



Igniting The Flame Of True Orthodox Christian Stewardship and Parish Strategic Planning



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“For everyone to whom much is given, from him much will be required.”
Luke 12:48



WHY
are you here?





Why?

“That the end of our lives may be Christian, without pain, blameless and peaceful, and for a good account at the awesome judgment seat of Christ.”



How has our world changed?



Why do we need a Parish Stewardship and Strategic Plan?







This entire presentation and many more Stewardship and Parish Planning resources are available at the always free:

www.stewardshipcalling.com

under the Upcoming Parish Programs Tab in the Cleveland Parishes Program page at:

<http://stewardshipcalling.com/cleveland-parishes-program/>

You can reach me at: Bill@stewardshipcalling.com

We are living in exponential times²...

... the speed of change is
unimaginable and accelerating

² The following is based on the pioneering YouTube video “Did You Know?” (with certain updated statistics).

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Years it took to reach 50 million users:

Telephone - 75 years



Radio - 38 years



TV - 13 years



Internet - 4 years



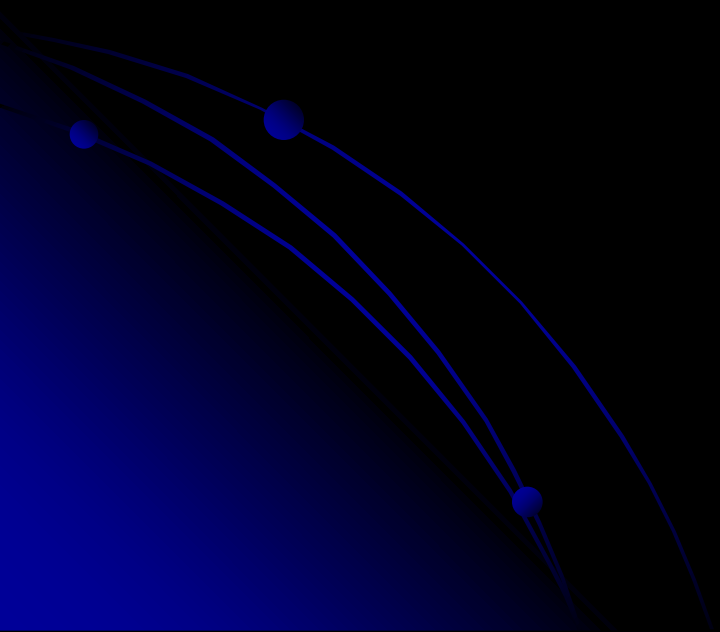
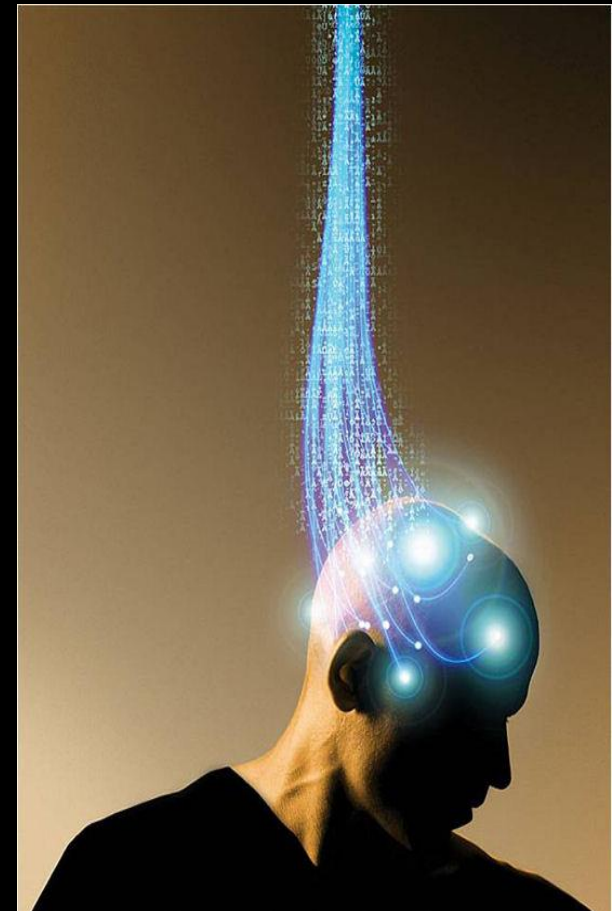
Google Plus - 88 days



Angry Birds - 35 days



The amount of new technical information is currently estimated to double every 72 hours as of 2010.



Modern Smart phones have much more computing power then NASA's Apollo mission computers that took us to the moon in the 1960s.



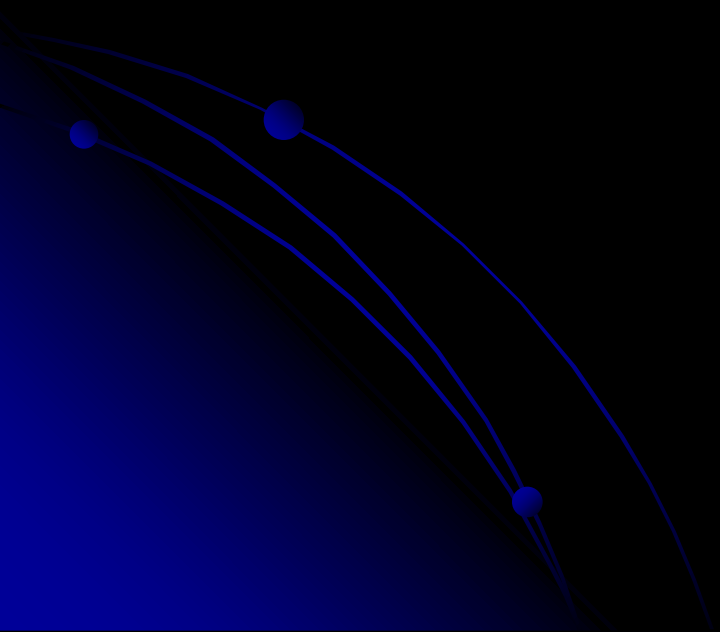


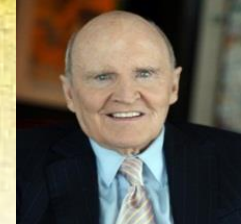
1 out of 8 couples married in
the U.S. in 2005 . . .
. . .met online

By 2013, 1 out of 3
couples in the U.S.
met online

We are living in exponential times...

So what does this mean for your
Parish





Chairman & CEO - General Electric

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

“Change before you have to.”





The Challenge - Real Facts, Figures and Statistics





**So how are
we doing at
creating:**

**“a good
account
before the
awesome
judgment
seat of
Christ”?**



Laity Spirituality Challenges ¹



- “Regular Bible reading dropped over the last decade from 45% to 37%.
- Volunteering at church declined from 27% to 20% over the same decade.
- Church attendance has slipped from 49% to 42% percent.
- 40% of Christians do not attend church or read the Bible in a typical week
- 70% of Christians are not involved in a small group that meets for spiritual purposes
- There are more than 10 million Christians who are un-churched”

¹ State of the Church report by the Barna Research Group (BRG) from a nationwide study of the country's faith practices and perspectives



The Youth Challenge Facts



The “millennial generation” (born after 1980) is “less religiously affiliated” than any previous generation.¹

One in four Americans aged 18-29 do not affiliate with any particular religious group.

Millennials are twice as unaffiliated as Baby Boomers (born between 1946 and 1964) were at the same age.

¹ Religion in the Millennial Generation (2010) and U.S. Religious Landscape Survey (2007), Pew Forum on Religion & Public Life of the Pew Research Center.

“Kiss Your Youth Goodbye!”

