

OneVoice27 Is Not a Project—It Is a Lifestyle

By Pr. Stephen Onyari Okero

OneVoice27 should not be understood merely as another church program that appears on the calendar, receives publicity for a season, and disappears when the event is over. **OneVoice27 is a call to a lifestyle—a lifestyle of living for Christ, speaking about Christ, and sharing Christ wherever we are and through every available platform.**

The Seventh-day Adventist Church introduced OneVoice27: Mission for All as a worldwide emphasis designed to unite the Church in proclaiming the gospel through coordinated media and local mission. The initiative looks toward a major global emphasis in September 2027, but its purpose reaches far beyond a particular month or event. Church leaders have emphasized that the global message should be united while allowing local churches and members to communicate it in ways appropriate to their communities.

A Mission, Not Merely a Program

Programs have starting dates and closing dates. A lifestyle continues every day.

OneVoice27 therefore challenges every Adventist to ask: **How am I representing Jesus today? Who am I reaching? What am I posting? What am I sharing? What conversations am I having?**

The mission field is no longer limited to the streets surrounding our churches. It includes our homes, schools, workplaces, communities—and the digital spaces where millions of people spend their time every day.

A phone can become a pulpit. A social-media post can become a testimony. A video can introduce someone to Jesus. A message of encouragement can restore hope. A Bible verse can answer a question that someone has been afraid to ask.

The question is not whether we have a platform. **The question is whether we are willing to use the platform God has already placed in our hands.**

Every Christian Is a Missionary

More than a century ago, Ellen G. White described the very principle that OneVoice27 seeks to awaken in God's people. She wrote:

“Every true disciple is born into the kingdom of God as a missionary.”

She further emphasized that missionary responsibility does not belong only to pastors or specially appointed evangelists. **Every believer has a personal responsibility to share the gospel.**

In another powerful statement, she wrote:

“God expects personal service from everyone to whom He has intrusted a knowledge of the truth for this time.”

This means that OneVoice27 cannot be left to the Communication Department, pastors, evangelists, youth leaders, or a few gifted social-media users. **It belongs to the whole Church.**

Ellen White also warned against transferring individual responsibility to organizations. She wrote that Christ gives His followers “an individual work—a work that cannot be done by proxy.”

That is the heart of OneVoice27.

From Church Members to Missionaries

The Church does not need spectators; it needs disciples.

Ellen White observed that a “working church is a living church.” A healthy church is therefore not simply a church that conducts many programs. It is a church whose members are actively participating in the mission of Christ.

The General Conference leadership has similarly presented OneVoice27 as an opportunity to mobilize members for mission. During the 2025 Annual Council, church leaders emphasized prayer, Bible study, a renewed focus on the life of Jesus, and practical digital discipleship as part of preparing members for the global emphasis.

General Conference Communication Director Alyssa Truman and other leaders have emphasized the opportunity presented by today's interconnected world. The objective is not simply to put more church content online, but to help believers become **missionaries in the digital space.**

One Voice, Many Messengers

The name **OneVoice27** does not mean that everyone must communicate in exactly the same way. Rather, it points to unity in the message and mission.

Church leaders have described the approach as being united in timing, theme, and global emphasis while remaining diverse and contextualized in how the message is communicated.

A young person may share Christ through a short video.

A pastor may preach a sermon.

A parent may teach a child.

A teacher may demonstrate Christian values in the classroom.

A musician may sing about Jesus.

A communication director may tell the Church's story.

A member may simply sit with a neighbor and listen.

Different methods. **One mission.**

Different platforms. **One Saviour.**

Different voices. **One message.**

Jesus Must Become the Centre

OneVoice27 must never become more important than Jesus Himself.

The purpose is not to make the Church famous. It is not to increase followers, likes, views, or shares. It is not merely about producing attractive posters and videos.

Jesus is the message.

The General Conference's OneVoice27 presentation has placed significant emphasis on rediscovering the life and teachings of Jesus, including renewed study of *The Desire of Ages* alongside the Gospels.

This is important because people do not ultimately need another religious campaign. **They need an encounter with Jesus Christ.**

Ellen White wrote that the Christian life involves more than receiving blessings for ourselves. The true follower of Christ becomes a worker for the Master and seeks to bring others to Him.

A Lifestyle That Begins Now

September 2027 may be a major global emphasis, but **our mission cannot wait until September 2027.**

OneVoice27 begins when an Adventist decides:

- I will pray for someone who does not know Jesus.
- I will study the Bible so that I can share what I believe.
- I will use my social-media platforms responsibly for God's glory.
- I will encourage rather than discourage.
- I will share hope rather than fear.
- I will tell my testimony.
- I will invite someone to study the Bible.
- I will represent Christ in my workplace, school, home, and community.
- I will make every available opportunity count for the gospel.

This is why OneVoice27 is **not a project.**

Projects can be completed.

A Christ-centred lifestyle cannot be completed—it must be lived.

The Call to Every Adventist

Ellen G. White asked a challenging question: if every believer were a “living missionary,” how quickly would the message reach the world?

That question speaks directly to our generation.

We live in a world where one message can cross thousands of kilometres in seconds. Yet technology alone will not finish the gospel commission. **Technology needs disciples. Platforms need missionaries. Content needs Christ.**

Therefore, OneVoice27 calls every member—not merely the preacher, not merely the communication director, not merely the youth, and not merely the social-media expert—to become a missionary.

Let us not wait for 2027 to become what God is calling us to be.

Let us live the mission now.

Let our churches become living churches.

Let our homes become mission centres.

Let our phones become instruments for hope.

Let our conversations point people to Jesus.

Let our lives preach even when our mouths are silent.

And when September 2027 comes, may it not mark the beginning of our mission, but the moment when the world sees the fruit of a mission we have already been living.

OneVoice27 is not merely something we do.

It is something we become.

It is not simply a project.

It is a lifestyle.

One mission. One message. One Saviour. One voice.

Jesus is the message.