

#### Igniting the Flame

## A Culture of True Orthodox Christian Stewardship and Generosity

(*Part 1*)

"For everyone to whom much is given, from him much will be required."

Luke 12:48

#### **Bill Marianes**

Bill@stewardshipcalling.com



Helping people and parishes discover and live their stewardship callings so that they may have a good account before the awesome judgment seat of Christ



Helping transform and improve Orthodox Church parishes, organizations, and ministries in order to strengthen the Body of Christ.

www.orthodoxministry.org/

#### TODAY, is the day we...



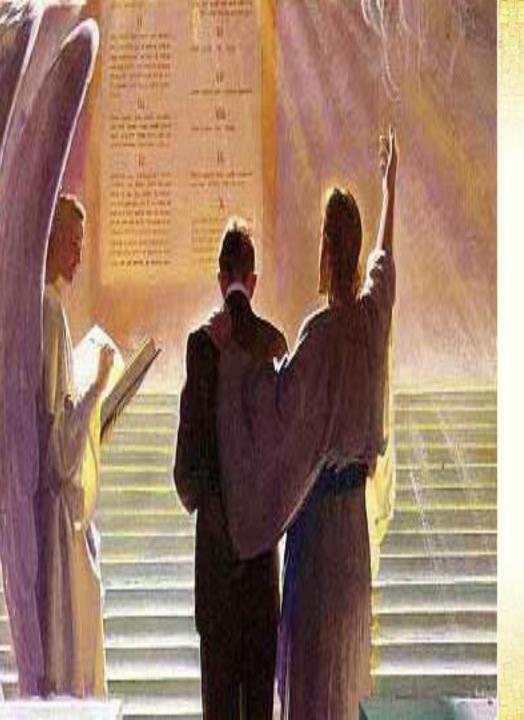


#### Because...



## WHY Are You Here?





"That the end of our lives may be Christian, without pain, blameless and peaceful, and for a **GOOD ACCOUNT BEFORE THE AWESOME** JUDGMENT SEAT **OF CHRIST"** 

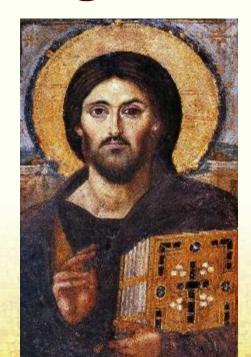
> 2 Corinthians 5:10 Orthodox Divine Liturgy



### Christ's Possible Question To You

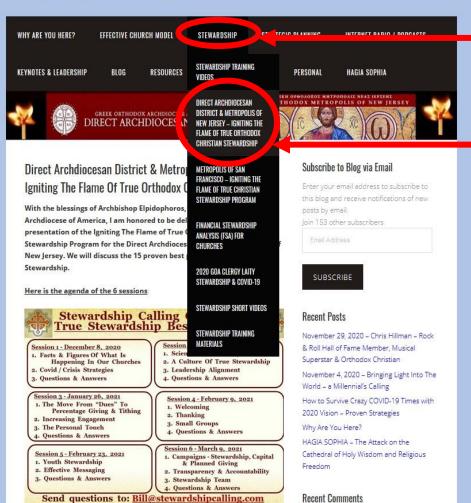


# "What did You do with MY Church under Your watch given all of the gifts I gave You?"



## You can download this presentation at: www.stewardshipcalling.com

Stewardship Calling
What are you doing with all of the gifts God has given you?



ardshinealling.com

**Under the Stewardship Tab** go to the Direct **Archdiocesan District & Metropolis of New Jersey** - Igniting the Flame of **True Orthodox Christian** Stewardship page at https://stewardshipcalling. com/direct-archdiocesedistrict-metropolis-of-new-<u>jersey-igniting-the-flame-</u> <u>of-true-orthodox-christian-</u> stewardship/

Send questions to: Bill@stewardshipcalling.com

## A journey ...

...of over 325,000+ míles over 13+ years

...presenting to over <u>500+</u> Parishes of all major Orthodox Christian jurisdictions (plus other faiths)

...completing a financial stewardship analysis for over 250+ Parishes

## Stewardship Calling Proven Strategic Planning Process

I have been blessed to use the Stewardship Calling process to complete Strategic Plans that now cover over 26% of U.S. Orthodox Christians

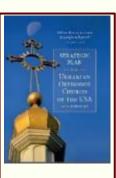


GOA
Metropolis of
San
Francisco
(7 Western
States)



(8 SE

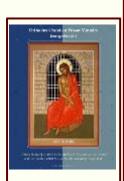
States)



Ukrainian
Orthodox
Church of
the USA
(entire
USA)



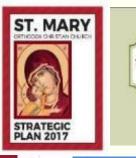
Metropolis of Chicago (6 MW States)



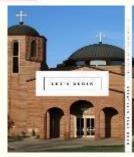
Orthodox Christian Prison Ministry OCPM

#### **Parishes**









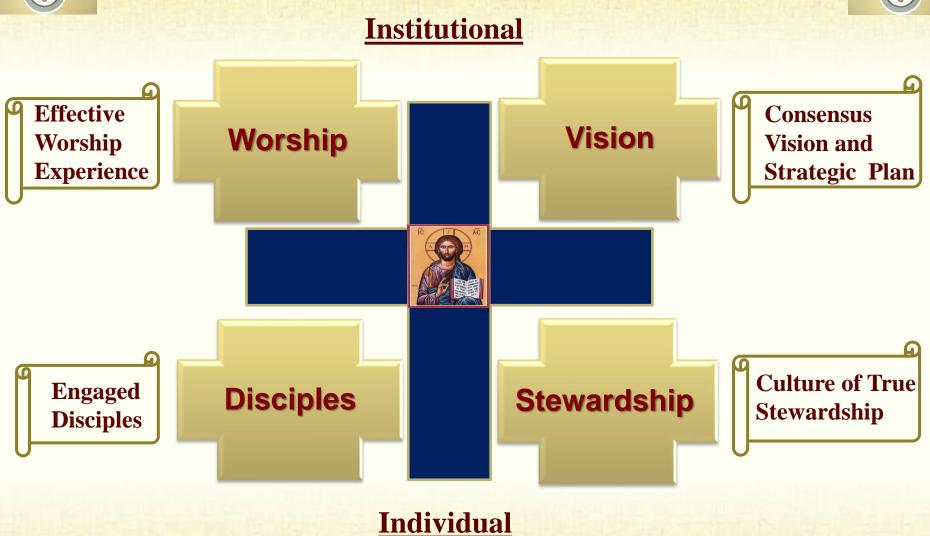
In Progress: 1. St. Mark/St. Mary & Philopater Coptic (Troy); 2. OCA Diocese of New England; 3. Christ the Savior OCA (Harrisburg); 4. St. Nicholas Antiochian (Grand Rapids); 5. OCA Diocese of Midwest; 6. St. Katherine (Naples) + several others just starting

