

EAST-CENTRAL AFRICA DIVISION

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**MEN'S MINISTRY LEADERSHIP  
CERTIFICATION COURSE**



**MODULE 12:  
BUILDING A MOVEMENT**

*Be watchful, stand firm in the faith,  
act like men, be strong.  
~ 1 Corinthians 16:13*



## 1 Corinthians 14

<sup>40</sup> But be sure that everything is done properly and in order.

<sup>33</sup> For God is not a God of disorder but of peace, as in all the meetings of God's holy people.

# blueprint

## **Luke 14:28-30**

For which of you desiring to build a tower, does not first sit down and count the cost, whether he has enough to complete it? Otherwise, when he has laid a foundation and is not able to finish, all who see it begin to mock him, saying, “This man began to build and was not able to finish.”

## Habakkuk 2:2

And the Lord answered me: “Write the vision; make it plain on tablets, so he may run who reads it.”



VISION  
PLAN  
ACTION  
SUCCESS



**Figure 1.2**  
Where Strategy Fits in "Planning"



The strategy is how the firm aims to realize its mission and vision.

Goals and objectives are the indicators of how well the strategy is succeeding.

# Strategic Planning Cycle



## East-Central Africa Division of SDA - Statistics 2020

|                                    |                        |                                 | 30%                             |                             | 20%                         |
|------------------------------------|------------------------|---------------------------------|---------------------------------|-----------------------------|-----------------------------|
|                                    | <i><u>Churches</u></i> | <i><u>Church Membership</u></i> | <i><u>Est of Church Men</u></i> | <i><u>SS Membership</u></i> | <i><u>Est of SS Men</u></i> |
| Burundi Union Mission              | 500                    | 192,258                         | 57,677                          | 115,320                     | 23,064                      |
| East Congo Union Mission           | 335                    | 124,508                         | 37,352                          | 117,482                     | 23,496                      |
| East Kenya Union Conference        | 3,567                  | 622,236                         | 186,671                         | 189,813                     | 37,963                      |
| Eastern Ethiopia Union Mission     | 590                    | 105,184                         | 31,555                          | 39,771                      | 7,954                       |
| North East Congo Union Mission     | 1,214                  | 243,165                         | 72,950                          | 174,955                     | 34,991                      |
| Northern Tanzania Union Conference | 2,406                  | 633,078                         | 189,923                         | 264,427                     | 52,885                      |
| Rwanda Union Mission               | 1,893                  | 980,593                         | 294,178                         | 227,520                     | 45,504                      |
| Southern Tanzania Union Mission    | 1,204                  | 199,320                         | 59,796                          | 119,144                     | 23,829                      |
| Uganda Union Mission               | 1,253                  | 436,164                         | 130,849                         | 92,317                      | 18,463                      |
| West Congo Union Mission           | 671                    | 338,340                         | 101,502                         | 136,390                     | 27,278                      |
| West Kenya Union Conference        | 3,464                  | 477,692                         | 143,308                         | 125,327                     | 25,065                      |
| Western Ethiopia Union Mission     | 429                    | 109,501                         | 32,850                          | 58,365                      | 11,673                      |
| Attached Fields                    | <u>99</u>              | <u>55,964</u>                   | <u>16,789</u>                   | <u>42,932</u>               | <u>8,586</u>                |
| <b>Division Totals</b>             | <b><u>17,625</u></b>   | <b><u>4,518,003</u></b>         | <b><u>1,355,401</u></b>         | <b><u>1,703,763</u></b>     | <b><u>340,753</u></b>       |

## **East Central Africa Division – 2020 Stats**

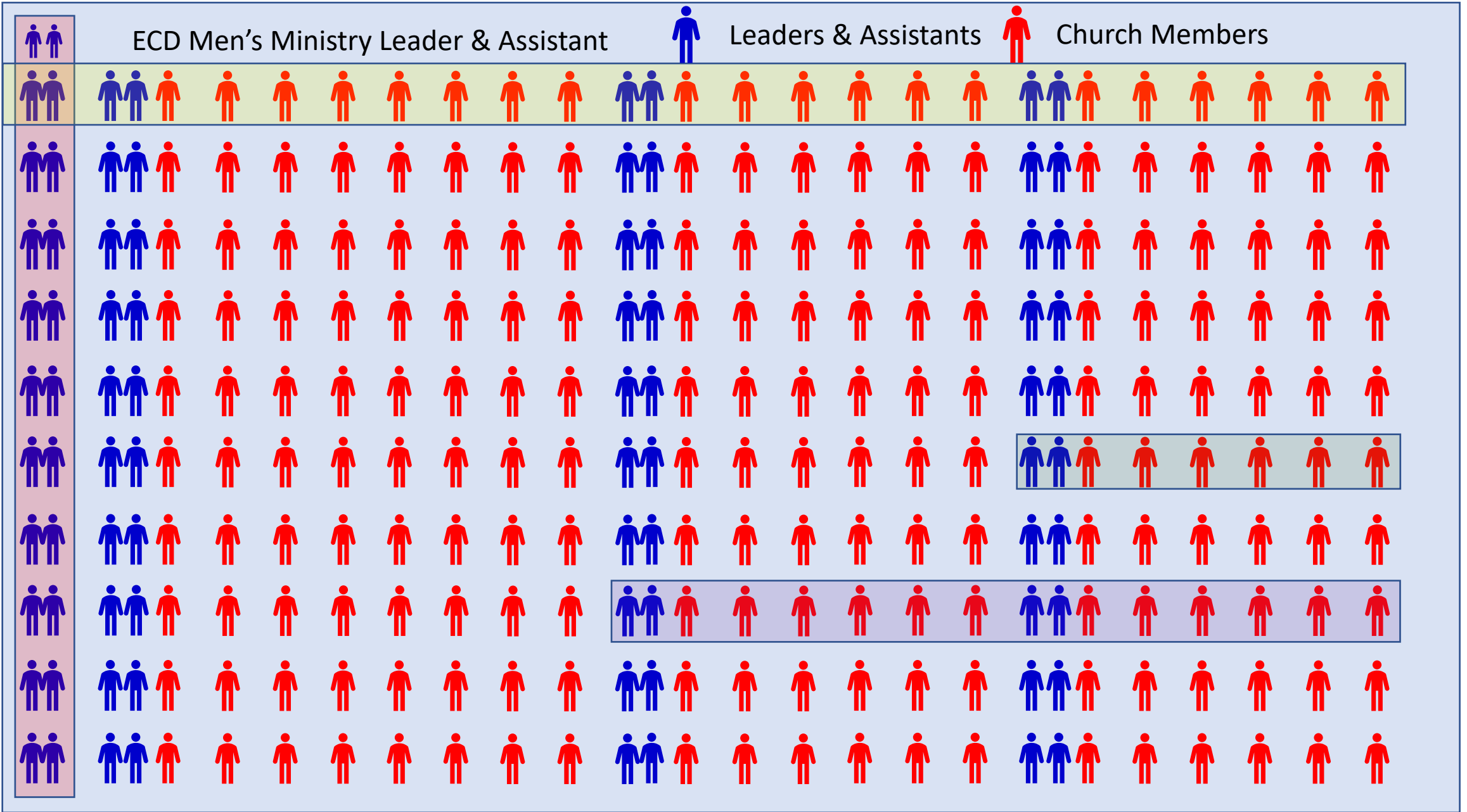
17,625 churches

4,518,003 members

If 30% of members are men,  
Then 1,355,401 men

If 40% of members are men,  
Then 1,807,201 men

If 50% of members are men,  
Then 2,259,002 men



**Top Level: East Central Africa Division (LT)**

Example Level 2: Uganda Union Mission (LT)

Example Level 2: Central Uganda Conference (LT)

Example Level 3: Eastern Uganda Field (LT)

Example Level 4: Districts (LT)

Example Level 5: Kireka SDA Church (LT)

## ***East Central Africa Division (ECD) – Leader, Noah Musema***

Berundi Union Mission (BUM) – Leader, Jean Claude Manirakiza

East Congo Union Mission (ECUM) – Leader, Faustin Kabenga Bondo

East Kenya Union Conference (ECUC) – Leader, Paul Chepkwony

Eastern Ethiopia Union Mission (EEUM) – Leader, Angaw Temesgen

Eritrea Mission – Leader, ?

