

The Strategic Church



MISSION BASED MONEY
understanding. inspiring. raising.

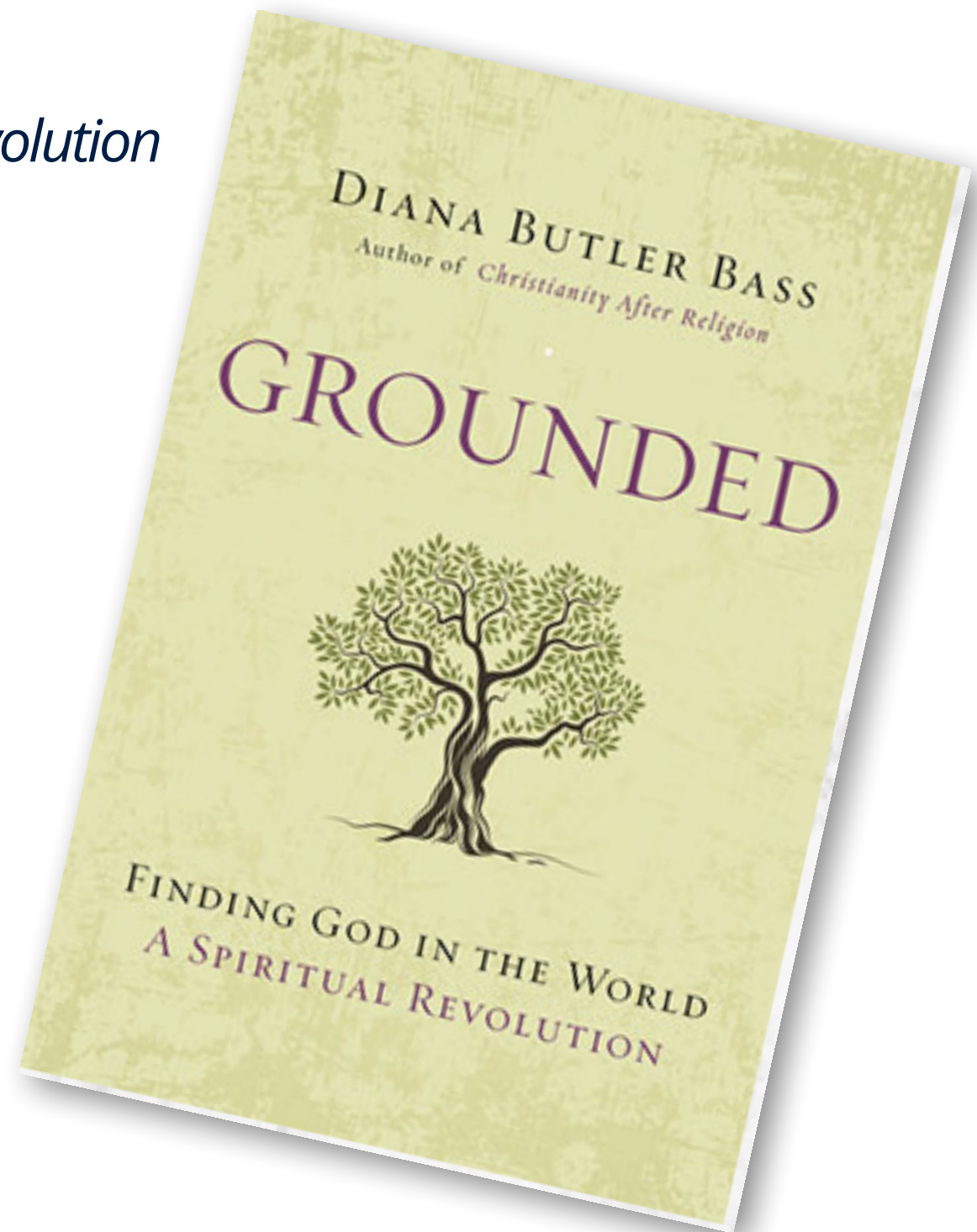
The Rev. Cheri Lovell, CFRE

The Strategic Church

GROUND

Finding God in the World — A Spiritual Revolution

Diana Butler Bass



MISSION BASED MONEY
understanding. inspiring. raising.

