

# Strategic Sending – Quick Start Guide

## What is this document?

This document is intended for mission mobilizers, but it may help everyone to understand Strategic Sending better. But it will not convince you of the value of Strategic Sending.

When you have read this through and prayed, we hope that you will be able to explain what Strategic Sending is. We pray that you will also know how to use Strategic Sending to help mobilize churches for mission.

## What Strategic Sending Is

The heart of Strategic Sending is a message to local churches to encourage the whole church to take the whole gospel to the whole world. The message is in the form of a letter from the Strategic Sending Team. There are 85 different letters for churches in 85 different regions. Every church in the world has one special letter. For instance, one of the 85 letters is specifically for the churches in France.

Strategic Sending “shrinks the task” of global mission for each local church. This makes it easier for the local church to join in our global mission. We have done this systematically. At a global level, we have analysed where the church is, where the world is and some simple affinities between different regions of the world. The two main affinities are shared familiarity with a global language (if any), and physical proximity.

Most of the wording in each letter is the same as all the others. There are three crucial differences. We do not say how much attention each church should give to its local area. But we recommend **a rough percentage of effort to devote to their own region** versus further away. This varies widely. We encourage churches in places like Afghanistan to give 98% of their attention to their own region and only 2% abroad. On the other hand, we encourage churches in high-evangelical places like South-East Nigeria to devote only 15% on their own region and 85% elsewhere.

Secondly, we provide **a list of other regions** that need prayer and sending. It can be a short list. It is often only one region. It can be a long one but it is always only a small proportion of the world.

Finally, for high-evangelical regions only, **we may give a warning** that we are not encouraging others to send to them.

There is **overlap** in the assignments. If the churches in one region do not pray for or send to a particular needy region, there are others who are encouraged to do it.

## What Strategic Sending is Not

Strategic Sending is only a very small part of the mission mobilization process. It will not, in itself, mobilize the churches. You still need to work through the usual mobilization phases of discovery, development and deployment.

Strategic Sending is about geographical locations and directions. It says nothing about the methods of mission or mission funding. It does not explain the importance and complexity of learning language and immersion in culture. It does not explicitly encourage you to go where there is no church and there are no disciples. It says nothing of disciple-making movements, of unreached peoples, of the primacy of evangelism or of holistic mission.

Strategic Sending is not compulsory. There may be good reasons for sending in other directions, following the Holy Spirit. No one needs to sign up. There will be no management or monitoring, but we welcome news and feedback.

## How to Use Strategic Sending

Strategic Sending can inform and influence every stage of mobilization. For instance, when you choose inspirational examples of mission, they can be in line with the directions in the letter. When you choose to connect churches with mission agencies, they can be agencies that are already at work in the encouraged directions.

We recommend that at some point you slowly and deliberately read the relevant letter to the church or churches that you are mobilizing. Read it aloud without any visual distractions. The point at which you do this is your decision. After that make sure that the full text is available for people to read and pray through in their own time.

## Other Helpful Materials

### Website & Email

We have very few materials available yet. Our website is [strategicsending.com](http://strategicsending.com). On the website you can subscribe to occasional email news. You can contact us at [strategicsending@gmail.com](mailto:strategicsending@gmail.com). You should be able to find the following resources at least on the website. If you have difficulty, please email.

#### Letters to Churches

These are all available on the website, or you can email us.

#### Slides

This is a short set of PowerPoint slides. You can use some or all of these as part of your mobilization process. (Note that some of them are animated in PowerPoint. This animation is important with the analogy to the 10/40 window.)

#### The Story of Strategic Sending

This is the story of how this concept was revealed and developed. It is not essential. It may be of interest to you and your audience.

### Missiology Background

There are three important articles published on the Lausanne Movement website. They will help you to understand the reasons for Strategic Sending.

<https://lausanne.org/about/blog/gods-mission-still-needs-missionaries>

<https://lausanne.org/about/blog/gods-mission-needs-the-right-message>

<https://lausanne.org/about/blog/gods-mission-needs-to-go-to-the-whole-world>

## Thank You for Helping Us

We are at a very early stage in Strategic Sending. We need your help. Let us know how you use this. We need feedback on this guide and on Strategic Sending in general. What is good? What is wrong? What does and doesn't work well in practice? Send reports, comments and questions to [StrategicSending@gmail.com](mailto:StrategicSending@gmail.com). Thank you and may God lead us forward together.

Chris Maynard 2026-01-29 for the Strategic Sending Team.

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