

# *Igniting The Flame*



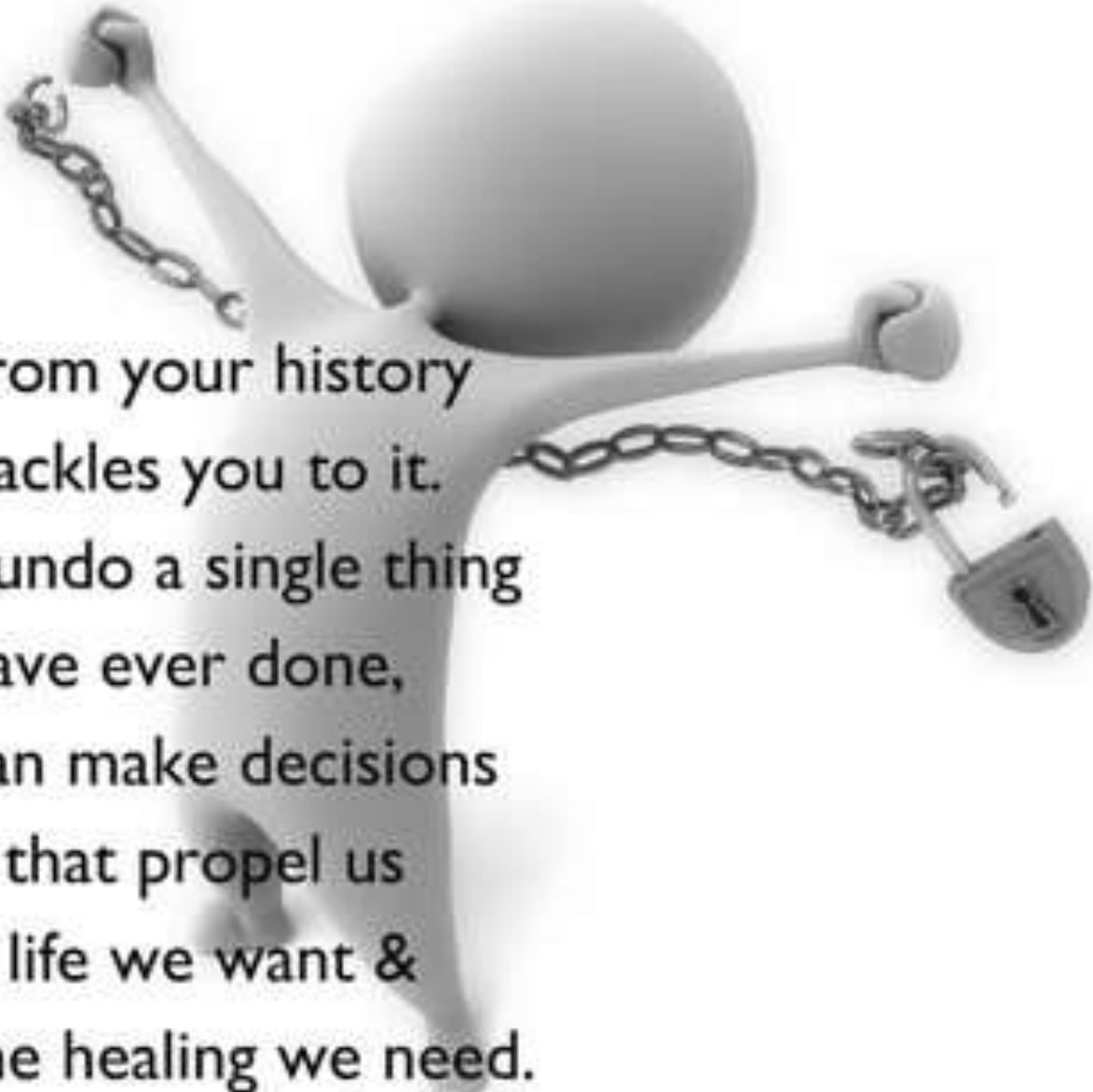
**Dr. Bill Marianes**

[www.stewardshipcalling.com](http://www.stewardshipcalling.com)

[Bill@stewardshipcalling.com](mailto:Bill@stewardshipcalling.com)



# TODAY IS A NEW DAY.



Hiding from your history  
only shackles you to it.  
We can't undo a single thing  
we have ever done,  
but we can make decisions  
today that propel us  
to the life we want &  
towards the healing we need.