The Strategic Church

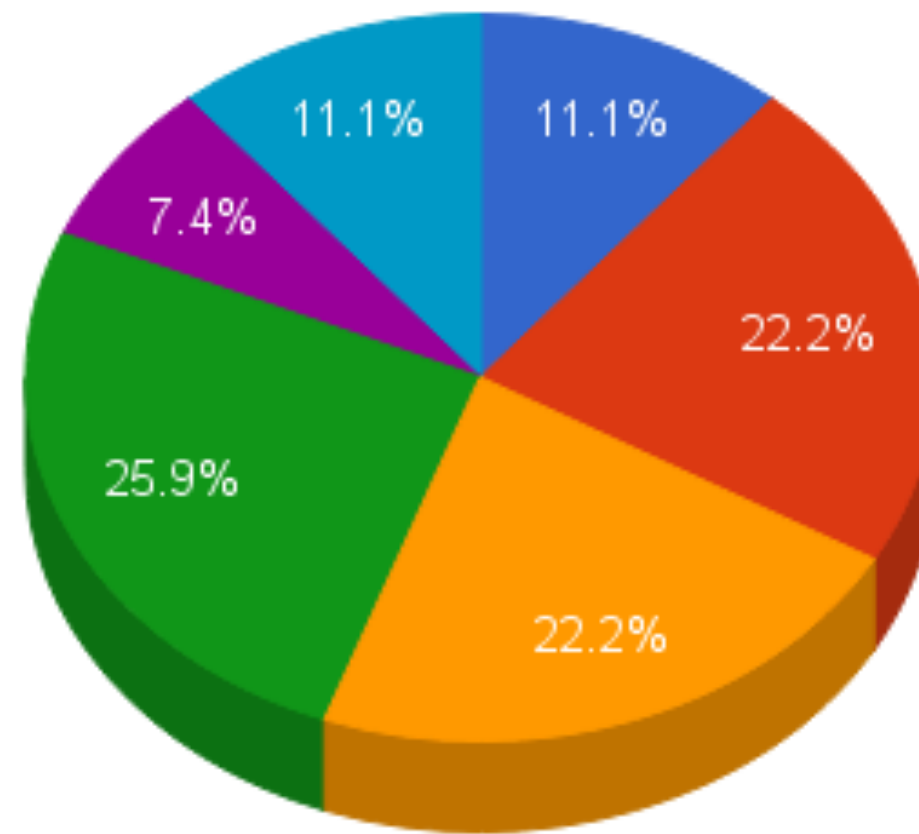
How is your church doing?



MISSION BASED MONEY
understanding. inspiring. raising.

Survey Says...

