



Evergreen



FROM THE ANGLICAN CHURCH IN NORTH AMERICA

fruit  
its leaf does  
wither. In all  
that he does,  
he prospers.  
(Psalm 1:3)

# The Church Sustainable





# Our Panel Today

- **Daniel Adkinson** (*LeaderWorks*)
- **Phil Ashey** (*AAC*)
- **Mark Eldredge** (*AAC*)
- **David Roseberry** (*LeaderWorks*)







# Light Housekeeping

- Time, Recorded and Sent
- Links in Email
- Invitation of ACNA
- [AmericanAnglican.org](http://AmericanAnglican.org)
- [AnglicanCompass.com](http://AnglicanCompass.com)
- Webinars To Come







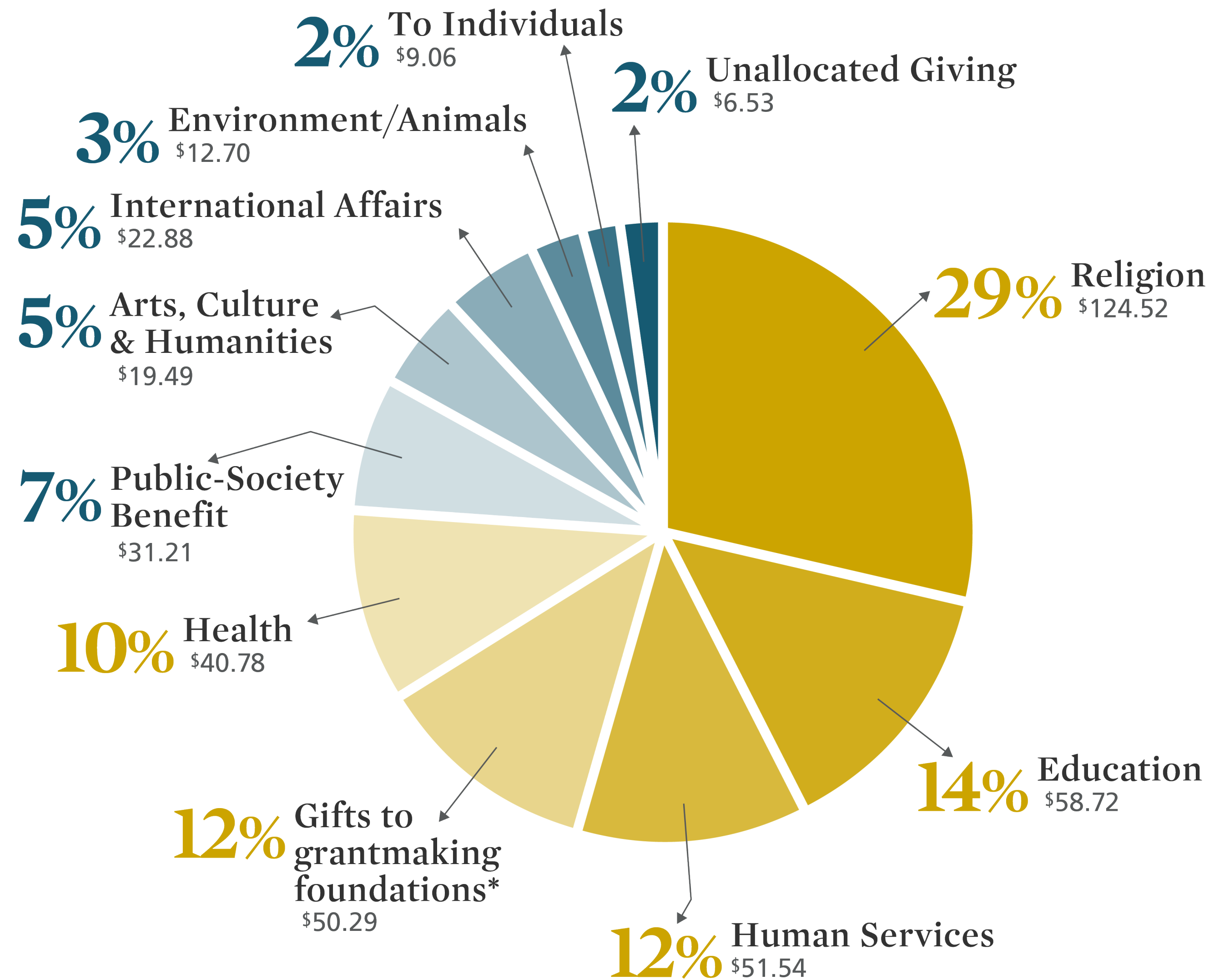
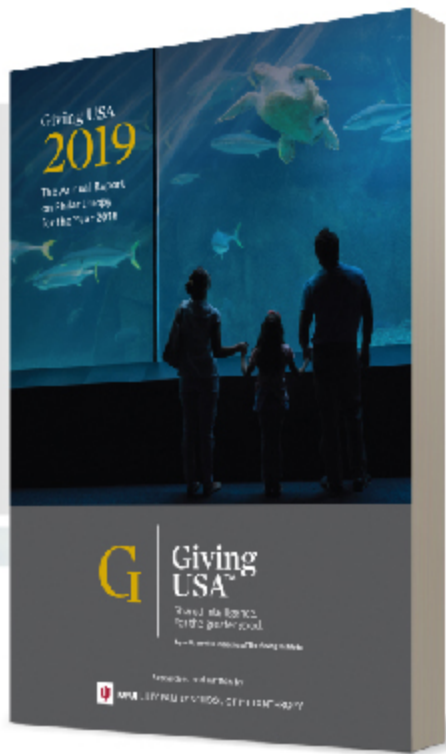
# Outline/Agenda

- Trends and Movements
- Five Facts and Fictions
- What's Different?
- Marks of The Church Sustainable





2018 contributions: \$427.71 billion by type of recipient organization  
(in billions of dollars – all figures are rounded)