Northeast Congo Union Mission (NECUM) – Leader, Epaphras Ntibanoga

Northern Tanzania Union Conference (NTUC) – Leader, Meschak Mahende

Rwanda Union Mission (RUM) – Leader, Abidan Ruhongeka

Southern Tanzania Union Mission (STUM) – Leader, Jonas Singo

Uganda Union Mission (UUM) – Leader, Samuel Mumbere

West Congo Union Mission (WCUM) – Leader, Adrien Vyambwera

West Kenya Union Conference (WKUC) – Leader,

Western Ethiopia Union Mission (WEUM) – Leader, Nunu Temesgen

South Sudan Territories (SST) – Leader, Charles Lagu

Note: Work is to be done to make a complete listing of each member of every Union, Conference and District, as shown above for the division level team. We must know the numbers and identity of every leader from the top down to the local church level.

# ECD Adventist Men's Ministries Leadership Team

## Mission Statement

*We provide direction and resources for the building a movement of godly men throughout all unions within the East Central Africa Division of SDA.*

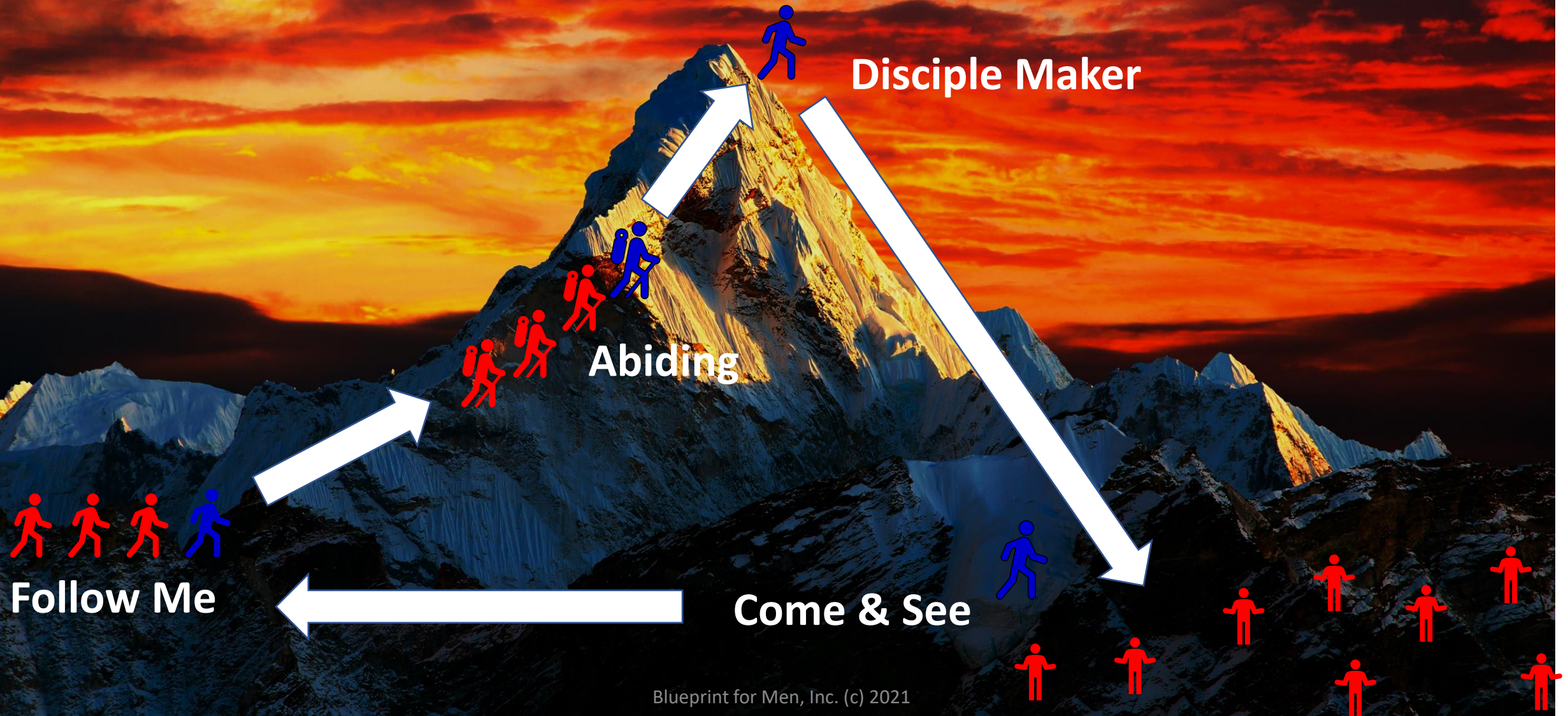
## Vision Statement

- Bring men into a personal relationship with Jesus Christ to be His disciples
- Unite men in Bible study, prayer, worship, ministry, fellowship, reaching out to other men for Christ, and accountability in men's small groups
- Use men to create a supportive environment that touches areas of their lives to be godly men at home, in the church, at the place of work, in the community, and the world

## Strategic Objectives

- 1. At least 25% of local churches have established **Men's Ministry (MM)** initiative to strengthen discipleship among boys and adults by end of October 2025*
- 2. At least 25% of men membership at local church level have joined mentorship ministry by end of October 2025*
- 3. At least 25% of young men and adults have joined Men's **Ministry** outreach Initiatives by 31 October 2025*
- 4. At least 30% of union/conference/ field Men's Ministry leaders have attended certification course*

