

REFLECTING

*hope*

— Christ for Europe —









### Strategic Priority (1) – Reflecting Christ

**Aim:**  
• Christlike values in all areas and territories of the BUC.

**Objectives:**  
• Adapt the GC's 'I Will Go' missional strategy.  
• Ensure that the execution of our charitable purpose is based on Christ-centred principles.  
• Demonstrate Christian values in our institutions, structures, processes, and people management.



## Mirror, mirror, on the wall . . .

by Pastor Eglan Brooks,  
*President of the British Union Conference*

*'A mirror turned away from the sun cannot reflect its rays. And a human being turned away from God's Sun cannot reflect His love to others.'*

It's obvious that the BUC's first strategic priority should be a spiritual one. Indeed, if this weren't the case, I'm sure that some eyebrows would be raised. However, I want to emphasise the fact that the concept of reflecting Christ needs to be more than a strategic priority; it should be a lifestyle. Officers, directors, and staff within the territory, as well as pastors and members, should reflect the Person of Jesus Christ in their behaviour and all that they do. 'Christlikeness' should be the buzzword in all our institutions; churches should mirror the compassion of our Saviour; and, on an individual level, we should so reflect our Master that friends and family would see Him too. When we reflect Christ, everyone

will notice it. It won't be hidden. It will illuminate our entire being. Christ will be reflected in our purpose, our passion, and our programmes.  
The only way in which we can truly reflect the Person of Jesus Christ is through an intimate relationship with Him – not only personally, but also corporately. 'Look to Me, and be saved' (Isaiah 45:22, NKJV). We will be 'looking into Jesus the author and finisher of our faith' (Hebrews 12:2, KJV), and will 'press on towards the goal to win the prize for which God has called [us] heavenwards in Christ Jesus' (Philippians 3:14, NIV). It is my prayer that, as a Union, we will reflect Christ as we make difficult decisions, administer our schools, and manage our institutions; and as we create resources, deliver outreach programmes, and pastor our congregations.

**Reflecting Hope**  
At the General Conference (GC) Autumn Council the British Union Conference was presented with the wonderful opportunity to be involved in an evangelistic initiative called 'Christ for Europe'. This initiative will be run throughout the Trans-European Division (TED) and Inter-European Division (IED), and is spearheaded by the GC, Adventist World Radio (AWR) and Total Member Involvement (TMI). When speaking about Christ for Europe, Pastor Louis Torres, Assistant to the President for Evangelism at AWR, said:

'Christ for Europe emerged out of a European church member's dream of someday having simultaneous evangelistic series of meetings across all the European nations acting in synergy. The world church took up the idea and thought that if it was going to happen, it needed to be now. The Ukrainian war, fires in Europe, massive migrations, COVID-19 and other global pestilences, global warming, intensifying storms, earthquakes, and other catastrophes are a clarion call for God's church (pastors and lay people combined) to rally to the urgent needs. Many are asking the question, "What does all this mean?" Like the apostle Peter in the day of Pentecost, let us seize the moment of opportunity.'

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**At the General Conference (GC) Autumn Council 2022, the British Union Conference was presented with the wonderful opportunity to be involved in an evangelistic initiative called 'Christ for Europe'.**

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# WHAT IS

**Reflecting Hope** is the BUC's response to this initiative, and was voted by the Executive Committee in early December as a three-year programme.

It is an intentional, innovative, and impactful evangelistic project to connect the contemporary "European" mindset with the Gospel of Jesus Christ.



