

# **MEXICO HOY Y MAÑANA**

## **PROJECT DESCRIPTION**

### **A NATIONAL STUDY OF PROTESTANT CHURCH GROWTH: MEXICO TODAY AND TOMORROW**

**Preliminary Edition: August 6, 1991**

#### **CO-SPONSORED BY:**

**LATIN AMERICAN EVANGELISTIC VISION (VELA)  
Mexico City, DF, Mexico**

**LATIN AMERICAN SOCIO-RELIGIOUS STUDIES PROGRAM (PROLADES)**

**A Ministry of IN-DEPTH EVANGELISM ASSOCIATES  
Pasadena, California, USA**

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# **A NATIONAL STUDY OF PROTESTANT CHURCH GROWTH: MEXICO TODAY AND TOMORROW**

## **1. GENERAL PURPOSE**

We propose to study the growth of the Protestant Movement in the context of the nation of Mexico in order to help Christian leaders recognize and respond more adequately to the spiritual, physical, psychological, economic and social needs of this complex society, now totaling 87.5 million people (mid-1991).

This study will provide up-to-date information on the geographical distribution, sociological composition, and denominational affiliation of Protestant congregations in Mexico, integrated with current demographical data on the total population in general and on major urban areas in particular. Special attention will be given to an analysis of Protestant church growth among all ethnolinguistical groups throughout the country, as well as to identifying unreached "people groups" and neglected communities in specific geographical areas where Evangelical presence and ministry are weak or nonexistent.

The data from this study will be tabulated and analyzed by a team of researchers and technical advisors who will work with an editorial committee to produce a series of reports on "Mexico Today and Tomorrow." The published documents, together with related audio-visual materials and computer software applications, will be used in programs of leadership training (both formal and nonformal education), as well as by denominational and para-church leaders, as informational resources for evaluation and strategic planning.

These materials will help Christian leaders to evaluate existing ministries, and to plan and develop more adequate and fruitful programs of spiritual renewal, evangelism, discipleship, church-planting, leadership training, mutual cooperation, and social concern/action in response to human need within each sociological group. This is especially needed among the least evangelized and under-churched people groups, as well as among the marginalized segments of Mexican society.

Our motivation and purpose are to be faithful and obedient to the Great Commission and the Great Commandment of our Lord Jesus Christ within our Jerusalem, Judea and Samaria: the United States of Mexico.

## **2. SPECIFIC OBJECTIVES**

2.1 To describe the national context (the universe of the study) and its component parts and analyze them using the tools of contemporary missiology (an interdisciplinary and holistic approach).

2.2 To define the various sociological groups (differentiated by race, language, national origin, ethnicity, socio-economic status, geographical location, etc.) that compose the population of

Mexico and evaluate their responsiveness/resistance to the Gospel of Christ, as well as to other religious movements, by analyzing "religiosity" variables among the general populace and determining growth patterns of the major religious groups.

## **MAP OF MEXICO BY STATES**

2.3 To discover, within the above context, the origin, development, and current condition of the Evangelical Church in particular, and the Protestant Movement in general; to describe what all members of the Protestant Movement have in common and how they differ by denominational families and subfamilies; to profile their constituencies; and to analyze the dynamics of Protestant church growth and decline in each state and region of Mexico.

2.4 To share the results of this study with Christian leaders and their organizations, both denominational and para-church ministries, in order to increase their awareness and understanding of the collective witness and impact of the Protestant Movement on every level of Mexican society (or lack thereof); to improve communication, fellowship and cooperation among all members of the Body of Christ; and to develop a sense of self-awareness and belonging (peoplehood) as members of the larger Christian Community in the Republic of Mexico (Evangelical self-image).

2.5 To provide informational resources (publications, audio-visuals, and computer software programs) as tools for evaluation, planning and decision-making for Christian leaders in order to assist them in developing their present ministries, as well as in creating new ministries that are appropriate to help meet the needs of their respective constituencies and communities at various levels: colonia, municipio, state, region, and national.

2.6 To determine priority areas (geographical zones, sociological groups, desperate conditions, and strategic concerns) where Evangelical resources should be concentrated and specific programs and ministries developed with urgency in response to human need, while seeking to maintain an appropriate balance between evangelism and social responsibility.