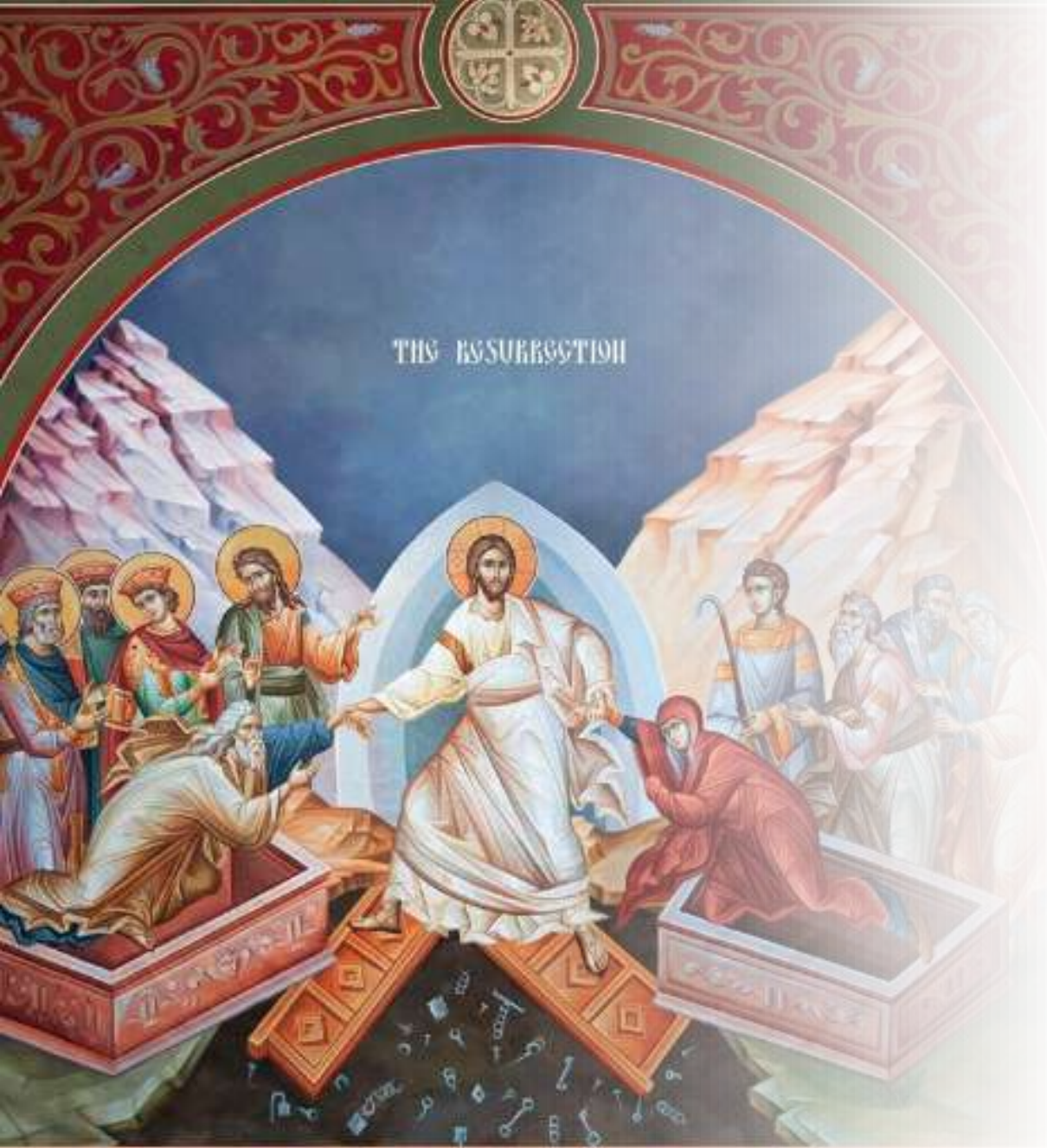
-Steve Maraboli

# Here's My Offer

1. I will introduce myself
  2. I'll ask you 7 big questions
  3. You decide if you want to stay and change your life and parish...
- ...or leave and keep doing what you've always done and keep getting what you've always gotten