U.S. Religious Group Retention Rates¹

% of adults who still identify with their childhood religion

1. Hindu.....	80%
2. Muslim	77%
3. Jewish.....	75%
4. Historically Black Protestant.....	70%
5. Evangelical Protestant.....	65%
6. Mormon.....	64%
7. Catholic.....	59%
8. Orthodox.....	53%
9. Unaffiliated.....	53%
10. Mainline Protestant.....	45%
11. Buddhist.....	39%
12. Jehovah's Witness.....	34%

“Kiss Your Youth Goodbye!”¹

Size of OCF Chapters

6% = More than 20 students

21% = 11-20 students

44% = 6-10 students

29% = 1-5 students

73% = 10 or fewer members

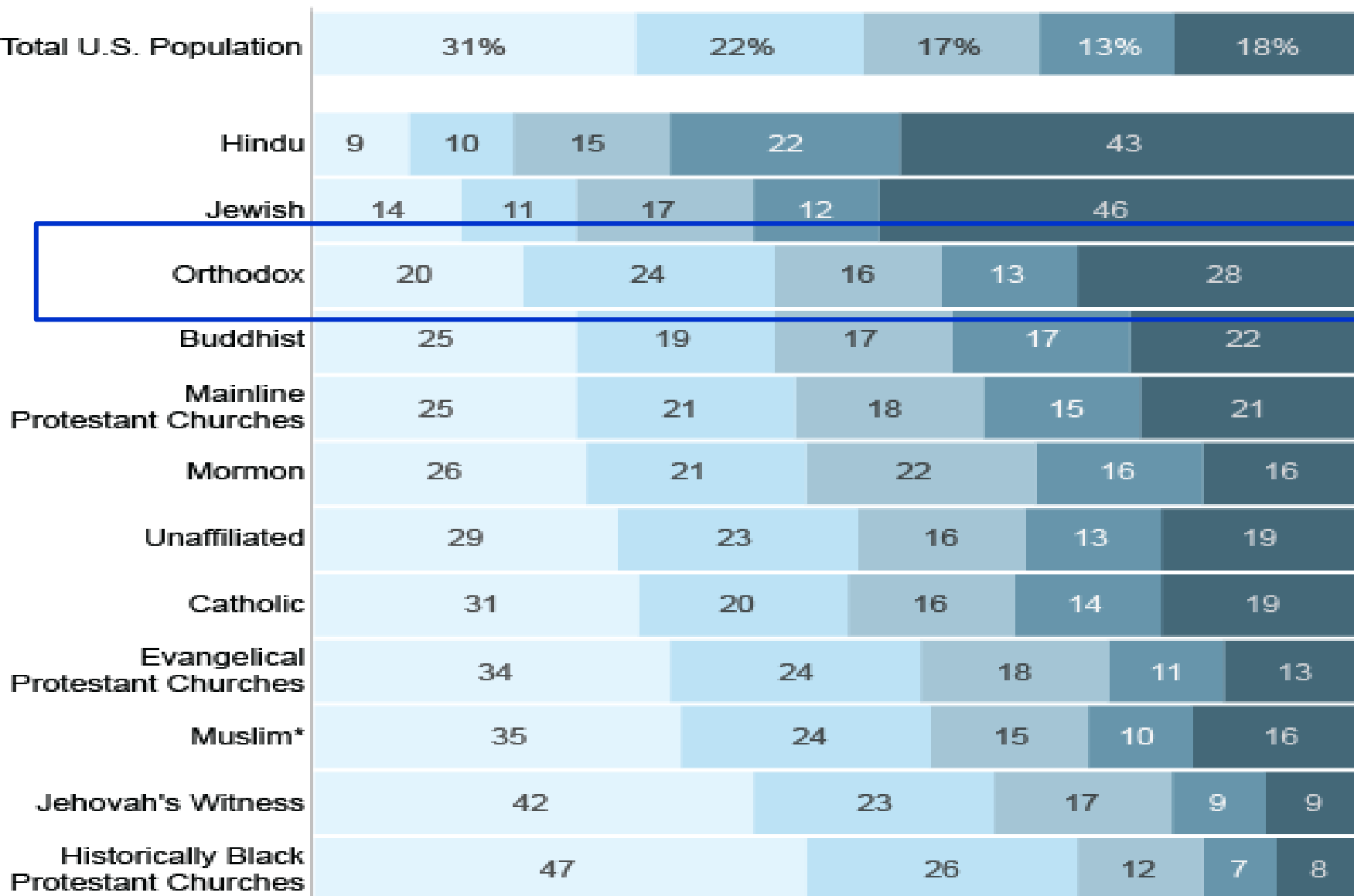
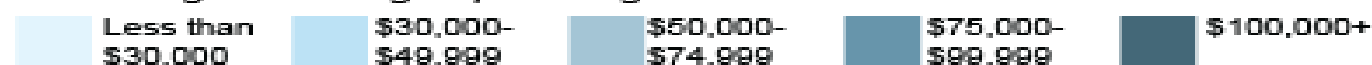
¹ **2015** Orthodox Christian Fellowship in the United States (Stage II): The Study of the Student Leaders in the Local OCF Chapters – Assembly of Canonical Orthodox Bishops of North and Central America



The Giving Facts

- People are giving a lower percentage of income to churches in the 2000's than they did either during the Great Depression or the 1920's
- 37% of church goers give \$0 to the church

Percentage of each group making...





Archdiocese and U.S. Christian Charitable Giving Statistics¹

	<u>\$</u>	<u>%</u>
Best case 2010 stewardship of <u>Greek Orthodox</u> <u>Archdiocese</u> Parishioners per person per year average =	\$218	--
<u>U.S. Christian</u> average =	\$880	+403%
<u>U.S. Evangelical Protestant</u> average =	\$1,165	+534%

¹ All numbers are per person - per year direct financial stewardship contributions



G. O. Archdiocese Steward Giving¹

PARISH INCOME PERCENTAGES

- **Direct Stewardship = 52%**
- **Disguised Stewardship = 20%**
- **NO (Non-Orthodox) Income = 28%**

¹ This is a compiled statistical average from many different parishes of different sizes from many different Metropolises and areas. This sample is constantly being updated, but the percentages are not changing materially, except for slight decreases in Stewardship and slight increases in Non-Parishioner income. Other studies have suggested direct stewardship levels could be much lower.

Major Denominations That Are Declining





“Top 25” Denominations Reporting One Year Membership Decreases



- | | |
|--|--------------------|
| 1. The <u>Catholic Church</u> (68.2 M members) | down 0.44% |
| 2. <u>Southern Baptist Convention</u> (16.1 M members) | down 0.15% |
| 3. The <u>United Methodist Church</u> (7.6 M members) | down 1.22% |
| 7. <u>Evangelical Lutheran Church in America</u> (4.2 M members) | down 5.9% |
| 10. <u>Presbyterian Church</u> U.S.A. (2.6 M members) | down 3.42% |
| 13. <u>The Lutheran Church – Missouri Synod</u> (2.2 M members) | down 1.45 % |
| 14. <u>The Episcopal Church</u> (1.9 M members) | down 2.71 % |
| 19. <u>American Baptist Churches</u> in the U.S.A. (1.3 M members) | down 0.19% |
| 21. <u>United Church of Christ</u> (1 M members) | down 2.02% |

¹ National Council of Churches' 2012 Yearbook of American & Canadian Churches (NOTE: **ALL BUT ONE OF THESE DENOMINATIONS HAD DECREASES IN MEMBERSHIP IN THE PRIOR YEAR ALSO**)



How Are We Doing?





