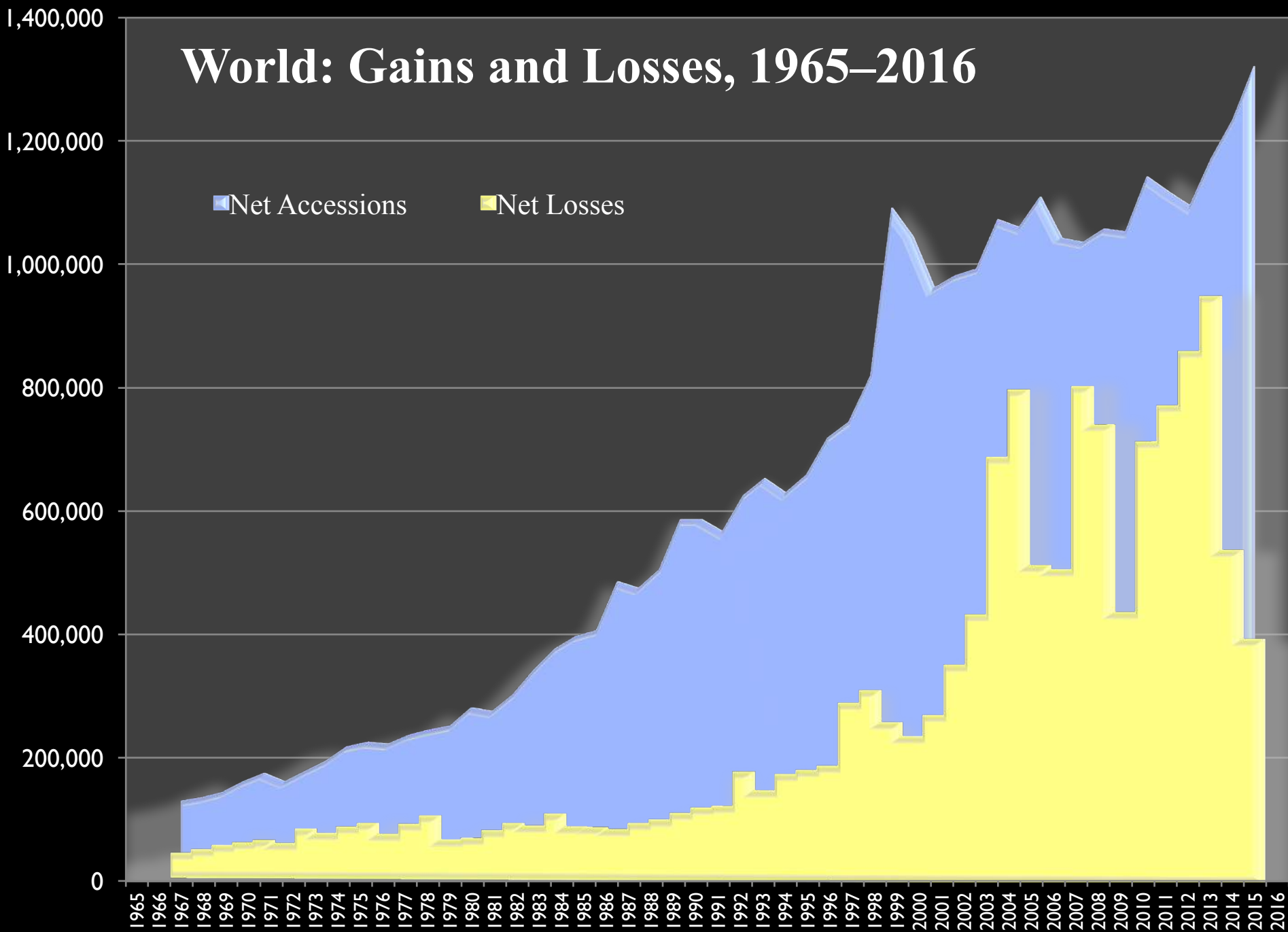
Very clear trends

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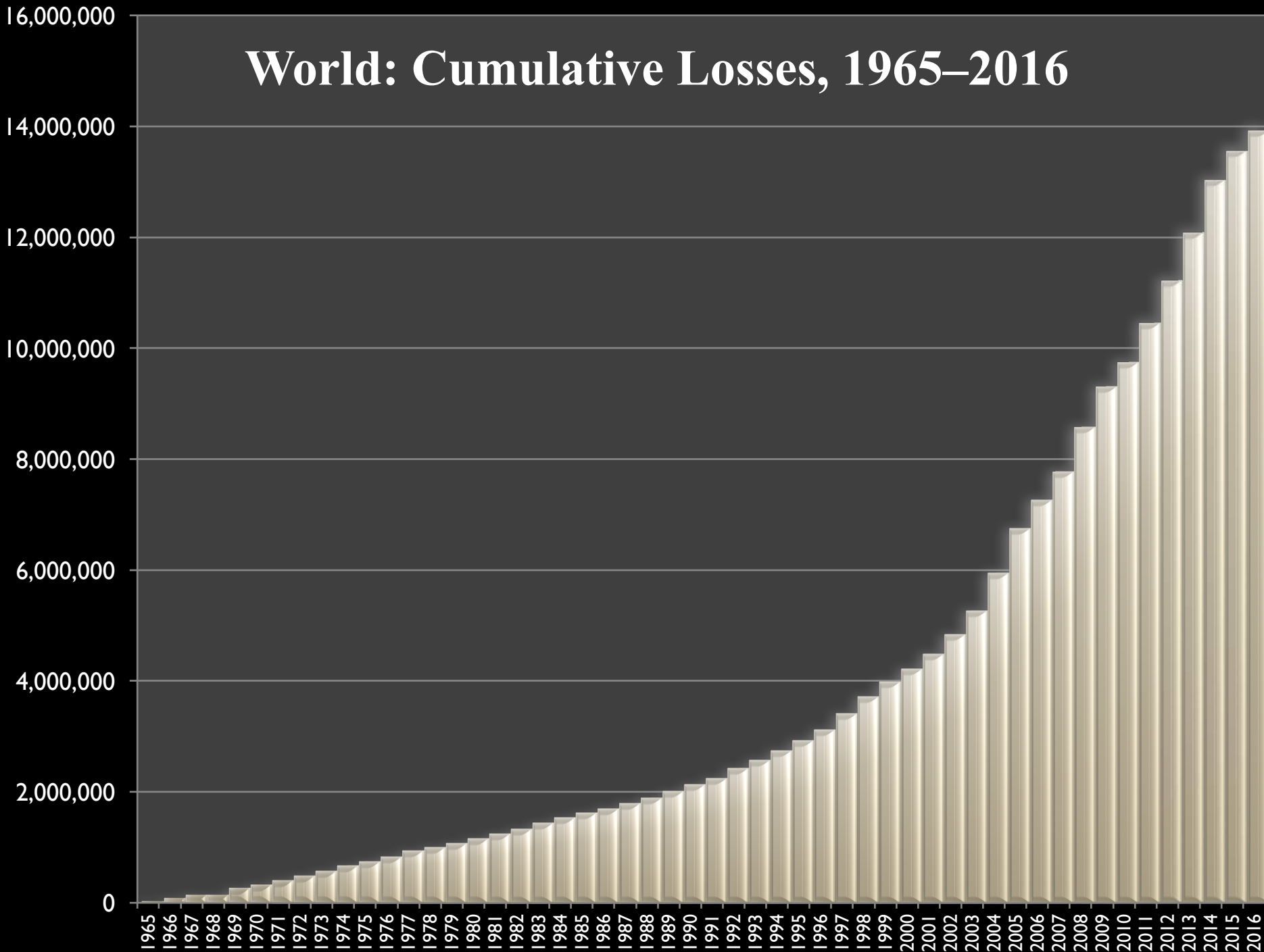
World: Total Losses, 1965–2016