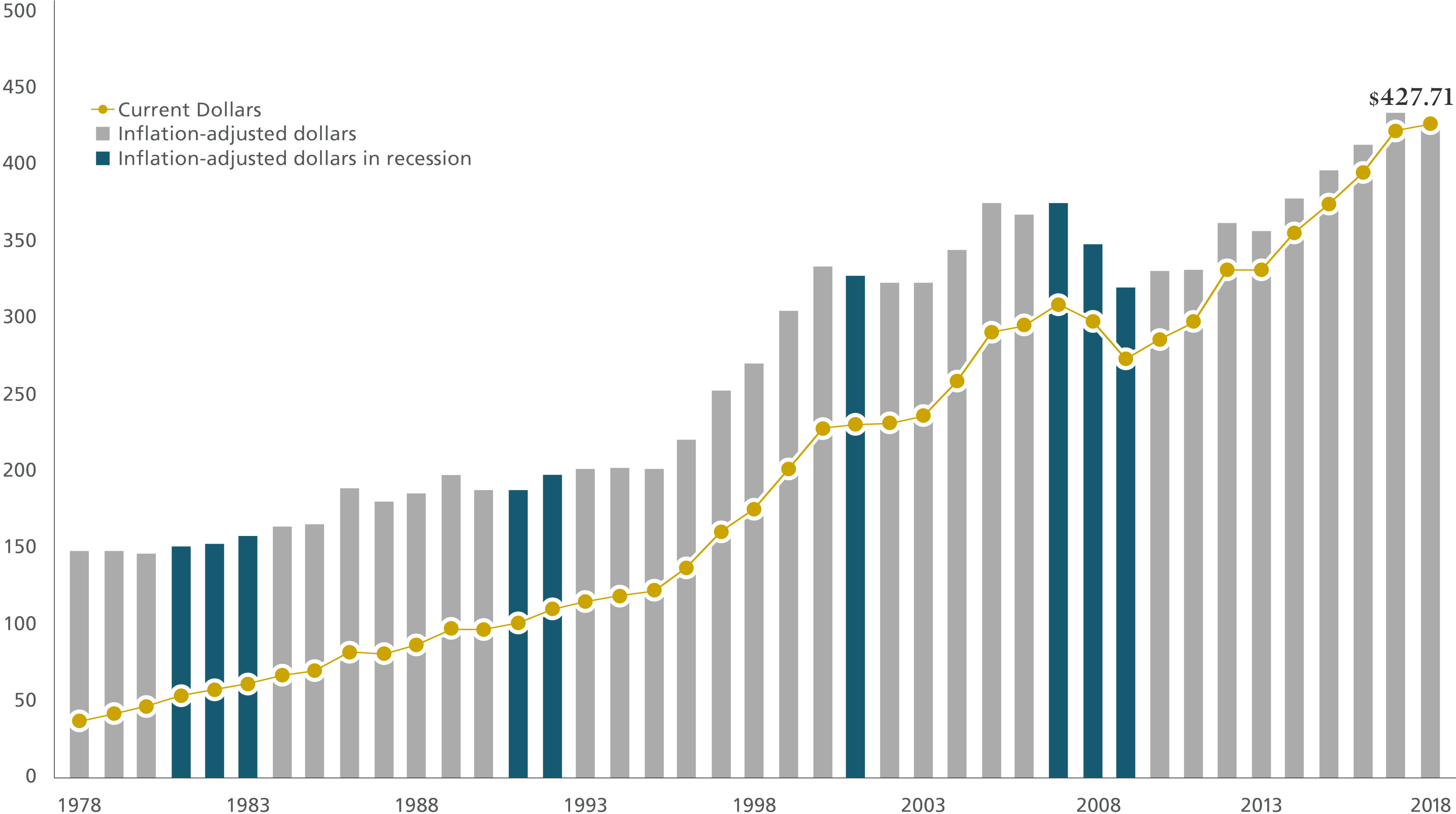
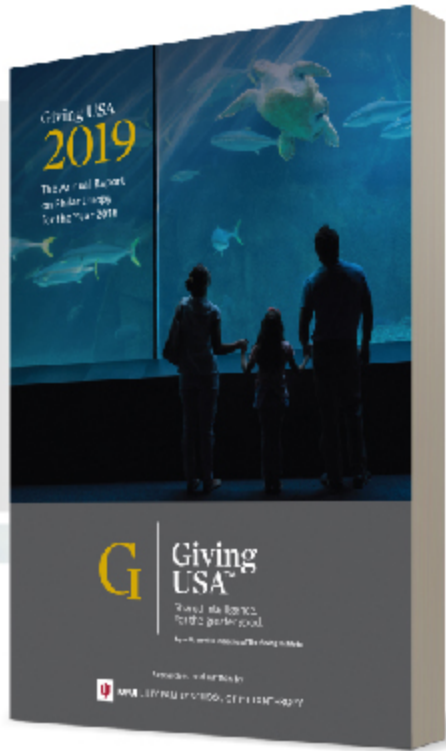


\* Estimate developed jointly by Candid (formerly Foundation Center) and Giving USA  
\*\* Includes gifts to non-grantmaking foundations, deductions carried over, contributions to organizations not classified in a subsector, and other unallocated