2.7 To encourage integral church growth, holistic community development, tolerance of diversity (racial, cultural, religious, political, etc.), respect for human rights and social justice throughout Mexico by providing orientation and training for at least 1,000 Protestant church leaders in a series of conferences, using the results of this study.

2.8 To utilize the written and audio-visual materials and computer software applications derived from this study in programs of formal and nonformal education to help train Christian leaders of all racial, ethnic and socio-economic groups for fruitful ministry in the 1990s and into the 21st century, both for service in Mexico and worldwide.

2.9 To encourage the formation of 25,000 new Evangelical congregations (churches or missions) among all sociological groups in the nation by A.D. 2010, with special emphasis on the least evangelized and unchurched ("unreached people groups"); this would result in one Evangelical

congregation for every 3,000 people (or 1:3,000), assuming that currently there are about 15,000 Evangelical congregations in Mexico.

2.10 To help facilitate the creation of a permanent program of church growth studies in particular, and missiological research in general, at the national level and to encourage this kind of research program in all major cities, in order to monitor continuously the growth and development of the Protestant Movement throughout the country and among all segments of Mexican society; this process is defined as a "permanent national research function" (PNRF).

### **3. PLAN OF OPERATIONS / METHODOLOGY (see Organization Chart)**

3.1 Latin American Evangelistic Vision/Vision Evangelizadora Latinoamericana (VELA) and In-Depth Evangelism Associates (IDEA) agreed to co-sponsor the national study in July of 1991 as a continuation and expansion of their Mexico City Church Growth Study (1986-1991).

3.2 During the early part of 1986, the partnership of VELA/IDEA invited a dozen representatives from denominational and para-church agencies in Mexico to work with them in defining the Mexico City Project Proposal, in selecting a coordinating committee to manage the study, in identifying potential human resources to help with the study, and in defining an operational budget and gathering the financial resources to fund the urban study project.

3.3 In May of 1986 this ad hoc group approved the "Proposed Project Description and Tentative Budget," and then selected candidates for the Project Coordinating Committee (PCC). Mr. Galo Vásquez, President of VELA, agreed to serve as president of the PCC and manager of the project, with the VELA office providing support services and office space for the project team. Mr. Clifton Holland, Executive Director of IDEA-PROLADES, agreed to serve as Chief Technical Advisor and coordinator of technical services for the project, as well as assisting Galo in the area of financial development.

3.4 The first PCC was composed of the following members:

President:	Galo Vásquez (VELA)
Vice President:	Vidal Valencia (National Presbyterian Church)
Secretary:	Bill Goodman (Presbyterian Church in America)
Treasurer:	Carlos Barragan (Christian & Missionary Alliance)
Members at large:	Saul Cruz (World Vision/Mexico) Samuel Láscari (Assemblies of God)
Technical Advisor:	Clifton Holland (IDEA/PROLADES)

3.5 The PCC appointed a Group of Technical Advisors composed of the following members:

Clifton Holland (IDEA/PROLADES), Coordinator  
Manuel Gaxiola (Apostolic Church of Faith in Jesus Christ)  
Rolando Gutiérrez (National Baptist Convention)  
Peter Larson (Baptist General Conference)  
César Moreno Pérez (Christian Church/Disciples of Christ)  
Paul Pretiz (Latin America Mission)

## **ORGANIZATION CHART FOR "MEXICO TODAY AND TOMORROW" STUDY**

3.6 The **Project Manager** (Galo Vásquez), aided by the **Group of Technical Advisors** (coordinated by Clifton Holland), was responsible for carrying out the goals of the Mexico City study through the recruitment, training and supervision of the Project Team; financial development and management; creative design of the research instruments, fieldwork, data collection and processing, verification and analysis of results; writing and editing of reports; production and distribution of materials; leadership conferences and educational programs; and other related activities between May 1986 and the present.

3.7 **For the National Study**, Galo Vásquez continues to serve as Project Manager and Dr. Peter Larson is now the Chief Technical Advisor; Clifton Holland will continue to assist Vásquez and Larson as a consultant for the project. Below is an overview of areas of accountability:

3.7.1 Administrative: office, personnel and financial management; team and program coordination.

3.7.2 Support Services: secretarial, financial, computer, graphics, printing, sales, distribution, and other office services.

