

Let your budget Speak your Vision



Diagnostic Questions



- Is our congregation's approach to stewardship stuck in a rut?
- What do you know about our mission, vision and work?
- How well do you know our programs? Which ones? How did that come about?
- Are there any questions about our vision, mission, work, priorities that we've not answered?

Core Values and Vision

- Who are you?
- Where are you going?
- What do you have to declare?



Unleash your energy to fix what 's wrong.

Recognize abundance.

Believe it and you'll see it.

Ride the changes

Look for possibilities

Be your best for the world.

Take yourself to your edge.





The Row Boat Church



The Sail Boat Church



VALUES, VISION & MISSION

Values

- A church's principles or standards of behavior; its judgment of what is important
- Synonyms: principles, ethics, moral code, standards, code of behavior
- The principles on which the organization is built
- Answers the question: What do we believe in?
- They are *how* you do things
- They have *EVERYTHING* to do with giving!



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CLARIFY YOUR MISSION

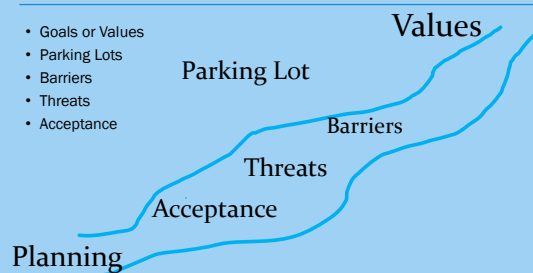
The Hedgehog Concept

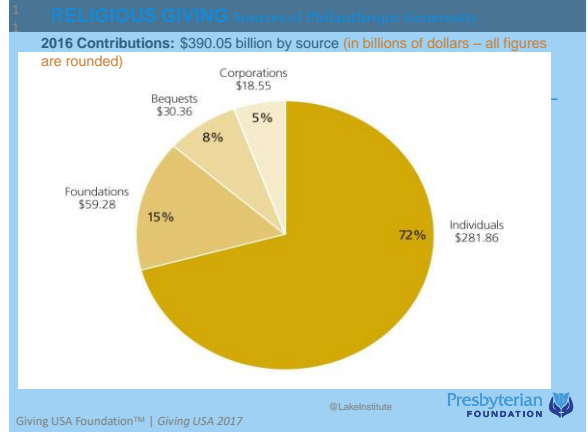
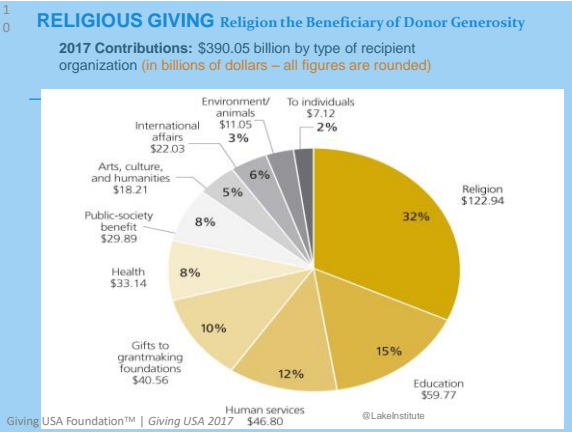


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Journey of Generosity

- Goals or Values
- Parking Lots
- Barriers
- Threats
- Acceptance





Visionary Church or Stagnate Church?

Visionary	Stagnate
Changed Lives	Balanced Budget
Need of the World	Guilt
Giving Changes the Giver	Giving balances the budget
Offering is a high moment	Offering is a time-out

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Telling impact stories

YOUR BRAIN ON DATA

WERNICKE'S AREA
LANGUAGE COMPREHENSION

BROCA'S AREA
LANGUAGE PROCESSING

YOUR BRAIN ON STORIES

VISUAL CORTEX
COLORS & SHAPES

WERNICKE'S AREA
LANGUAGE COMPREHENSION

OLFACTORY CORTEX
SCENTS

AUDITORY CORTEX
SOUNDS

BROCA'S AREA
LANGUAGE PROCESSING

MOTOR CORTEX
MOVEMENT

SENSORY CORTEX & CEREBELLUM
LANGUAGE COMPREHENSION

Budget

7 People
+
1 Dog
+
1 Car

Line Item or Narrative

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Budget

Line Item

- Accounting Tool
- Does not show how money is being invested
- Does not show how volunteer time and talents are impacting the church
- Should be used by the session