# Total Giving, 1978-2018

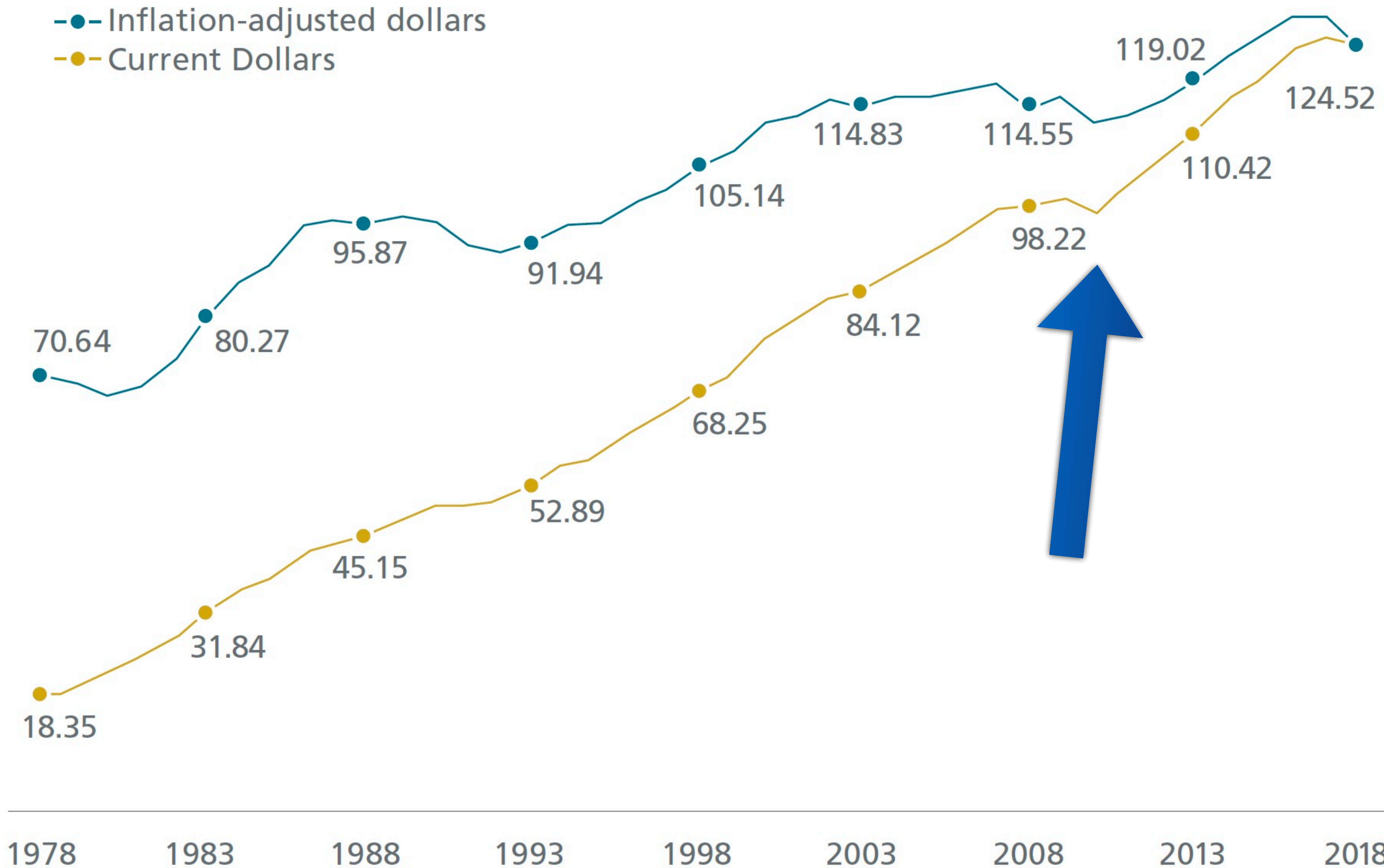
(in billions of dollars)





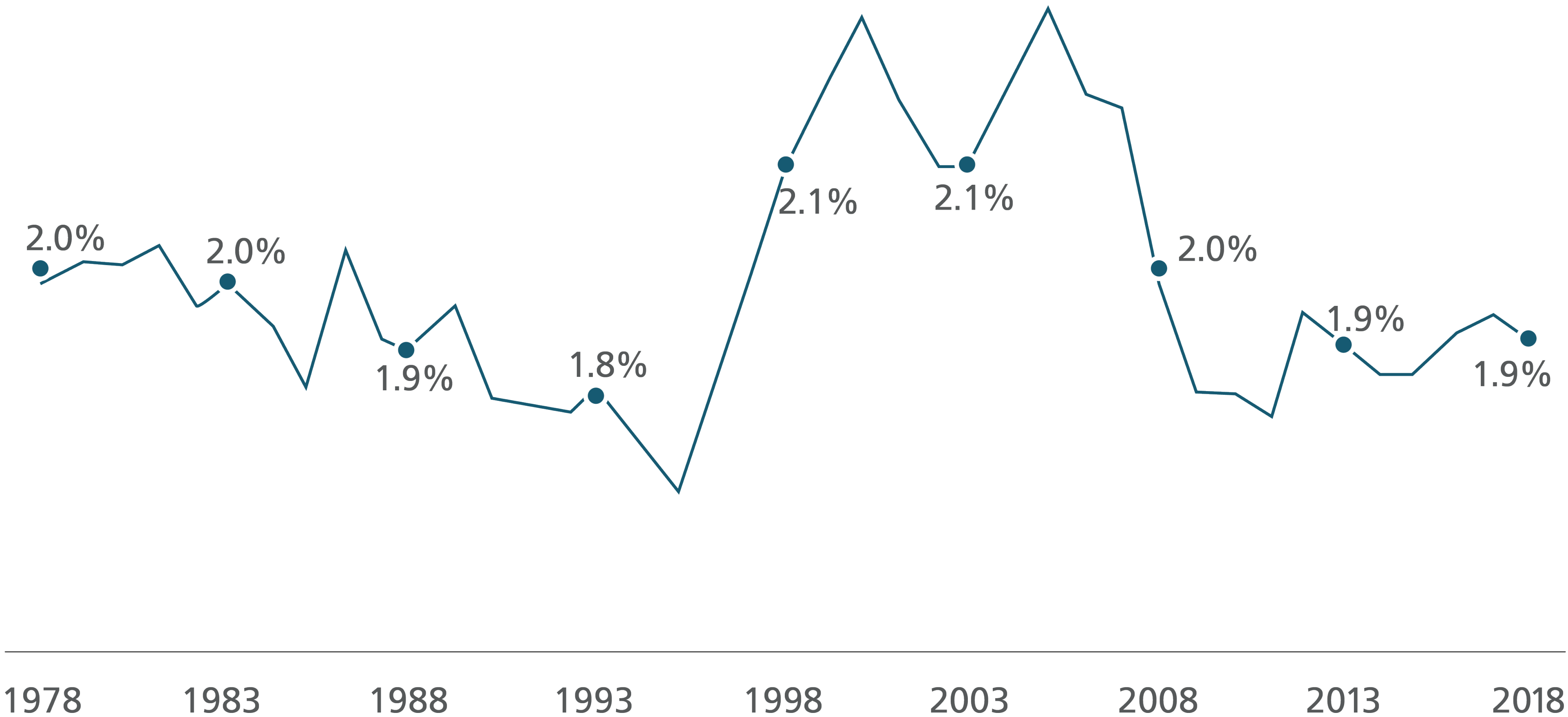
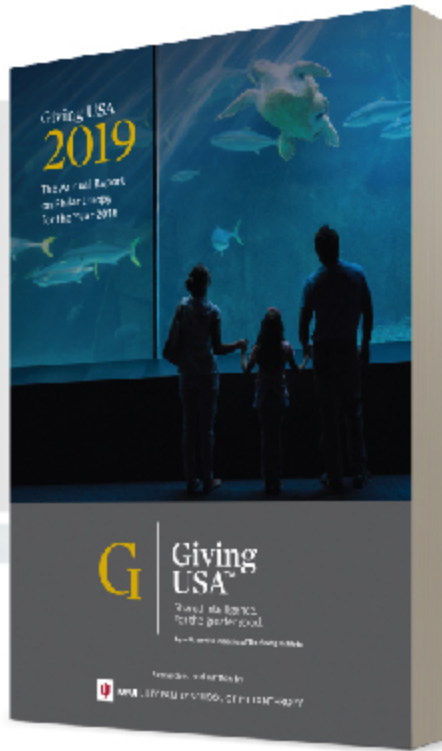
# Giving to religion, 1978-2018