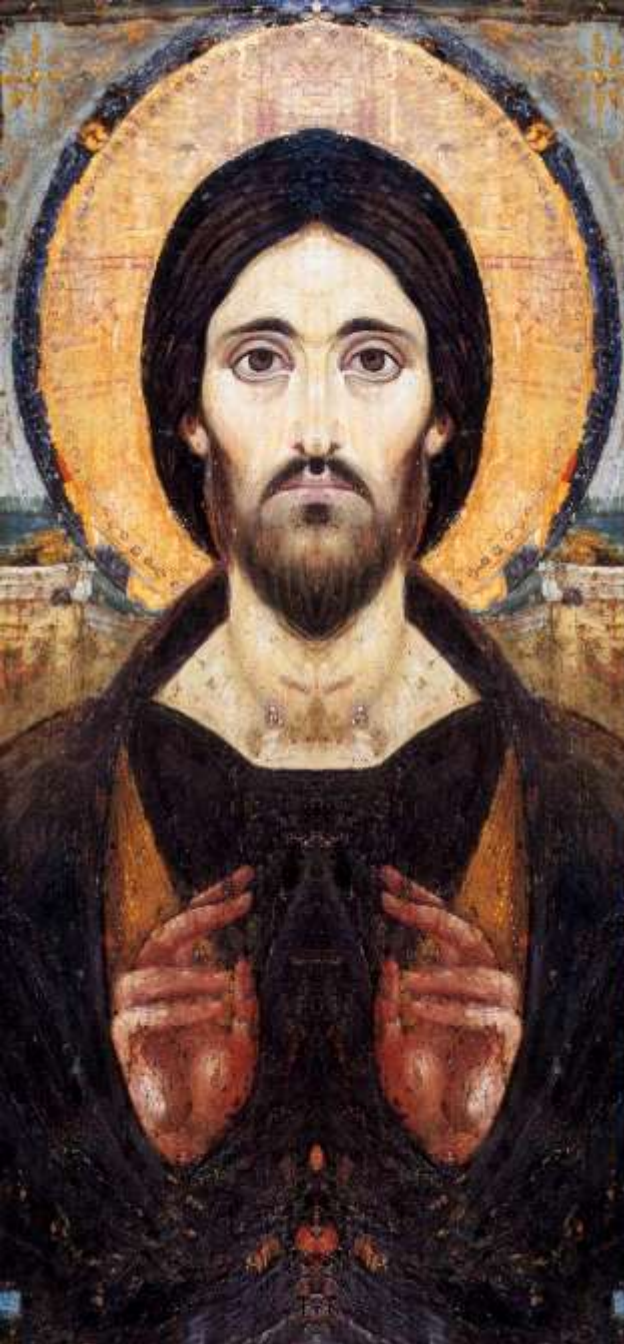
**Is Jesus  
Christ who  
He says  
He is?**

---



“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.”