CHURCH SIZE



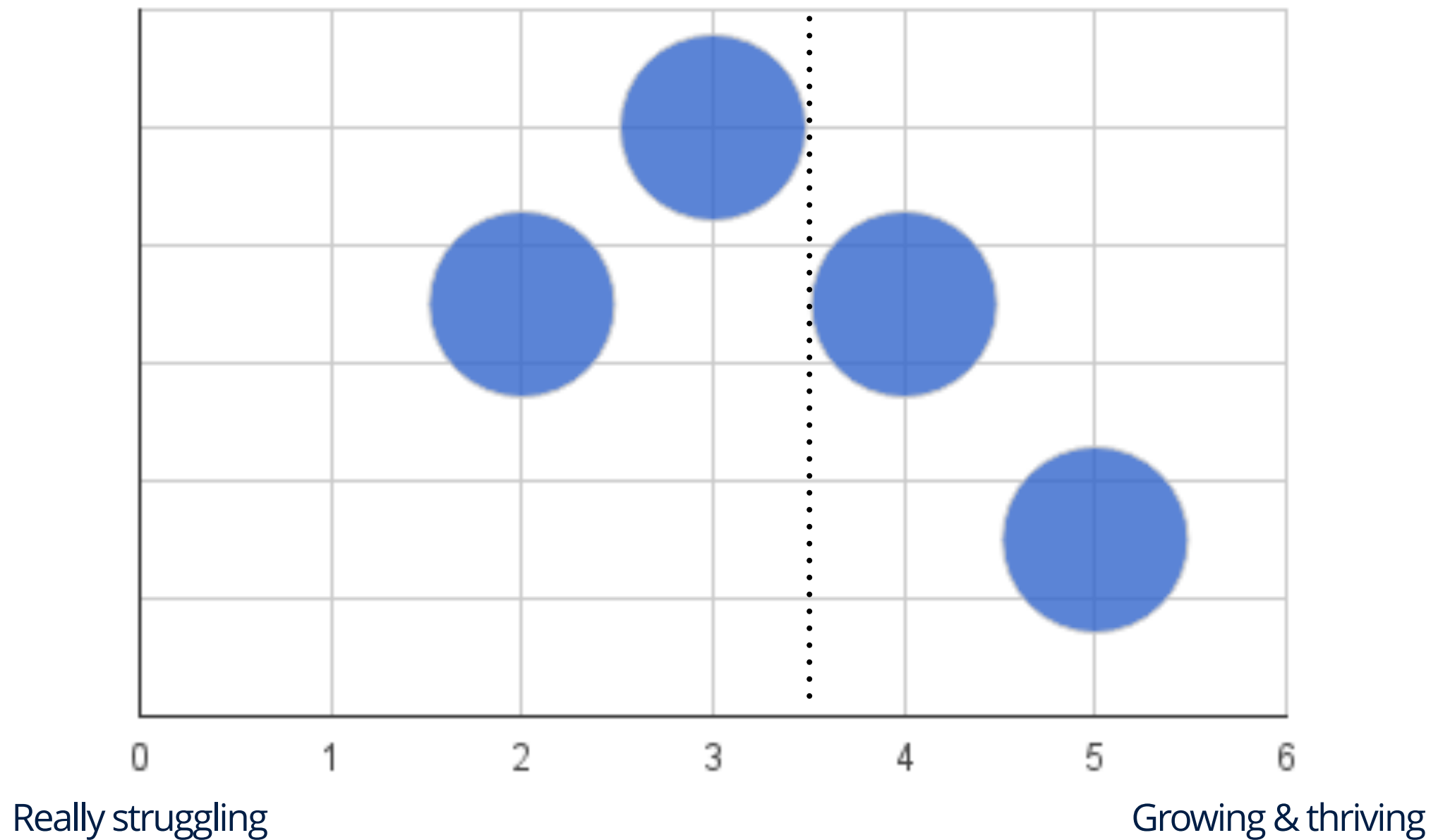
● Under 25 ● 25-50 ● 50-75 ● 75-100 ● 100-150 ● Over 150



MISSION BASED MONEY
understanding. inspiring. raising.

Survey Says...