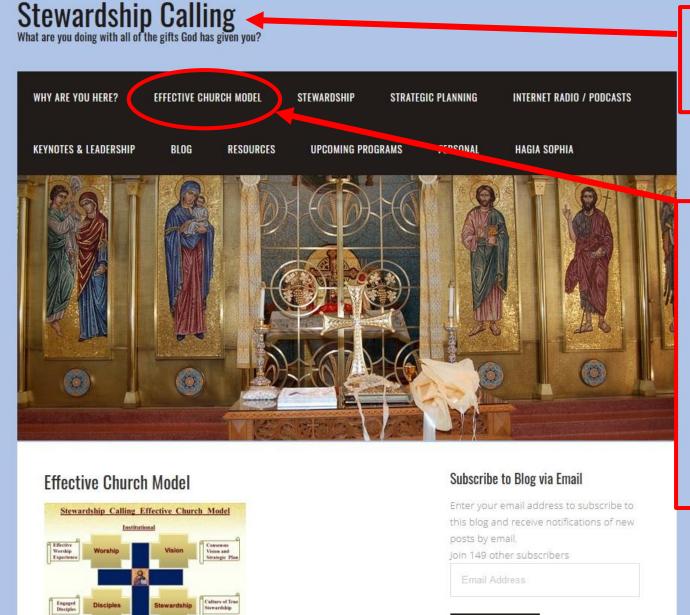
St John The Divine (Jacksonville FL); St Mary (Wichita, KS); St John The Baptist (Beaverton, OR); Annunciation (Atlanta, GA); St Nicholas (Ann Arbor, MI)



#### Stewardship Calling Effective Church Model



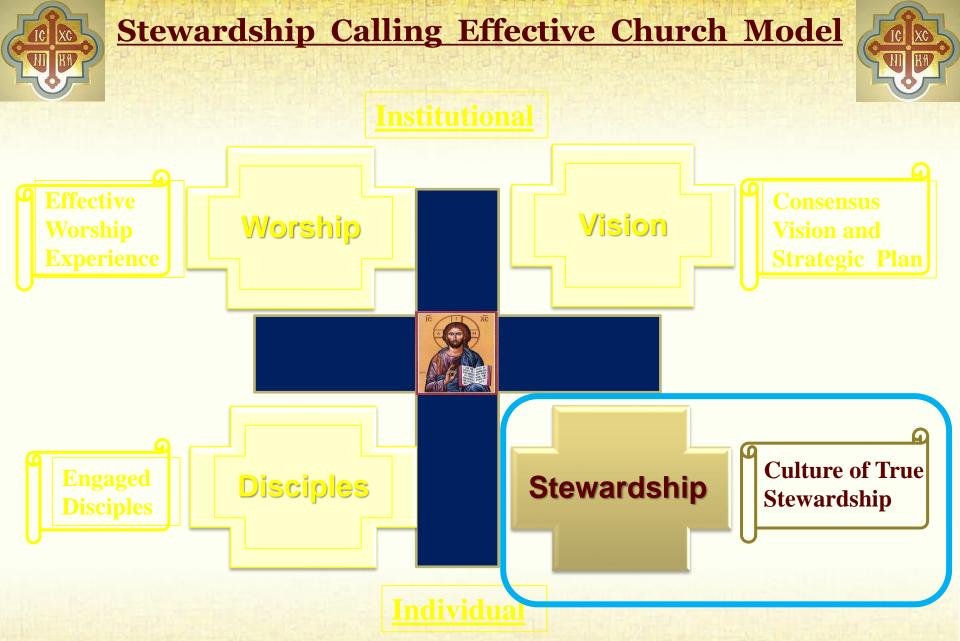




www.stewardship calling.com

Effective Church Model tab (with detailed presentations covering 3 of the 4 dimensions of an Effective Church)

Bill@stewardshipcalling.com





## Stewardship Calling 15 Culture of True Stewardship Practices



- 1. Stewardship & Generosity
- 2. Leadership Alignment
- 3. Tithing
- 4. Time First
- 5. It's personal
- 6. Engagement
- 7. Welcoming

- 8. Thanking
- 9. Youth
- 10. Messaging
- 11. Campaigns
- 12. Estate Giving
- 13. Transparency & Accountability
- 14. Small Groups
- 15. Team



## Stewardship Calling Culture of True Stewardship Best Practices



#### Session 1 - December 8, 2020

- 1. Facts & Figures Of What Is Happening In Our Churches
- 2. Covid / Crisis Strategies
- 3. Questions & Answers

#### <u>Session 2 - January 12, 2021</u>

- 1. Science Of Generosity Studies
- 2. A Culture Of True Stewardship
- 3. Leadership Alignment
- 4. Questions & Answers

#### **Session 3 - January 26, 2021**

- 1. The Move From "Dues" To Percentage Giving & Tithing
- 2. Increasing Engagement
- 3. The Personal Touch
- 4. Questions & Answers

#### Session 4 - February 9, 2021

- 1. Welcoming
- 2. Thanking
- 3. Small Groups
- 4. Questions & Answers

#### Session 5 - February 23, 2021

- 1. Youth Stewardship
- 2. Effective Messaging
- 3. Questions & Answers

#### Session 6 - March 9, 2021

- Campaigns Stewardship, Capital
   Planned Giving
- 2. Transparency & Accountability
- 3. Stewardship Team
- 4. Questions & Answers

Send questions to: Bill@stewardshipcalling.com

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## Key Message



## You will not have the most healthy and effective Parish until you:

## Create a culture of true stewardship and generosity





## Stewardship Calling Culture of True Stewardship Best Practices



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### We are living in exponential times...