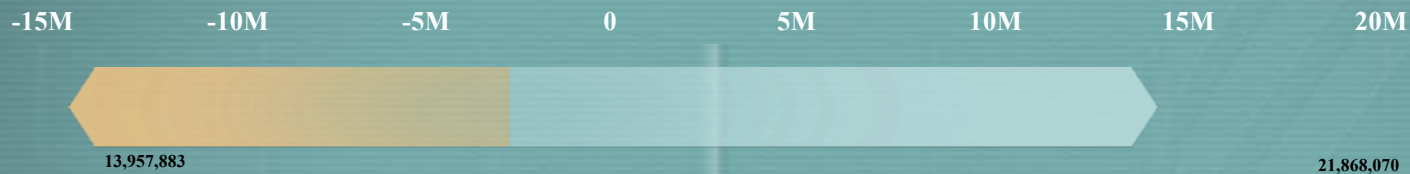
World: Gains and Losses, 1965–2016



World: Cumulative Losses, 1965–2016



MEMBERS WHO LEAVE



- Members who left
- Members who stayed

Since 1965, **35,825,953** people have been Church members

Of those, **13,957,883** have chosen to leave.

Our net loss rate is 38.96%.

In effect, **four of every ten** church members slipped away.

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GLOBAL LOST: DROPPED VS. MISSING, 1965-2016