II Corinthians 5:10  
Divine Liturgy



**What will  
your  
answer be  
if Christ  
asks you the  
following  
difficult  
question?**

## Big Question #2



**What did you do,  
for My church and My people,  
under your watch,  
given all of the gifts I gave you?**

## Big Question #3

**WHAT WOULD  
YOU DO IF  
YOU WEREN'T  
AFRAID?**



**“Christianity, if  
false, is of no  
importance,**

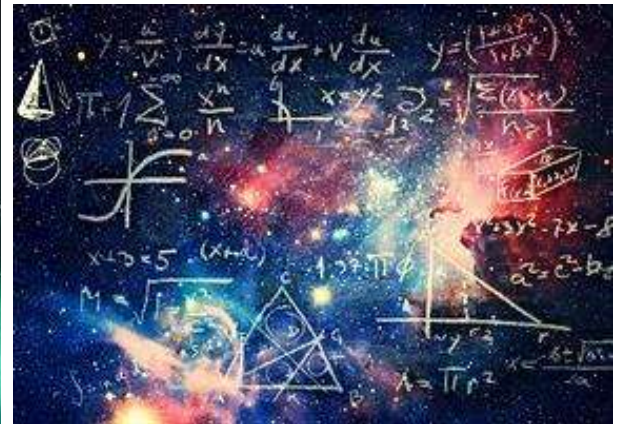
**and if true, of  
infinite  
importance.**

**The only thing  
it cannot be is  
moderately  
important.”**



**C.S. Lewis**

# Big Question #4



Are you living too

---

small



**Darkness  
is not a  
thing.**



**It's merely  
the absence  
of light**

**You can be  
a Human  
Light Bulb**





*You are the light  
of the world.  
A city set on a hill  
cannot be hidden.*

Matthew 5:14

***“Let your light so shine before men,  
that they may see your good works  
and glorify your Father in heaven.”***



"People with passion can change the world for the better." Steve Jobs

**"There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living." — Nelson Mandela**

## Big Question #5



**Are you  
willing to be  
a better  
Disciple of  
Jesus Christ  
and Human  
Light Bulb  
“light of the  
world?”**

Big Question #6

Why Are You Here?



What are you called to  
do with your life?

## Big Question #7

Are you willing to  
undergo a Μετάνοια



“a transformative change of heart”

# Who's trying to help you?



# 44+ Years As A Lawyer To Atone For

**troutman  
pepper locke**

1,600 lawyers in 33 global offices



**McGuireWoods**

1,100 lawyers in 23 global offices

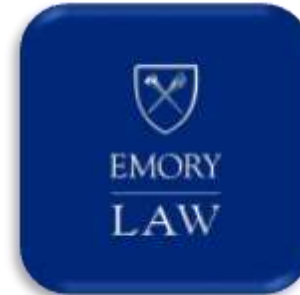
## 11+ Years of Academic Education



**B.A.  
Psychology**

**Northwestern  
Kellogg**  
School of Management

**Graduate  
Leadership  
Certificate**



**Juris  
Doctorate**



**Masters in  
Business  
Administration**



**Doctorate in  
Strategic  
Leadership**

# A journey ...



STEWARDSHIP  
CALLING

... **465,000+** airlines miles (and many hundreds of thousands of “ZOOM miles”)

...worked with **1,000+** U.S. Orthodox Parishes, Dioceses, National Churches, Seminaries, etc.





**I've completed  
Strategic Plans  
covering  
over 26% of  
U.S. Orthodox  
Christians.**



**STEWARDSHIP  
CALLING**

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

Preface and Chapters 1-2:  
Setting the stage and relevant facts, figures and data

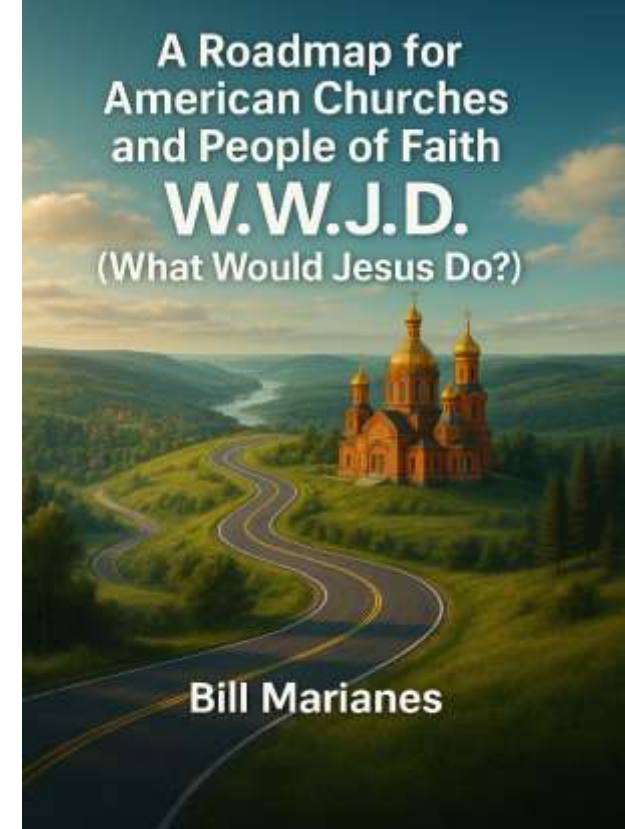
Chapters 3-5 & 8:  
Leadership Best Practices