The Orthodox Christian Churches in the USA

1. Greek Orthodox Archdiocese of America	476,900
2. Orthodox Church in America	84,900
3. Antiochian Orthodox Christian Archdiocese	74,600
4. Serbian Orthodox Church in North America	68,800
5. Russian Orthodox Church Outside of Russia	27,700
6. Ukrainian Orthodox Church of the USA	22,400
7. Patriarchal Parishes of the Moscow Patriarchate	12,400
8. Romanian Orthodox Archdiocese	11,200
9. American Carpatho Russian Orthodox Diocese	10,400
10. Vicariate for the Palestinian / Jordanian Orthodox Christian Communities	6,800

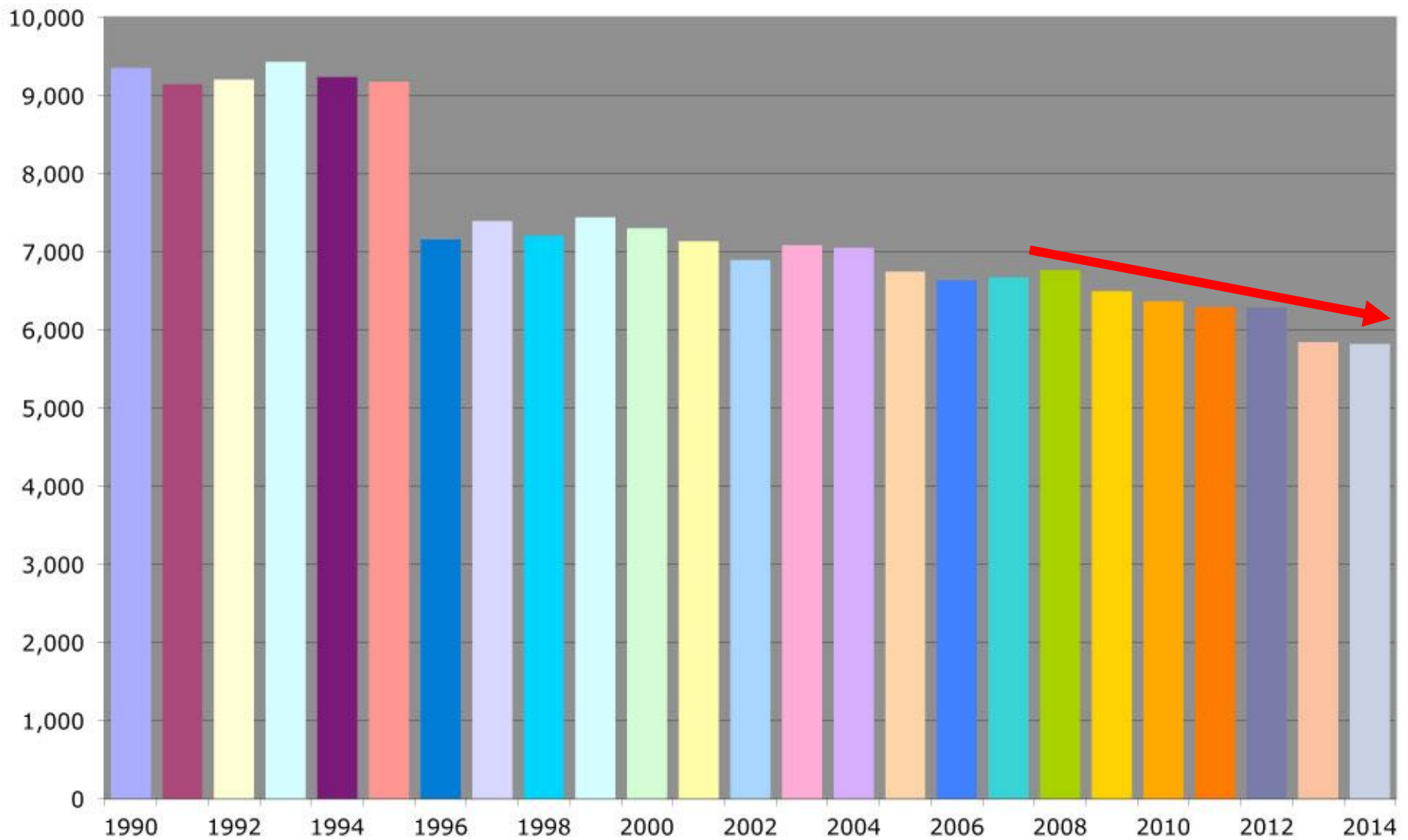
20 ORTHODOX JURISDICTIONS TOTAL = 1,043,300



GOA Baptisms Are Declining

Baptisms 1990 - 2014

Greek Orthodox Archdiocese of America

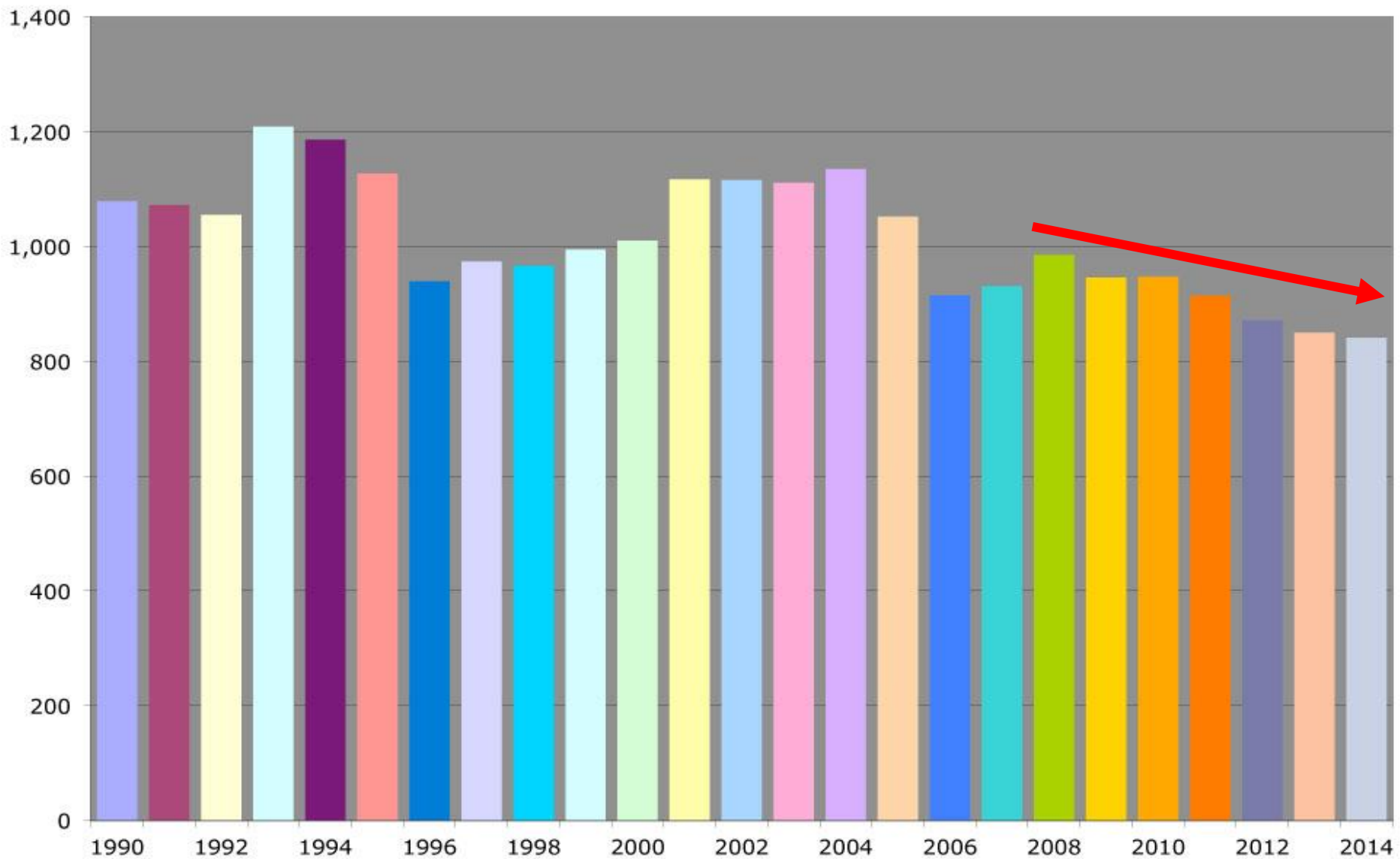


Since 1996, statistics from Canada, Central America and South America were no longer included in Registry tabulations.