... the speed of change is unimaginable and accelerating

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

Did You Know? is licensed by Karl Fisch, Scott McLeod, and XPLANE under a Creative Commons Attribution Non-Commercial Share-Alike license. You are free to copy, distribute, remix and transmit the presentation as long as you give proper attribution to the original creators and share the resulting work under the same license. You may not use Did You Know? for commercial purposes without permission from the creators. (Selected statistics have been updated, as much as reasonably possible, from available sources.)

## 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



Pokémon GO - 19 days



We are living in exponential times...

## 1 hour of video is uploaded to You Tube every second

## If Facebook's over 2.41 Billion active monthly users were a country...



...it would be the largest country in the world...

... larger than China and India, and 7.3 times bigger than the U.S.

~ 97% of American adults text.



~ Text messages have a 98% open rate versus only 20% for email.

~ 95% of all text messages are read in under 3 minutes.



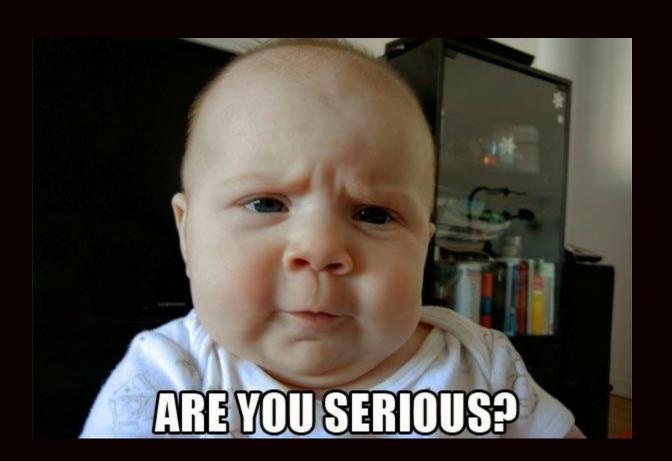
1 out of 8 couples married in the U.S. in 2005...

...met online

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

### We are living in exponential times...

So what does all this mean for your Parish and parishioners?





#### Jack Welch

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."



## "Leaders of a Church will either be risk takers, caretakers or undertakers."



Pastor Rick Warren

## What Is The Biggest Challenge Facing Your Parishes and Metropolis?

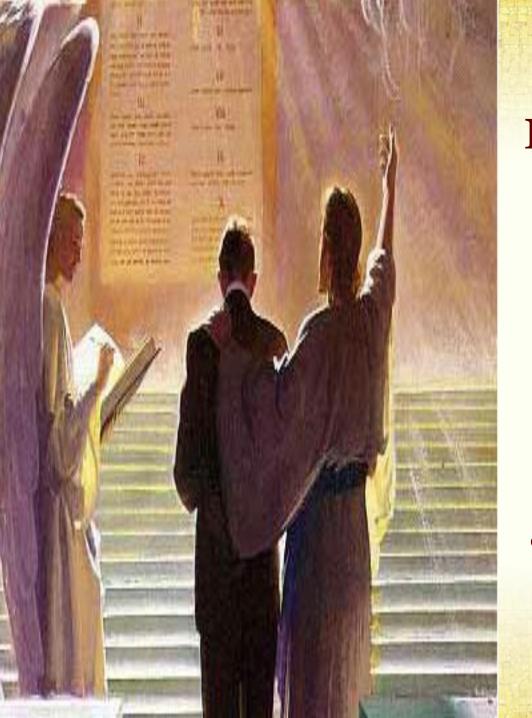
$$\Delta S = S_f - S_i = \int \frac{dq_{rev}}{T}$$

$$\Delta S = \frac{q_{rev}}{T}$$

Entropy

• Everything in the universe eventually moves from order to disorder (entropy measures that change)

• If you don't make positive changes you will get negative changes



How are we doing at preparing for ourselves:

GOOD ACCOUNT
BEFORE THE
AWESOME
JUDGMENT SEAT
OF CHRIST"

## How Are We Doing Spiritually?



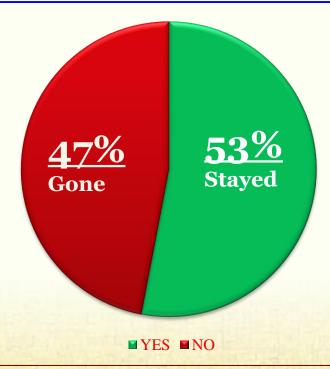


### We Lost Our Adults



~ 47% of adults who were raised in the Orthodox Church have left the Church<sup>1</sup>

Cradle Orthodox Adults Who Are Still in the Church



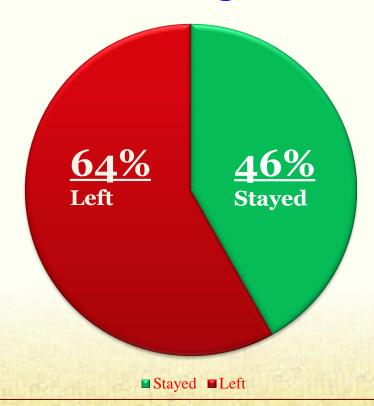


## We Can "Kiss Our Youth Goodbye"



~ 64% of Christian youth leave the church when they leave their family's homes<sup>1</sup>