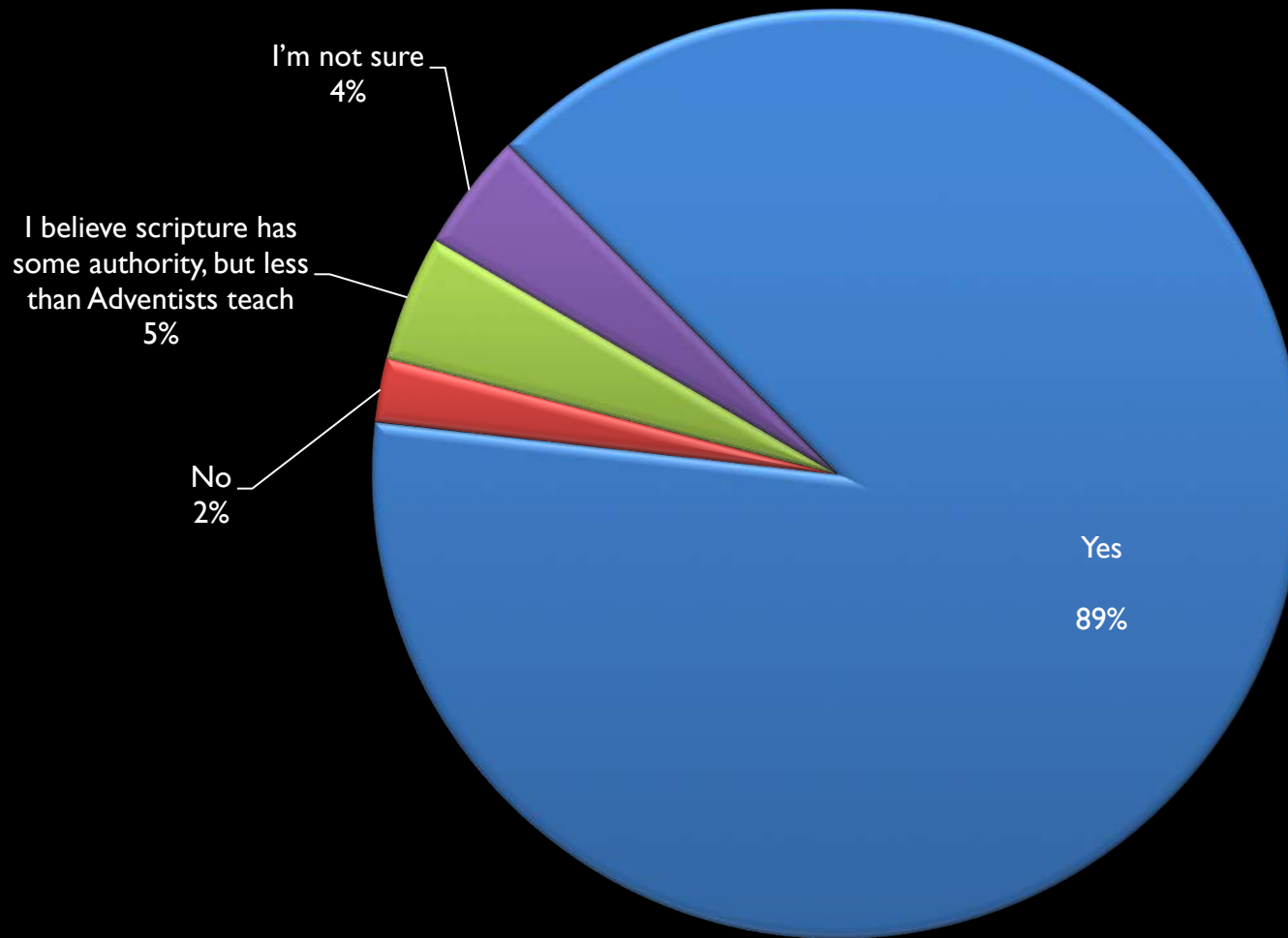
■ Dropped

■ Missing and Unknown

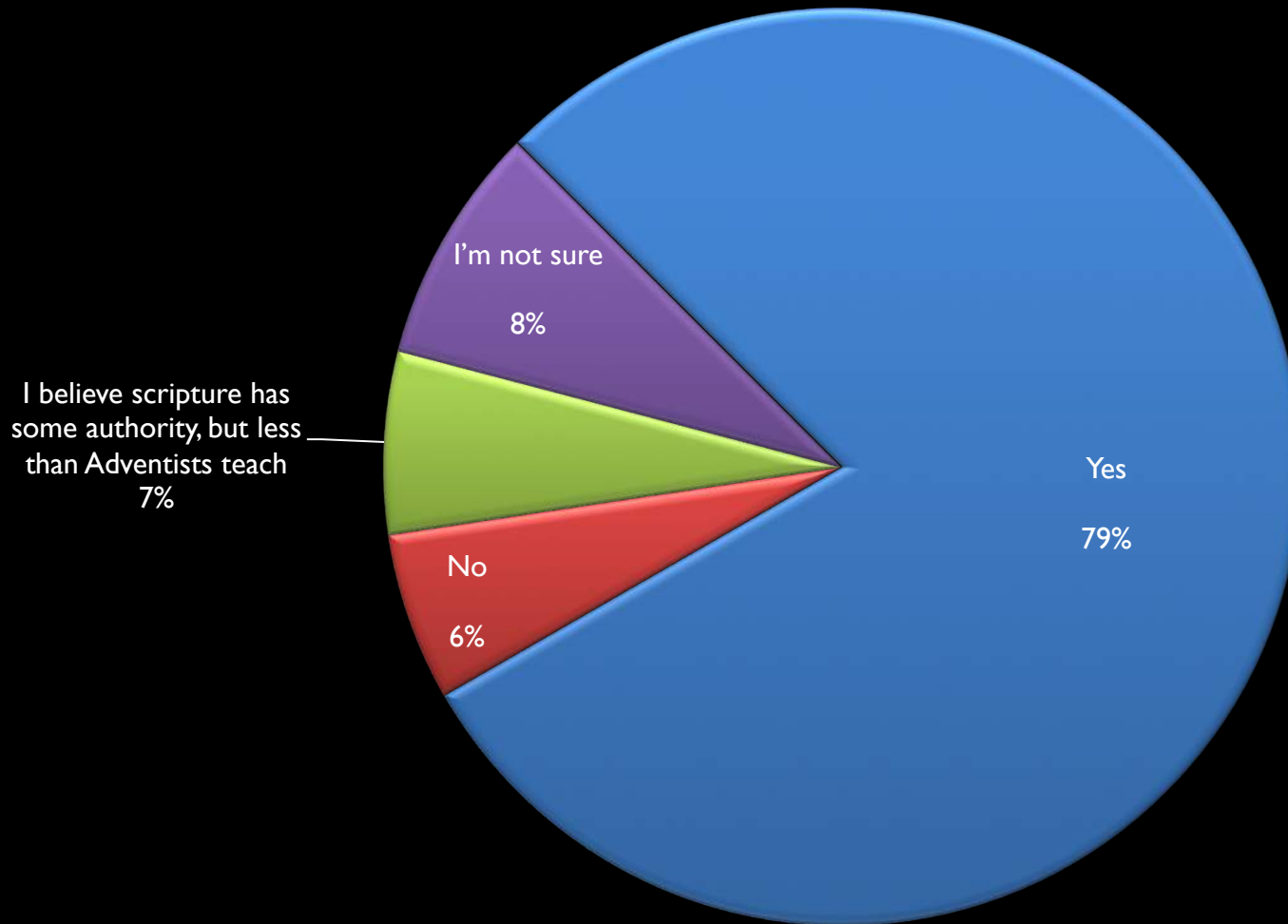
Global missing and unknown
are 108.31% of the dropped

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Do you still believe in the authority of Scripture, as taught by the Seventh-day Adventist Church? – Returned Members



