


Stewardship in
Disaster Recovery

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First Presbyterian Church of Englewood

Foundations

The critical ingredients for dealing with the disruption were already in place:

- Brand identity
- Focused messaging
- Technological infrastructure (PushPay)

Fire

On March 22, 2016 (Tuesday of Holy Week), our nearly 150-year-old sanctuary burned.





Messaging

During the fire, as news trucks were arriving my associate and I began developing our media strategy. Never speak to a reporter before you know the point you want to make!

Our keywords were:
resilience, perseverance, hope

Messaging

As offers for temporary worship space came in, we chose based on the following factors:

1. Maintaining our 11 am worship time
2. Strategic image/relationships



Rabbi Millstein shows the Torah scrolls in our worship



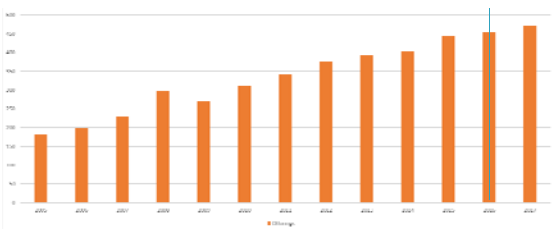
The local papers covered it because we planned it and called them

Hope

We focused on hope-based messaging.



Our infrastructure of automated giving helped contributions remain on a positive trajectory



Recovery

In five months we returned to our gym which was renovated and updated with AV capability, air conditioning, etc.



Core Values

- Live Boldly
- Share Boundlessly
- Grow Community
- Build God's World

We committed to curtail *nothing* during recovery





Experimentation

We committed to using the recovery period as an opportunity to experiment and innovate.

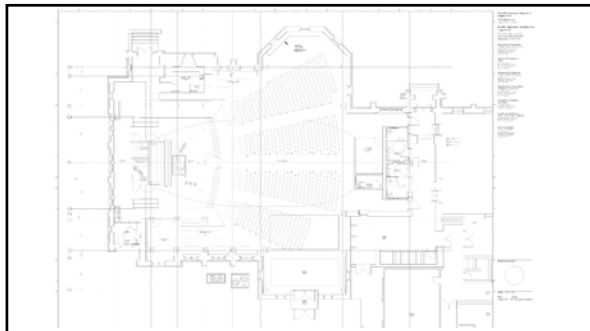
We added a morning contemporary service and began livestreaming our services.



Planning for the Future

We decided that we are building for the next 50-100 years, not rebuilding the past







Stewardship

People give to hope - what you are becoming

Need and history are not sustainably compelling narratives

Stewardship

The giving infrastructure needs to be in place:

- Compelling, consistent messaging
- Convenience