3.7.3 Research & Data Management: fieldwork/data collection, verification, processing, storage, and retrieval of data.

3.7.4 Editorial/Production: data analysis and interpretation, writing and editing of reports, graphics design, and production of materials.

3.7.5 Communications: public relations, news releases, promotion and distribution of materials.

3.7.6 Education/Leadership Training: share the results of the study and teach leaders how to use the materials as tools for evaluation and planning, problem-solving and program development.

3.8 Finally, the PCC was to take the necessary steps to define and create a permanent process for sponsorship of church growth studies and missiological research in the Mexico City Metropolitan

Area (MCMA) and throughout Mexico as part of the continuation phase of this project. Now that the Mexico City Church Growth Study is nearing completion, steps are being taken to begin the larger, national study in 1992 that will include an update on the MCMA.

#### **4. TIME LINE/CALENDAR OF ACTIVITIES FOR THE NATIONAL STUDY**

(July 1, 1991 through June 30, 1994)

4.1 Start-up Phase: preliminary planning and gathering of resources for the national study (July 1, 1991 to March 31, 1992)

4.2 Production of National Church Directory (January 1, 1992 to December 31, 1992); possibly in two volumes: one for Mexico City and one for the rest of the country.

4.3 Denominational Church Growth Case Studies (July 1, 1992 to June 30, 1993).

#### **MAP OF MEXICO BY REGIONS**

4.4 National Resource Manual for Christian Leaders (January 1, 1993 to Sept. 30, 1993).

4.5 Historical Overview of the Protestant Movement in Mexico: Profiles of each major Denomination (Jan. 1, 1992 to Dec. 31, 1993).

4.6 General Bibliography on the Church and Society in Mexico, with special emphasis on socio-religious studies (Final Edition by Dec. 31, 1993).

4.7 Series of Analytical Reports on Protestant Church Growth in Mexico (April 1, 1993 to Mar. 31, 1994).

#### **4.8 Leadership Training Activities:**

4.8.1 Non-formal Education: a series of five leadership conferences/ seminars will be held between January 1993 and June 1994 to inform, educate and motivate Christian leaders (about 200 per conference) concerning the results of the project.

4.8.2 Formal Education: materials produced by the Project Team will be used in existing programs of theological education, as well as in a special program of missiological studies in Mexico City that is being developed by VELA / IDEA as a joint-venture with universities and seminaries in Mexico, the USA and Canada, Europe and other Latin American countries; Dr. Pedro Larson is the Academic Dean of this Missiological Studies Program.

4.9 The Project Coordinating Committee, now redefined as the Project Advisory Council (PAC), will define and implement a strategy to guarantee the continuation of church growth and missiological studies on a regular basis for the MCMA and at the national level by June 30, 1994; this process is defined as a permanent national research function (PNRF).

## **5. COMMUNICATION OF RESULTS / PRODUCTS**

### **5.1 Planned Publications:**

5.1.1 National Directory of Evangelical Churches, Institutions and Service Agencies in Mexico; Update on Mexico City Directory (ready January 1993).

5.1.2 Series of Denominational Church Growth Case Studies (April 1993).

5.1.3 National Resource Manual for Christian Leaders (July 1993).

5.1.4 Historical Overview of the Protestant Movement in Mexico (Dec. 1993).

5.1.5 General Bibliography on the Church and Society in Mexico, with special emphasis on socio-religious studies (Dec. 1993).

5.1.6 Series of Analytical Reports on the National Study (March 1994); see Appendix I for Sample Topics to be covered.

### **5.2 Software Applications (MS-DOS 3.30 environment):**

5.2.1 National Directory: IDEA/PROLADES Church Directory Software (Clarion/Encuesta 2.0)

5.2.2 Case Studies: Text files using Wordperfect 5.1 and Harvard Graphics 2.3

5.2.3 Resource Manual: ILS Networker Software (AskSam Systems 4.1)

5.2.4 History: Text files (Wordperfect 5.1 and Harvard Graphics 2.3)

5.2.5 Bibliography: IDEA/PROLADES Bibliographic Software (Wordsmith MRBS, Version 1.2)

5.2.6 Analytical Reports: Text files (WP 5.1 and Harvard Graphics 2.3)

**5.3 Leadership Conferences:** tentative dates for Leadership Seminars/ Workshops are February 1993, August 1993, November 1993, February 1994, and May-June 1994.