**Youth Leaving the Church** 

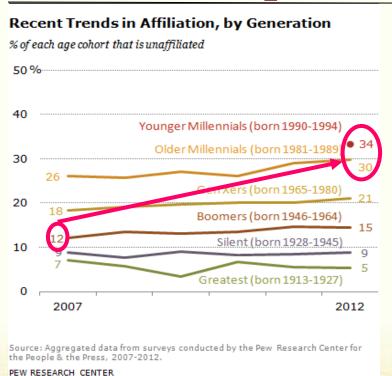




## We Can "Kiss Our Youth Goodbye"



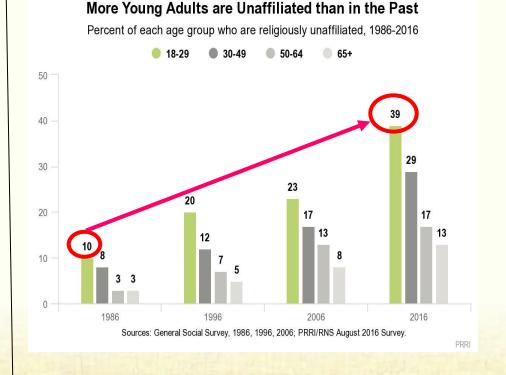
~ 34% to 39% of Millennials (aged 18-29) are "NONES" and now claim NO religion and have left (and repudiated) their childhood religion



Religion in the Millennial Generation (2010) and

<u>U.S. Religious Landscape Survey (2007)</u>, Pew Forum on Religion & Public Life of the Pew

Research Center.



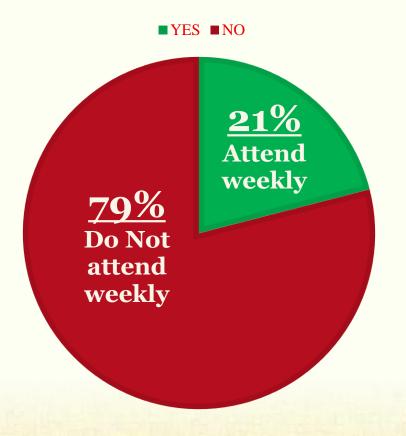
Public Religion Research Institute August 2016 Survey



## **Church Attendance Data**



#### ATTEND CHURCH WEEKLY



~ PRE-COVID, only

21% of all Greek
Orthodox adherents
attend church services
regularly on a weekly
basis.<sup>1</sup>

P.S. It averages:

22 % in Serbian parishes; 37% in Antiochian parishes; 40% in OCA parishes; and 48% in Carpatho Russian parishes

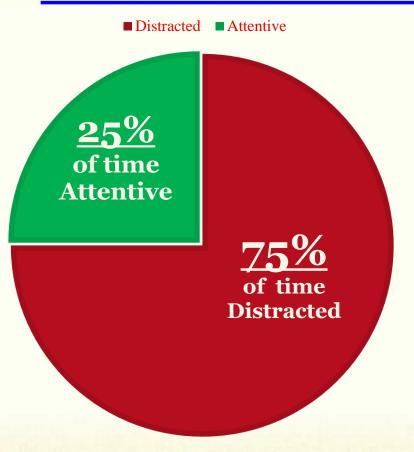
<sup>&</sup>lt;sup>1</sup> <u>Eight Facts about Church Attendance in US Orthodox Christian Churches (2010)</u> Assembly of Canonical Orthodox Bishops of North and Central America.



## Church Attentiveness Data



#### % OF TIME DISTRACTED



~ Our minds wander and we are distracted between 70% to 80% of the time during Orthodox church services (excluding the sermon/homily)1

<sup>&</sup>lt;sup>1</sup> Personal survey data acquired from interviews of hundreds of Orthodox Christians by Stewardship Calling



#### **Does Where You Live Matter?**



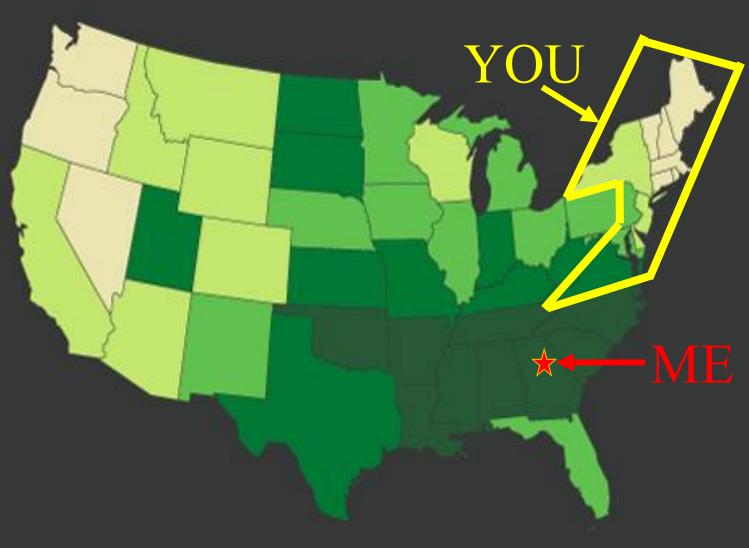
#### State of the States Importance of Religion

- Most Religious
- More Religious
- Average
- Less Religious
- Least Religious



#### <u>lighter = less religious</u>

GALLUP POLL



### How Are We Doing Financially?







# The PRE-COVID Giving Facts<sup>1</sup>



- ~ People are giving a lower % 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 their church
- ~ 17% of American families have reduced the amount that they give to their local church
- ~ 7% of church goers have dropped regular giving by 20% or more
- ~ Parish median proxy tithe analysis shows GOA stewards typically only give between 0.5% to 0.8% of their income to their churches (not 10%)<sup>2</sup>

<sup>&</sup>lt;sup>1</sup> Christian Stewardship Association; Barna Research Group; Empty Tomb; Giving USA Foundation, <a href="https://nonprofitssource.com/online-giving-statistics/church-giving/">https://nonprofitssource.com/online-giving-statistics/church-giving/</a>, Stewardship Calling Financial Stewardship Analysis of over 250 parishes

<sup>&</sup>lt;sup>2</sup> From Financial Stewardship Analysis of over 250 U.S. Orthodox Parishes conducted by Stewardship Calling ministry



# The PRE-COVID Giving Facts<sup>1</sup>



#### U.S. Orthodox Christians are in the:

(a) top quartile in annual income

(b) bottom quartile in giving to their churches in their annual stewardship

<sup>&</sup>lt;sup>1</sup> Pew Forum income data compared against Financial Stewardship Analysis of over 250 U.S. Orthodox Parishes conducted by Stewardship Calling ministry





#### Financial Stewardship Analysis for Churches



#### A Free Service Available to Your Parish to Learn:

- 1. what's really happening from a financial stewardship perspective
- 2. the 8 KPI (Key Performance Indicator) metrics you need to analyze every month/quarter/year
- 3. how you're doing compared to over 250 other Orthodox parishes and other Christian churches
- 4. your biggest financial stewardship challenges that need to be addressed
- 5. your multi-year trends

email: <u>Bill@stewardshipcalling.com</u> or check out: <u>https://stewardshipcalling.com/financial-stewardship-analysis-fsa-for-churches/</u> Stewardship Calling

What are you doing with all of the gifts God has given you?