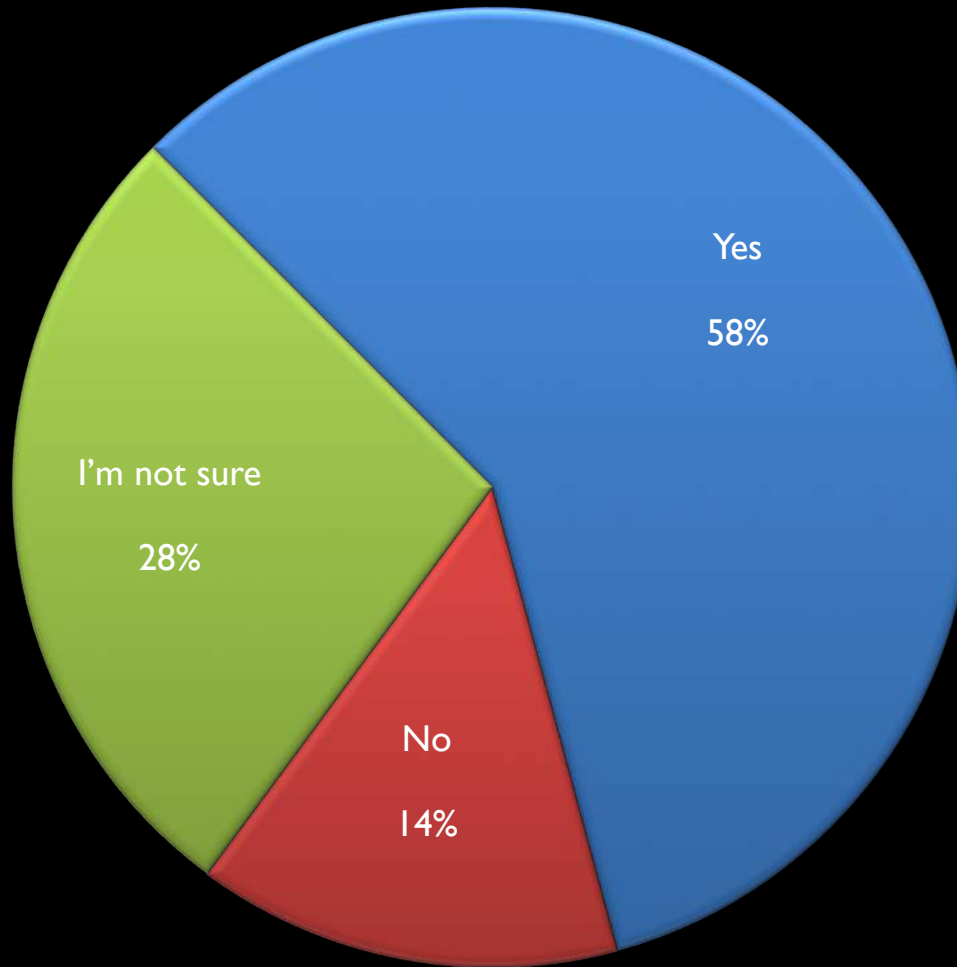
Do you still believe in the authority of Scripture, as taught by the Seventh-day Adventist Church? – Former Members



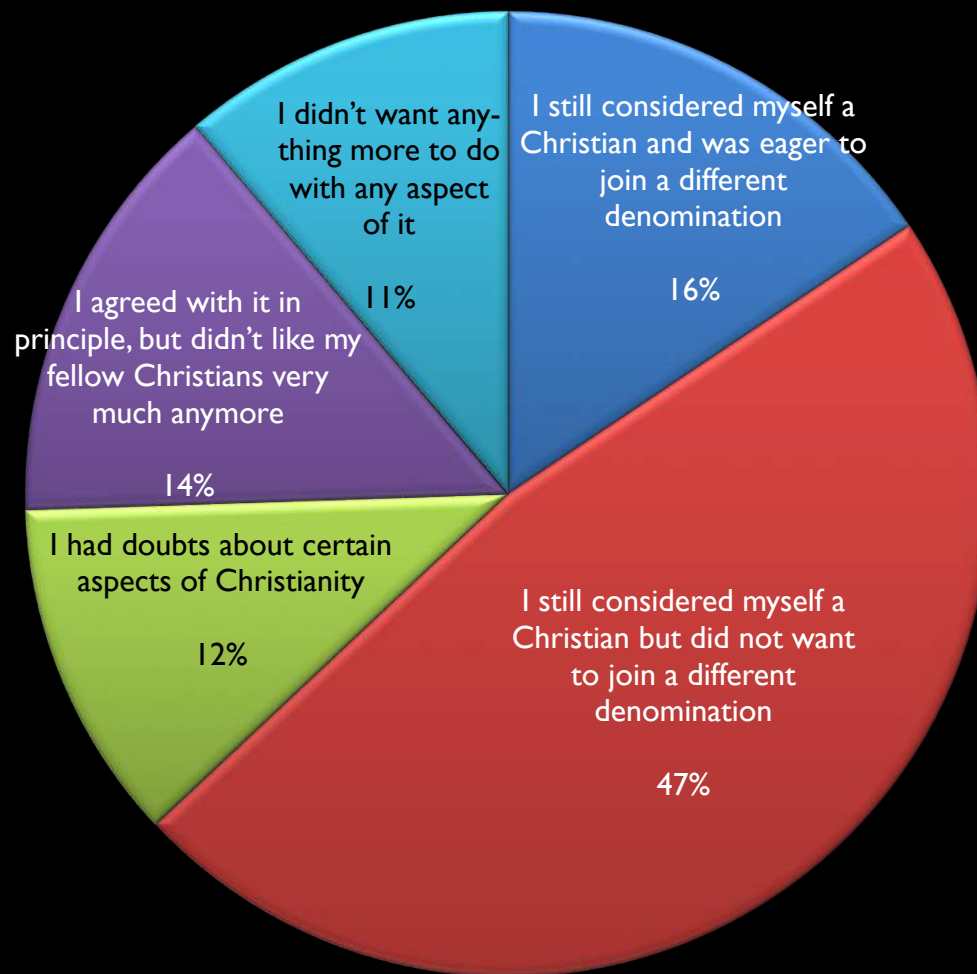
**Do you still believe in the gift of prophecy manifested in Ellen White? –
Returned Members**