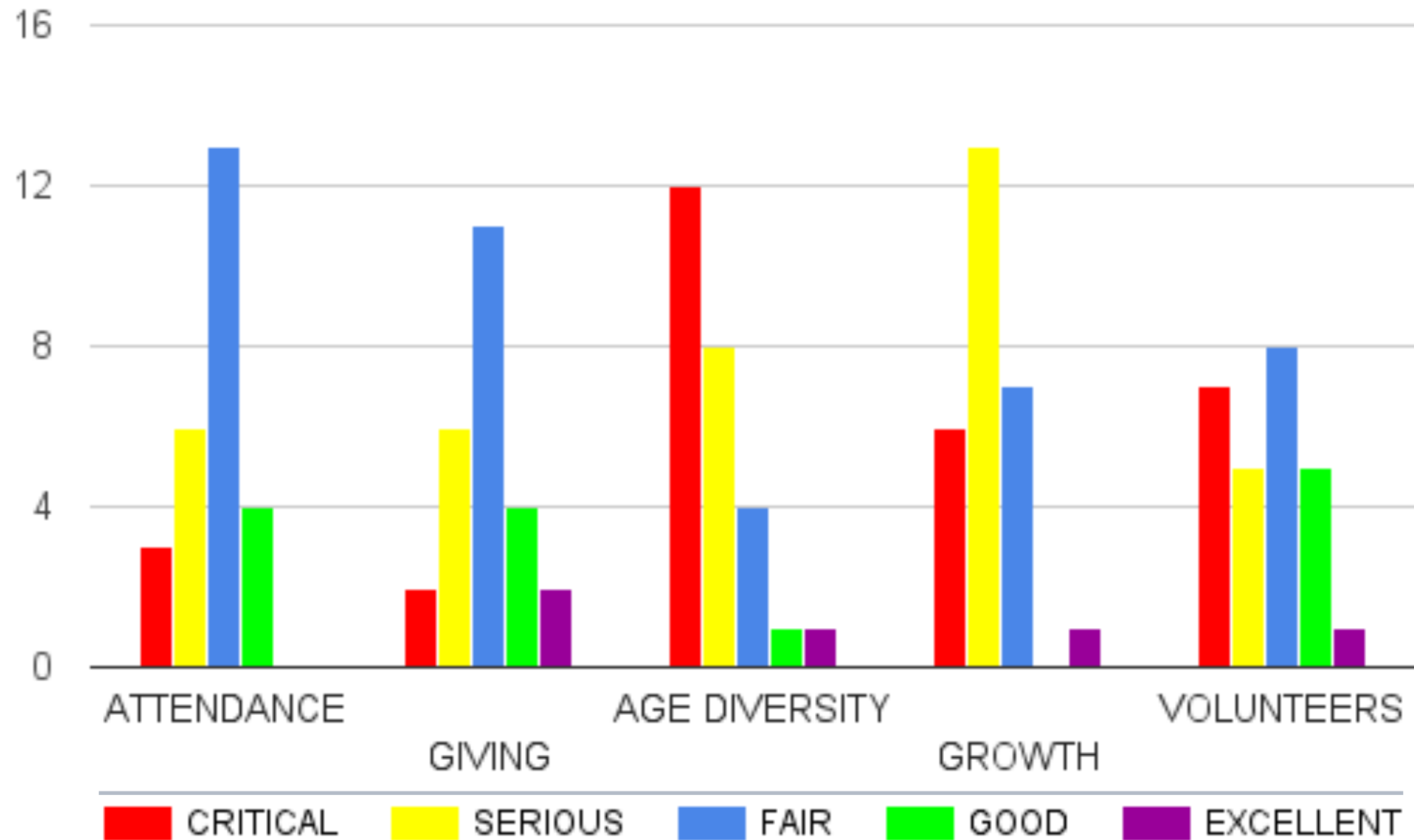
OVERALL HEALTH



MISSION BASED MONEY
understanding. inspiring. raising.

