



Growing Through TMI and Strategic Marketing in Sabbath Schools



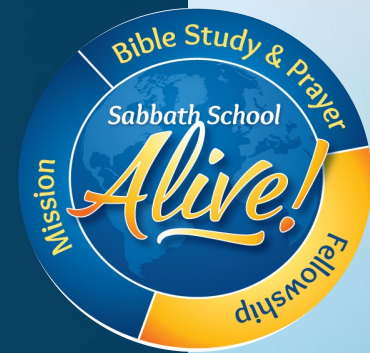
Allan R. Chichester
Director, Sabbath School and
Children's Ministries Departments
Ontario Conference of Seventh-day Adventists



TMI-A Discipleship Model for 21ST Century Sabbath Schools



1. What is TMI ?
2. TMI and Discipleship
3. TMI in Sabbath School
4. Strategic Marketing and TMI
5. Practical ideas about TMI in Sabbath School



TMI-TOTAL MEMBER INVOLVEMENT

“Total Member Involvement is a full-scale, world-church evangelistic thrust that involves every member, every church, every administrative entity, every type of public outreach ministry, personal and institutional outreach.”



Strategic Marketing and TMI-A Discipleship Model for 21ST Century Sabbath Schools

“But grow (keep on growing)
in the grace and knowledge
of our Lord and Savior Jesus
Christ. To Him *be* the glory
both now and forever. Amen.”

(2 Peter 3:18, KJV)



TOTAL MEMBER INVOLVEMENT

ADVENTIST
SABBATH SCHOOL ONTARIO
Growing Disciples For Christ
SABBATH SCHOOL DEPARTMENT
ONTARIO CONFERENCE OF SEVENTH-DAY ADVENTIST CHURCH
1110 KING STREET EAST, OSHAWA, ONTARIO L1H 1H8



TMI IN SABBATH SCHOOL

- **Every true disciple is born into the kingdom of God as a missionary. He who drinks of the living water becomes a fountain of life. ... The grace of Christ in the soul is like a spring in the desert, welling up to refresh all, and making those who are ready to perish eager to drink of the water of life.** (Ellen White, *Desire of Ages*, p.195)





TMI-TOTAL MEMBER INVOLVEMENT

“The work of God in this earth can never be finished until the men and women comprising our church membership rally to the work and unite their effort with those of ministers and church officers.” *Testimonies for the Church, Volume 9, page 116*



Total Member Involvement is God's way of **preparing** his people and the world for the second coming of Jesus.

TMI-A Discipleship Model for 21ST Century Sabbath Schools

- Sabbath School in the time of the first disciples had several TMI Components
- Every member did something for Christ

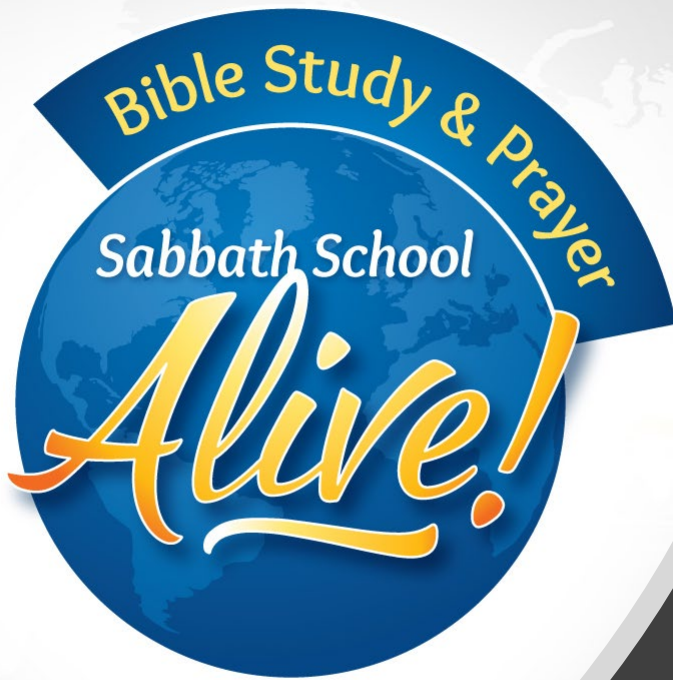


TMI-A Discipleship Model for 21ST Century Sabbath Schools



Acts 2:41-47





“None but those who have fortified the mind with the truths of the Bible will stand through the last great conflict,” GC 593.