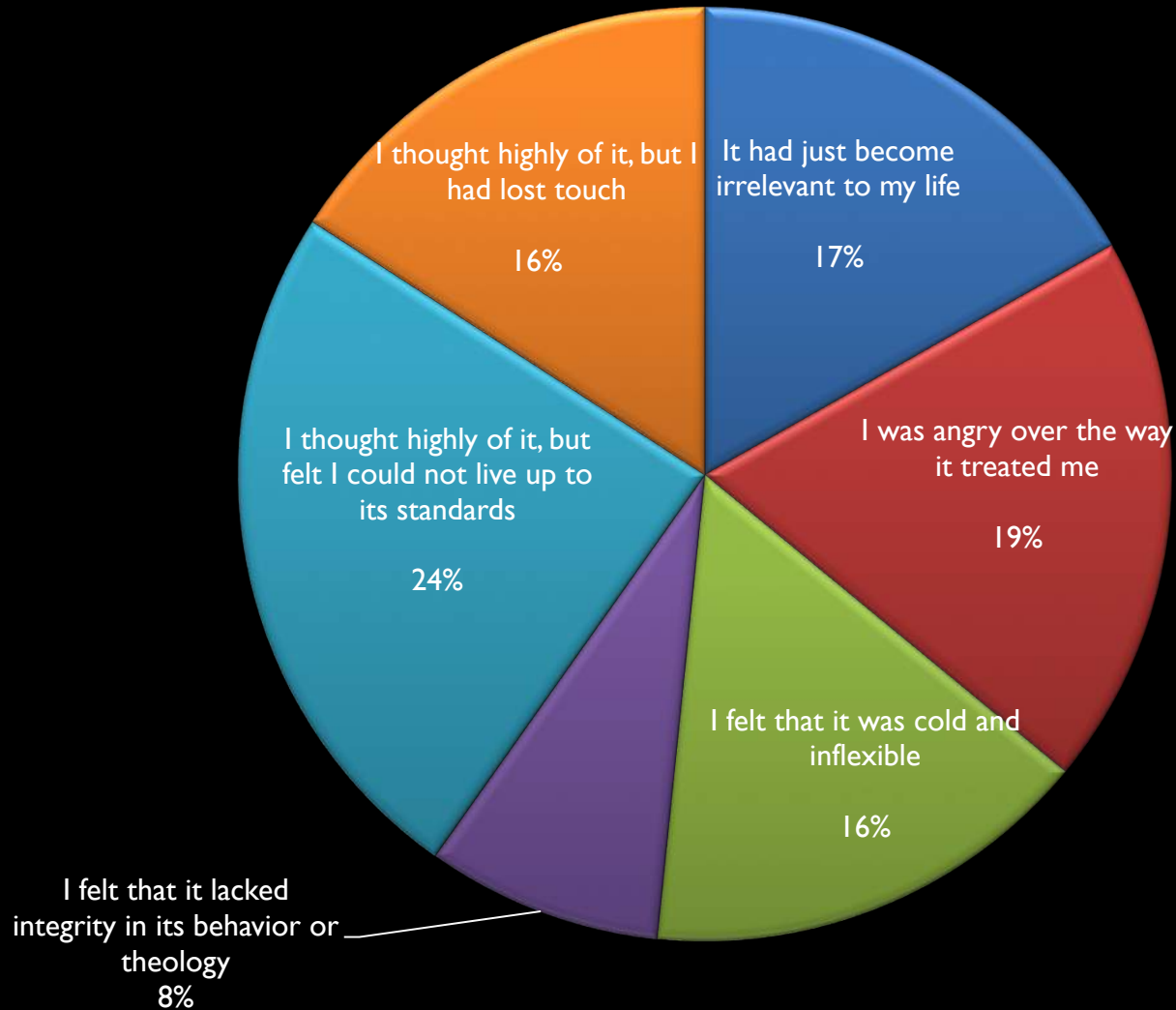
**Do you still believe in the gift of prophecy manifested in Ellen White? –
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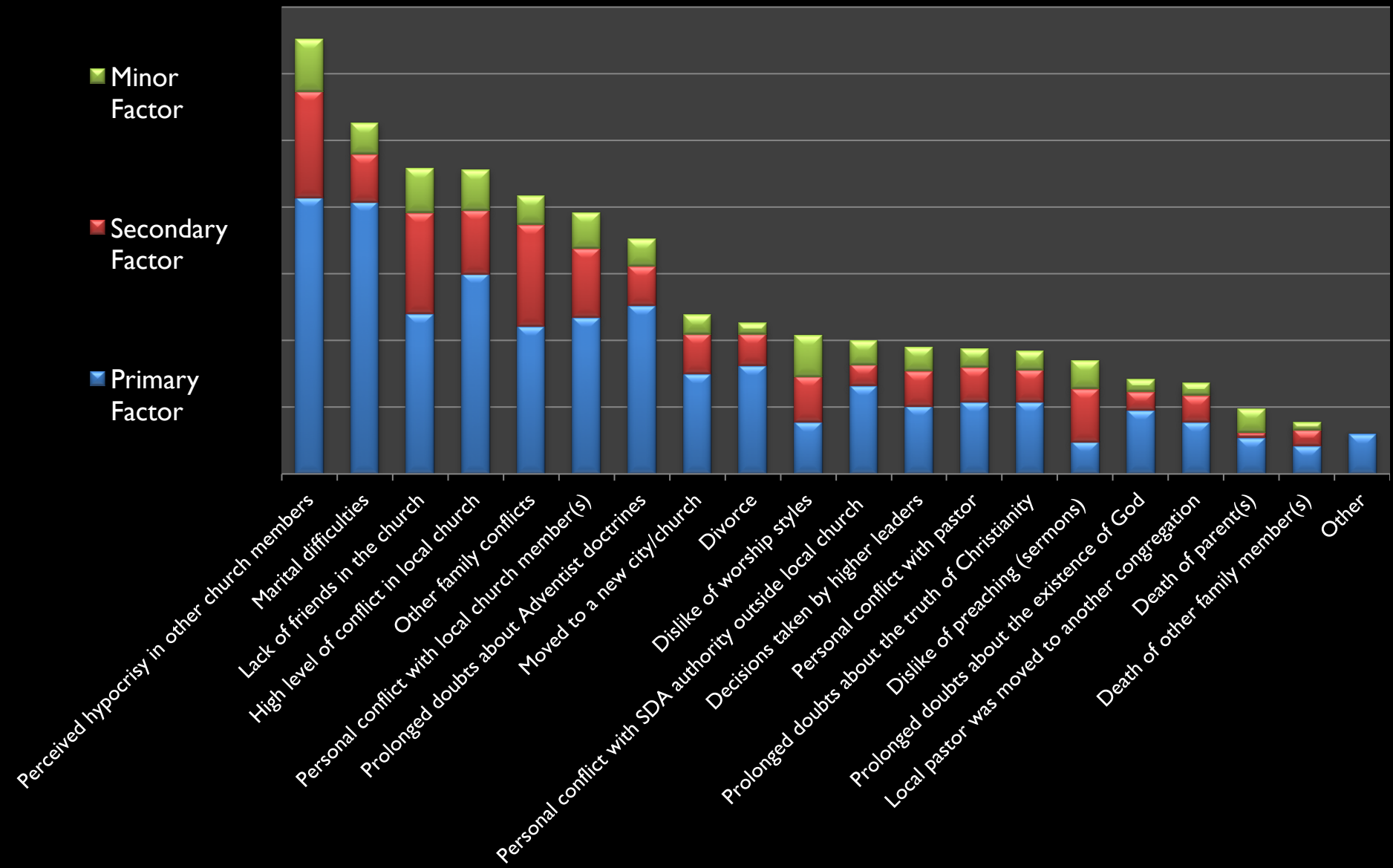
What did you think of *Christianity* at the time you left the Adventist church?