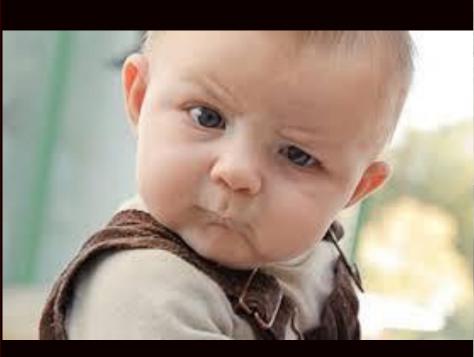
www.stewardship calling.com



**Stewardship Tab** and the Financial **Stewardship Analysis drop** down: https://stewardsh ipcalling.com/fina ncial-<u>stewardship-</u> analysis-fsa-forchurches/

If you are interested in a Financial Stewardship Analysis for your parish, please email: <a href="mailto:Bill@stewardshipcalling.com">Bill@stewardshipcalling.com</a>

## How Are We Doing Numerically?





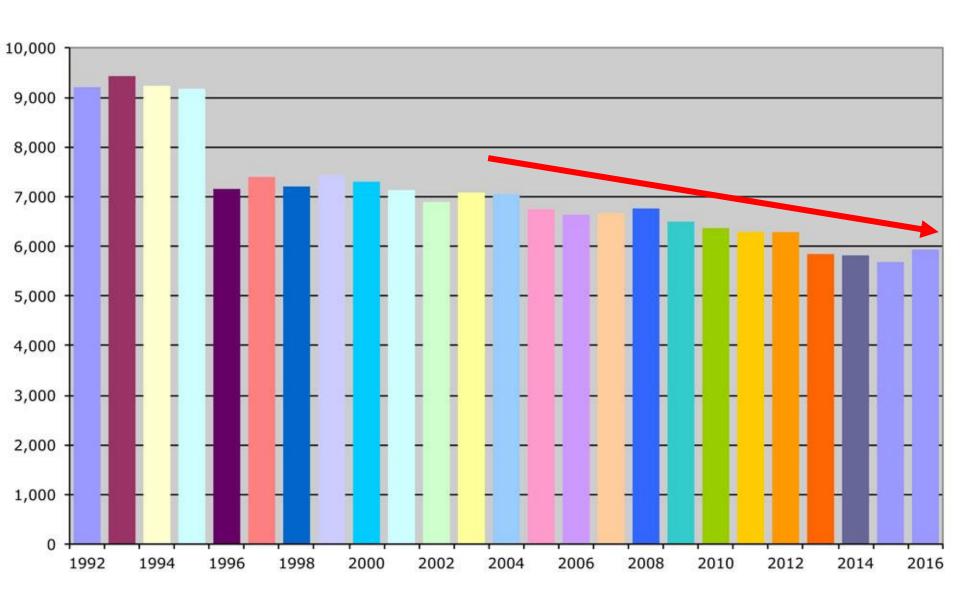




# GOA Baptisms Are Generally Declining

Baptisms 1992 - 2016

Greek Orthodox Archdiocese of America



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

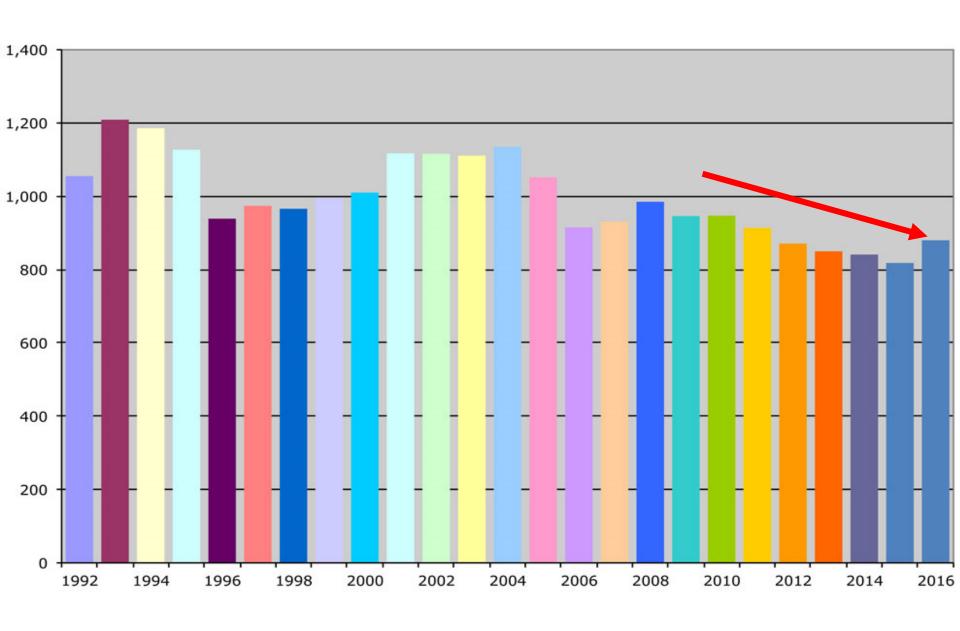




## GOA Chrismations Are Generally Declining

#### **Chrismations 1992 - 2016**

Greek Orthodox Archdiocese of America



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

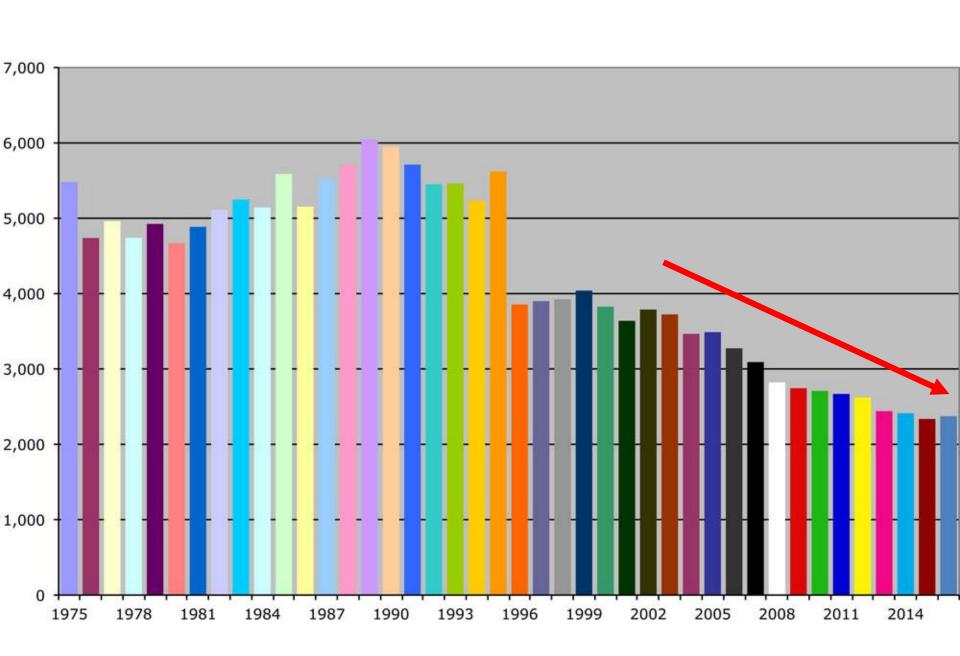




# GOA Weddings Are Generally Declining

#### Weddings 1975 - 2016

Greek Orthodox Archdiocese of America



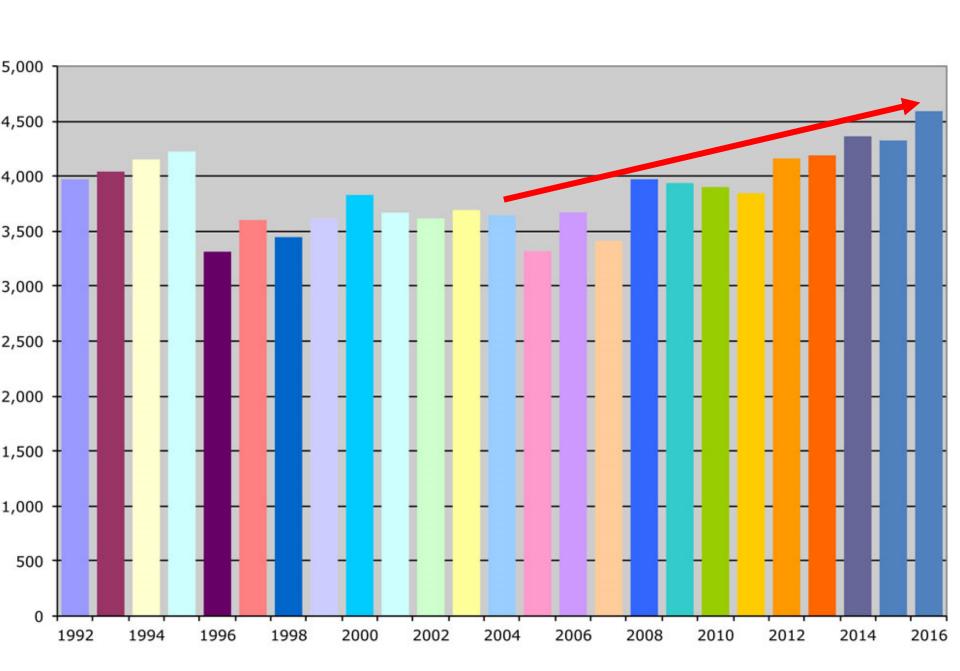




# And Finally, Something That is Generally Growing...

Funerals 1992 - 2016

Greek Orthodox Archdiocese of America





#### The PRE-COVID Bottom Line



#### **DECLINING:**

- ~ Church membership
- ~ Church sacraments
- ~ Church contributions
- ~ Church member spirituality
- ~ Church relevance in daily lives
- ~ Church stewardship
- ~ Church attentiveness during services

#### **GROWING:**

- ~ Church disengagement by youth