GOA Chrismations Are Declining

Chrisimations 1990 - 2014
Greek Orthodox Archdiocese of America



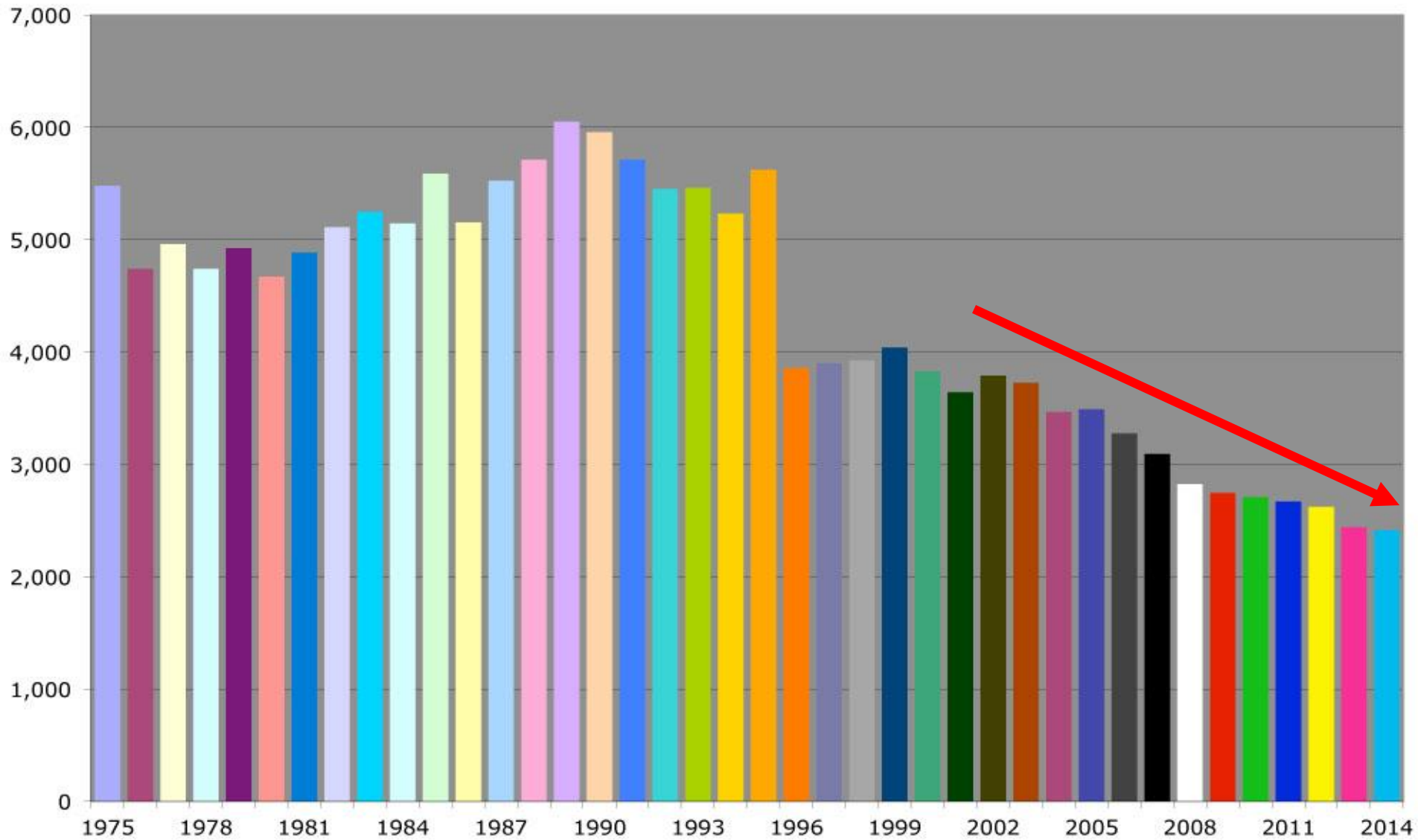
Since 1996, statistics from Canada, Central America and South America were no longer included in Registry tabulations.



GOA Weddings Are Declining

Weddings 1975 - 2014

Greek Orthodox Archdiocese of America



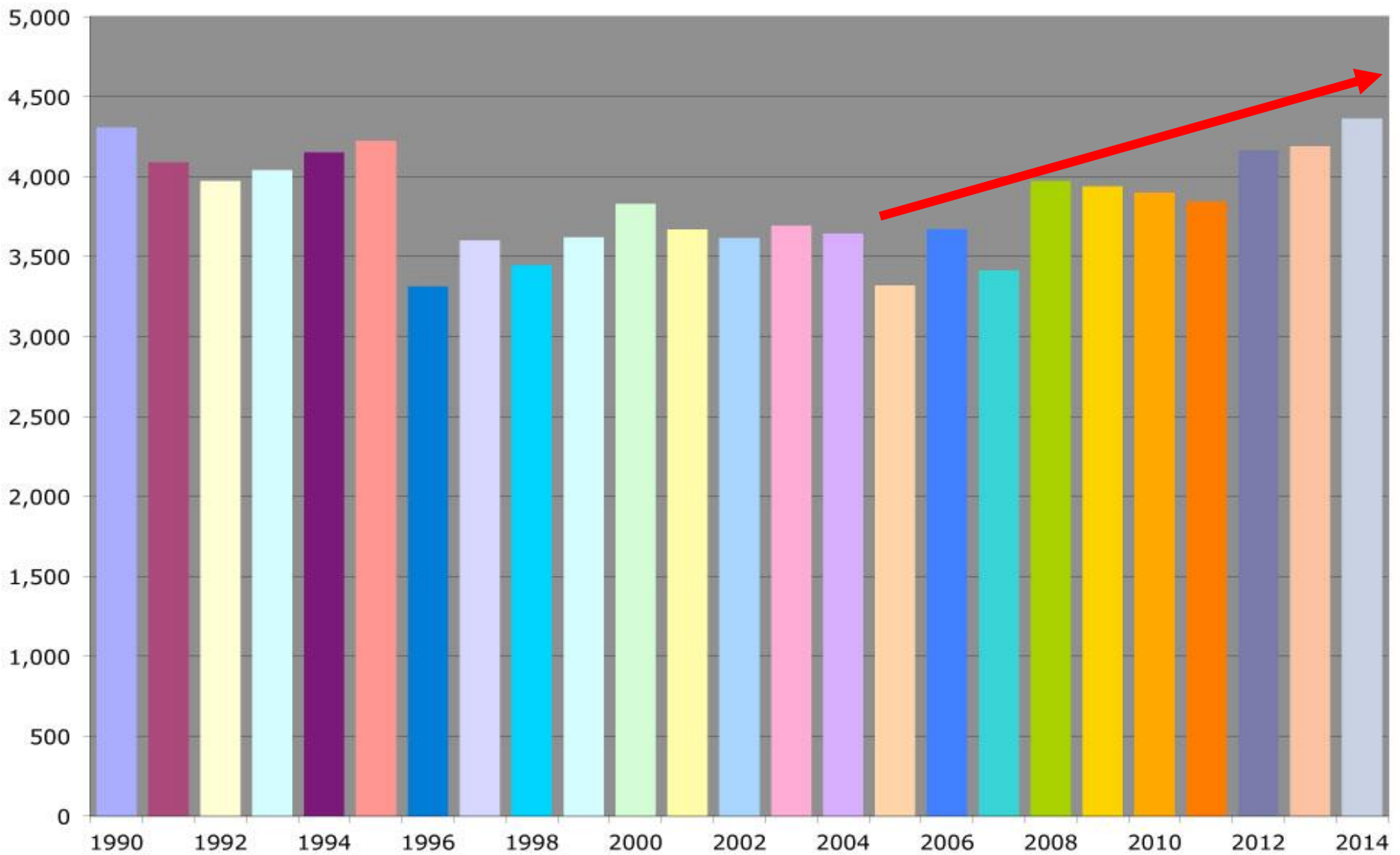
Since 1996, statistics from Canada, Central America and South America were no longer included in Registry tabulations.



