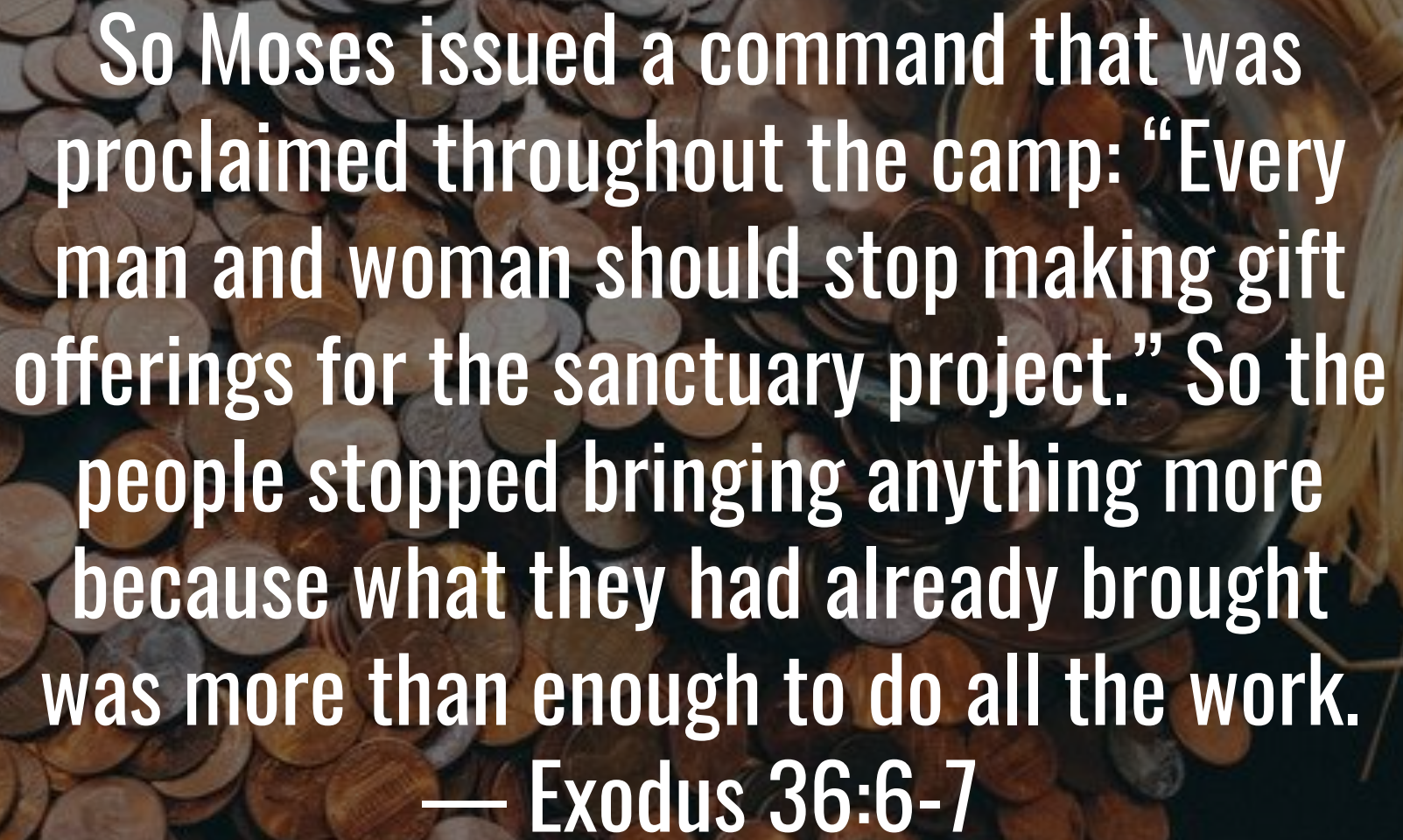




# Shifting Congregational Paradigms for Forward Funding

**Bruce Reyes-Chow**  
**@breyeschow**





So Moses issued a command that was proclaimed throughout the camp: “Every man and woman should stop making gift offerings for the sanctuary project.” So the people stopped bringing anything more because what they had already brought was more than enough to do all the work.  
— Exodus 36:6-7

A top-down perspective of a person's feet wearing red sneakers with white laces and white soles, standing on a dark asphalt surface. A large, white, hand-painted arrow points upwards from the center of the frame. A dark, semi-transparent rectangular banner is positioned horizontally across the middle of the image, containing the text "Our time together" in a white, sans-serif font. The arrow's shaft passes through the banner, and the text is centered over it.