# The Men's Discipleship Journey



Ministry  
Funnel

**INPUT**  
Men Who Are Struggling Alone



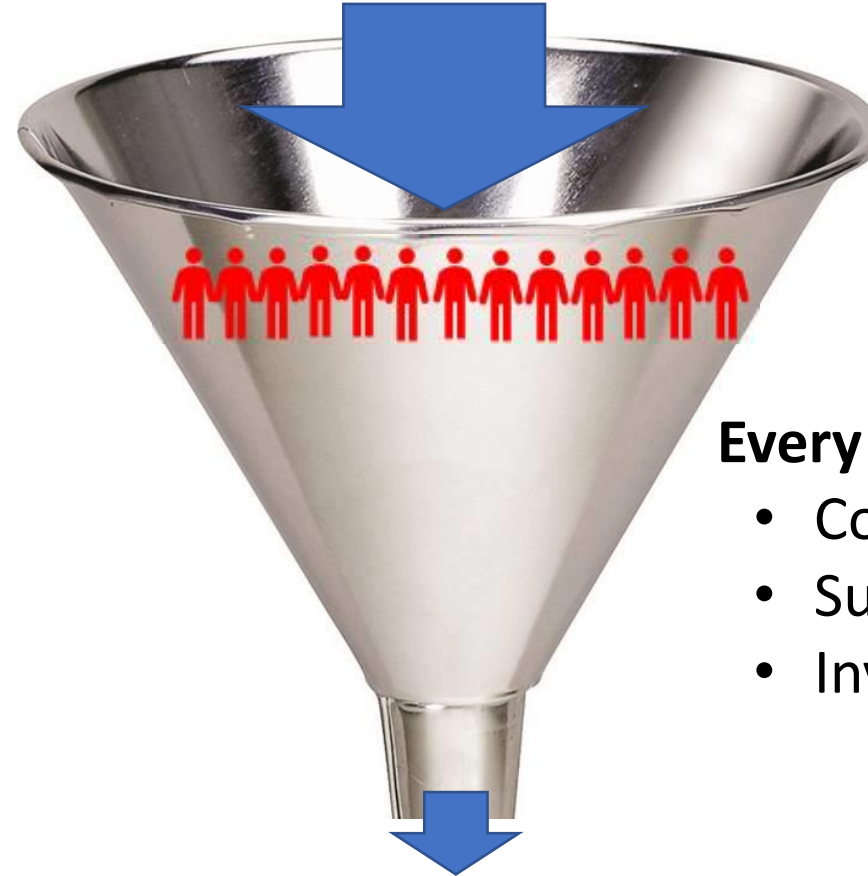
**OUTPUT**  
Strong Men of God

# Drifting – “Come and See”



# INPUT

Men Who Are Struggling Alone



Website & Social  
General Communications

Drifting - Come and See

## Every Man

- Communication to every man
- Survey for every man
- Invitation to engage for every man

# OUTPUT

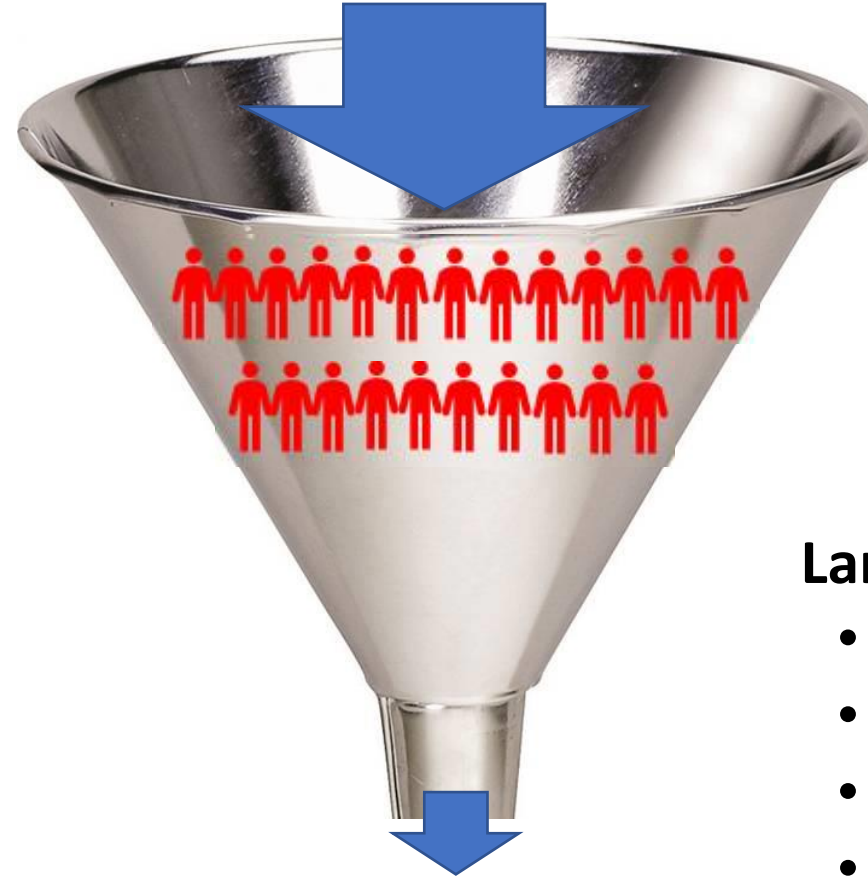
Strong Men of God

# Casual – “Follow Me”



# INPUT

Men Who Are Struggling Alone



Website & Social  
General Communications

Strategic Events

Drifting – “Come and See”

Casual – “Follow Me”

## Large Groups

- Men’s breakfast or lunch
- Outreach opportunity
- Retreat
- Sabbath Sermon on Manhood
- Activity for men

# OUTPUT

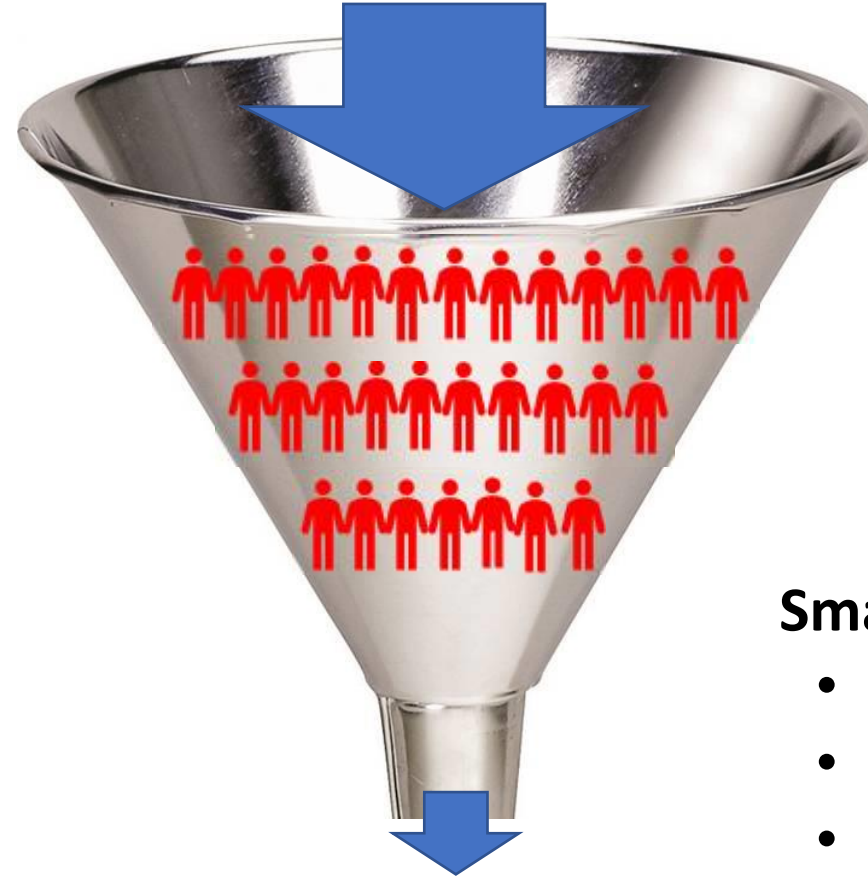
Strong Men of God

# Invested – “Abide in Me”



# INPUT

Men Who Are Struggling Alone



Drifting – “Come and See”

Casual – “Follow Me”

Invested – “Abide in Me”

## Small Groups

- Education
- Fellowship & brotherhood
- Encouragement & Inspiration
- Accountability