## **6. PRESENT MEMBERS OF THE PROJECT ADVISORY COUNCIL (PAC)**

President: Galo Vásquez, VELA



Vice President: Samuel Láscari, Assemblies of God

Secretary: Bill Goodman, Presbyterian Church in America

Treasurer: Carlos Barragan, C & MA

Members-at-large: Rubén Medina, World Vision/Mexico  
 Andrés Toth, Associate Reformed Presbyterian Church  
 Alberto Guang, Church of the Nazarene

Chief Tech. Advisor: Dr. Peter Larson, Baptist General Conference

Consultant: Clifton Holland, IDEA-PROLADES

## **7. PRESENT GROUP OF TECHNICAL ADVISORS**

Peter Larson - Missiologist, Professor of Missions at Lomas Verdes Baptist Seminary; missionary with the Baptist General Conference (Coordinator/Chief Technical Advisor for the Project; Academic Dean of Missiological Studies Program for VELA)

Saúl Cruz - Psychologist, Director of ARMONIA

Larry Gay - Communications Specialist/Media Center at Lomas Verdes Baptist Seminary

Manuel Gaxiola - Missiologist, Director of CEPROMEX

Rolando Gutiérrez - Pastor of Horeb Baptist Church; Pres. of Latin American Theological Fraternity (FTL); Professor of Philosophy at the National Polytechnical Institute.

Clifton Holland - Missiologist, Executive Director of IDEA-PROLADES and Chairman of the Latin American Church Growth Task Force

César Moreno P. - Sociologist, Demographer and Professor at the National Autonomous University of Mexico.

Luís Scott - Professor of Church History; missionary with the Evangelical Covenant Church.

## **8. SPONSORING AGENCIES: PROJECT MANAGEMENT / TECHNICAL SERVICES**

**VELA** VISION EVANGELIZADORA LATINOAMERICANA / LATIN AMERICAN EVANGELISTIC VISION

Mr. Galo Vásquez, President  
Apartado Postal M-9293  
CP 06000, Mexico City, D.F., Mexico  
(011-525) 395-0625

**IDEA** IN-DEPTH EVANGELISM ASSOCIATES - CHURCH GROWTH STUDIES  
PROGRAM (known in Spanish as PROLADES, Programa Latinoamericano de  
Estudios Sociorreligiosos)

Mr. Clifton L. Holland, President/Director  
P. O. Box 40217, Pasadena, CA 91114-7217  
(818) 398-2385

## **9. PARTNERSHIP AGENCIES: FUNDING AND/OR PERSONNEL**

ASSOCIATE REFORMED PRESBYTERIAN CHURCH - WORLD MISSIONS  
Andrés Toth, Mexico Field Coordinator

BAPTIST GENERAL CONFERENCE - WORLD MISSIONS  
Gary Reynolds, Mexico Field Chairman

CHRISTIAN & MISSIONARY ALLIANCE  
Charles Smith, Mexico Field Chairman

CHURCH OF THE NAZARENE - WORLD MISSIONS  
Jerry Porter, Regional Director for Mexico and C.A.

LATIN AMERICA MISSION - CHRIST FOR THE CITY PROGRAM  
J. Paul Landry, President

LOGOI PUBLISHERS - MIAMI  
Les Thompson, President

PARTNERS INTERNATIONAL  
Luís Bush, President

PRESBYTERIAN CHURCH IN AMERICA - MISSION TO THE WORLD  
Jason Kyle, Mexico Field Chairman

SOUTHERN BAPTIST CONVENTION - FOREIGN MISSION BOARD  
Larry Gay, Mexico Field Chairman

WORLD HOME BIBLE LEAGUE  
Ed Meyer, Latin American Director

WORLD VISION OF MEXICO, INC.  
Rubén Medina, Director

**10. TENTATIVE BUDGET FOR MEXICO NATIONAL STUDY**  
(1 January 1992 - 31 December 1994)

**ANTICIPATED EXPENSES PER YEAR (12 MONTHS)**

**Support Services/VELA:**

VELA/Management Services @ \$1,000 mo  
Office supplies @ \$100 month  
Telephone @ \$100 month  
Mailings/postage @ \$50 month  
Photocopies @ \$100 month  
Graphics/audio-visuals (occasional)