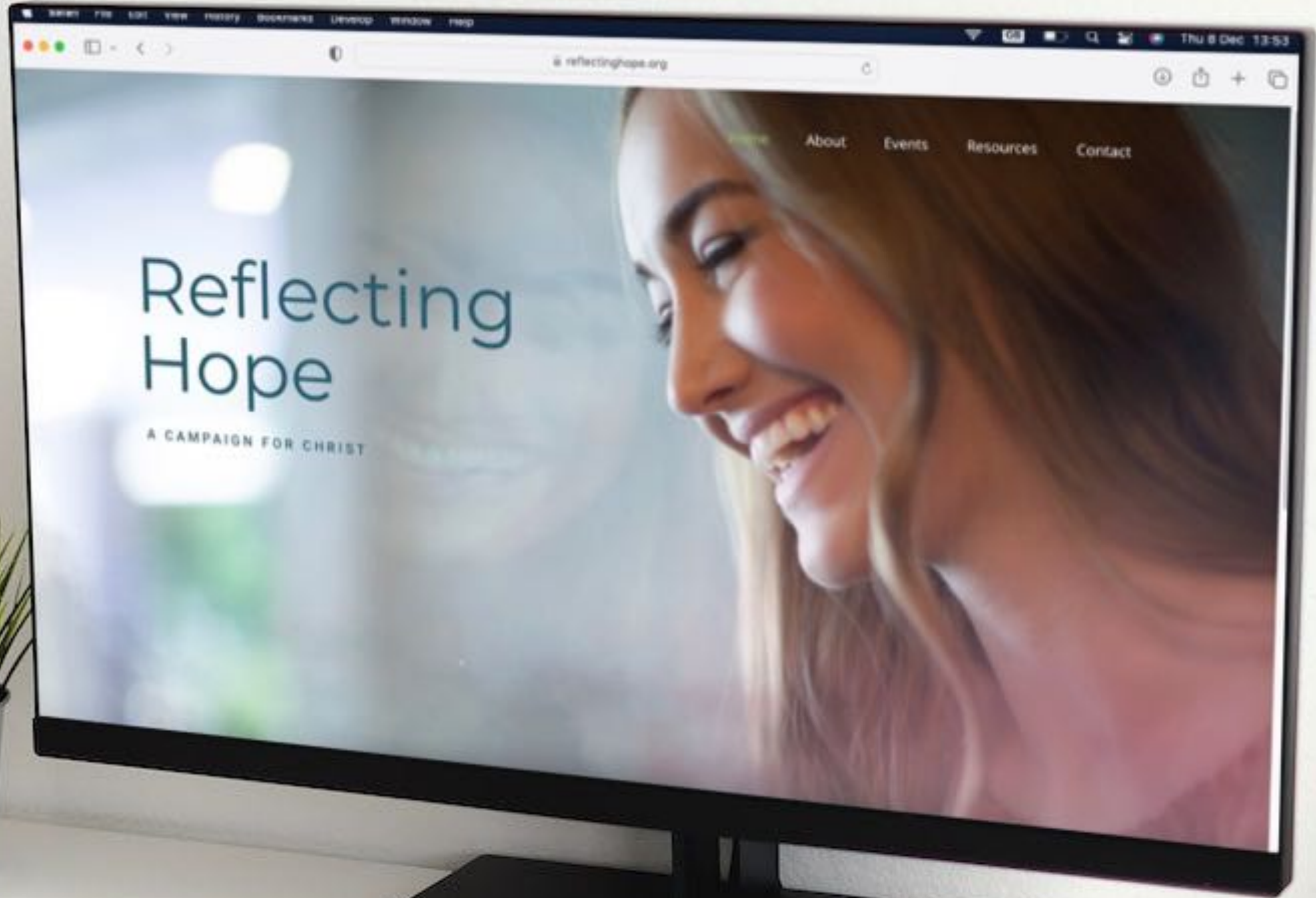
# WHAT IS

**Reflecting Hope** will be launched as a pilot this year – 2023 – in several regions across the territory of the BUC, and during 2024/2025 we will endeavour to roll out the full programme to all church congregations.

We solicit your prayers for this project, and more information will be given as **Reflecting Hope** progresses.







[www.reflectinghope.org/sda](http://www.reflectinghope.org/sda)





# METHOD

Christ's method alone will give true success in reaching the people:

The Saviour **mingled** with men as one who **desired** their good.