(in billions of dollars)





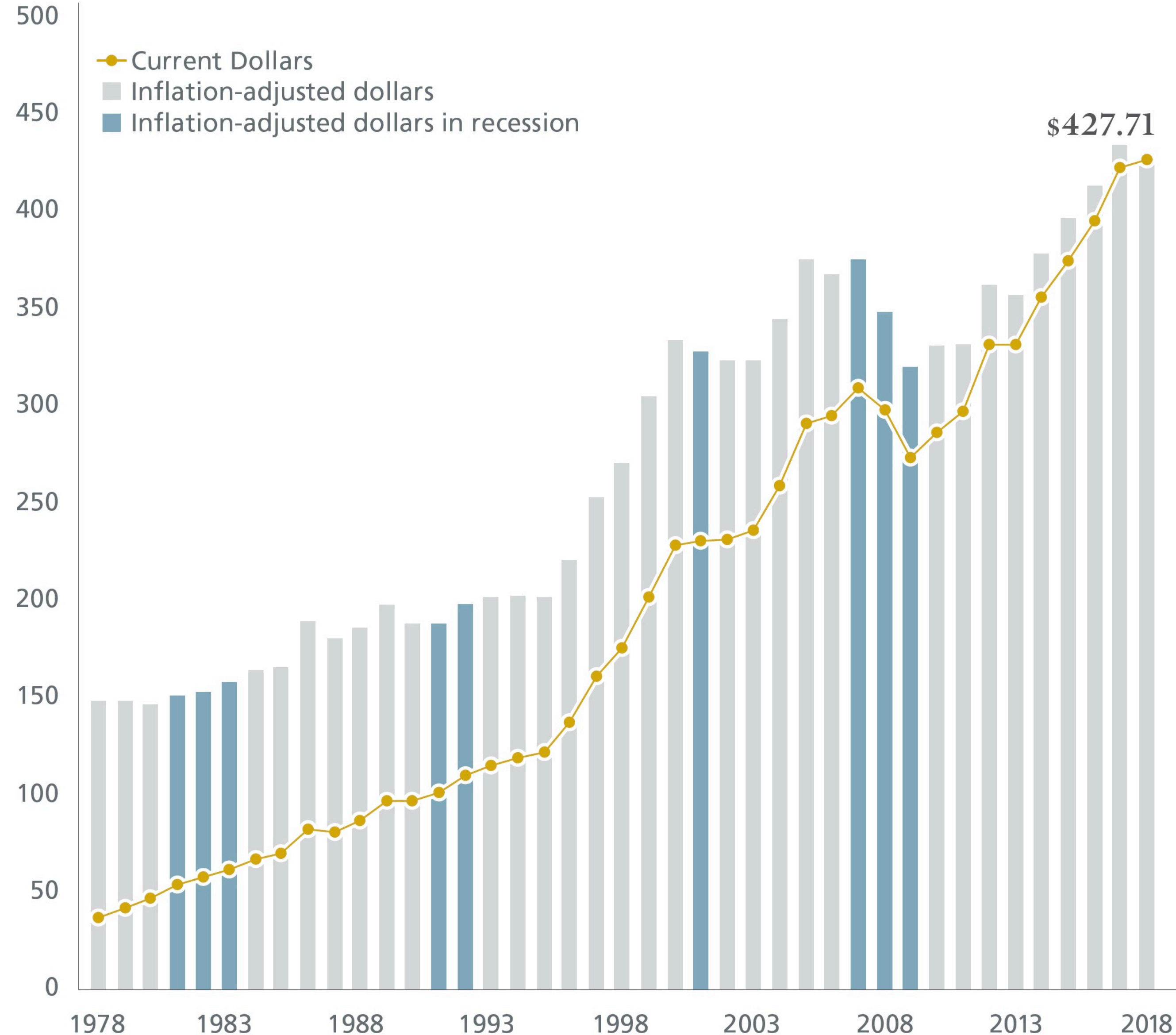
# Individual giving as a percentage of disposable personal income, 1978-2018 (in current dollars)





## Total giving, 1978-2018

(in billions of dollars)



- From 2009-2018 increased 33%
- Faith-focused Giving is a big deal.
- It should be a topic for conversation





# Five Facts

- Your members **want** your church to thrive
- You now can **reach** more people than ever
- Personal faith in Christ could **flourish**
- The Church is **relevant** to the future of humanity
- Leadership is defining **reality**





# Five Fictions

- This too shall **pass**
- People care **most** about 'the service' on Sunday
- You will **bother** members by talking about money
- People **read** emails and talk to their families about them
- Churches can take it **as it comes**