Our time together



## **BRIEF INTRODUCTION**

### **PART I: KNOW THYSELF**

Inward understanding of money.

### **PART II: KNOW THY CHURCH**

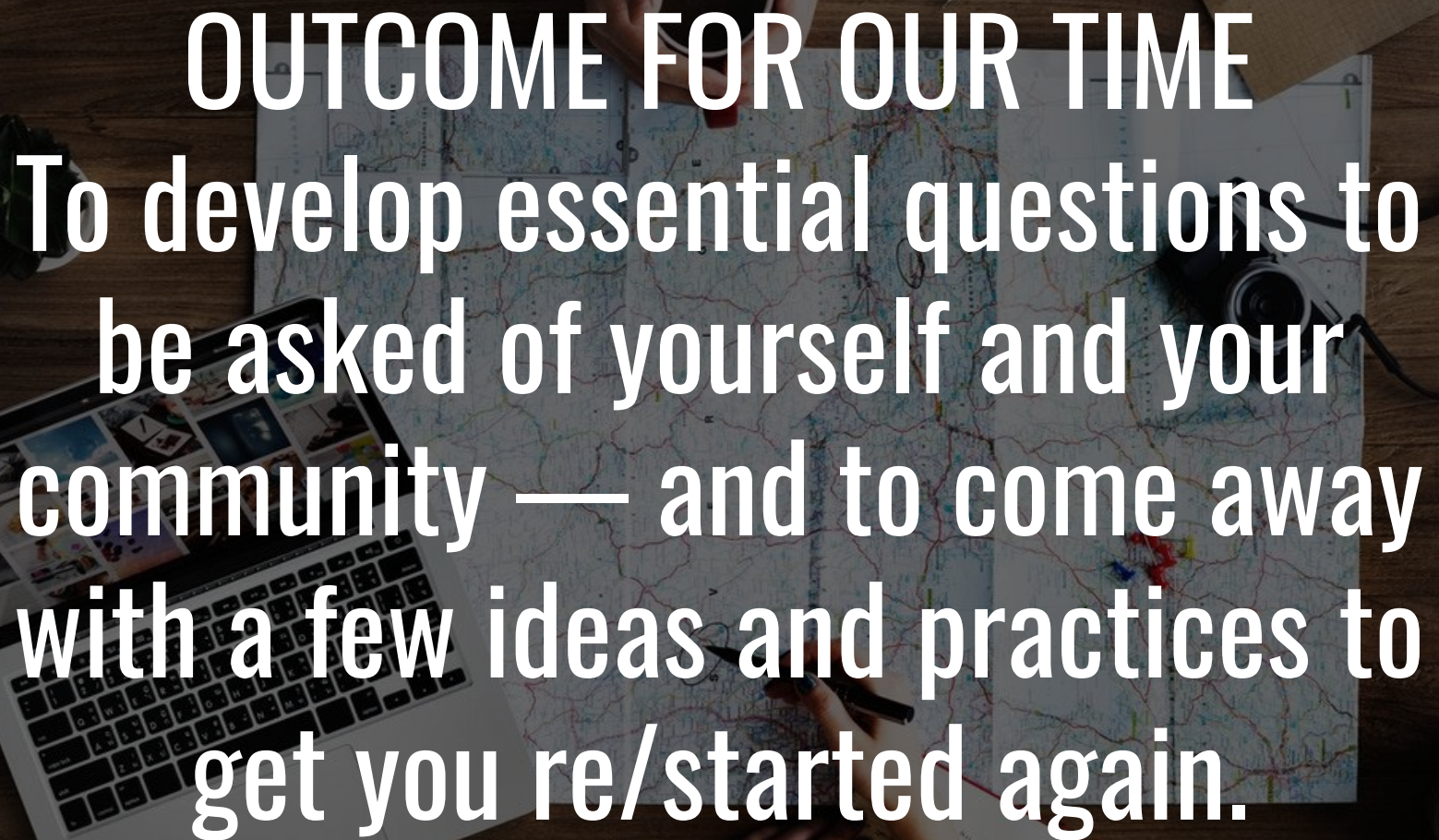
Understanding of current context.