- ~ Church member deaths
- ~ Church dependence on Festivals, raffles and fund raisers



The Stewardship Calling Model of the 4 Kinds of Orthodox Christians in America



# The Orthodox Church Makeup Has Changed Dramatically Over The Last 15 Years





# Passion for the Faith

Intentional Cradle Orthodox Intentional Orthodox Convert

Incidental Cradle Orthodox Incidental Orthodox Convert

#### Accident of Birth

Born Orthodox





Passion for the Faith

Every
Cradle
Orthodox

**Enters** here

Intentional Cradle Orthodox Intentional Orthodox Convert

Incidental Cradle Orthodox Incidental Orthodox Convert

Accident of Birth

Born Orthodox





Few Cradle
Orthodox
move here
Passion
for the

Faith

Intentional Cradle Orthodox

Intentional Orthodox Convert

Incidental Cradle Orthodox

Incidental Orthodox Convert

#### Accident of Birth

Born Orthodox





Passion for the Faith

Intentional Cradle Orthodox

Intentional Orthodox Convert

Incidental Cradle Orthodox Incidental Orthodox Convert Nominal | Convert | Orthodox | enter here

Accident of Birth

Born Orthodox





Passion for the Faith

Intentional Cradle Orthodox

Intentional Orthodox Convert

Convert Orthodox Seekers end up

True

here

Incidental Cradle Orthodox

Incidental Orthodox Convert

Accident of Birth

Born Orthodox





We now need different operational strategies to address the differing needs of each of the 4 categories of Orthodox Christians in our Parishes