Chapter 7:  
Strategic Planning

Chapters 9-11:  
Stewardship & Engagement Best Practices

Chapters 12 & 14:  
Spiritual Formation, Religious Education Best Practices, and Seminary Strategic Foresight

Chapters 15-18:  
Oneness in Christ, Orthodox Unity in America, Orthodox / Roman Catholic Unity, Conclusion



<https://churchroadmap.com/>



# New For 2026



Every Wednesday at 7 p.m.

Leadership week 1

Stewardship week 2

Spiritual Formation week 3

Christian Unity week 4

Strategic Planning 5<sup>th</sup> Wednesdays



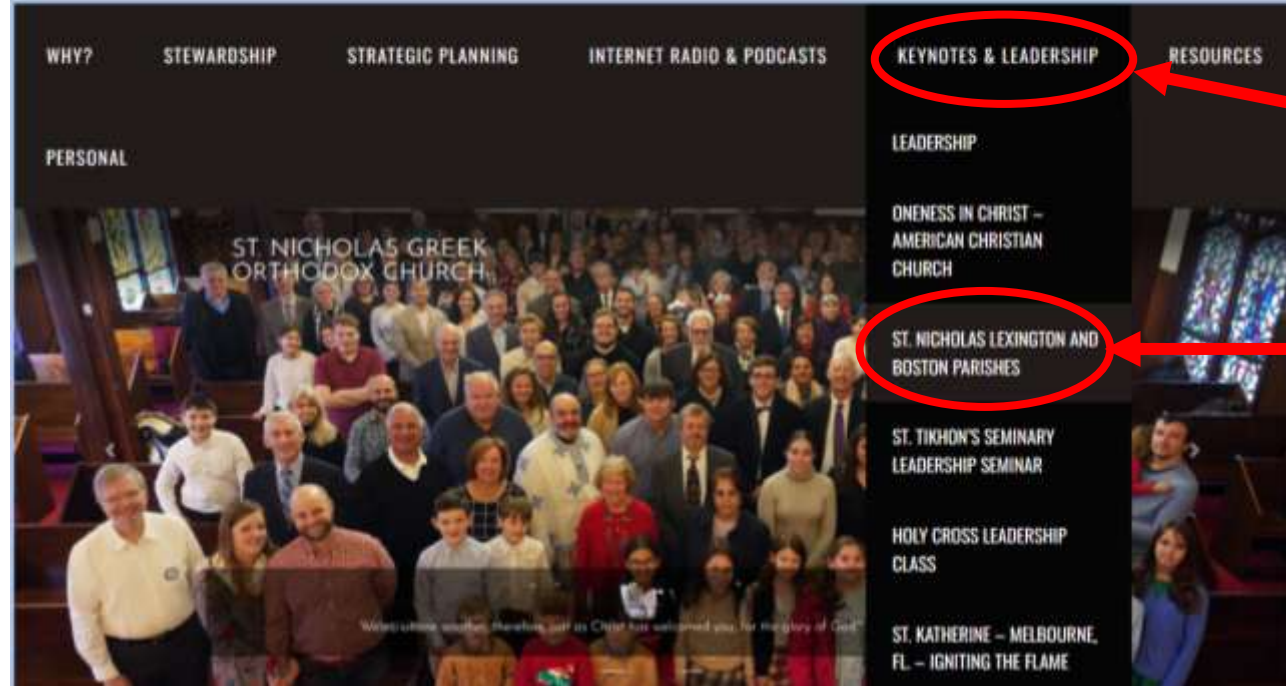
Nov. 7<sup>th</sup> - Washington, DC.  
Creating a Roadmap for  
Christian Unity