He **showed** His sympathy for them, **ministered** to their needs, and **won** their confidence.

Then He **bade** them, 'Follow Me'."

(Ellen G. White, *Ministry of Healing*)





# CHRIST'S METHOD

**mingle**

with people

**desire**

their good

**show**

sympathy

**minister**

to their needs

**win**

their confidence

- INTENTIONAL
- INNOVATIVE
- IMPACTFUL



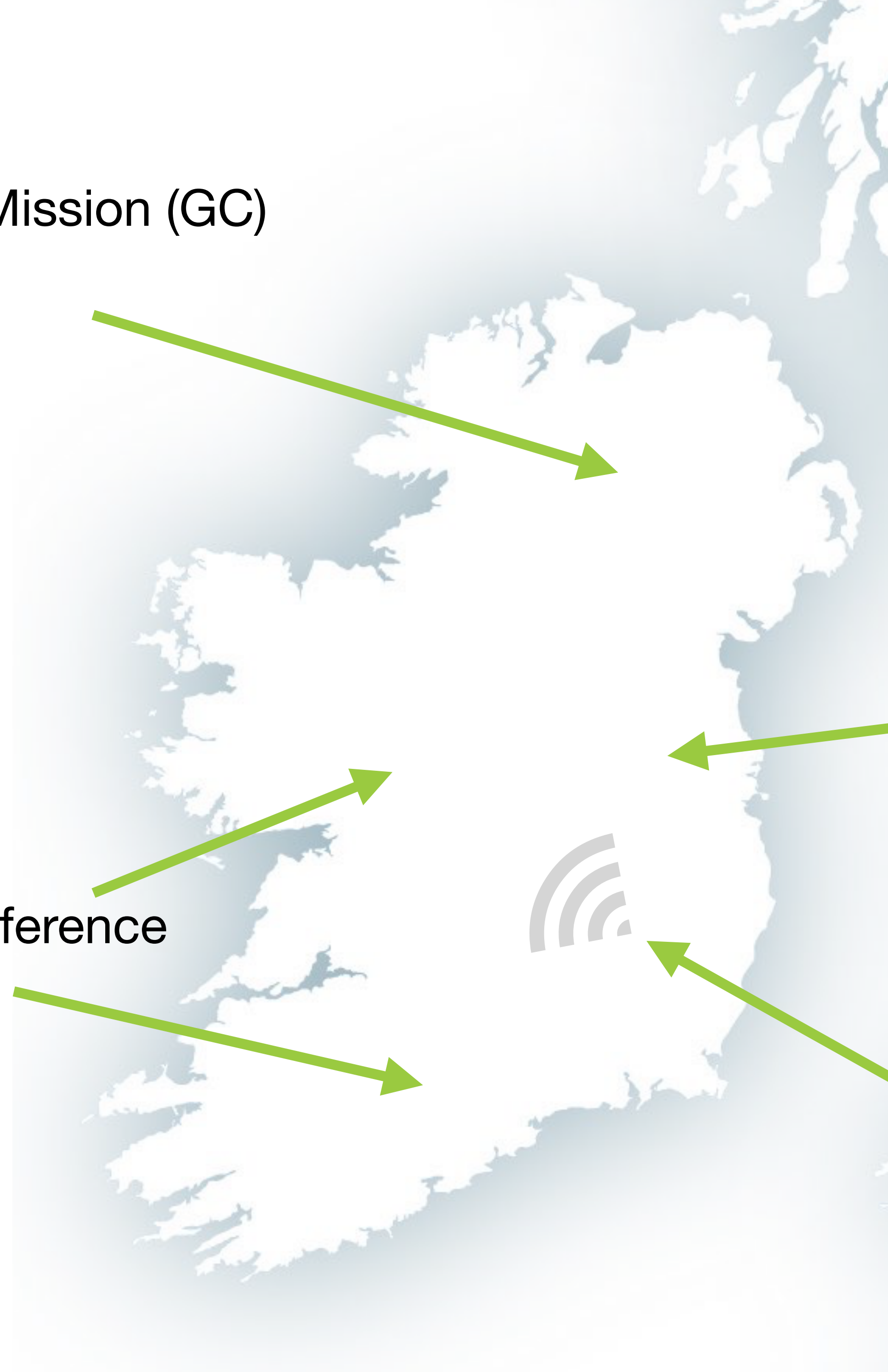


**Guest Speaker**  
Institute for World Mission (GC)

**MISSION**  
Northern Ireland

**Guest Speaker**  
Central California Conference

**SPIRITUAL**  
West and  
South of Ireland



REFLECTING  
*hope*  
IRISH MISSION

**Jeffrey Brown**  
General Conference (Min. Assoc.)

**FAMILY**  
Dublin Area

**Discover Truth**  
GLOW Europe

**LITERATURE EVANGELISM**  
Irish Mission Ministry



1. Global Youth Day / BE the sermon
2. ACS Dublin & ACS South
3. Cuisle Centre
4. FOCUS magazine (special edition)
5. SmartPhone Evangelism
6. Centre for Conflict Resolution
7. Voice of Prophecy
8. St. Patrick's Day
9. Local projects
10. Personal ministry
11. Online campaigns

