

Evangelical Alliance
Strategic direction

2023
—
2033


evangelical alliance
together making Jesus known



“Evangelicalism is, above all, historic Christian orthodoxy combined with energetic fervour to promote the gospel. Evangelicalism, broadly defined, has always been concerned with theological, spiritual, [and] missional renewal through the gospel.”

– **Michael Bird.**

HOLY BIBLE

A decorative background pattern of teal circles and semi-circles, some with white horizontal or vertical lines, set against a light blue background.

Since our formation in 1846, there has rarely been a greater need for the Evangelical Alliance to be focused, prayerful, compassionate and resilient.

We are facing very choppy waters in the next decade. It is vital that the church stands firm on God's word in this time of incredible challenge, both cultural and spiritual.

And yet, the chaotic cultural and societal context provides exciting and profound gospel opportunities. The Evangelical Alliance must seek to understand the cultural stories shaping our world, whilst offering the distinctly, powerfully, truly good news of Jesus in the midst of economic and social turmoil.

The church needs the Evangelical Alliance to play its part as a brave and kind presence, helping unite and represent the evangelical church for the next decade.

We are that Evangelical Alliance.

For the next ten years, we will focus on our four core tenets:

Unity

Bringing together people, churches and organisations in the name of Jesus, representing the breadth of the evangelical church in the UK.

- We will unite widely; we will be a model of intercultural and intergenerational engagement, drawing together the breadth of our constituency, with a global awareness, for the purposes of effective mission and voice, as a movement for action through and on behalf of our membership.
- We will be prayerful – encouraging us all to focus on Jesus and working with others to ensure that prayer is foundational to all that we do.

Gospel

Transforming lives with the power of the gospel. The gospel is the very heartbeat of who we are.

- We will do all we can to equip and resource our membership to tell the truly good and beautiful news of Jesus witnessed by scripture and by our discipleship. We will celebrate and share – in person, through the media, online, and in print – the stories of transformed lives and communities from across the church and throughout the UK and beyond.
- We will help our members have the confidence, tools and language to share the good news of Jesus to everyone in the UK and beyond.

Voice

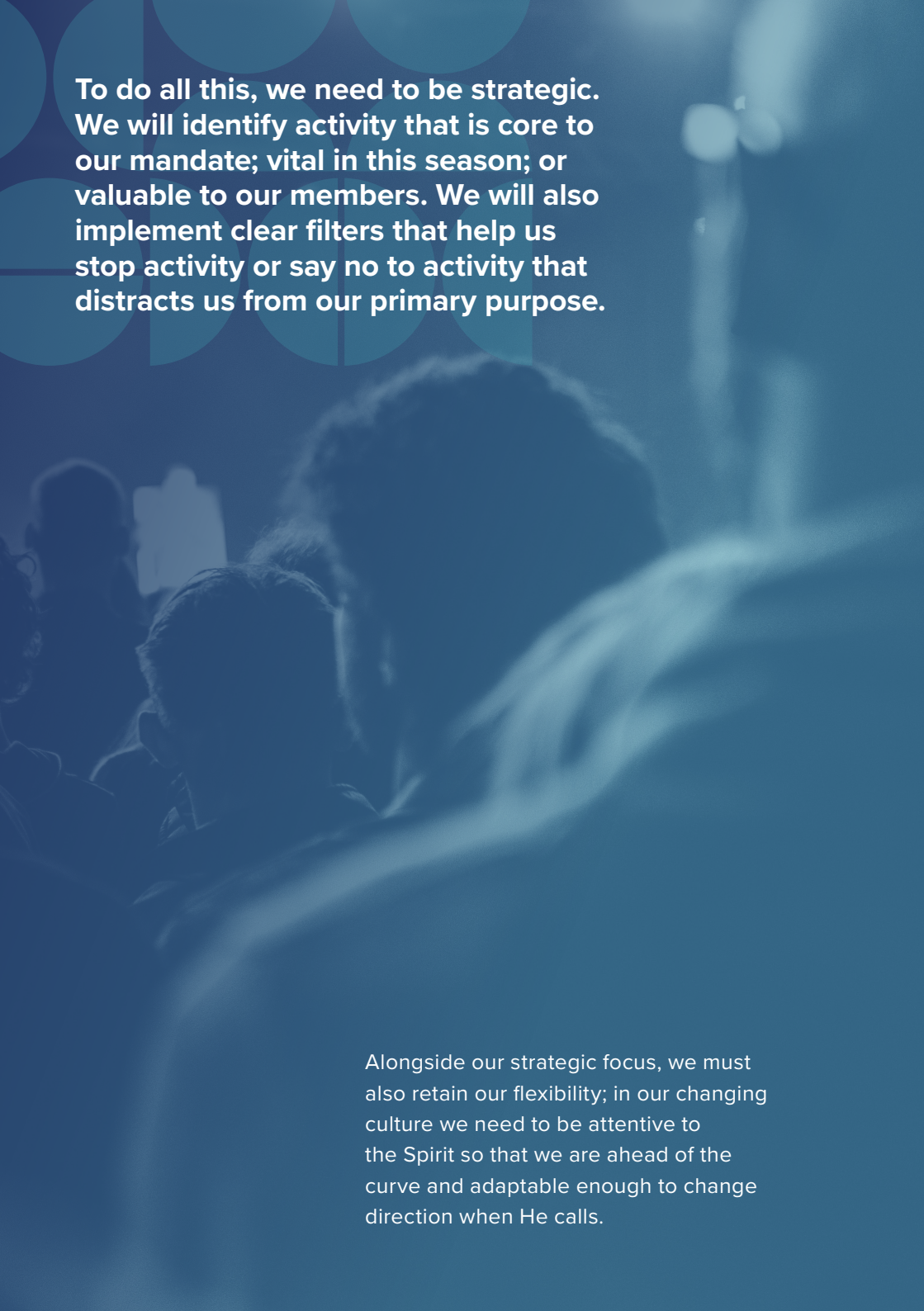
Speaking out on issues that matter with a hope-filled, trustworthy and confident voice. Speaking up prophetically about what is happening across the UK and the hope that Jesus brings.