**Salaries/Honorariums:**

Office Coordinator @ \$500 month  
Secretarial @ \$300 month  
Research Assist. @ \$300 month  
Computer/Wordprocessing @ \$300 month  
Consultants/honorariums @ \$300 month

**Research Activities/Fieldwork:**

Computer hardware & software  
Research materials (books, maps, etc.)  
Travel, meals & lodging for regional coordinators and tech. advisors

**Leadership Consultations/Seminars:**

two events per year x \$500 each

**SUBTOTAL FOR 1992-1994 (3 YEARS)**

**ONE-TIME EXPENSES**

Computer Hardware/Software  
Office Equipment/Furniture

**Publications/Materials (@ .025 per page):**

National Directory (300 pp. x 1,000)  
MCMA Directory (300 pp. x 1,000)  
Resource Manual (200 pp. x 1,000)

Denominational Case Studies (300 pp. x 1,000)  
Historical Overview (300 pp. x 1,000)  
Bibliography (100 pp. x 1,000)  
Analytical Reports (200 pp. x 1,000)  
Other materials: questionnaires, etc.

**TOTAL NEEDED YEARLY: \$75,000**

**TOTAL FOR THREE-YEAR PERIOD (1991-1994): \$225,000**

#### **11. ANTICIPATED YEARLY INCOME**

Foundation Grants via VELA/IDEA \$25,000  
Mission/Service Agencies in Mexico \$25,000  
Other Contributions via VELA in USA \$10,000  
Other Contributions via IDEA in USA \$10,000  
Sales & Services \$5,000

**TOTAL NEEDED YEARLY: \$75,000**

**TOTAL FOR THREE-YEAR PERIOD (1991-1994): \$225,000**

## **APPENDICES**

### **I. SAMPLE TOPICS TO BE COVERED IN ANALYTICAL REPORTS**

(see 4.7 & 5.1.6)

### **II. INFORMATION ABOUT VELA**

### **III. INFORMATION ABOUT IDEA/PROLADES**

### **IV. INFORMATION ABOUT THE LATIN AMERICAN CHURCH GROWTH TASK FORCE (LACGTF)**

## **APPENDIX I**

### **SAMPLE TOPICS FOR ANALYTICAL REPORTS (SEE 4.7 & 5.1.6)**

1. STATUS OF CHRISTIANITY COUNTRY PROFILE: MEXICO  
(see sample documents by MARC/Lausanne Committee and the Expanded Country Profile Series produced by IDEA/PROLADES on Central America)
2. WHO ARE THE "UNREACHED PEOPLE GROUPS" IN MEXICO, AND HOW CAN WE REACH THEM?
3. AN OVERVIEW OF PROTESTANT CHURCH GROWTH AND DECLINE IN MEXICO: 1900-1990
4. A STUDY OF PROTESTANT CHURCH GROWTH IN THE MEXICO CITY METROPOLITAN AREA: 1900-1990
5. CRITICAL ISSUES FACING THE PROTESTANT CHURCHES IN MEXICO: WHERE ARE WE HEADED AS WE BEGIN THE 21ST CENTURY?
6. TOWARDS A CLASSIFICATION SYSTEM OF THE PROTESTANT MOVEMENT IN MEXICO BY FAMILIES OF DENOMINATIONS
7. ANALYSIS OF THE MEXICAN FOREIGN MISSION MOVEMENT: OUTREACH TO THE WORLD
8. PRIORITY AREAS FOR NEW CHURCH PLANTING IN MEXICO
9. A CHRONOLOGICAL TABLE OF THE HISTORICAL DEVELOPMENT OF THE PROTESTANT MOVEMENT IN MEXICO
10. GENERAL SUMMARY AND CONCLUSIONS ABOUT THE NATIONAL STUDY OF THE PROTESTANT MOVEMENT IN MEXICO: A SELF-CRITIQUE

**APPENDIX II**  
**INFORMATION ABOUT VELA**

**APPENDIX III**  
**INFORMATION ABOUT IDEA / PROLADES**



**APPENDIX IV**

**INFORMATION ABOUT**

**THE LATIN AMERICAN CHURCH GROWTH TASK FORCE**

**GENERAL PURPOSE**

This task force was formed in 1988 as an ad hoc "working group" whose primary purpose has been to facilitate the process of establishing a "permanent national research function and resource center," in as many countries as possible, within the Latin America and the Caribbean regions during the 1990s.