Passion for the Faith Intentional Cradle Orthodox Intentional Orthodox Convert

Incidental Cradle Orthodox

Incidental Orthodox Convert

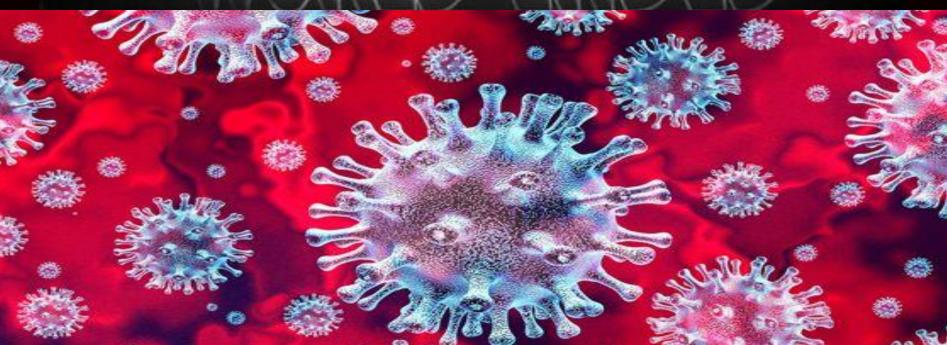
#### Accident of Birth

Born Orthodox

JAMES H. NICHOLSON and SAMUEL Z. ARKOFF
present

# DAY THE

# WORLD ENDED





### Pandemic Empirical Data 12



- ~ By early March 2020¹, (before church closures) 59% of Christians who typically attended church at least monthly said they were going less often in person because of the virus, and 40% shifted to virtual attendance
- ~ By August, 2020<sup>2</sup>, 91% of Americans who watched services online were either "very" (54%) or "somewhat" (37%) satisfied with the experience

<sup>&</sup>lt;sup>1</sup> "Most Americans Say Coronavirus Outbreak Has Impacted Their Lives" – Pew Research Center <u>March 30</u>, 2020 https://www.pewsocialtrends.org/2020/03/30/most-americans-say-coronavirus-outbreak-has-impacted-their-lives/

<sup>&</sup>lt;sup>2</sup> Will the coronavirus permanently convert in-person worshippers to online streamers? They don't think so. - Pew Research Center **August 27**, **2020** <a href="https://www.pewresearch.org/fact-tank/2020/08/17/will-the-coronavirus-permanently-convert-in-person-worshippers-to-online-streamers-they-dont-think-so/">https://www.pewresearch.org/fact-tank/2020/08/17/will-the-coronavirus-permanently-convert-in-person-worshippers-to-online-streamers-they-dont-think-so/</a>



#### Pandemic Empirical Data<sup>2</sup>





~ 92 % who went to church at least once or twice a month said they will attend physical services at least as often as before once the pandemic is "fully behind them"

~ Do you believe that will be the experience of your parish?

Will the coronavirus permanently convert in-person worshippers to online streamers? They don't think so. - Pew Research Center <u>August 27, 2020 https://www.pewresearch.org/fact-tank/2020/08/17/will-the-coronavirus-permanently-convert-in-person-worshippers-to-online-streamers-they-dont-think-so/</u>



#### Pandemic Empirical Data<sup>3</sup>



- ~ 60% of respondents indicated that a <u>reduction in</u> <u>giving income</u> is one of the top challenges facing their church
- ~ 74% of responding churches are <u>holding some</u> combination of online services and in-person, socially distanced gatherings
- ~ 57% of respondents report that as services continue, churches are exploring options for COVID-19 contact tracing and communications and said this was a big challenge facing their church



# Pandemic Empirical Data<sup>3</sup>



~ <u>Social media</u> is also now a widely accepted and utilized engagement resource for all churches

~ 80% of respondents highlighted <u>Facebook</u> or other social media channels as a <u>significant</u> way to build engagement with members

### Pandemic Empirical Data 4



- ~ 54% of Christians who watched virtual services during COVID never did so before
- ~ 40% of Christian virtual worshipers watched the church they attended most often
- ~ 59% of Christian virtual worshippers watched services at <u>other</u> churches (29% watched only other churches services and 30% watched both other churches and their own)
- ~ Among religious attenders, during COVID-19: 18% contributed less money; 17% donated \$0 54% gave about the same; 8% gave more



#### Pandemic Empirical Data 4



- ~ 19% say they will <u>watch virtual services more</u> <u>often</u> after the pandemic than before it
- ~ 66% said they have <u>NOT watched any services</u> online in the last month
- ~ 85% of those who attended religious services only a few times a year, expected <u>no change</u> to their religious attendance or viewing habits after the pandemic has passed

<sup>4</sup>PEW Research Center: "Attending And Watching Religious Services In The Age Of The Coronavirus" –8-7-2020

https://www.pewforum.org/2020/08/07/attending-and-watching-religious-services-in-the-age-of-the-coronavirus/



#### Pandemic Empirical Data Bottom Line



Do not take your faithful for granted. Consider treating ALL parishioners as if they were new to your parish.

- 1. Welcome back
- 2. Reach out
- 3. Invite
- 4. Thank
- 5. Engage

("WRITE" a new chapter for your parish)

1. Crises out of our control WILL ALWAYS happen!
A comprehensive, written <u>Crisis Preparedness</u>
<u>Plan</u> is critical.



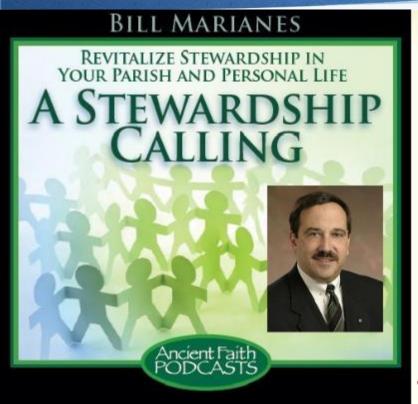
- 2. A church without an established culture of true stewardship and generosity will suffer more significantly
- 3. A tithing parish does not suffer (or not as much)
- 4. When a typical GOA parish is impacted or closed, it should budget <u>losing between</u>
  <u>40% 50%</u> of its income (assuming no material Stewardship income impact!)