What did you think of the *Adventist church* at the time you left it?



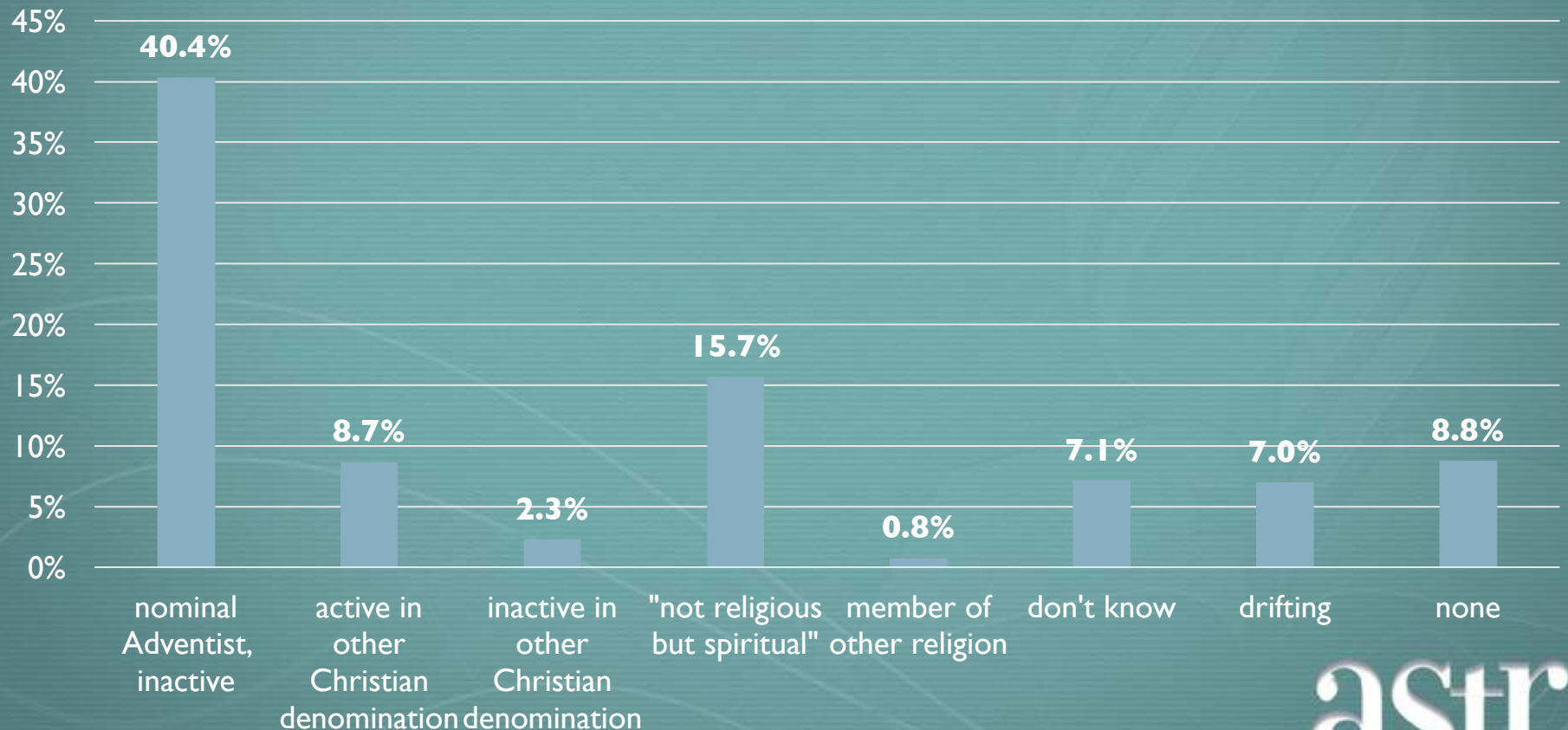
What event triggered your decision to leave? (Listed in weighted rank order) – Former Members



What Happened When They Stopped Attending Church...