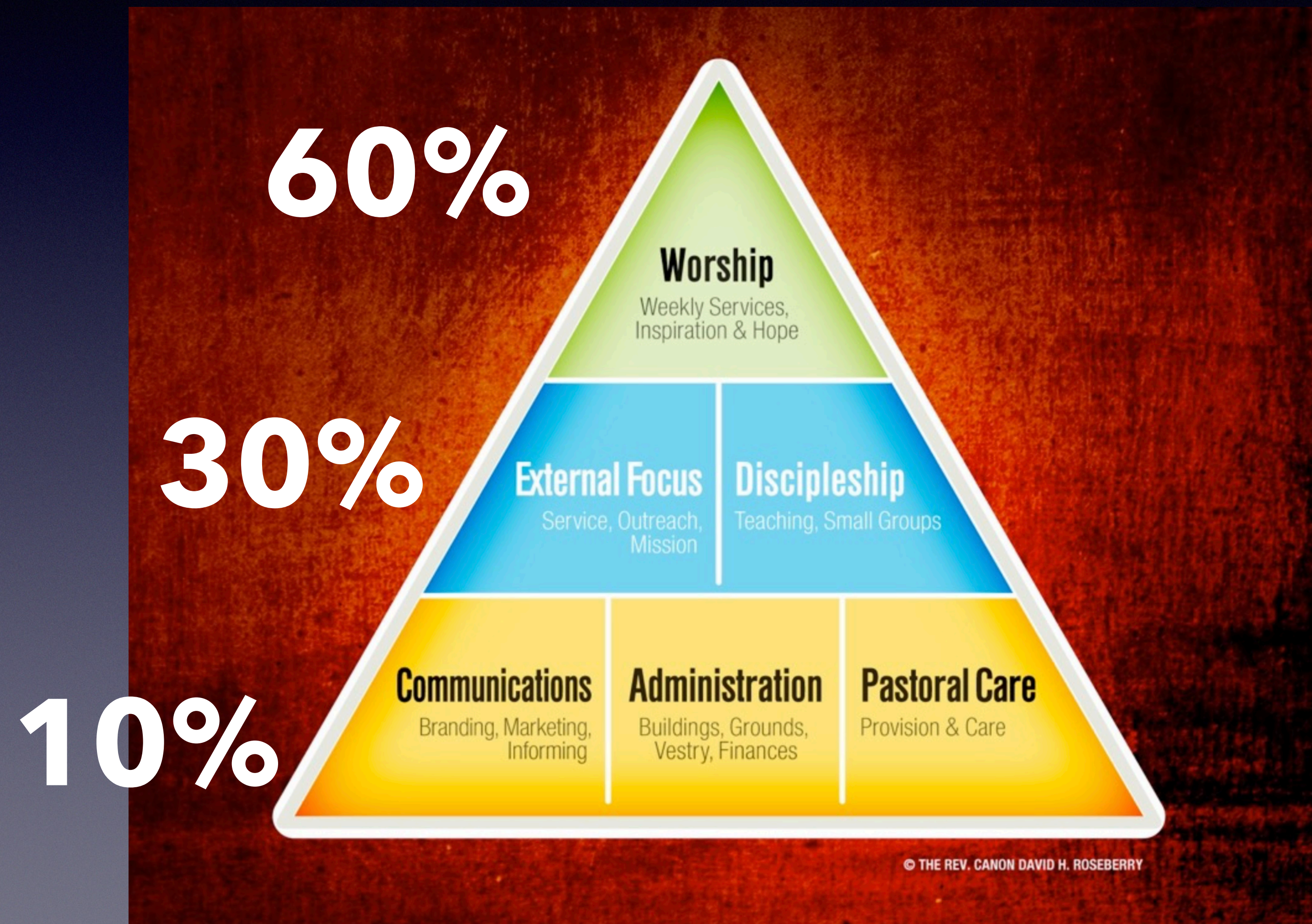
# Three Areas for Sustainability

- **Ministry**: What are the essential ways I can strengthen my church?
- **Personal**: How can you protect your church's main asset?
- **Financial**: How to enhance generosity and stewardship?





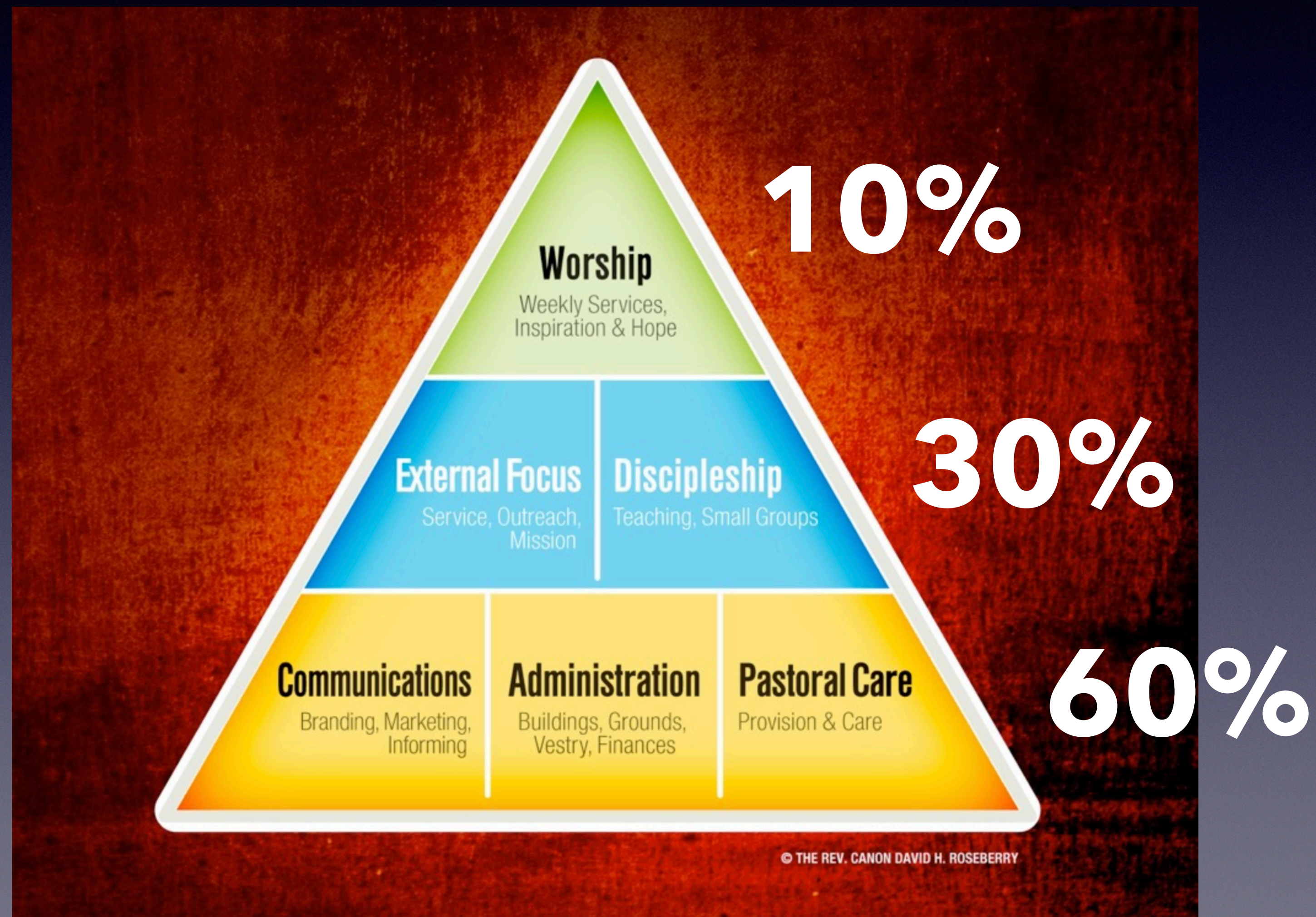
# What's Different about Now?