**JUSTIFICATION**

One of our major goals is to assist in the production of an undated functional equivalent of the now famous study, *Latin American Church Growth* (Grand Rapids, Michigan: Eerdmans, 1969) by Read, Monterroso and Johnson. This study was done under the guidance of Drs. Donald McGavran and Alan Tippett of the School of World Mission, Fuller Theological Seminary, from 1965-1968. This book has had a profound influence on the way North American missionaries have been trained and "mission work" has been carried out in Latin America and the Caribbean since 1970. By contrast, few Latin American pastors are familiar with this study, although it was also published in Spanish (El Paso, TX: Casa Bautista de Publicaciones, 1970).

However, more than twenty years have passed since this innovative study was done and its cutting edge is now dull.

We believe that a new study needs to be done during the 1990s, with greater missiological depth and breadth as a joint venture between missionaries and national church leaders, both in terms of fieldwork and in the production of materials. As a first priority, documents should be created in the language of each country by and for the National Church, with a primary focus on empowering a new generation of Latin American and Caribbean missiologists as agents for the renewal, revitalization, and integral growth of the Christian Church in the Americas, and for the training and mobilization of Christian workers as cross-cultural missionaries for service in all the world in obedience to the Great Commission of our Lord Jesus Christ.

**IMPLEMENTATION**

We envision the implementation of this project on a country-by-country basis during the 1990s, depending on available human and financial resources. One way to facilitate the process of implementation would be to assign each member of our Task Force to one or more countries where he already has credibility with the national church leadership. His task would be to network with key leaders and help them think through the concept of a PNRF/Center, its implementation and

support structure, including how to organize, fund and staff a "National Center for Research and Information on the Church and Society" (the actual name would be chosen by the national coordinating committee).

The immediate goal of this activity would be to help establish a PNRF/Center in each country with local ownership (board of directors or coordinating committee), minimum annual funding (\$25,000-50,000), adequate staff (full-time or part-time personnel, permanent or on-loan), reasonable office space (rented or shared facilities), with a well-defined Action Plan for at least the first year of operation.

### **SAMPLE PNRF WORKING DOCUMENT**

We have prepared a sample document, a Generic PNRF Project Proposal, based on "A National Study of the Protestant Movement in Puerto Rico," to help us communicate the concept of the task that we have described above.

### **OUR PLAN OF ACTION FOR FY1992 AND APPROVED BUDGET**

Copies are available of our Action Plan for FY1992 (1 July 1991-June 30, 1992) and our Approved Budget. This document is a complement to our original project proposal, "A CHURCH GROWTH STUDY OF LATIN AMERICA AND THE CARIBBEAN," prepared in November of 1989. We will be happy to send copies of these documents to you at your request.

### **ACTIVE MEMBERS OF THE TASK FORCE**

**CHAIRMAN:** Clifton L. Holland, Executive Director of IDEA/PROLADES, Pasadena, California and San José, Costa Rica

**VICE CHAIRMAN:** Dr. Charles Van Engen, Professor, School of World Mission, Fuller Theological Seminary, Pasadena, California

**SECRETARY:** Dr. Daryl Platt, Member of International Team, O.C. Ministries/SEPAL, Colorado Springs, Colorado

**TREASURER:** Dr. Juan Carlos Miranda, Field Director for Latin America, The Brethren Church, Ashland, Ohio

**MEMBERS:** Mr. Manfred Grellert, Director for Latin America, World Vision International Monrovia, California

Dr. Paul E. Pierson, Dean, School of World Mission, Fuller Theological Seminary, Pasadena, California

Dr. Dayton Roberts, Retired Executive who served with: Latin America Mission and World Vision International Pasadena, California and San José, Costa Rica

Dr. Samuel Wilson, Director of Research, Zwemer Institute for Muslim Studies, Pasadena, California

**FOR MORE INFORMATION CONTACT:**

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