Check out [www.churchroadmap.com](http://www.churchroadmap.com)

# Stewardship Calling

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

[www.stewardshipcalling.com](http://www.stewardshipcalling.com)



Keynotes & Leadership Tab

St. Nicholas & Boston Page

This entire PowerPoint deck with all the appendices can be downloaded here: <https://stewardshipcalling.com/lexington-and-boston-parishes/>





GO into all  
the world

# How Fast Is Our World Changing?



**Exponentially!**

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



Instagram Threads - 24 hours



If 22 year-old Facebook were a country with its 3.07 Billion active monthly users. . . .



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

. . . MORE THAN TWICE the size of China and India, and 8.9 times bigger than the U.S.



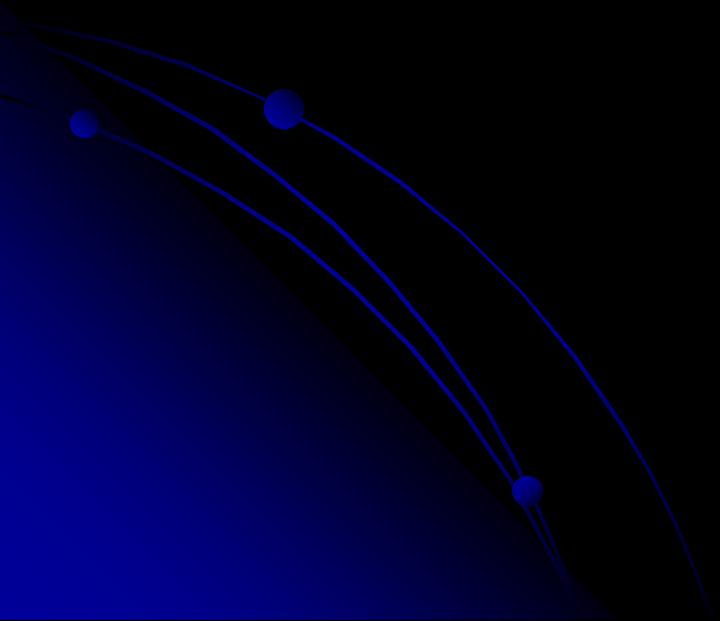
~ Texting became useful about  
25 years ago

~ **97%** of American adults text

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

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

We are living in exponential times...