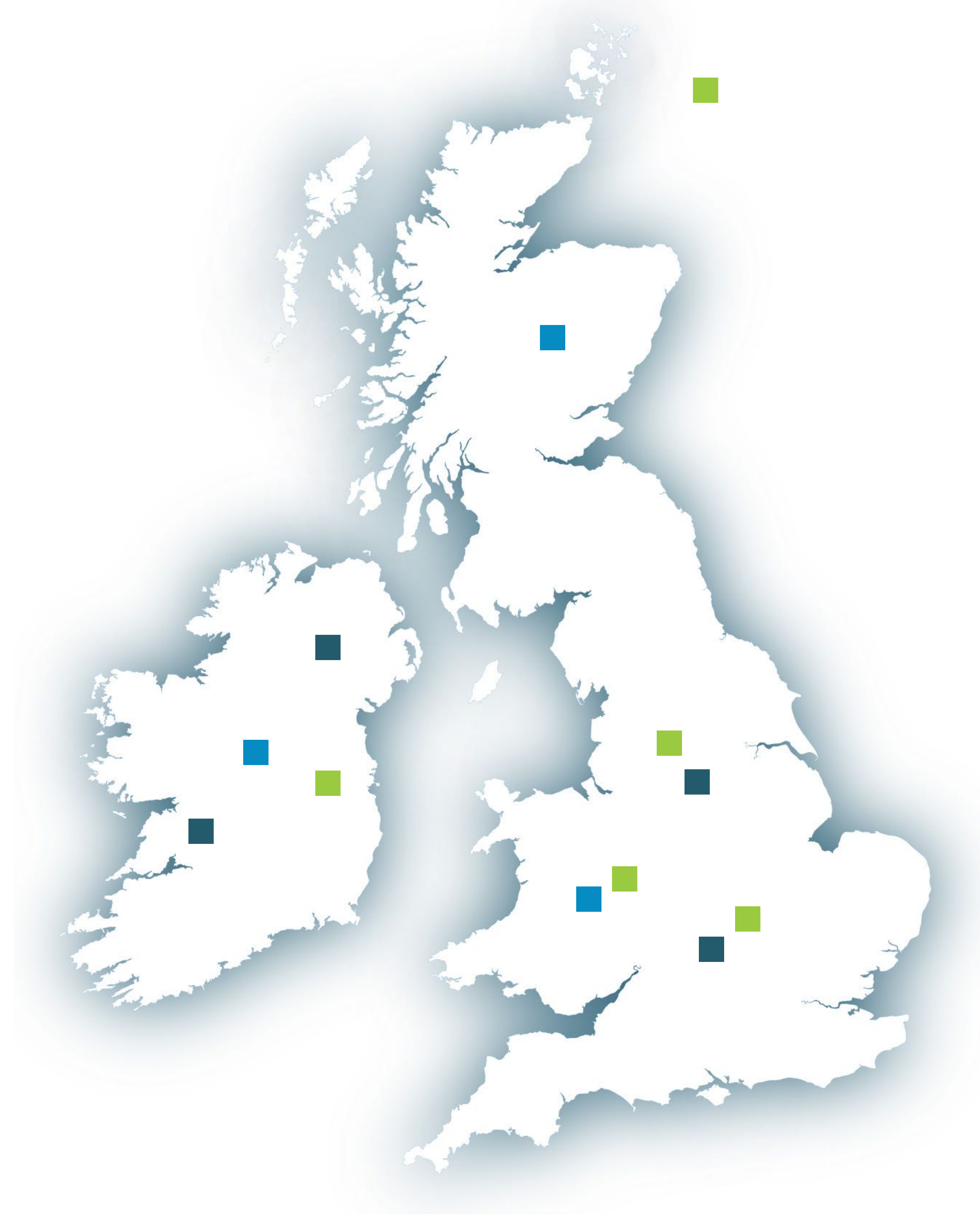




# OVERVIEW

**Reflecting Hope** is a pilot initiative.

- 5 designated area projects
- Supportive projects
- Mission/Conference projects





# USP (unique selling points)

## 1. BUC Strategy

Evidence of alignment with BUC Strategy.

## 2. Monitoring & Evaluation

Outline KPI's and metrics, noting that baptisms are not the only metric.

## 3. National

Cross UK & Ireland Campaign. Big impact and being the start of something national.

## 4. Timing

Biggest event after pandemic. Overdue, no union campaign in over a decade.





# USP (unique selling points)

## 5. Training

Training and resources from GC and other partners involved.

## 6. Total member involvement

Reignite discipleship and reclaim membership. Engage with unreached groups within our diverse population.

## 7. Value added

High product value, high quality delivery. Consistency in production. Accessible. Launch with flagship trailer.

## 8. Lifestyle evangelism

Transition evangelism from being one off events to a lifestyle (legacy building initiatives within communities).





# STAGES

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
<b>Preparation</b>	<b>Sowing</b>	<b>Nurturing</b>	<b>Reaping</b>	<b>Following up</b>
1 month	2 months	2 month +2 weeks	2 weeks	3 months
1-31 December	1 Jan. - 28 Feb.	1 March - 12 May	12-27 May	1 June - 31 Aug.
<b>Organising and planning,</b> commitment service (new year resolution/prayer)	<b>Training,</b> surveys, organising <b>general public events</b> (like health expo)	More specific activities: classes, <b>small groups,</b> seminars, advertising next	<b>Gospel proclamation,</b> the actual evangelistic campaign	<b>Discipleship</b> Integrating new comers, planning church plant, equipping, etc.
<i>prayer</i>	<i>prayer</i>	<i>prayer</i>	<i>prayer</i>	<i>prayer</i>
<b>Jesus' Method</b>	<b>Jesus' Method</b>	<b>Jesus' Method</b>	<b>Jesus' Method</b>	<b>Jesus' Method</b>
Pray, consecrate, get inspired	Mingle, desire the good of people, show sympathy	Minister to (specific) needs, win confidence	Invite people to decide for Christ	Help people grow in Christ