Narrative

- Visioning Tool
- Shows the programs of the church having a positive impact
- Inspires and helps us see our gifts are really making a difference
- Helps us to reframe finances to be about ministry

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Translating the Budget

Translations Theories

- 1. Word for Word
- 2. Idea to Idea
- paragraph or sentence
- 3. Dynamic Equivalence



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Narrative Budget

What people see and hear- vision and mission

What reflects the budget:

- Soteriology
- Trinitarian
- Ecclesiology
- Pneumatology
- Christology

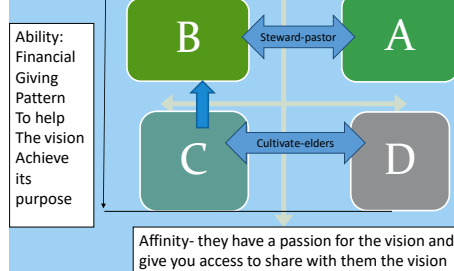


A Narrative Equips your Church to...

- Use ministry categories rather than line items
- Reframe gifts as investments in ministry instead of just "the light bill"
- Inspire givers by showing impact
- Increase financial resources for the ministry!
- Tell the Vision and Core Values

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Pastor as CSO (CEO): With whom do we spend time as we cultivate generous givers with vision?



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Select Ministry Categories

Worship
Education (or Spiritual Formation)
Mission (or Outreach)
Fellowship (or Nurture)
Pastoral Care

These categories will not match your budget categories!!



Four to Six Categories, Please!

All line items are assigned or split up into one or more categories.

- Salaries are assigned across categories
- Youth Ministry? Education or Fellowship & Education
- Recovery Ministries – Missions or Education?
- Add or modify categories to fit your ministry, keep only 4 to 6 categories



What Category is NOT listed?

- Worship
- Education (or Spiritual Formation)
- Mission (or Outreach)
- Fellowship (or Nurture)
- Pastoral Care

Do you see ADMINISTRATION anywhere?



EXCEL: Percentage Columns

- Create a column for each category. Format cells as percentages.
- Distribute pastoral costs by percentage of time across categories.
- Distribute percentages of line items into category columns. Some will be easy!
i.e. Sunday School supplies to Education



A pastor might spend their time in this manner:

- 30% on Worship
- 15% on Education
- 10% on Mission
- 10% on Fellowship
- 20% on Pastoral Care



This distribution will inform other expense lines.
Building usage may impact some expenses.



Avoid the Accuracy Trap

- Detailed accuracy is less important than being descriptive, educational and inspirational!
- Accept that the results will have a positive impact on donors even when based on some generalizations.



Example...

Worship & Music	\$4,500
Education/Spiritual Formation	\$6,000
Mission	\$28,000
Membership - Small Groups	\$2,000
Pastoral Compensation	\$76,000
Staff Parish - Other	\$56,000
Property	\$93,932
Programs & Communications	\$8,000



Percentage Allocations

	Worship	Education	Mission	Fellowship	Pastoral C
Worship & Music	\$4,500	100%			
Christian Ed/Spiritual Formation	\$6,000		100%		
Mission	\$28,000		100%		
Membership - Small Groups	\$2,000			100%	
Pastoral Compensation	\$76,000	35%	20%	10%	25%
Staff Parish - Other Staff	\$56,000	40%	25%	15%	15%
Property - all costs	\$93,932	25%	30%	15%	20%
Programs & Communications	\$8,000	25%	25%	25%	25%
Total	\$274,432				



Ministry Category Totals!