**And Finally, The Only Thing
That Is Growing...**

Funerals 1990 - 2014

Greek Orthodox Archdiocese of America



Since 1996, statistics from Canada, Central America and South America were no longer included in Registry tabulations.



The Bottom Line Re: Christ's Church Under Our Watch

- Church membership is declining
- Church sacraments are declining
- Church contributions are declining
- Church member spirituality is declining
- Church relevance is declining
- Church stewardship is declining
- Church disengagement by youth is increasing
- Church member deaths are increasing
- Church dependence on Festivals/Fund Raisers is increasing



**So how are
we doing
at creating:**

**“a good
account
before the
awesome
judgment
seat of
Christ”?**



This Is How We Want To Solve Our Parish's Challenges





This Is What Christ Said The Answer Is



**“The Lord said... He who
does not take his cross
and follow me is not
worthy of me...”**



Matthew 10:38

I didn't go to religion to make me "happy." I always knew a bottle of Port would do that.

C. S. Lewis

If you want a religion to make you feel really comfortable, I certainly don't recommend Christianity.





What Job Did
Our Lord Give
Us Regarding
Our Orthodox
Faith?



The Great Commission (Calling) Matthew 28:18-20

**“Go therefore and make
disciples of all the nations**

...baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you; and lo, I am with you always, even to the end of the age.”



Church Leaders



“The most basic task of the Church leader is to discern the spiritual gifts of all those under his authority, and to encourage those gifts to be used to the full for the benefit of all.

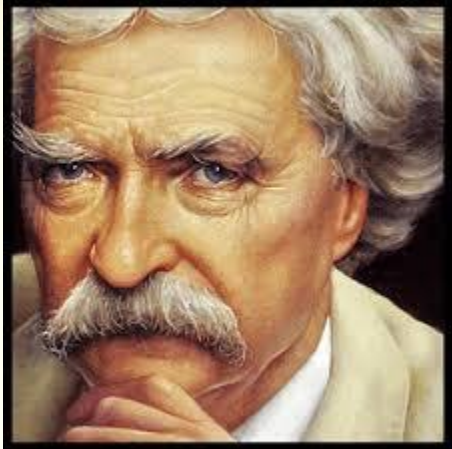
Only a person who can discern the gifts of others and can humbly rejoice at the flowering of those gifts is fit to lead the Church.”

+ Saint John Chrysostom



**Each of you have a personal
stewardship calling!**





**The 2 most important
days of your life are:**

- 1. The day you were born**
- 2. The day you figure out
why**



“BRETHREN, having gifts that differ according to the grace given to us, let us use them...”

St. Paul's Letter to the Romans 12:6-14



A Holy Commission

“...and you shall be witnesses to Me in Jerusalem, and in all of Judea and Samaria, and to the end of the earth.”

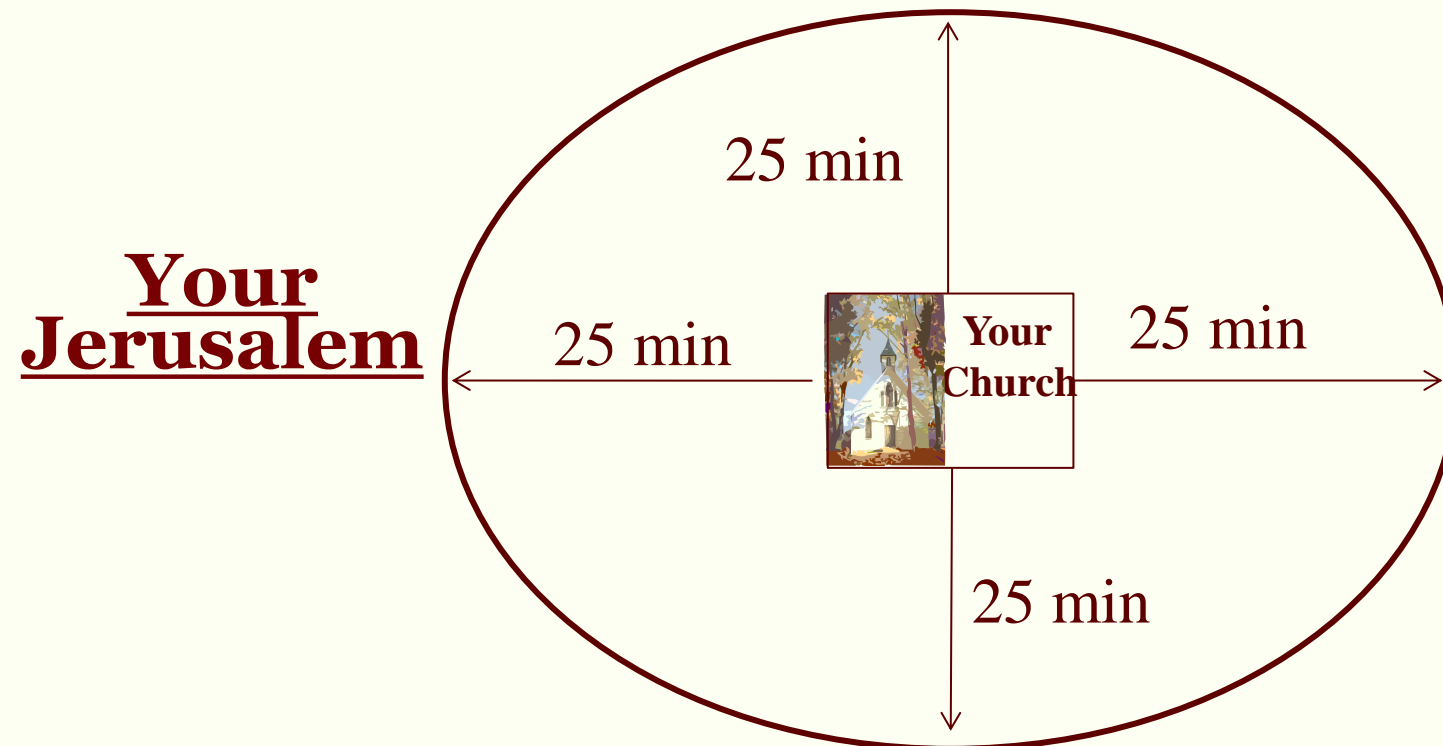
Acts 1:8



A Holy Commission



- 83% of U.S. Christians are willing to travel 25 minutes or less to attend church services¹
- Your Parish Jerusalem is a 25-minute radius
- How well are you doing at making Disciples of everyone in your Jerusalem?



¹The Nuts and Bolts of Church Planning, Aubrey Malphurs summarizing research from Dr. Win Arn



Part 2

WHAT ?

True Orthodox Christian
Stewardship and
Parish Strategic Planning



The Three Key Stewardship Principles





W2





W²



People who are asked to give of their time before they are asked to donate money ultimately give more money to the charity (49% more)¹

“...The amount of time spent volunteering is positively correlated with the amount of money that is given by individuals.” (Those who actively practiced a religion donated 92% more to charitable causes.)²

“...church involvement is the strongest single predictor of giving.”³

¹ *The Happiness of Giving: The Time-Ask Effect* (May 1, 2008) – Center for Responsible Business - University of California, Berkley (Wendy Liu & Jennifer Aaker) *Ask Donors First To Volunteer* (June 9, 2008) – University of California, Berkley

² *Helping Out: A National Survey of Volunteering and Charitable Giving* (2006-07) - Institute for Volunteering Research, London, England

³ *More Money, More Ministry*, Dean R. Hoge and Mark A. Knoll (Eerdmans, 2000)



The Mob Was Wrong





The Mob Was Wrong



“Personal solicitation has an effect on both the decision to make a gift and the average size of the gift...” “...individuals are more likely to donate when asked by those who are similar to them” ¹

“...the method of direct contact may be as important as just contact...higher levels of contributions involve a personal contact by a previously known individual.” ²

“...solicitations to contribute are more often successful when they are made by a person with a stronger relationship to the potential donor or volunteer because a refusal to contribute will endanger the relationship with the solicitor.” ³

¹ *Brother, Can You Spare a Dime? Peer Effects in Charitable Solicitations* (March, 2009) Jonathan Meer- Stanford University

² Schervish, Paul and John Havens. “*Social Participation and Charitable Giving: A Multivariate Analysis.*” *Voluntas: International Journal of Voluntary and Nonprofit Organizations*. Vol. 8, No. 3. September 1997, p.235-260

³ Bekkers, René. “*Giving and Volunteering in the Netherlands: Sociological and Psychological Perspectives.*” Dissertation, Universiteit Utrecht, September 2004



P.P.S.