# What's Different?

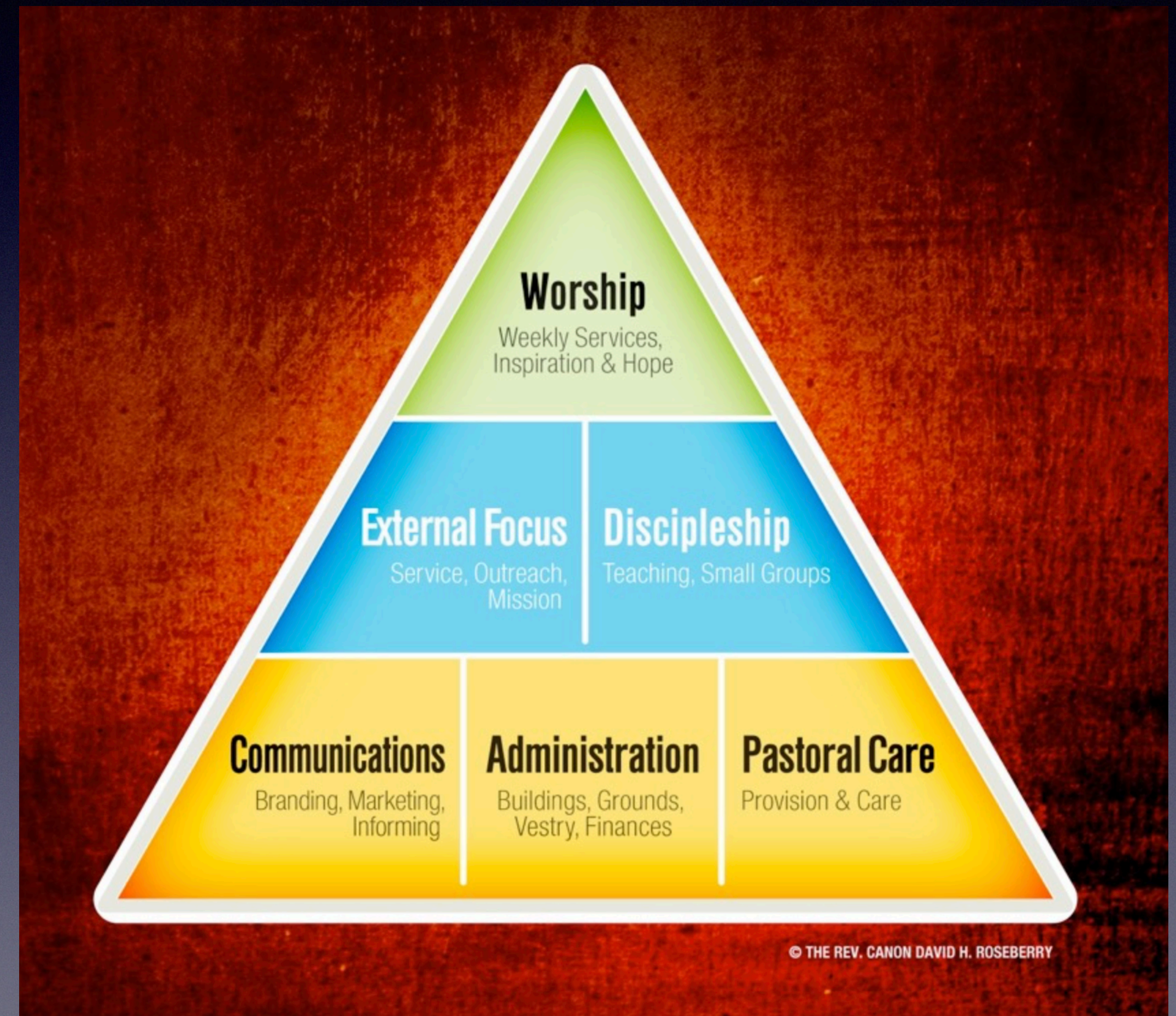






# Ministry Sustainability

- **Each One Every Week**
  - *Are you getting our emails?*
  - *Are there neighbors around you that need help?*
  - *May I have your prayer requests?*
- **Virtual Office Hours**
- **Crown.org**
- **Explore your Email Service**
- **Write up Pastoral Plans**
- **Children's Sermon??**
- **RISK Strategy (Reach, Identity, Serve, and Keep)**
- **Plan 12+ online months**