### **PART III: LOST IN TRANSLATION**

A few helpful transitions.

### **PART IV: LANDING THE PLANE**

A few best practices and ideas.

A top-down view of a wooden desk. In the center, a person's hands are holding a white mug. To the left, a silver laptop is open, displaying a grid of images. Below the laptop, a person's hands are writing in a notebook. A large map is spread out on the desk. To the right, there is a camera, a pen, and some sticky notes. A small potted plant is visible in the bottom right corner.

**OUTCOME FOR OUR TIME**  
To develop essential questions to be asked of yourself and your community — and to come away with a few ideas and practices to get you re/started again.



## **BRIEF INTRODUCTION**



**Who is Bruce?**  
**Dad of Three**

CONVERGENCE

G

GALLUP® CERTIFIED  
Strengths Coach

**Who is Bruce?**

**Dad of Three | Consultant | Gallup Coach**





## **Who is Bruce?**

**Pastor | Dad of Three | Consultant | Gallup Coach**



# Who is Bruce?

Pastor | Dad of Three | Consultant | Gallup Coach



## **Who is Bruce?**

**Pastor | Dad of Three | Consultant | Gallup Coach**



## **Who is Bruce?**

**Pastor | Dad of Three | Consultant | Gallup Coach**



## **STRUCTURE OF SECTIONS**

Questions raised.

Possible Responses.

First hand experiences.



## **PART I: KNOW THYSELF**

**Inward understanding of money.**



**What is your relationship with money?  
What formed your understanding of money?**



**My relationship was abundance and generosity bordering on irresponsibility.**





**SO WHAT: I value my lens of abundance and generosity and my disciplines of accountability.**



## **PART II: KNOW THY CHURCH**

Understanding of current context.



**What is the congregation you serve's relationship with money?**



## **INVENTORY**

- **Past traumas: named or not?**
- **Past successes?**
- **Unspoken rules?**
- **Pastor knows pledges: Y/N?**
- **Worship rituals?**
- **Administrative practices?**
- **Technological capacity?**
- **Main stakeholders?**
- **Stewardship rhythm & season?**
- **Current motivations?**
- **Abundance or scarcity?**
- **Generational fingerprints?**
- **Overall level of trust?**
- **Overall level of energy?**



# FIRST PRESBYTERIAN CHURCH OF PALO ALTO

- About 225 Members
- Older, White, older tech wealth
- Growing 30+ group
- 100-150 Attendance (Zoom)
- 75% Pastor (Me)
- F/T Associate (vacant)
- F/T Director of Operations
- 4 other P/T Staff
- \$800,000 Budget
- \$450,000 Pledge
- Median pledge is \$2,500
- 8% Draw on Legacy
- Secure long term rental



## **CHARACTERISTICS**

- Depression informed, but generous with staff and building.
- Giving over branding.
- Run like a small church, decent but not fully compliant.
- Much done in secrecy, leaving some cultural mistrust.
- Traditional stewardship program: envelopes, pledge season, very little online giving.
- Pastor does NOT know pledges
- 65/35 Abundance/Scarcity
- Have been burned by “grand plans” in the past.



**SO WHAT: Transparent communication,  
thoughtful planning, and theological creativity.**



**SO WHAT: Transparent communication,  
thoughtful planning, and theological creativity.**





**prayer**

■ ■ ■ ■ ■ ■  
**communion**



**treasure**



■ ■ ■ ■ ■  
**blessing**

■ ■ ■ ■ ■  
**time**





**Zoom allows for deeper and more consistent connections with our partners.**

Vandersall Collective emboldening you to be who you are and do what you're called to do.