P.P.S.





P.P.S.



- ~ **Priest / Parish Board / Stewardship and Ministry Leaders ALL must completely “buy-in” and be on the same page and lead the process**
- ~ **ALL must ACTIVELY participate**
- ~ **Leaders build consensus around a Vision and Strategy and inspire others to join them on the journey**



Igniting The Flame of True 6 Stewardship Imperatives



- 1. The Sunday Experience ~ “Welcoming”**
- 2. Engagement ~ “RO+E”**
- 3. Communications Strategies ~ “C.P.I.”**
- 4. Tithing ~ “Percentage Giving”**
- 5. Council of Ministries ~ New “P.O.P.”**
- 6. Youth Stewardship ~ “engagement or extinction”**

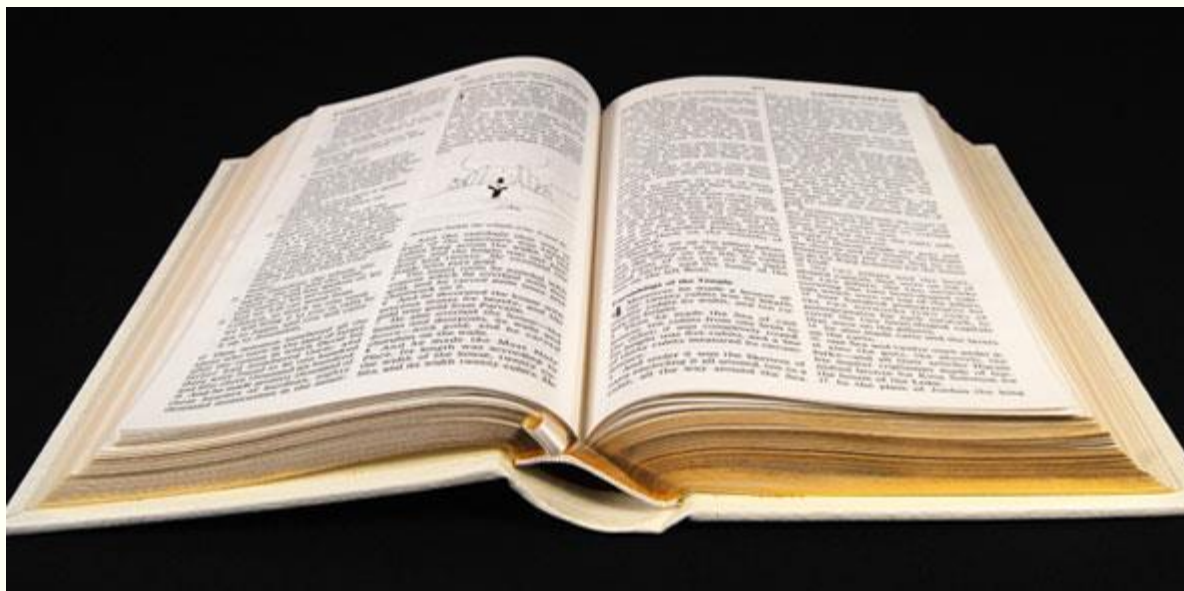


Key Elements of Parish Strategic Planning





Strategic Planning is Biblical





Proverbs 29:18

*“Where there is no
vision, the people
will perish”*



Jeremiah 29:11-12

“For I know the plans that I have for you,” declares the LORD, ‘plans for well-being, and not for calamity, in order to give you a future and a hope.’”



Church Strategic Planning is:



***“A process to help manage
the ‘busyness’ of our
Parish without turning our
Parish into a business.”***

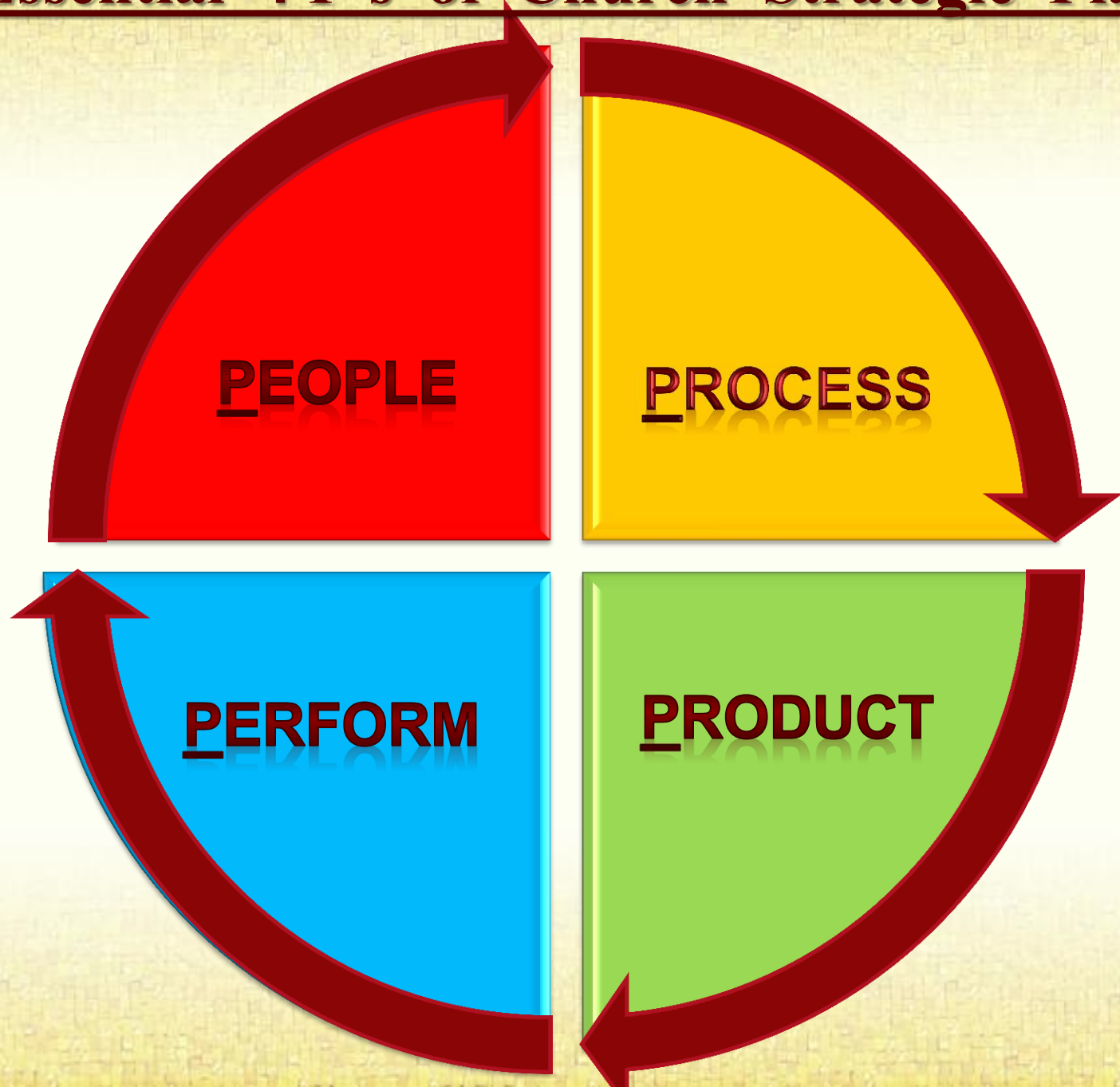


What is Strategic Planning



- A process for clarifying our values, mission and vision, and determining a strategy to allocate our resources to achieve our vision
- A Strategic Plan must answer 4 fundamental questions:
 1. Why do we exist? (Statement of Why)
 2. Where are we now? (SWOT)
 3. Where do we want to be? (Mission/Vision)
 4. How will we get there? (Strategic Goals)