- We will speak up as a brave and kind voice that is always realistic and hopeful. Over the next decade, the volume on our voice needs to be turned up significantly within wider society, the secular media and the corridors of power.
- We will listen to those on the margins and carry their perspectives into the corridors of power, being brave on the key issues.
- We will develop a robust public theology that leads to a confident evangelical identity, so that we can help future-proof the church's place in key cultural and societal conversations as they emerge.

Membership

An alliance of evangelicals, serving the church, supporting each other.

- We will elevate the stories and resources of our members, speak up on the issues that they care about and equip evangelicals to be salt and light in their local area.
- We will support our members in standing firmly on God's word. We will provide biblical and passionate resources that the church needs in this cultural moment, empowering all our members to be brave and kind as they speak up on the issues of our day.



To do all this, we need to be strategic. We will identify activity that is core to our mandate; vital in this season; or valuable to our members. We will also implement clear filters that help us stop activity or say no to activity that distracts us from our primary purpose.

Alongside our strategic focus, we must also retain our flexibility; in our changing culture we need to be attentive to the Spirit so that we are ahead of the curve and adaptable enough to change direction when He calls.

2023-2033 process

- **An agreed 10-year strategic direction for implementation from early 2023.**
- **Produce three shorter-term, lean plans to move us towards the overall goal (April 2024–March 2027; April 2027–March 2030; and April 2030–March 2033).**
- **Each budget year, more detailed operational plans will be drawn up alongside the budget process to crystallise the implementation of the strategic direction.**
- **We will annually engage with our members through surveys and focus groups etc, so that we know the key issues that they are facing and incorporate these within our work.**
- **We will find efficient ways to measure impact regularly to understand more clearly the effectiveness of our work.**

Vision 2033

**Our vision is ambitious,
but we are expectant.**



Unity vision by 2033:

- We will have embedded unity measurables and targets throughout our operations, projects and activities. Unity will have solidified as the core tenet of all we do.
- We will have established, explored or supported local unity expressions in over 75% of the UK.
- We will consistently connect members with others around the UK for shared growth, prayer, learning and fellowship.
- We will always unite evangelicals, but we will also be known as an alliance that will join with the wider church, both in the UK and globally, for the sake of the gospel.

Gospel vision by 2033:

- We will have trained thousands of individuals and hundreds of churches in faith-sharing, by working across our membership and collaborating across streams and networks.
- We will have seen many surrender their lives to Jesus, as we share the gospel in word and deed across the UK.
- We will support our members to feel confident and inspired to live out and share the biblical vision of what it means to be human in our cultural context.
- The evangelical population of the UK will have risen from the current estimated 1.5 million to 2.5 million.

Voice vision by 2033:

- We will be established as the go-to people on all things evangelical.
- We will have a significant influence in Whitehall, Downing Street, Holyrood, the Senedd, and Stormont.
- We will be engaged at all levels of civic conversation, either through our own staff team or in collaboration with our members.
- We will be featured every month on mainstream media platforms as well as Christian media outlets.

Membership vision by 2033:

- Our membership will have grown to 50,000 individuals, 5,000 churches and 750 organisations, growing younger and more diverse each year.
- Our funding will increase to over £4 million thanks to the generosity of our supporter base, properly empowered and participating in our collective vision. This will allow us to invest in and grow our staff team, and build the infrastructure and systems needed to operate at a larger scale.





176 Copenhagen Street, London, N1 0ST

T 020 7520 3830 | E info@eauk.org | W eauk.org

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