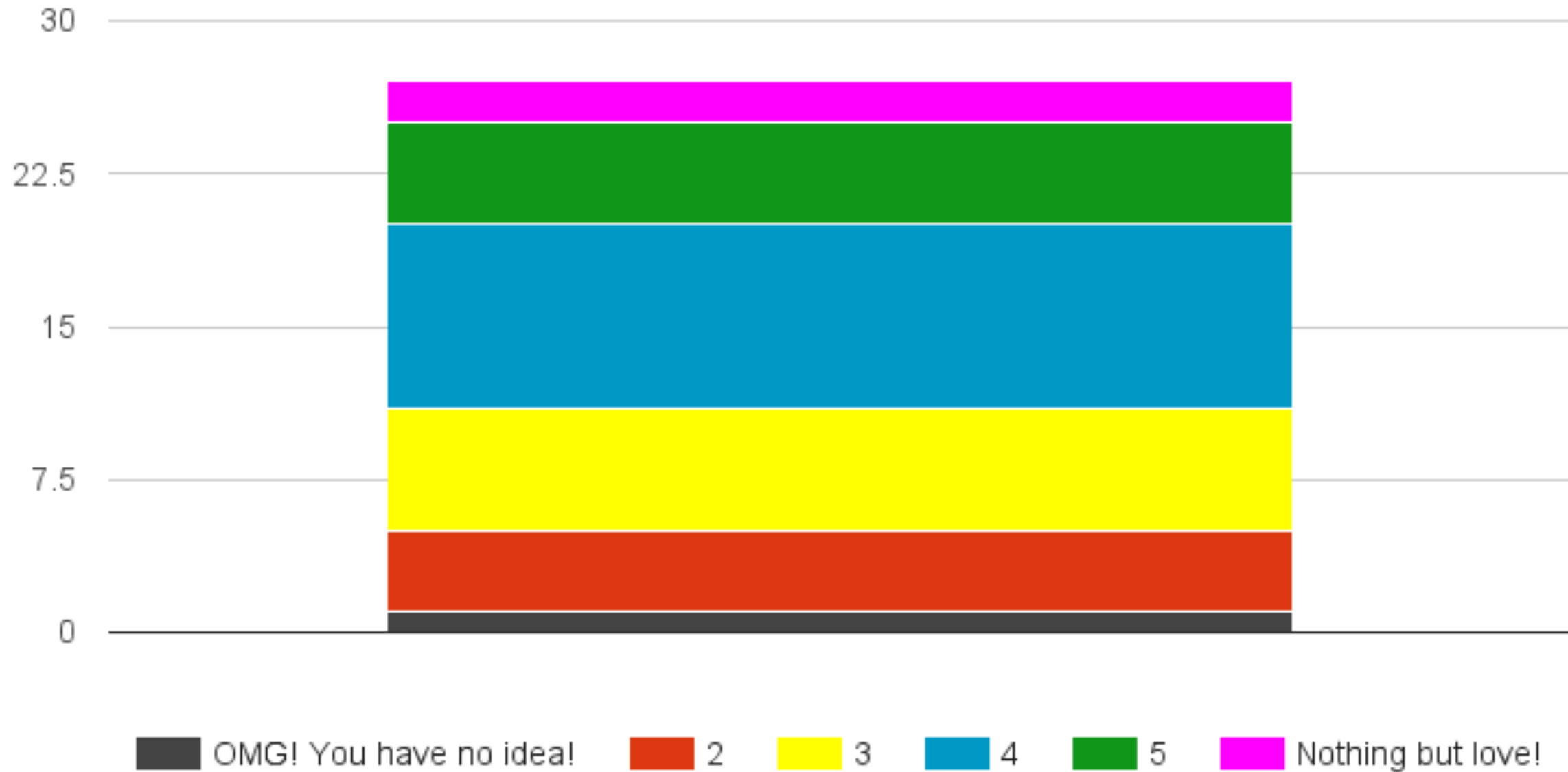
Survey Says...

HEALTH IN KEY AREAS



Survey Says...

LEVEL OF CONFLICT



SYSTEMIC AREAS OF CHURCH CONFLICT

- Poor communication: lack and lateness (20% of respondents)
- Money
- Lack of volunteers/leadership & burnout
- Generational issues: disregard for elders, new people want to change things
- Lack of collaboration

Other conflicts that could be addressed directly —

- Church bully
- Divergent views on social issues
- Uncompensated building use
- Gossip & complaining

IF YOUR CHURCH COULD DO ONE THING DIFFERENTLY —

- Increase interest in studying the Bible
- Engage young adults and families (to become active)
- Improve trust, collaboration, inclusive leadership
- Update worship/music styles

Easier fixes —

- Eliminate introduction of visitors in worship
- Communicate more effectively
- Stop using “stewardship” when we mean “annual fund drive”

Survey Says...

WHAT PEOPLE GET EXCITED ABOUT — IN A GOOD WAY

#1 — Fellowship, especially with food
Special events, family camp, other gatherings

2. Inspiring music, worship and sermons

WHAT YOUR CHURCH DOES BEST

#1 — Outreach (helping the homeless, feeding the hungry)

And...