Bill's Essential 4 P's of Church Strategic Planning





The Essential 4 P's of Church Strategic Planning



1. **PEOPLE** - The right people developing and implementing the plan, with input from everyone
(“You have to get the ‘right people’ on the bus and the ‘wrong people’ off the bus.” - Jim Collins - *Good To Great*)
2. **PROCESS** - A comprehensive, inclusive and methodical process and schedule
3. **PRODUCT** - A comprehensive strategic plan with a detailed implementation plan and timeline
4. **PERFORM** – Implementation must be well-managed and methodical (strategic plans in non-profit organizations frequently fail in this 4th step)



Part 3

HOW ?

“Igniting The Flame”

“Fanning The Flame”

“Passing The Flame”

and

Parish Strategic Planning



How?

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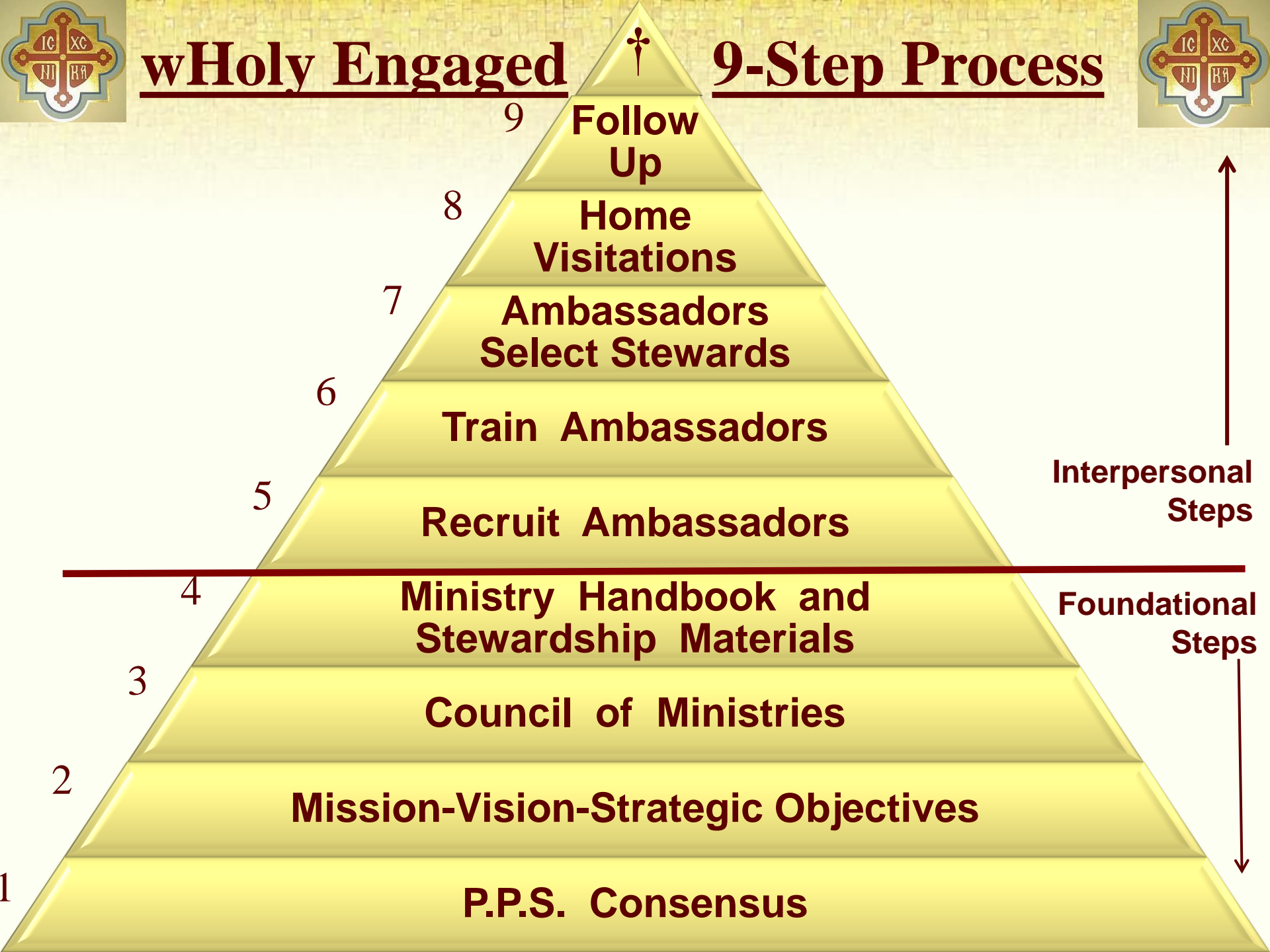
Bill's 9-Step "wHoly Engaged"  
Stewardship Process  
and  
New Parish Operational  
Paradigm (P.O.P)

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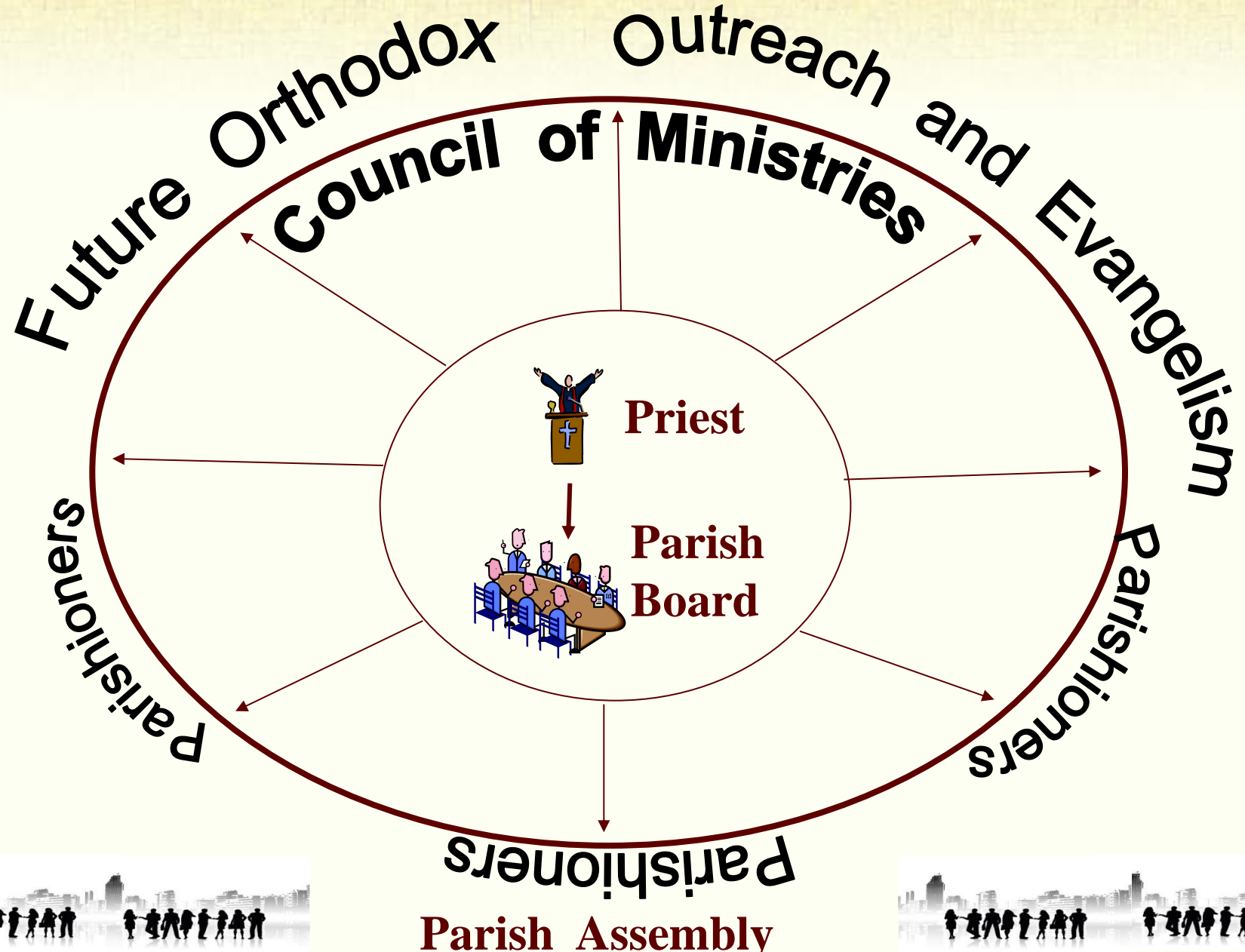