Website & Social  
General Communications

Strategic Events

Small Groups



# OUTPUT

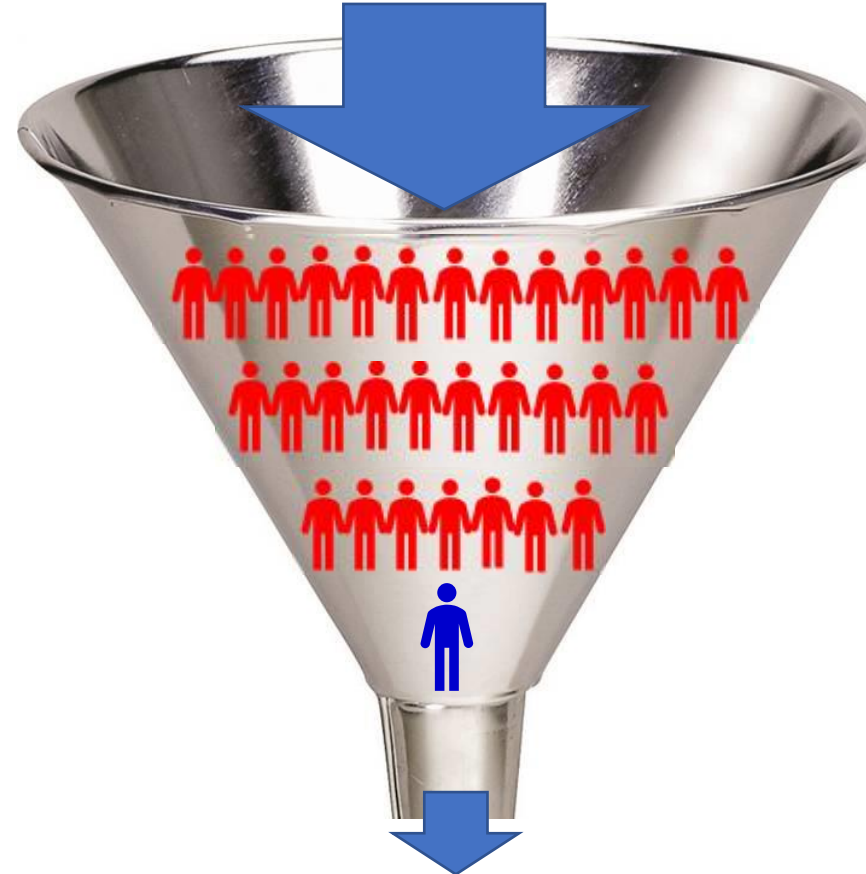
Strong Men of God

# Committed – “Fruitful in Me”



# INPUT

Men Who Are Struggling Alone



Website & Social  
General Communications

Strategic Events

Small Groups

Leadership Development

Drifting – “Come and See”

Casual – “Follow Me”

Invested – “Abide in Me”

Committed – “Fruitful in Me”

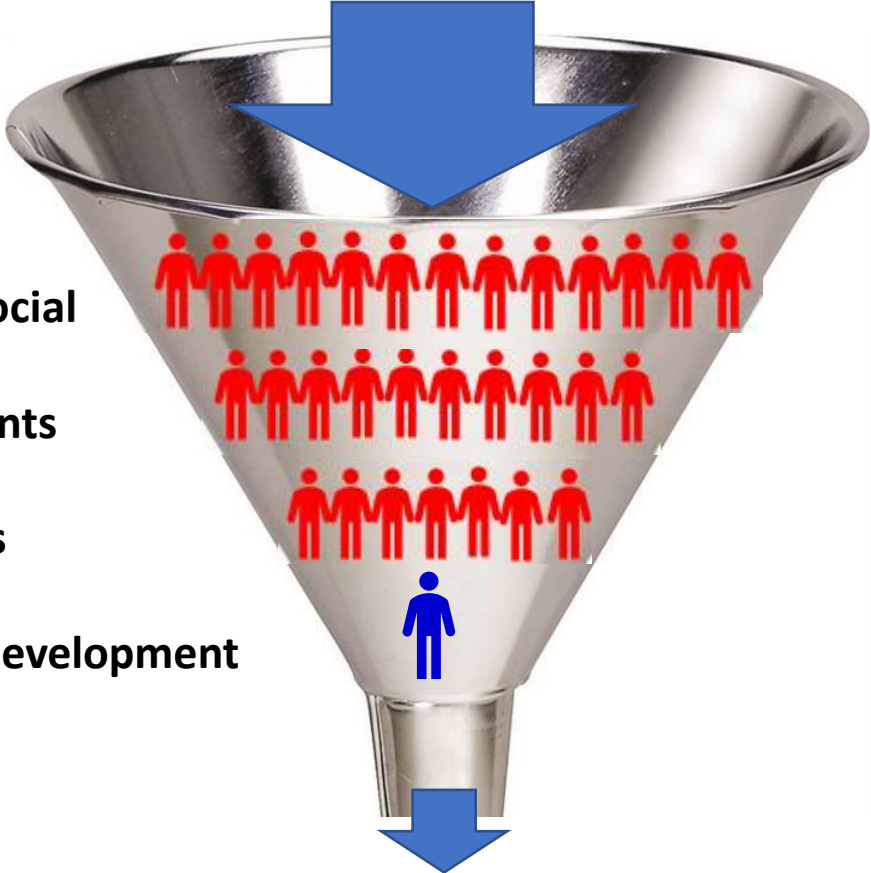
**Leadership Development**

- Training
- Certification
- Disciplemakers

**OUTPUT**  
Strong Men of God

**Ministry  
Funnel**

**INPUT**  
Men Who Are Struggling Alone



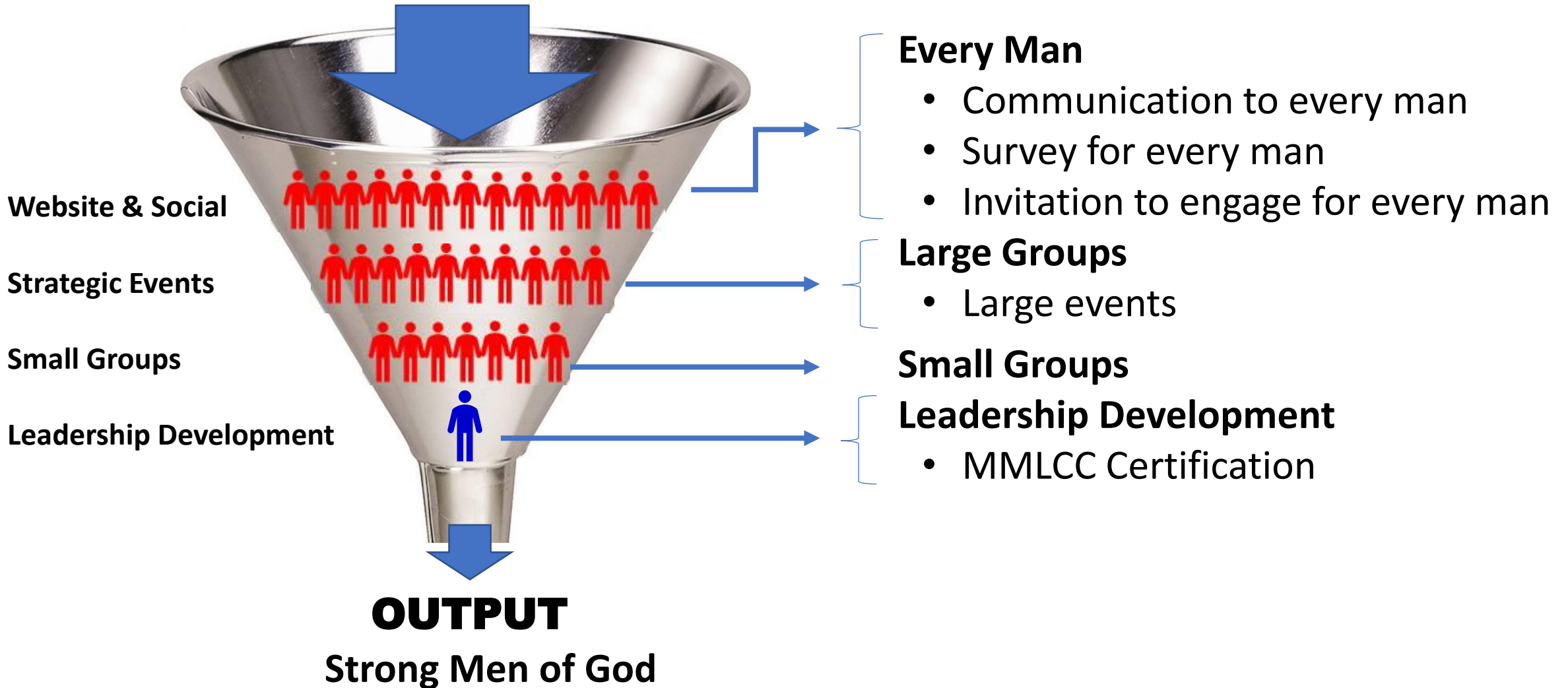
Website & Social  
Strategic Events  
Small Groups  
Leadership Development