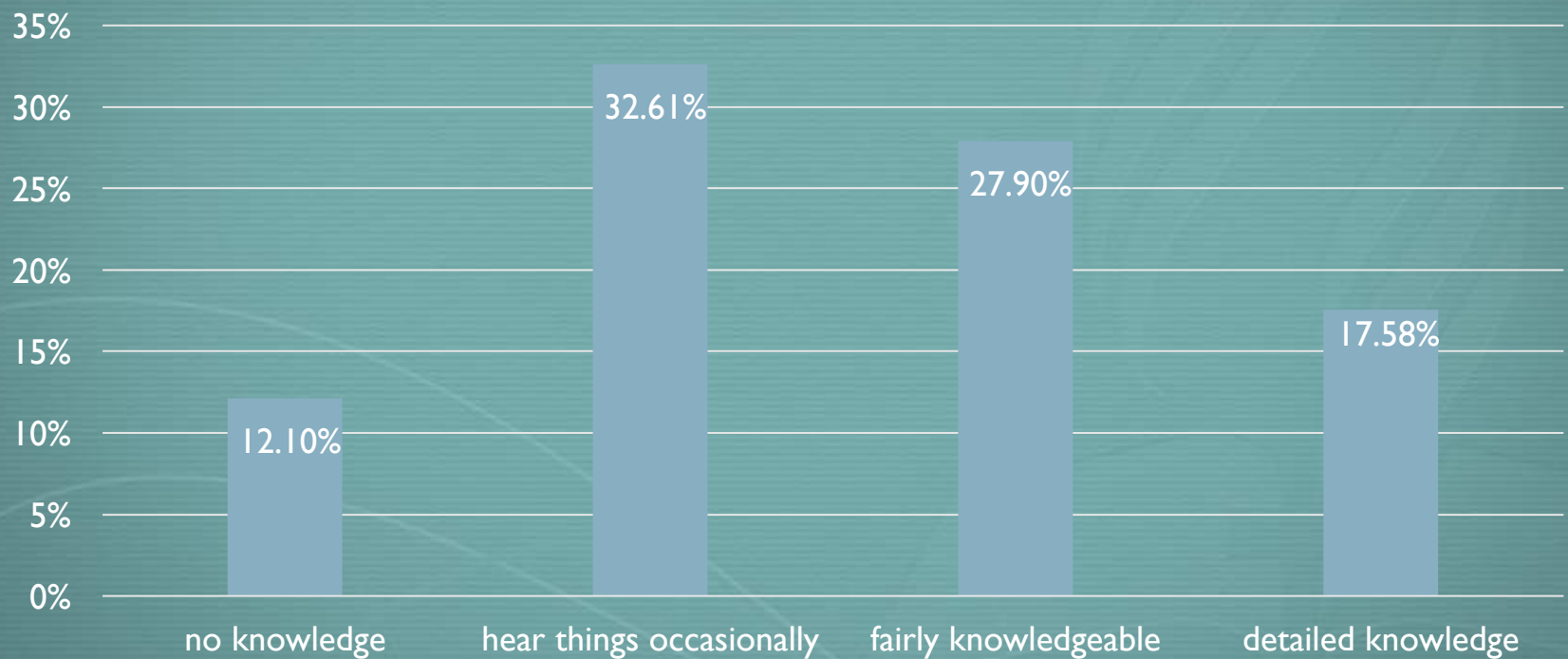
- 40% *No one contacted me*
- 19% A church member came to visit me
- 17% A local elder came to visit me
- 15% A local church member contacted me by phone
- 10% An Adventist relative made contact
- 9% The pastor came to visit me
- 6% The pastor contacted me by phone or Email
- 3% I received a letter or printed material in the mail

Religious Affiliation After Stopped Attending Church



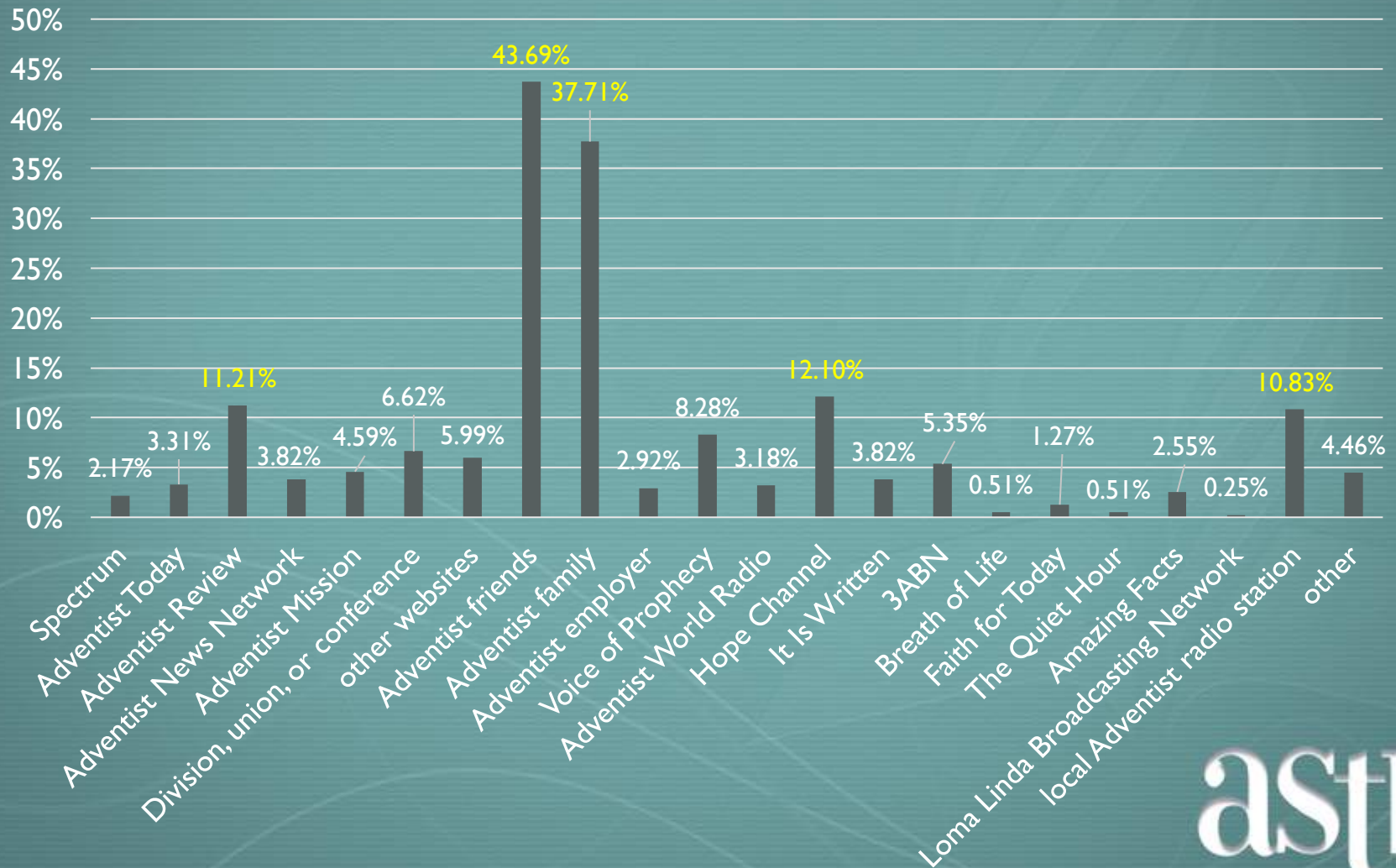
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Awareness of Developments in Adventism