# A radically human approach to...

## RESOURCES YOU NEED NOW

The world is moving fast. We've been honing our resources to meet the changing needs that keep coming at us. Listening, seeing what's really needed, and changing ourselves to meet a changing world—we're here to support you in all of it. Small steps and giant leaps are called for. Call us and we'll take them with you while we make the road together.

01 ADAPTIVE CRISIS RESPONSE TOOLKIT

02 Q3: GET THAT ANNUAL CAMPAIGN READY... NOW!

03 GETTING COMFORTABLE WITH BEING COACHABLE

COMMUNICATIONS

## Reaching people

FUNDRAISING + GIVING

## Raising \$\$\$

STRATEGY + IDENTITY

## Reimagining the future

# Made a case based on staffing, energy, and expertise to bring in the Vandersall Collective.



## **PART III: LOST IN TRANSLATION**

**A few helpful transitions.**



**Hold in tension the where you have been before  
and where you hope to go next.**



**From Secrecy to Transparency**



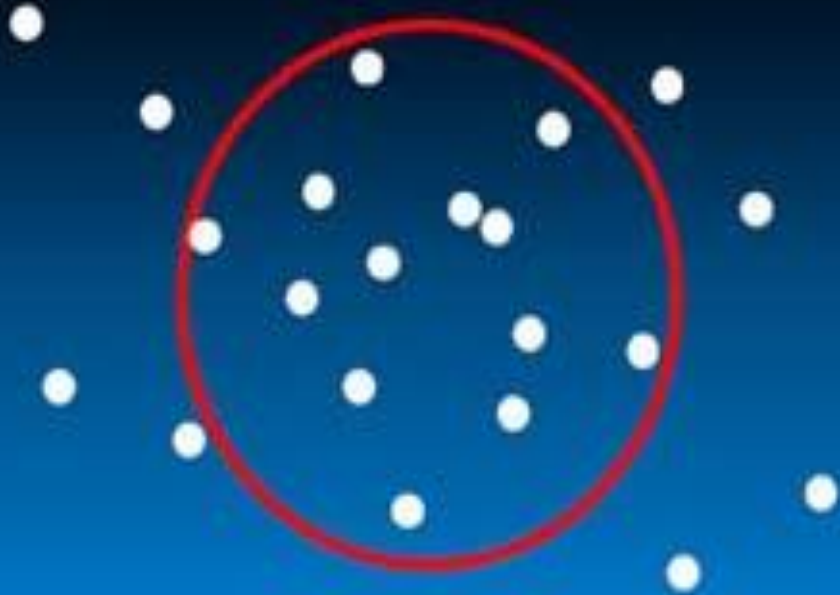
# **From Osmosis to Clarity**



**From Obligation to Ritual**



**BOUNDED SET**



**CENTERED SET**



## **From Bounded to Centered connections**

**Bounded focused on giving to the church.**

**Centered is the church empower people to give.**



## **PART IV: LANDING THE PLANE**

A few best practices and ideas.



**Transparency: Building trust, addressing unhealthy practices, and avoiding surprises**



**Clarity: Building a case for future current and future attitudes and tactics around money.**



**Ritual: begin practices of visual offering and sharing during online worship.**

BOUNDED SET



CENTERED SET



**Centeredness: encourage, honor, and track the how people give to other meaningful spaces.**



**IN CONCLUSION**



**Translate for you.**





**Embrace nuance and complexity.**



**Be creative during these adaptive times.**



**Rest.**



**QUESTIONS  
COMMENTS  
MUSINGS**

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Social: [@breyeschow](#)

[www.slideshare.net/breyeschow](http://www.slideshare.net/breyeschow)

A graphic of a film strip with a dark, textured central area. The words "The End" are written in a white, elegant cursive font, centered within the dark area. The film strip has white sprocket holes along the top, bottom, and sides.

*The  
End*



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