Drifting - Come and See  
Casual - Follow Me  
Invested - Abide with Me  
Committed - Fruitful in Me

**OUTPUT**  
Strong Men of God

# INPUT

Men Who Are Struggling Alone



## Drifting – “Come and See”



## Key Process Indicators

# Website, Social, Wide Communications – “Come & See”

- # email invitations - # men reached
- # social media posts - # men reached
- # verbal appeals from local church platform – # men reached
- # church bulletin announcements – # men reached
- # podcasts - # men reached
- # visits to website - # men reached
- # men completing survey

## Casual – “Follow Me”



Key Process  
Indicators

## Large Events – “Follow Me”

- # events
- # men attending
- # outreach activities - # men participating
- # manhood sermons delivered - # men attending

## Invested – “Abide in Me”

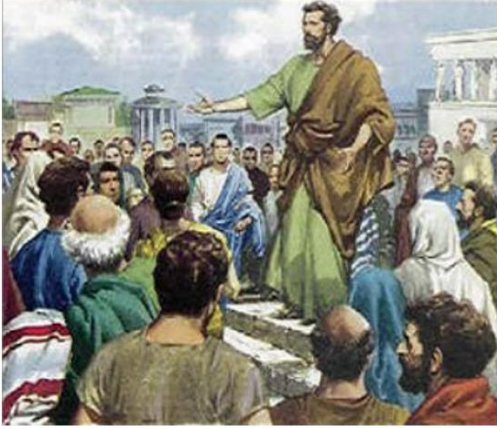


### Key Process Indicators

## Small Groups – “Abide with Me”

- # small groups meeting
- # men attending
- % members attending
- # and % of churches with 1 or more active small groups
- # and % of men completing survey before starting small group
- # and % of men completing survey after 1 year in small group
- Ratings of survey questions

## Committed – “Fruitful in Me”



Key Process  
Indicators

## Leadership Development – “Fruitful in Me”

- # and % of Men’s Ministry leaders certified
- # and % of churches with 1 or more Men’s Ministry Leaders certified

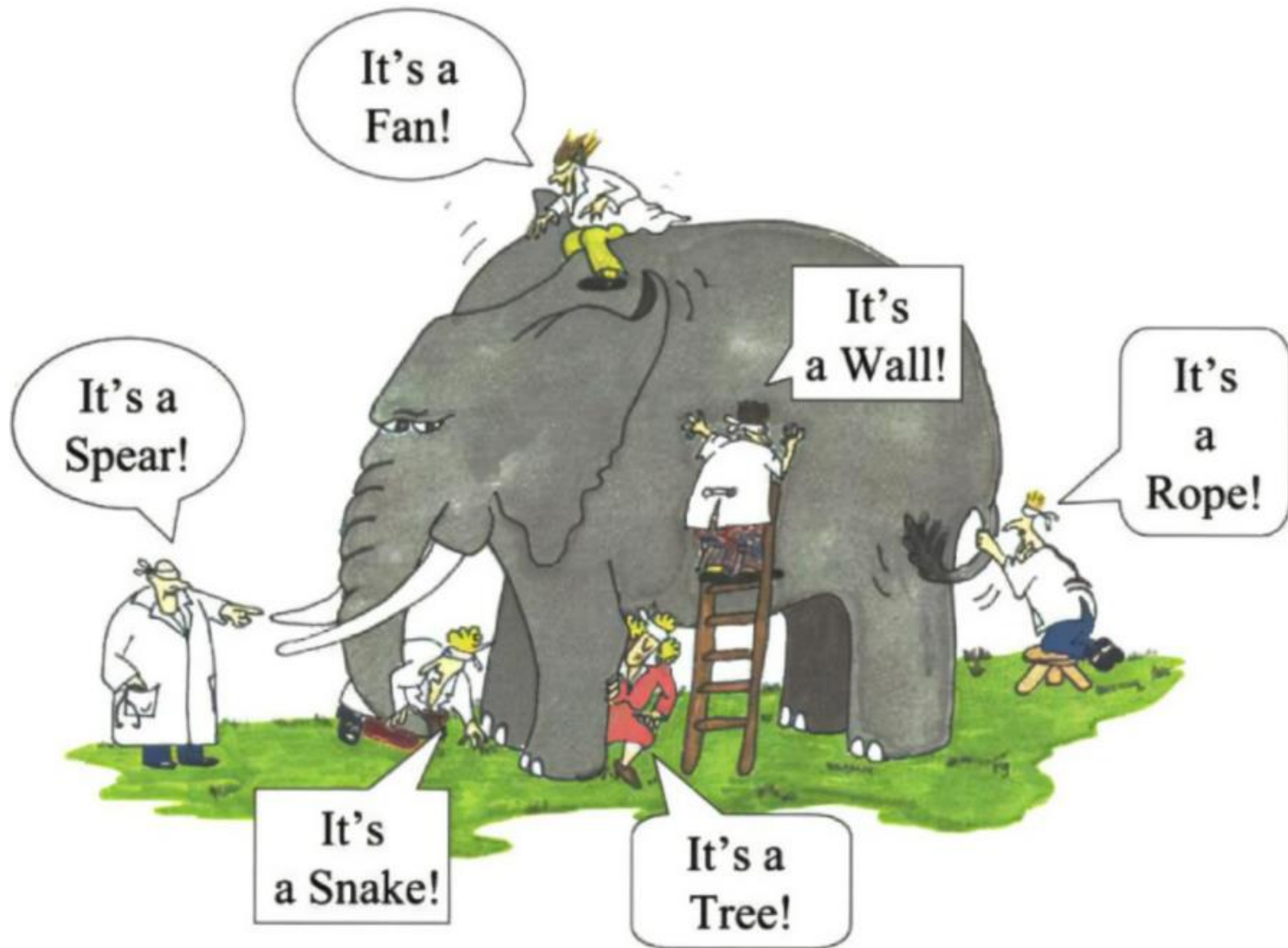
# Knowing Your Men

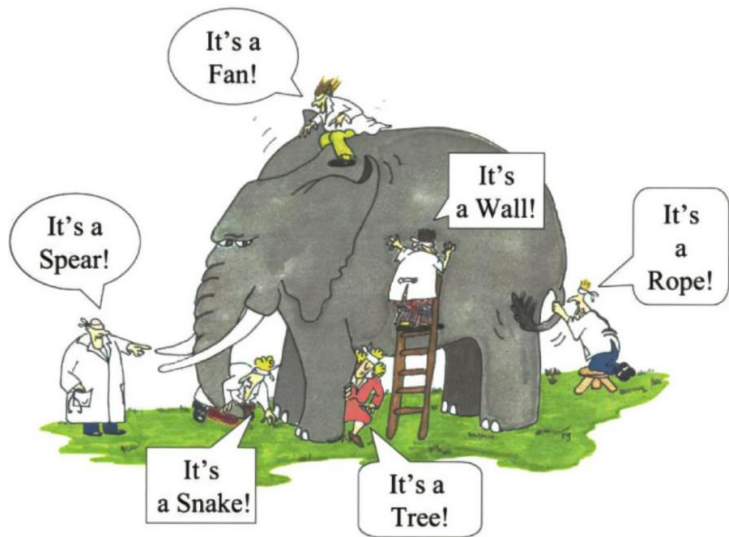
Primitive Men Living in a  
Sophisticated World