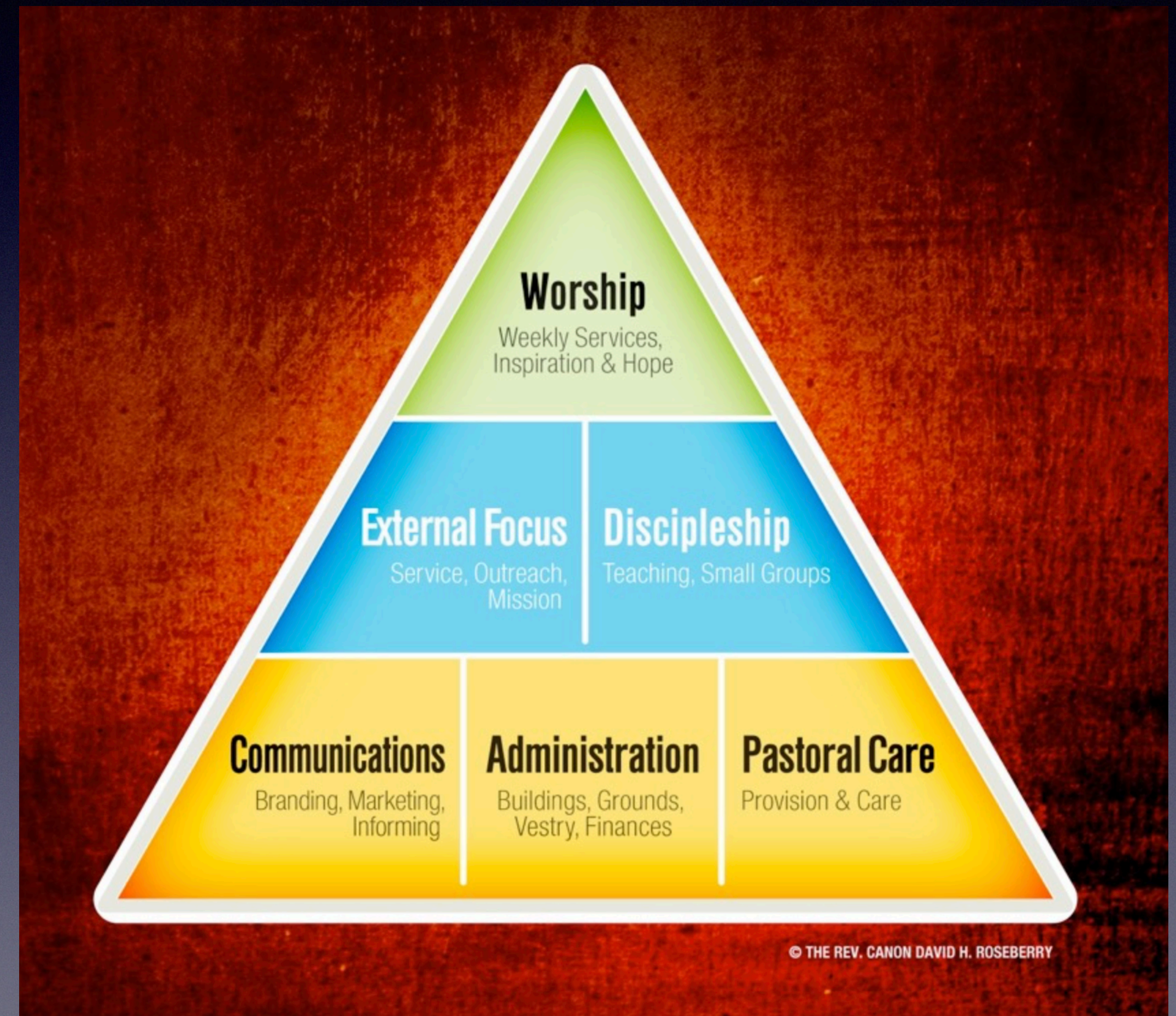






# Personal Sustainability

- Coaching Opportunities
- Clergy Covenant Groups
- "Quarantability"
- Routine
- Admit Grief/Sadness/Crisis
- Disconnect Self from Success Model Ministry







# Personal Sustainability

- Coaching Opportunities
- Clergy Covenant Groups
- "Quarantability"
- Routine
- Admit Grief/Sadness/Crisis
- Disconnect Self from Success Model Ministry