# NEXT

Project  
initiated

**22 February**

**BUC  
Launch Pilot**

12-27 May

**Final  
Campaign**

Oct.  
2022

Training  
programme

18-21 January

Activities in the  
SEC, NEC and 3M

1 March-12 May

Dec.  
2023







### USP (unique selling points)

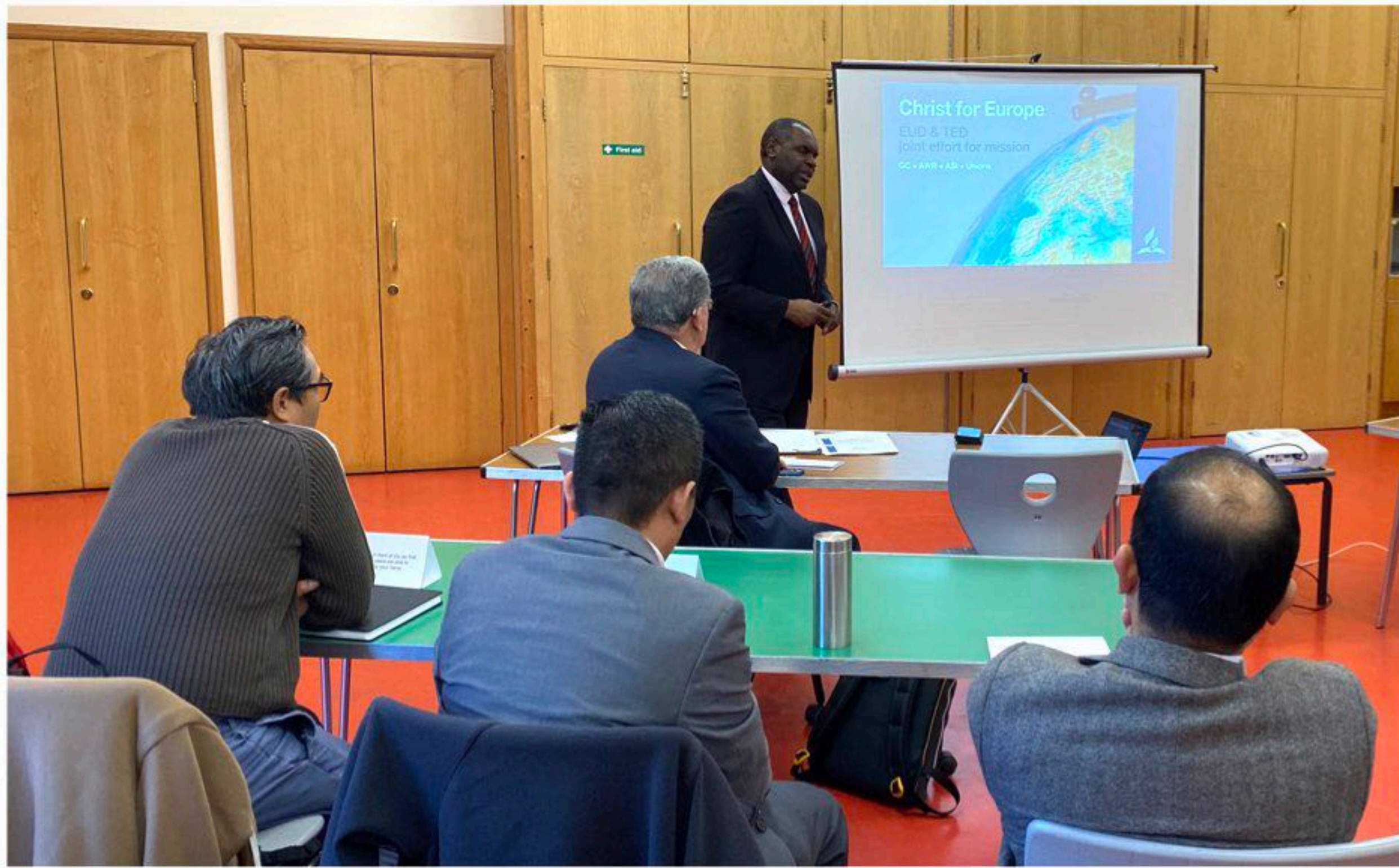
- 1. B2C Strategy
- 2. Business & Customer
- 3. Balanced





















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