The more you as a leader  
understand the complexities of a  
man's story the more effective you  
will be at ministering to him.

1. A Man's Needs and Desires
2. A Man's Pains and Disappointments
3. A Man's History
4. A Man's Daily Life
5. A Man's World View







## Key Process Indicators

## Qualitative Measures – Survey Results

- How would you describe your level of satisfaction with your spiritual health?
  1. Very dissatisfied
  2. Dissatisfied
  3. Neither dissatisfied or satisfied
  4. Satisfied
  5. Very satisfied

**SAMPLE**

# East Central Africa Division (ECD)

## Key Process Indicators - Dashboard

For Quarter Ending 6/30/22

|                                  |             |
|----------------------------------|-------------|
| Submitted by:                    | Noah Musema |
| Date submitted:                  | 7/15/22     |
| # men:                           | 1,807,201   |
| # churches:                      | 17,625      |
| # men's ministry leaders needed: | 35,250      |

### "Come & See"

|                                  |        |                          |        |
|----------------------------------|--------|--------------------------|--------|
| # emails:                        | 5      | # men emailed:           | 25,000 |
| # social posts:                  | 10     | # men liked:             | 500    |
| # appeals from church platform:  | 25     | # men reached:           | 2,500  |
| # church bulletin announcements: | 1,000  | # men reached:           | 5,000  |
| # podcasts:                      | 40     | # listeners:             | 2,000  |
| # visits to website:             | 25,000 | Estimated # men reached: | 12,500 |
| # men completing survey:         | 20,000 |                          |        |

### "Follow Me"

|                              |     |                      |        |
|------------------------------|-----|----------------------|--------|
| # events:                    | 20  | # men attending:     | 2,000  |
| # outreach activities:       | 10  | # men participating: | 250    |
| # manhood sermons delivered: | 500 | # men reached:       | 25,000 |

**SAMPLE**

## East Central Africa Division (ECD)

### Key Process Indicators - Dashboard

For Quarter Ending 6/30/22

|                                  |             |
|----------------------------------|-------------|
| Submitted by:                    | Noah Musema |
| Date submitted:                  | 7/15/22     |
| # men:                           | 1,807,201   |
| # churches:                      | 17,625      |
| # men's ministry leaders needed: | 35,250      |

#### "Abide with Me"

|   |     |                            |       |
|---|-----|----------------------------|-------|
| # small groups:                                   | 400 | # men in a small group:    | 2,000 |
| Attendance rate                                   | 78% | % of men in a small group: | 0.1%  |
| # churches with 1 or more active small groups:    |     | 385                        |       |
| % of churches with 1 or more active small groups: |     | 2.2%                       |       |

#### "Fruitful in Me"

|  |      |       |
|--|------|-------|
| # men's ministry leaders certified:                            | 340  | 2,000 |
| % of men's ministry leaders certified:                         | 1.0% |       |
| # of churches with 1 or more certified men's ministry leaders: |      | 245   |
| % of churches with 1 or more certified men's ministry leaders: |      | 1.4%  |

#### Qualitative Measures - Tracking Improvement

|   | <u>Baseline - Survey 1</u> | <u>1 yr</u> |
|---|----------------------------|-------------|
| Level of satisfaction with spiritual growth:    | 2.25                       |             |
| Average # days per week in time alone with God: | 1.82                       |             |
| Level of concern or hope for the future:        | 3.18                       |             |
| Level of satisfaction with marriage:            | 2.64                       |             |

**SAMPLE**

# ECD Leadership Team

## Key Process Indicators - Dashboard

For Quarter Ending 6/30/22

|                                  |             |
|----------------------------------|-------------|
| Submitted by:                    | Noah Musema |
| Date submitted:                  | 7/15/22     |
| # men:                           | 16          |
| # churches:                      | 0           |
| # men's ministry leaders needed: | 16          |

### "Come & See"

|                                  |        |                          |        |
|----------------------------------|--------|--------------------------|--------|
| # emails:                        | 3      | # men emailed:           | 300    |
| # social posts:                  | 0      | # men liked:             | 0      |
| # appeals from church platform:  | 2      | # men reached:           | 250    |
| # church bulletin announcements: | 0      | # men reached:           | 0      |
| # podcasts:                      | 40     | # listeners:             | 2,000  |
| # visits to website:             | 25,000 | Estimated # men reached: | 12,500 |
| # men completing survey:         | 16     |                          |        |

### "Follow Me"

|                              |   |                      |     |
|------------------------------|---|----------------------|-----|
| # events:                    | 3 | # men attending:     | 100 |
| # outreach activities:       | 0 | # men participating: | 0   |
| # manhood sermons delivered: | 1 | # men reached:       | 250 |

**SAMPLE**

## ECD Leadership Team

### Key Process Indicators - Dashboard

For Quarter Ending 6/30/22

|                                  |             |
|----------------------------------|-------------|
| Submitted by:                    | Noah Musema |
| Date submitted:                  | 7/15/22     |
| # men:                           | 16          |
| # churches:                      | 0           |
| # men's ministry leaders needed: | 16          |

#### "Abide with Me"

|   |     |                            |       |
|---|-----|----------------------------|-------|
| # small groups:                                   | 3   | # men in a small group:    | 15    |
| Attendance rate                                   | 92% | % of men in a small group: | 93.8% |
| # churches with 1 or more active small groups:    | NA  |                            |       |
| % of churches with 1 or more active small groups: | NA  |                            |       |

#### "Fruitful in Me"

|  |       |  |  |
|--|-------|--|--|
| # men's ministry leaders certified:                            | 15    |  |  |
| % of men's ministry leaders certified:                         | 93.8% |  |  |
| # of churches with 1 or more certified men's ministry leaders: | NA    |  |  |
| % of churches with 1 or more certified men's ministry leaders: | NA    |  |  |

#### Qualitative Measures - Tracking Improvement

|   | <u>Baseline - Survey 1</u> | <u>1 yr</u> |
|---|----------------------------|-------------|
| Level of satisfaction with spiritual growth:    | 2.25                       |             |
| Average # days per week in time alone with God: | 1.82                       |             |
| Level of concern or hope for the future:        | 3.18                       |             |
| Level of satisfaction with marriage:            | 2.64                       |             |

**SAMPLE**

# ABC Church Men's Ministry

## Key Process Indicators - Dashboard

For Quarter Ending 6/30/22

|                                  |          |
|----------------------------------|----------|
| Submitted by:                    | Tom Pyke |
| Date submitted:                  | 7/15/22  |
| # men:                           | 55       |
| # churches:                      | 1        |
| # men's ministry leaders needed: | 2        |