[≈ 28% loss of Non-Orthodox income (e.g., festivals/ rentals) + ≈ 20% loss of parishioner nickel and diming (e.g., candles, trays, fundraisers, misc. donations)]

- 5. Having an easy online giving platform is essential
- 6. Having a high percentage of stewards giving online substantially increases your yield and reduces your losses from any disruption (e.g., 49% of all church giving is made with a credit/debit card; and 60% of parishioners are willing to give to their church digitally)
- 7. You must continue to offer as many online church services, ministry events, social activities, small groups, etc. as possible. So, you need the infrastructure, accounts and systems in place and tested well in advance.

- 8. Staying in touch with your parishioners, and their needs is more critical than ever (CALL don't just email or text)
- 9. The more your ministries can function during the crises, the more engaged your faithful remain, the more your church fulfills its mission, and the more the generosity will be reinforced and inspire even greater generosity
- 10. You must always have a financial reserve and cushion for just such emergencies (the "10-10-80 Rule" applies to parishes also)

**Ancient Faith Ministries** 



### COVID-19 BEST PRACTICES FOR PARISHES

When the COVID-19 pandemic is just the story that we tell, what will be the story you tell?

"Spread The Word, not the virus."

https://www.ancientfa
ith.com/podcasts/stew
ardshipcalling/spread
the word not the v
irus



**April 1, 2020** 



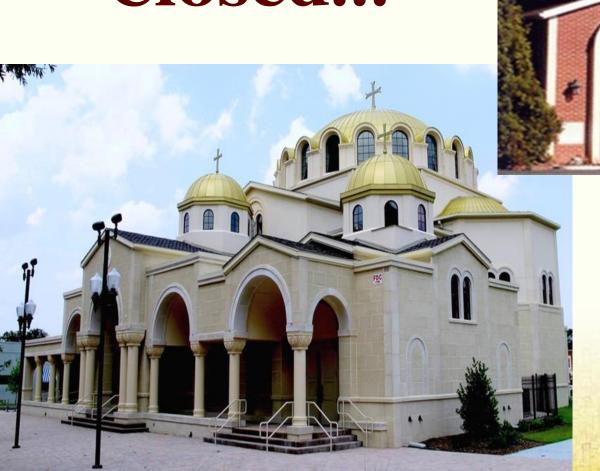
#### Post Pandemic Response





Mrs Poulos got a little too used to watching online worship from home.

# The Building Might Be Closed...



But the Church is open!

#### Tough Love from St. Paisios

"The spirit of luke-warmness reigns... We've been spoiled for good. How does God still tolerate us?

Today's generation is the generation of indifference. There are no warriors. The majority are fit for parades and feasts only.... Even people who've got something inside have begun to grow cool saying, 'Can I really do anything to change the situation?'

We have to witness our Faith with boldness, because if we continue to remain silent, we'll have to answer in the end. In these difficult days, each must do what is in their own power. Leave what's out of their power to God. In this way, our conscience will be clear."



# Stewardship Calling Culture of True Stewardship Best Practices



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#### **Session 3 - January 26, 2021**

- 1. The Move From "Dues" To Percentage Giving & Tithing
- 2. Increasing Engagement
- 3. The Personal Touch
- 4. Questions & Answers

#### Session 4 - February 9, 2021

- 1. Welcoming
- 2. Thanking
- 3. Small Groups
- 4. Questions & Answers

#### <u>Session 5 - February 23, 2021</u>

- 1. Youth Stewardship
- 2. Effective Messaging
- 3. Questions & Answers

#### Session 6 - March 9, 2021

- 1. Campaigns Stewardship, Capital & Planned Giving
- 2. Transparency & Accountability
- 3. Stewardship Team
- 4. Questions & Answers

Send questions to: <u>Bill@stewardshipcalling.com</u>

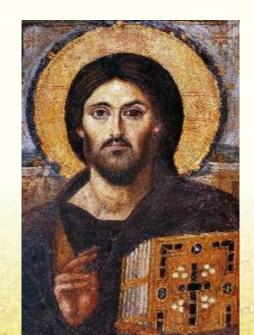
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#### Christ's Possible Question To You



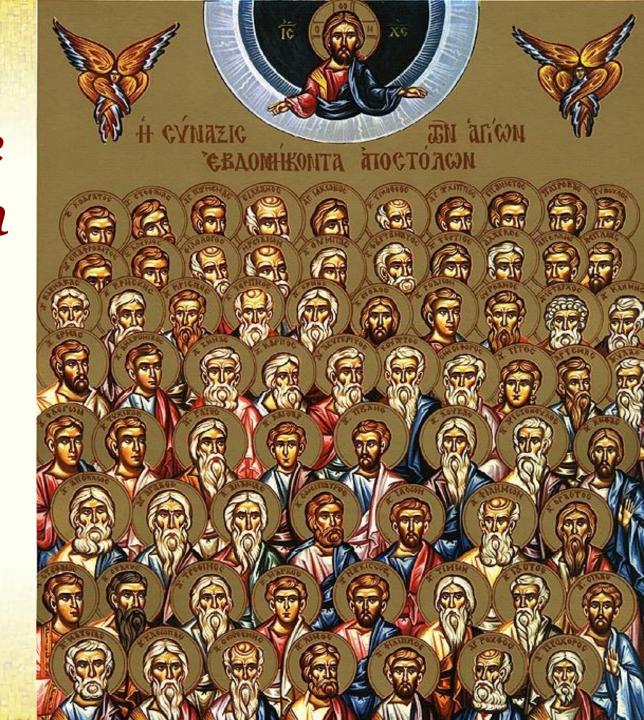
# "What did <u>YOU</u> do with <u>MY</u> Church under <u>YOUR</u> watch given all of the gifts <u>I</u> gave <u>YOU</u>?"





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

Luke 10:1





#### Igniting the Flame

## A Culture of True Orthodox Christian Stewardship and Generosity

"For everyone to whom much is given, from him much will be required."

Luke 12:48

#### **Bill Marianes**

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Helping people and parishes discover and live their stewardship callings so that they may have a good account before the awesome judgment seat of Christ



Helping transform and improve Orthodox Church parishes, organizations, and ministries in order to strengthen the Body of Christ.

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