Daily focus on fostering church unity
through **fellowship.**



Mission

**Gain world mission
education and
community outreach
training in Sabbath School**



To Grow Our Sabbath Schools And Our Churches

- Growing disciples need to reach people
- Connect them to Christ
- Disciple them
- Sabbath School outreach is about building and growing relationships



Strategic Marketing and TMI-A Discipleship Model for 21ST Century Sabbath Schools - People and Needs

1. People tend to go where their needs are met
2. They need to know of a place, person, and/or service to meet their needs
3. They are more open to building relationships when their needs are met





Jesus Knew This

“Christ’s method alone will give true success in reaching the people. The Savior mingled with people as one who desired their good. He showed sympathy for them, ministered to their needs, and won their confidence. Then He invited them, “Follow Me.” (Ellen White , MH, p.73)





Christ Understood Humanity

- “He who seeks to transform humanity must himself understand humanity. Only through sympathy, faith, and love can men be reached and uplifted. Here Christ stands revealed as the master teacher; of all that ever dwelt on the earth, He alone has perfect understanding of the human soul. (Ellen White Education, p.76. MTC, 72.2)





STRATEGIC MARKETING

- Is a combination of a strategic plan and a marketing plan
- Modern marketers study people in order to understand them so that they can build relationships with them.





Strategic Marketing

- “Strategic marketing is concerned with identifying important changes taking place in the market and in the business environment, and working out how the organization should respond” (Brennan, Baines, Garneau, & Vos, Contemporary strategic marketing (2nd ed.) p.13)

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TOTAL MEMBER INVOLVEMENT



Three Important Components

1. Situation analysis
2. The development of strategy
3. The implementing and controlling of the strategy.



The Current Situation: The People of Six Generations



1. GI generation born between 1901 – 1926
2. Traditionalists or Silent Generation: Born 1927 – 1945
3. Baby Boomers: Born 1946 – 1964
4. Generation X: Born 1965 – 1976
5. Millennials, Gen Y: Born 1977 – 1995
6. Gen Z, IGen or Centennials: Born 1996 – 2010
7. Generation Alpha: 2011 –





The Current Situation: The COVID-Pandemic Impact

1. Stress
2. Isolation, and loneliness
3. Loss of job, income, family, friends, access to church buildings, access to recreational parks
4. Grief
5. Worry and uncertainty about the future
6. Illnesses
7. Overworked
8. Lack of food
9. Forced to move from home, forced to work from home





The Current Situation

- Digital world
- Urban world
- Rural world
- Divided world



The Current Situation: Impact of the Death of George Floyd and others

- Anger
- Emotional pain
- Worry
- Trauma
- Perceived danger





The Current Situation

- Growing health crisis
- Growing economic crisis
- Growing political Crisis
- Growing natural disasters crisis
- Growing crisis of hope



The Development and Implementation of Strategy

Create a Holistic
Small Group
Prayer Journal

Dedicate 15
Minutes of the
Sabbath School
online time to
PRAY, PLAN,
AND SHARE

Work with other
departments to
meet the needs

Assess the needs of
the church and
community



HOW TO IMPLEMENT TOTAL MEMBER INVOLVEMENT IN SABBATH SCHOOL



Dedicate the first 15 minutes of each lesson to plan, pray and share:*

FELLOWSHIP: Plan to visit, pray, care for missing or hurting members, and distribute territory assignments. Pray and discuss ways to minister to the needs of church families, inactive members, youth, women and men, and various ways to get the church family involved.

MISSION: Pray and discuss ways of reaching your community, city, and world, fulfilling the Gospel Commission by sowing, reaping, and keeping. Involve all ministries in the church as you plan short-term and long-term soul-winning projects. TMI is about intentional acts of kindness. Here are some practical ways to become personally involved: 1. Develop the habit of finding needs in your community. 2. Make plans to address those needs. 3. Pray for the outpouring of the Holy Spirit.

BILBE STUDY & PRAYER: Lesson Study. Encourage members to engage in individual prayer and Bible study— make study of the Bible in Sabbath School participatory. Study for transformation, not information.



**Total Sabbath
School
Involvement is
about
intentionally
reaching the
lost**

- 1. **Begin a Branch Sabbath School from your home.**
- 2. **Visit and reach the neighborhood digitally.**
- 3. **Organize free community health screenings.**
- 4. **Feed the hungry.**

HOW TO IMPLEMENT TMI IN SABBATH SCHOOL



1. Conduct Sabbath School
Emphasis Sabbaths e. g.
TMI Global and Local Mission
Sabbath- TMI Testimony
Sabbath
2. TMI – Youth and Family
Connect Sabbath



Sabbath School Emphasis Sabbath

Are You **READY**
For The **STORM?**

Sabbath School **EMPHASIS** Day
at **YOUR** Church
Sabbath, April 21st, 2018



Dr. Alker Chichester

Sponsored by: Ontario Conference Sabbath School Department

MAKING FRIENDS

A Sabbath School
Emphasis Day

AUGUST 15, 2020

ON THIS SABBATH, REACH OUT TO YOUR NEIGHBOURS, FRIENDS, ACQUAINTANCES,
AND WORKMATES. HELP SOMEONE TO BECOME A FRIEND OF JESUS.

SPONSORS:



Total Member Involvement

“The object of Sabbath School work should be the ingathering of souls.”

Counsels on Sabbath School work, p. 61. •