wHoly Engaged

9-Step Process



Ministry Based Parish Operational Paradigm





How?

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## Bill's 6-Step Parish Strategic Planning Process

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Sample Parish 6-Step Work Plan



- STEP ONE** – Opening Retreat (develop SWOT, Statement of Why, Mission, Vision, Core Values, Strategic Areas of Focus)
- STEP TWO** – Task Force meetings and conference calls
- STEP THREE** – Second Retreat to finalize SMART Goals and Action Plans
- STEP FOUR** – Finalize writing and preparation of Strategic Plan
- STEP FIVE** – Present Strategic Plan at Parish roll-out celebration event and solicit engagement
- STEP SIX** – Implementation (and continual communication)





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One Stop - Always Free Parish Information Resource

www.stewardshipcalling.com

Watch videos and download materials and resources for:

“Igniting The Flame of True Orthodox Christian Stewardship”

“4-P Church Strategic Planning”

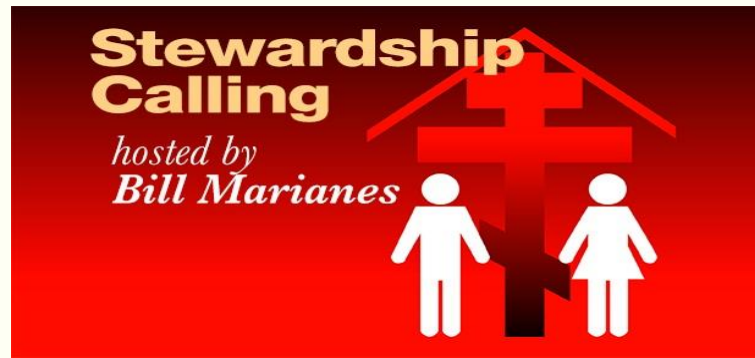
“Stewardship Calling” podcast on:

“Spiritual, Religious Freedom, Orthodox Leadership” retreat materials

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Bill Marianes: Bill@stewardshipcalling.com





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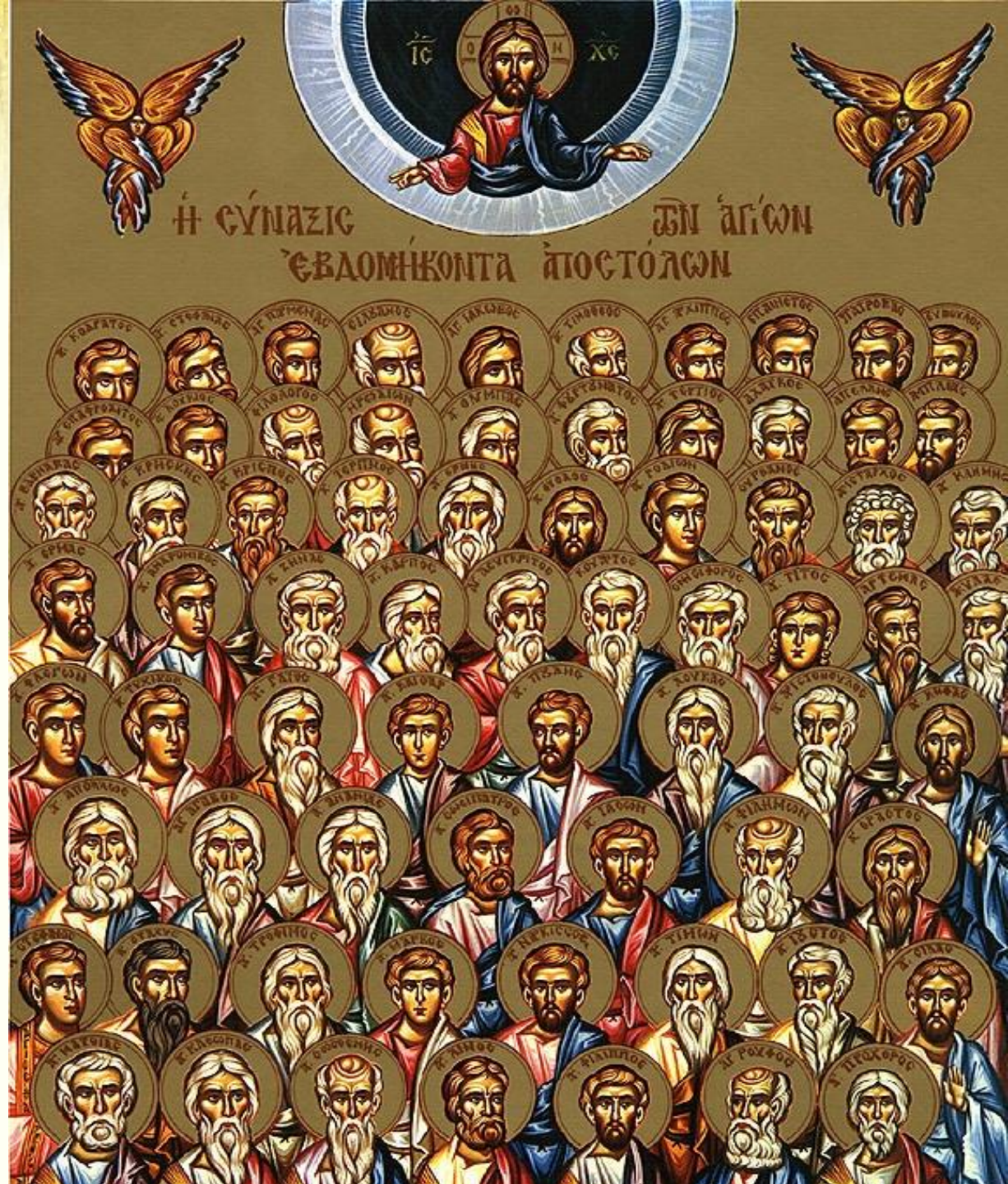


Why?

“That the end of our lives may be Christian, without pain, blameless and peaceful, and for a good account at the awesome judgment seat of Christ.”

***You have
now been
called as
one of
the 70
Disciples***

Luke 10:1





Q & A



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GO FORTH

A hand-drawn sign with the words "GO FORTH" in a thick, black, brush-stroke font is positioned in the middle of the frame. The sign is partially submerged in the ocean, with waves crashing against its base. The water is a deep blue-grey, and the sky above is a pale, hazy blue. The overall mood is one of resilience and forward movement.