### "Come & See"

|                                  |    |                |    |
|----------------------------------|----|----------------|----|
| # emails:                        | 4  | # men emailed: | 55 |
| # social posts:                  | 0  | # men liked:   | 0  |
| # appeals from church platform:  | 3  | # men reached: | 45 |
| # church bulletin announcements: | 4  | # men reached: | 50 |
| # men completing survey:         | 23 |                |    |

### "Follow Me"

|                              |   |                      |    |
|------------------------------|---|----------------------|----|
| # events:                    | 1 | # men attending:     | 32 |
| # outreach activities:       | 1 | # men participating: | 8  |
| # manhood sermons delivered: | 1 | # men reached:       | 45 |

**SAMPLE**

# ABC Church Men's Ministry

## Key Process Indicators - Dashboard

For Quarter Ending 6/30/22

|                                  |          |
|----------------------------------|----------|
| Submitted by:                    | Tom Pyke |
| Date submitted:                  | 7/15/22  |
| # men:                           | 55       |
| # churches:                      | 1        |
| # men's ministry leaders needed: | 2        |

### "Abide with Me"

|                 |     |                            |       |
|-----------------|-----|----------------------------|-------|
| # small groups: | 1   | # men in a small group:    | 7     |
| Attendance rate | 74% | % of men in a small group: | 12.7% |

### "Fruitful in Me"

|                                     |   |
|-------------------------------------|---|
| # men's ministry leaders certified: | 2 |
|-------------------------------------|---|

### Qualitative Measures - Tracking Improvement

|   | <u>Baseline - Survey 1</u> | <u>1 yr</u> |
|---|----------------------------|-------------|
| Level of satisfaction with spiritual growth:    | 2.25                       |             |
| Average # days per week in time alone with God: | 1.82                       |             |
| Level of concern or hope for the future:        | 3.18                       |             |
| Level of satisfaction with marriage:            | 2.64                       |             |

# Sample Plan for ECD Leadership Team

| What   | Who                             | When  | Date Complete | Notes  |
|--|---------------------------------|-------|---------------|--|
| 1. Attend all sessions of certification training – see training schedule and include all as part of this plan  | All                             | 7/31  |               | ECD & BP4M provides                              |
| 2. Identify division level person to learn, manage, administer Church Center, provide support for data & metrics collection, analysis, and reporting   | Noah                            | 3/23  |               |  |
| 3. Complete Strategic and Operational Plan   | Noah                            | 3/23  |               | ECD & BP4M assists                               |
| 4. Data & Systems person gets training (division and union level)  | TBD                             | 3/24  |               | BP4M provides                                    |
| 5. Create reporting form for use throughout division using KPIs identified   | Noah                            | 3/24  |               | BP4M provides / assists                          |
| 6. Set up teams in Church Center   | Noah                            | 3/24  |               | BP4M assists                                     |
| 7. Decide what curriculum to go through as a small group   | Noah                            | 3/25  |               |  |
| 8. Purchase curriculum notebooks for group   | Noah                            | 3/25  |               |  |
| 9. Review and align all objectives, goals, and plans with the Division Strategy, gain approval and support from leadership above   | Noah                            | 4/5   |               |  |
| 10. Begin meeting weekly to go through curriculum  | All                             | 4/6   |               | EMAW-13 <del>wks</del><br>QFAM-26 <del>wks</del> |
| 11. Complete survey  | All                             | 4/6   |               | BP4M provides                                    |
| 12. Complete survey at end of year to gauge improvement  | All <del>sm</del> group members | 12/31 |               |  |
| 13. Meet regularly as an organizational team to track progress, adjust plans, if needed, and to provide direction and resources, where needed  | Noah                            | TBD   |               |  |
| 14. After completing 1 <sup>st</sup> curriculum either start 2 <sup>nd</sup> curriculum or recruit men from the small group who are ready to lead a small group of their own with friends and family they know | MML & Asst                      |       |               |  |
| 15. Review progress and create next year's plan  | MML & Asst                      | 12/31 |               |  |