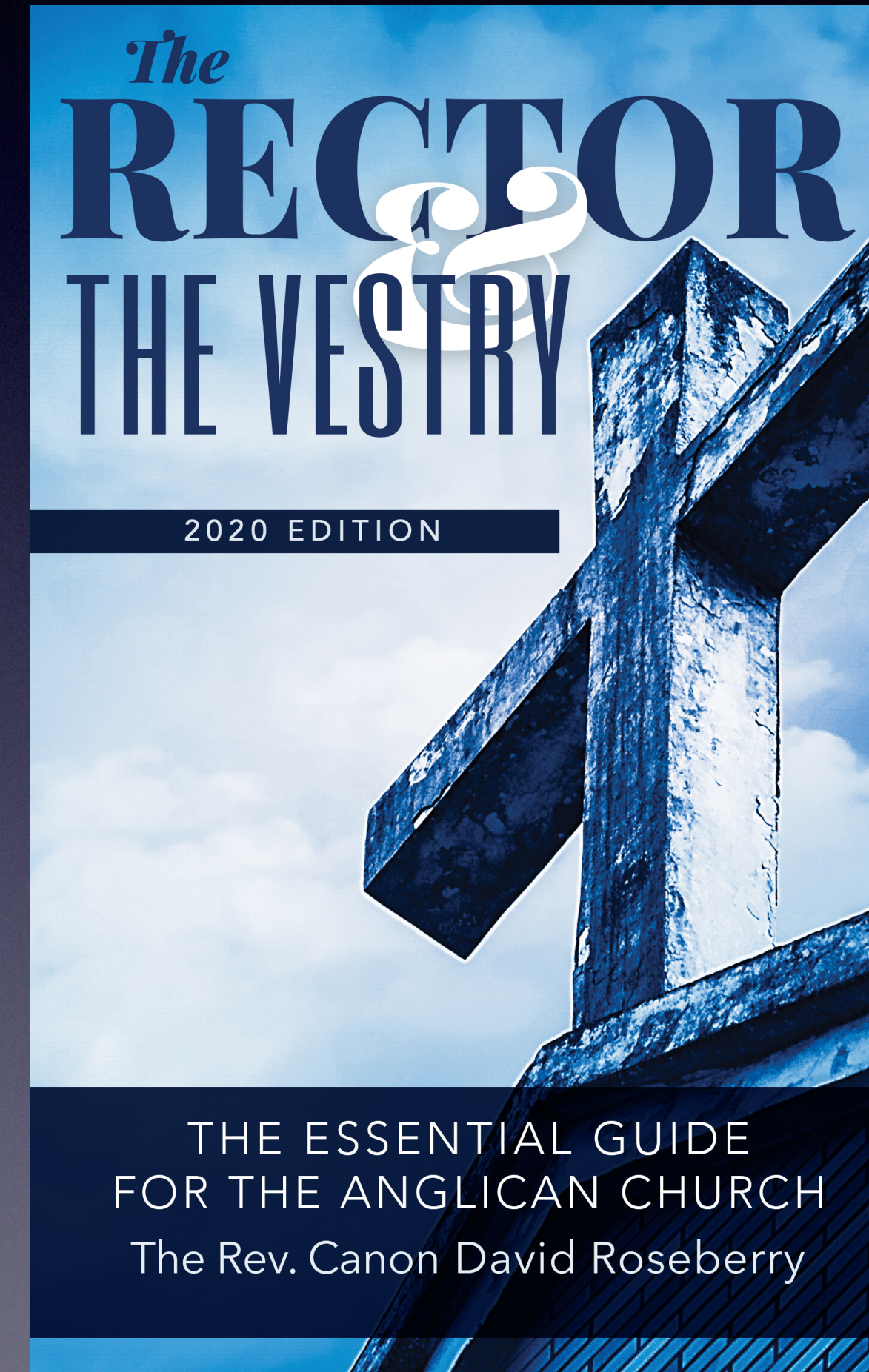






# Financial Sustainability

- Re-draft Budget ASAP - *draft*
- Re-task your Leaders
- Start with Expenses First
  - *Contracts, Mortgages, Subscriptions, Bankers, Leases, etc.*
  - *Salary Reductions, Furloughs, or Lay-offs*
- Then Focus on Income







# Focus on Income Sustainability

- Feather Your Savings into Operating
- Online Giving is Here
- Ask Three Ways every Sunday
- Take out All Friction in Giving
- Patronage & Large Donors
- Two Way Generosity
- Think Two Giving Groups







# Pastoral Letter Writing

- One page letter
- #10 Envelope
- #9 Envelope inside
- US Mail
- Interval
- Sample (Updated PDF)

## Easter Letter to Invoke Generosity

1. Do not say,
  - a. "I'd like remind you..." They know this.
  - b. "We have bills and obligations to pay..." Everyone does.
  - c. "I hate to ask you...". You should never hate asking Christians to give.
  - d. "If everyone could give just x". This has the opposite effect that is intended.
2. Instead say:
  - a. This is a request that I would rather make in person.
  - b. I need your help...
  - c. Giving in a time of need is the way of the Christian faith.
  - d. We are reaching our members and beyond with the love of God.
  - e. We are seeing a shortfall.



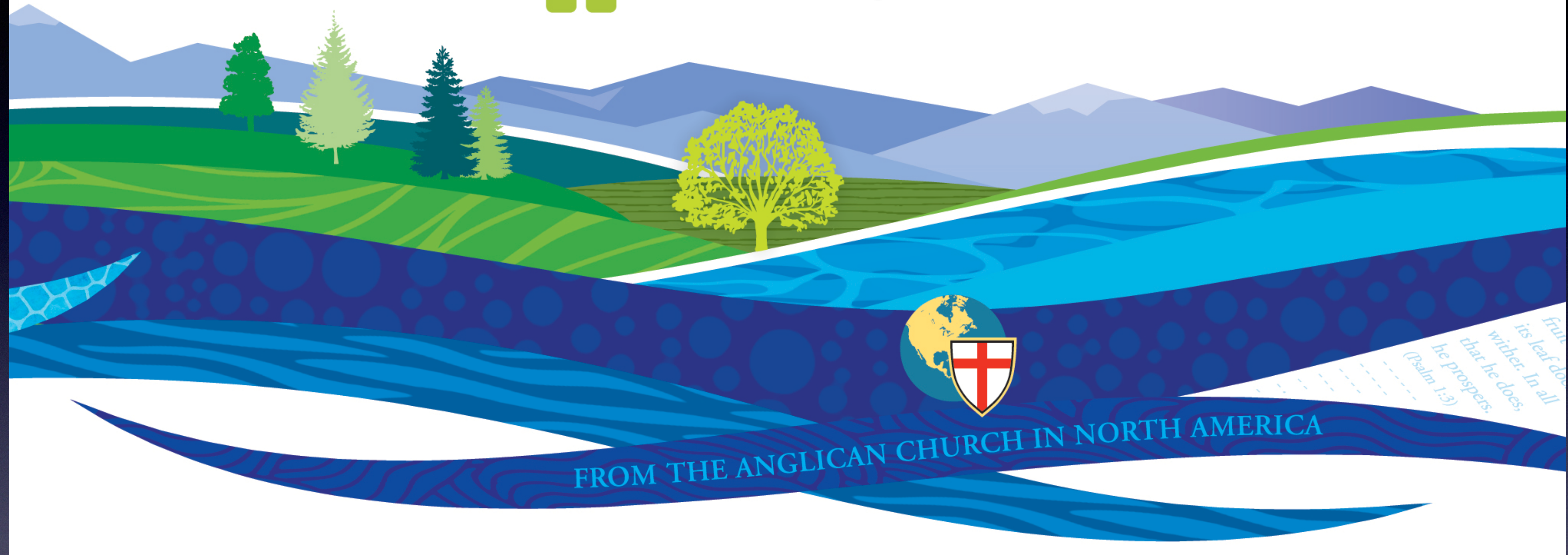


# The Church Sustainable

- Questions?
- Thanks for Attention
- Not Your To-Do List
- Think "Sustainable"







# The Church Sustainable

The Challenge of Stewardship and Generosity Today