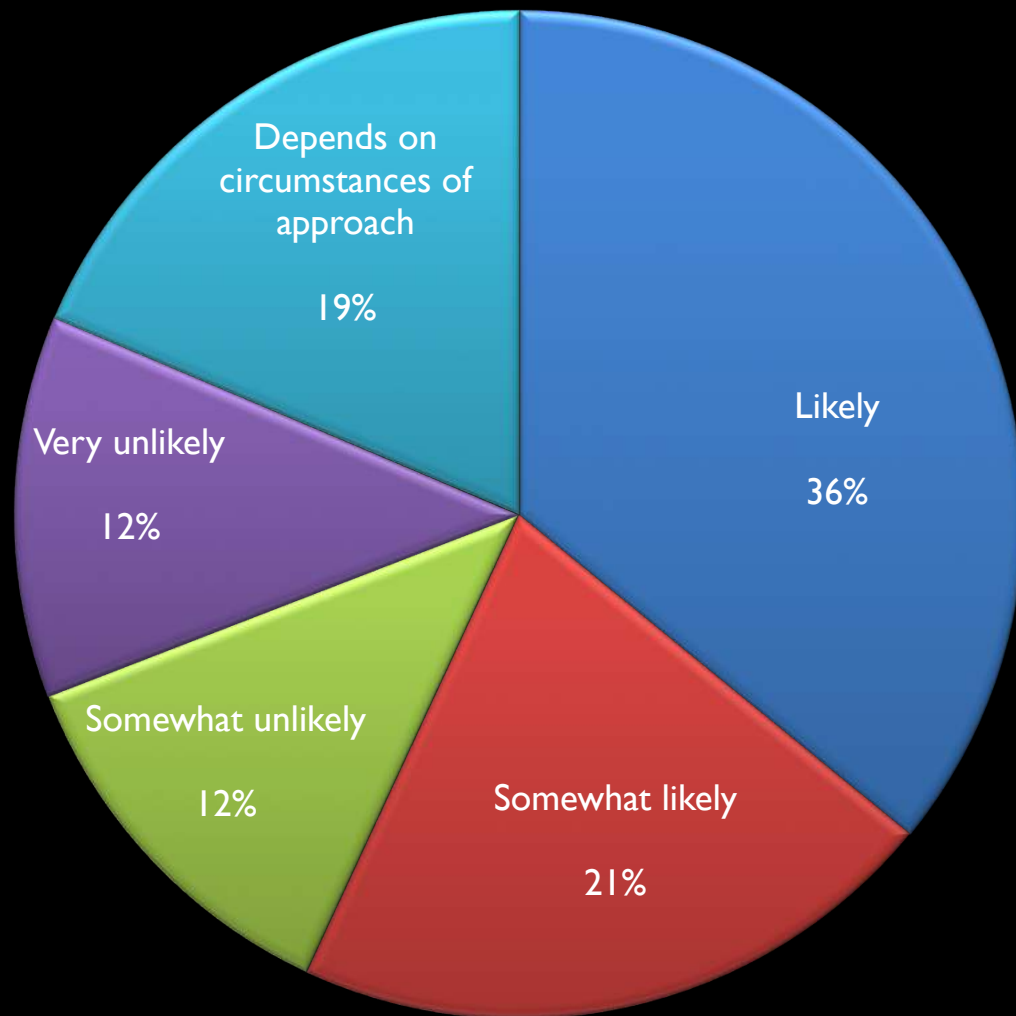


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Sources of Information



How would you rate your openness to reconnect?



If this is where we are “at”, what can we do to change things for the better?

- ❖ **Change** needs to be **top down** *and* **bottom up**
- ❖ **Administrators** need to prioritize discipleship and let pastors know that is a priority
- ❖ **Pastors** need to work **collaboratively** with their **elders** and with church members

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First global Summit on Nurture, Retention, and Discipling

- All the presentations given at the 2013 World Summit on Nurture, Retention, and Discipling are available:
- http://www.adventistresearch.org/nurture_home
- (along with audio recordings of the discussion sessions that followed each presentation)

Other Resources

- http://www.adventistresearch.org/research_reports

Under “Retention Studies”:

Full reports on the two studies of former and inactive members that are summarised in this presentation

- http://www.adventistresearch.org/astr_presentations

Copies of David Trim’s reports to Annual Council in 2014 and 2015, which draw out key findings and statistics

Other Resources

- <http://southern.libguides.com/c.php?g=490463&p=3853417>

A report on American graduates of Adventist universities and how connected they feel to the Seventh-day Adventist Church

- <http://www.adventistresearch.org/sites/default/files/files/Revised%20Adventist%20Youth-Connected%20and%20Disconnected%20Oct%2013.pdf>

A presentation by Galina Steele that brings together data, from several studies, on young Adventists around the world and factors affecting their retention