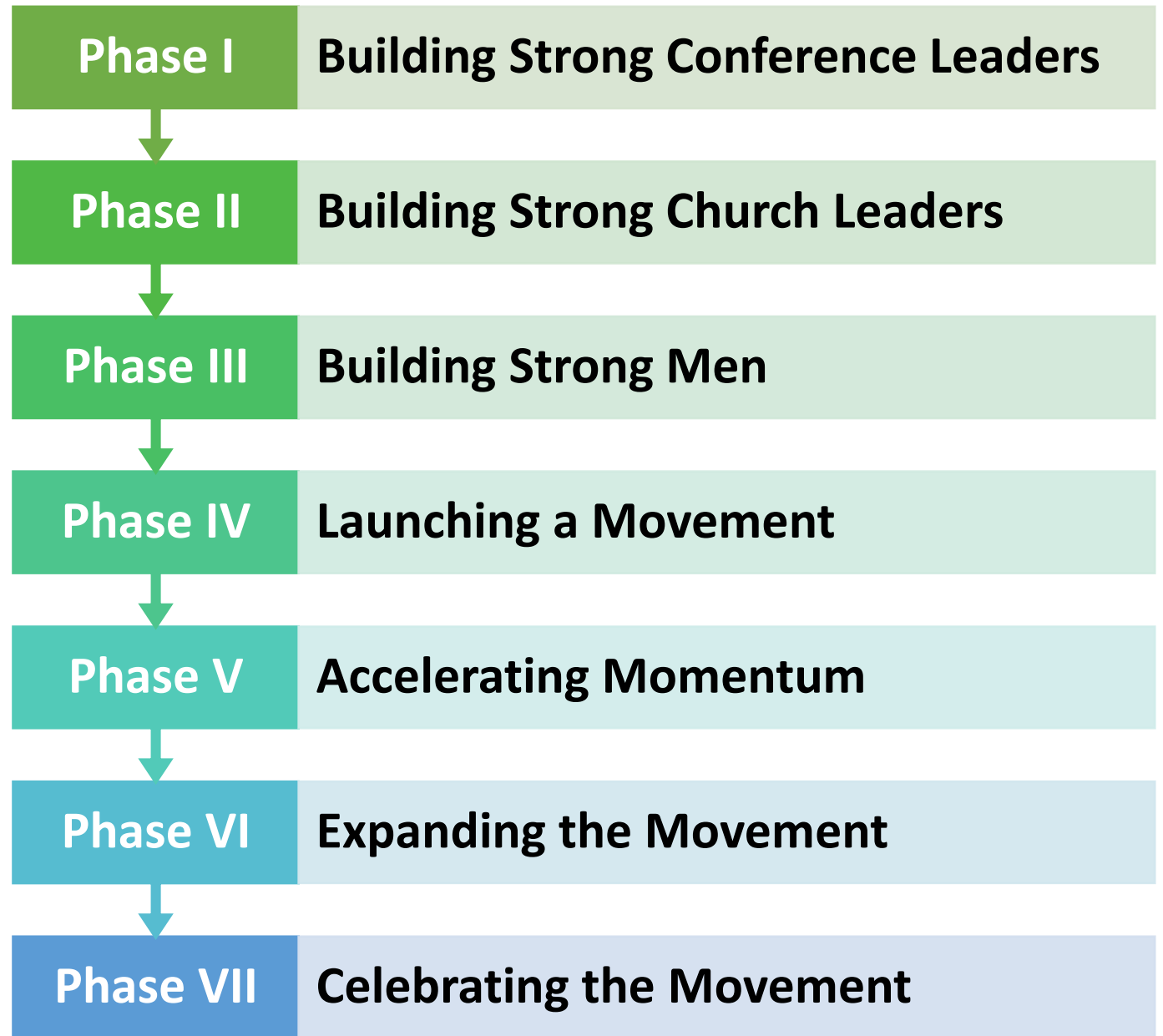
# Sample Plan for Local Church MM LT

| What   | Who                             | When  | Date Complete | Notes  |
|--|---------------------------------|-------|---------------|--|
| 16. Attend all sessions of certification training – see training schedule and include all as part of this plan   | MM Leader & Asst                |       |               | ECD & BP4M provides                                      |
| 17. Complete Strategic and Operational Plan for current year   | MML & Asst                      |       |               | ECD & BP4M assists                                       |
| 18. Review and align all objectives, goals, and plans with the Division Strategy, gain approval and support from leadership above  | MML                             |       |               | Pastor, Head Elder, Church Board, Conference, Union, ECD |
| 19. Provide ECD/Union/Conference leadership with an KPI reports each quarter   | MML & Asst                      |       |               |  |
| 20. Set up large group (men of church) in Church Center, if applicable, if not, plan to monitor attendance of any events so it can be reported   | MML & Asst                      |       |               | ECD & BP4M assists                                       |
| 21. Set up small group(s) in CC, if applicable, if not, plan to monitor attendance so it can be reported   | MML & Asst                      |       |               |  |
| 22. Recruit men in church to begin meeting weekly (minimum of 3, max per group is 7)   | MML & Asst                      |       |               |  |
| 23. Decide what curriculum to go through as a small group  | MML & Asst                      |       |               |  |
| 24. Purchase curriculum notebooks for group  | MML & Asst                      |       |               |  |
| 25. Begin meeting weekly to go through curriculum  | MML & Asst                      |       |               | EMAW-13 <del>wks</del><br>QFAM-26 <del>wks</del>         |
| 26. Complete survey  | All men                         |       |               | ECD & BP4M   |
| 27. Complete survey at end of year to gauge improvement  | All <del>sm</del> group members |       |               |  |
| 28. After completing 1 <sup>st</sup> curriculum either start 2 <sup>nd</sup> curriculum or recruit men from the small group who are ready to lead a small group of their own with friends and family they know | MML & Asst                      |       |               |  |
| 29. Review progress and create next year's plan  | MML & Asst                      | 12/31 |               |  |

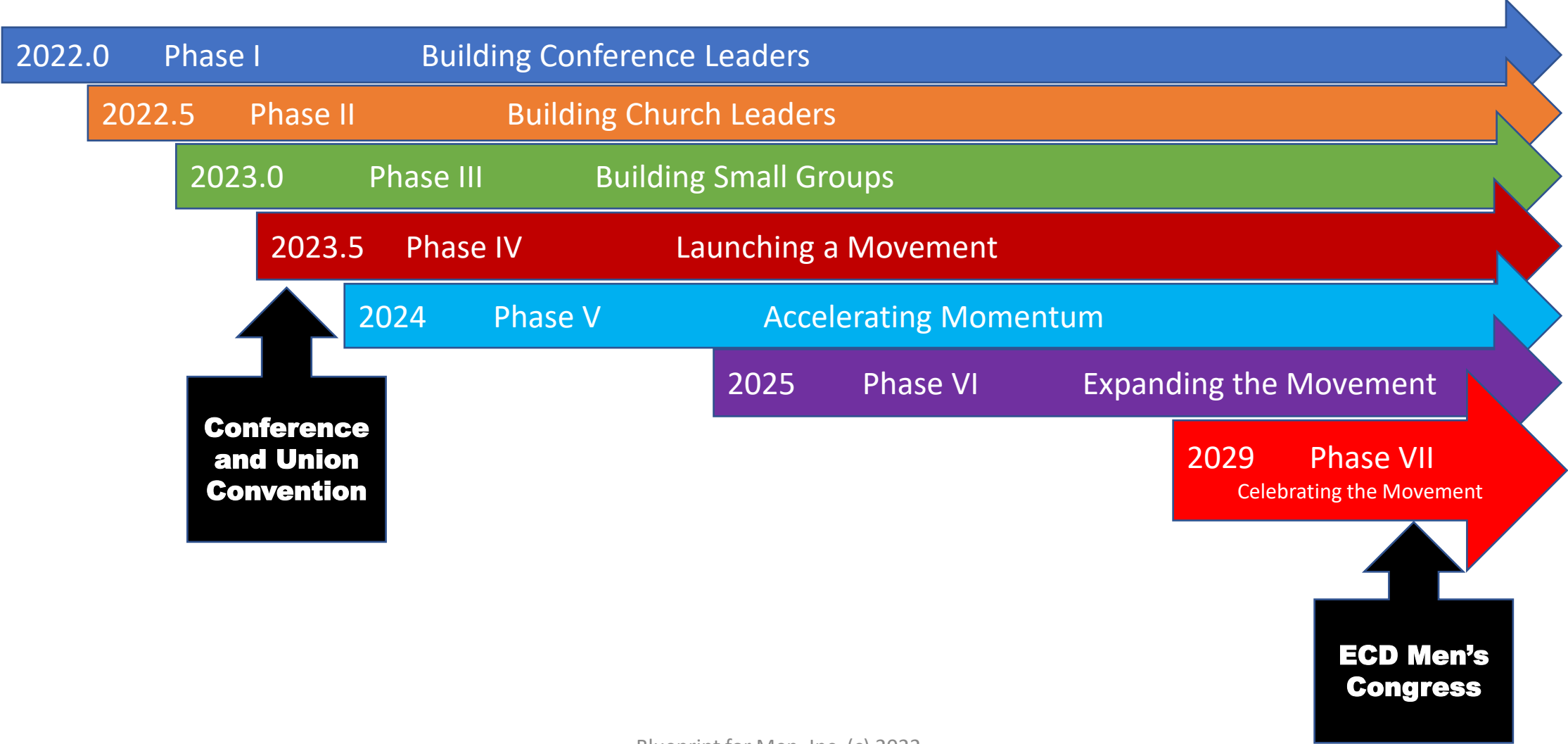
## ***Example plan*** – suitable for Leadership team at all levels, including the local church level.

1. Leader to submit operational plan for 2022 to higher level team leader for review, feedback, and approval.
2. Leader to ensure each member is signed up on Church Center, wherever possible
3. Leader to attend training, if needed, to learn how to access Church Center and how to manage Church Center as a group leader.
4. Leader to purchase EMAW book 1 for all members
5. Leader to establish a weekly meeting schedule and begin meeting
6. Leader to attend certification meeting each Wednesday, beginning on 4/6 and ending on 6/29. Or to schedule training as soon as possible through higher level team leader.
7. Leader to ensure all members have completed survey
8. Leader to schedule regular leadership team meetings and place on Church Center so attendance can be taken and documentation can be provided. Regularly review progress on Operational Plan and make adjustments, as needed. [Not needed at local church level]
9. If substantial changes or additions are made to this plan, submit to higher team leader for review, feedback, and approval.
10. Submit quarterly report, as requested, to higher level before or by requested date.

# Building a Movement



# Building a Movement: Proposed Timeline



EAST-CENTRAL AFRICA DIVISION

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**MEN'S MINISTRY LEADERSHIP  
CERTIFICATION COURSE**



**MODULE 12:  
END**