- Sharing aloha
- Food, potlucks
- Music
- Care for one another
- Support of the annual fundraiser

WHAT ELSE YOU WOULD LIKE TO ASK OR LEARN

The magical list —

- How to grow a church without too much effort
- How to get more people involved — especially in leadership, outreach
- How we can reach younger people without alienating long-time members

The practical list —

- How to establish building rental guidelines
- How to support pastoral leadership
- How to work together better
- How can we move from talking about renewal to practicing renewal

What is a Strategic Church?



The Strategic Church

INTENTIONAL

- Defines itself and its mission
What do we do best? Where might God be calling us?
- Makes conscious choices — doesn't wait to be overtaken by events

REALISTIC

- Gathers data and asks relevant questions — and listens to the responses
- Assesses their situation candidly
- Addresses conflict and fear

VISIONARY

- Considers the range of possible futures — including unappealing options
- Chooses a course — and makes corrections along the way as needed



MISSION BASED MONEY
understanding. inspiring. raising.

The Strategic Church

OVERTAKEN BY EVENTS

- The music and publishing industries
- A small church that got smaller

INTENTIONAL, REALISTIC, VISIONARY

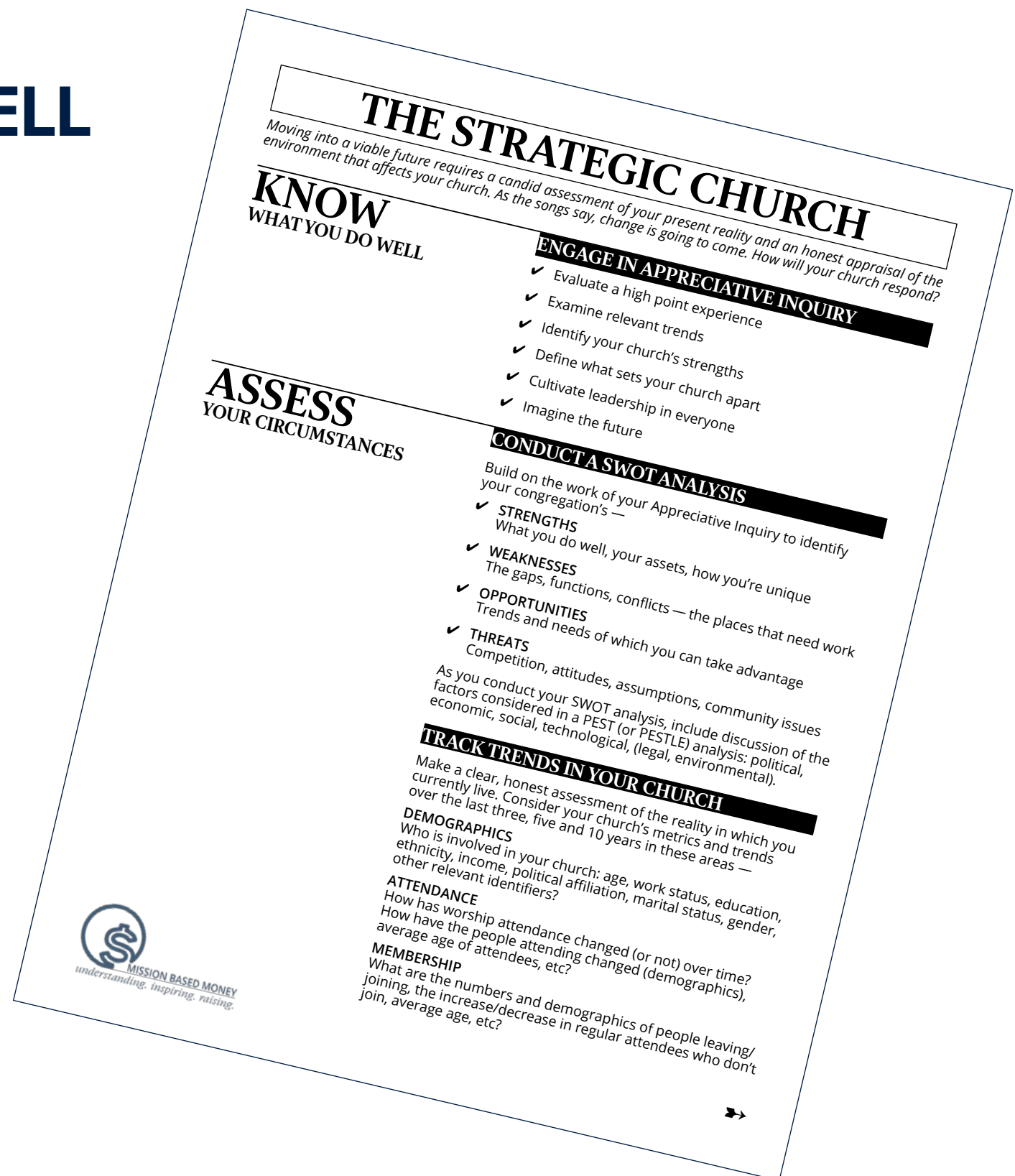
- A renewed church in New England
- What will your story be?