Add another set of ministry category columns

Multiply the percentage column by the budget line item amount

Total ministry categories columns

Column totals are ministry category totals

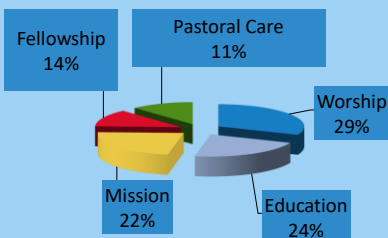


Percentages for Narrative

	Worship	Education	Mission	Fellowship Care	Pastoral
Worship & Music	\$4,500	\$4,500	0	0	0
Christian Ed/Spiritual Formation	\$6,000	0	\$6,000	0	0
Mission	\$28,000	0	0	\$28,000	0
Membership - Small Groups	\$2,000	0	0	0	\$2,000
Pastoral Compensation	\$76,000	\$26,600	\$15,200	\$7,600	\$19,000
Staff Parish - Other Staff	\$56,000	\$22,400	\$14,000	\$8,400	\$2,800
Property - all costs	\$93,932	\$23,483	\$28,180	\$14,090	\$18,786
Programs & Communications	\$8,000	\$2,000	\$2,000	\$2,000	0
TOTAL	\$274,432	\$78,983	\$65,380	\$60,090	\$38,786
		29%	24%	22%	14%
					11%



Select Category Totals to Create a Pie Chart



Givers Can Translate Their Giving...

- 11 cents of every dollar I give goes to Pastoral Care
- 22 cents of every dollar I give goes to Mission

The pie chart can lead to **congregational self-evaluation and affirmation!**



Tell the Story



Share a description and stories about the ministry categories



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Pastoral Care Narrative

- Taking communion to three local nursing homes each month
- On call at two local hospitals and follow up care for parishioners recovering from illness and surgery
- Preparation with the members for baptisms and weddings.



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Sacred Stories

Kristen is a young mom new to the community. Her family is over 300 miles away. She has been having a difficult time with her children and the public schools. Her mother was badly hurt in a car accident last month and Kristen misses home and wants to find some part-time work. She walked in off the street last Wednesday morning and she found a friendly ear in the church office. She feels comfortable with the pastor and has come to church the last few Sundays feeling like she is beginning to create a new "family" here in this community.

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Get the Story Out...

- Church Newsletter
- Bulletin Inserts
- Church Website
- Stewardship Mailings
- Narrative Budget Booklets
- Personal Contact
- Include in Prayers

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Worship Narratives

- Put a bulletin insert out each week for six weeks highlighting a different category of ministry
- Pray for that ministry
- Tell a specific story of a person being touched by that ministry

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Add a Time and Talent Option

- Additional data can illustrate volunteer hours which supplement financial gifts
- Parishioners get a sense of how vital and vibrant the local church is when looked at in the context of time contributions

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Volunteer Time Calculation Example

Sunday Morning Worship- Halo Effect

- Greeters, Fellowship Hosts/coffee makers – four to eight persons, 8 X 1.5 hours = 12 hours
- Liturgists, communion servers, counters, ushers, 10 X 1.5 hours = 15 hours
- Choir – ten members X 2 hours of worship and 2 hours of practice time = 40 hours
- Almost 70 hours of servant time in one week X 52 weeks = 3,640 hours of time given for Sunday morning worship alone!



In an average size church

When all ministries are considered, a reasonable estimate is 10,000 – 15,000 volunteer hours per year

That's a significant impact on any local community!!



A Few Recommendations...

- Leave line item budget in church office
 - Take only Narrative Budget to your Church Council
- Keep five copies of the completed line item budget available in the church office
- Be determined to talk about money and ministry in a new way



The Process Continues...

- Quarterly review, update and expand upon stories and talent recognition
- People will begin to think of church ministry funding as ministry!

“Giving doesn't just make a difference, it can make ALL the difference!”



Budget Questions- when reducing the budget

How does this enable us to fulfill our mission?

Will putting money in this category bring a return on the investment in accomplishing what we are in the business to do?

Is it possible to have the same return by spending less money?

If this position was not in our budget exactly how would it measurably affect our mission?

How would our members respond if this item was not in our budget but presented as a designated giving opportunity?

Do they see the value in what is being done? Why or why not?

How would we feel if we took the item in our budget and presented to the Lord as evidence of what we have chosen to do with the talents he gave us?

What is not in the budget that is crying out to be added as an expenditure that would significantly affect our mission performance



Let your budget
Speak your Vision

Questions and Comments