The Strategic Church

KNOW WHAT YOU DO WELL

Engage in Appreciative Inquiry

- Evaluate a high point experience
- Examine relevant trends
- Identify your church's strengths
- Define what sets your church apart
- Cultivate leadership in everyone
- Imagine the future



The Strategic Church

ASSESS YOUR CIRCUMSTANCES

Conduct a SWOT Analysis

- **STRENGTHS**

What you do well, your assets, how you're unique

- **WEAKNESSES**

The gaps, functions, conflicts — the places that need work

- **OPPORTUNITIES**

Trends and needs of which you can take advantage

- **THREATS**

Competition, attitudes, assumptions community issues



MISSION BASED MONEY
understanding. inspiring. raising.

The Strategic Church

TRACK TRENDS IN YOUR CHURCH

- **DEMOGRAPHICS**

Who attends now: age, work status, education, ethnicity, gender, marital status, etc.

- **ATTENDANCE**

How have worship attendance — and attendees — changed (or not) over time?

- **MEMBERSHIP**

What are the numbers and demographics of people leaving/joining, attending?

- **GIVING**

Is giving trending up or down? Relying on a few key donors or earned income?

- **OTHER METRICS**

Trends in budget size, how money is spent, staff size, etc

- **COMMUNITY DEMOGRAPHICS**

Who lives and works in your radius of attraction? How has community changed?



MISSION BASED MONEY
understanding. inspiring. raising.

The Strategic Church

COMPLETE A GAP ANALYSIS

- The gaps between your strengths and current practice
- The gaps between your present reality and your vision
- What's sustaining the gap?
- What do you need to move toward your vision?
- Can you fill the gaps with your current membership, resources, location, etc?
- If you could wave a wand and have everyone agree on what's best for your church, what would you change or do that doesn't depend on other or new people?

The Strategic Church

DECIDE HOW TO MOVE FORWARD

Develop a Vision for Your Future

- Consider the data you've gathered
- Determine what's most important about your ministry
- Seek input from external stakeholders
- Establish your desired outcome
- Create a plan
- Determine *the next action* your church can take to move toward your vision
- Communicate to the audience you want to reach
- Align your actions with your vision

Appreciative Inquiry

Celebrating what's best about your church



The Strategic Church

APPRECIATIVE INQUIRY

When change looks inevitable, we often look first at the problems — what's wrong, what's not working, whom can we blame. Appreciative Inquiry starts with what's right — what works well, where are we strong, what assets support us. Often conducted in pairs or small groups, Appreciative Inquiry builds on positive input, good memories and creative thinking.

1. Evaluate a high point experience
2. Examine relevant trends
3. Identify our church's strengths
4. Define what sets our church apart
5. Cultivate leadership in everyone
6. Imagine the future



MISSION BASED MONEY
understanding. inspiring. raising.

The Strategic Church

Questions?



MISSION BASED MONEY
understanding. inspiring. raising.

Contact

The Rev. Cheri Lovell

cheri@missionbasedmoney.com

704-564-5049



MISSION BASED MONEY
understanding. inspiring. raising.