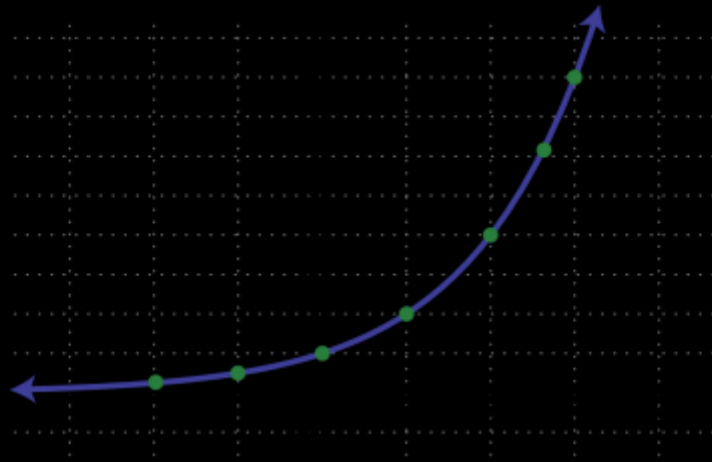


~ 13% of couples married  
in the U.S. in 2005 . . .  
. . .met online

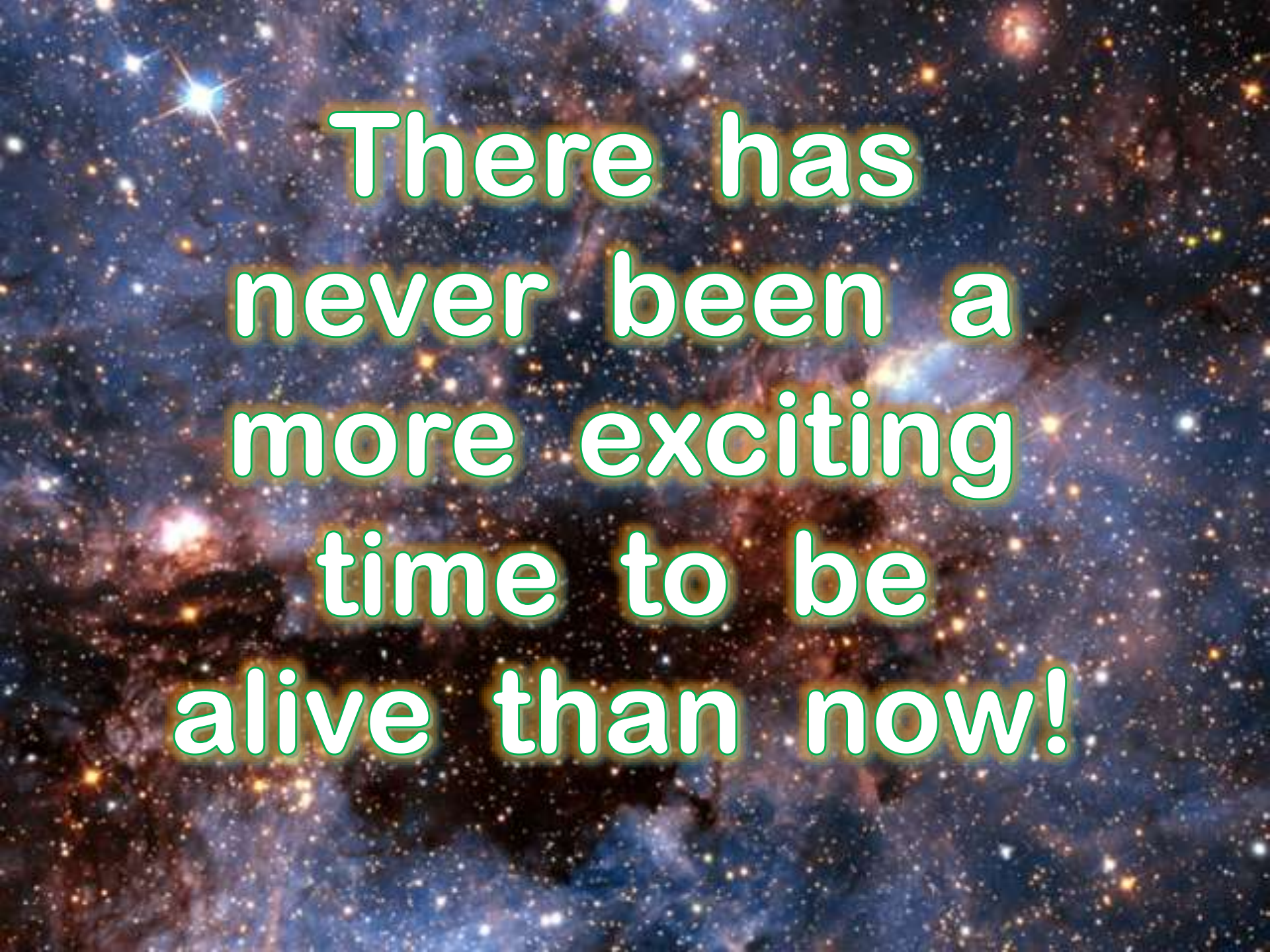


~ By 2021, approximately  
55% of couples in the U.S.  
met online

We are living in exponential times...



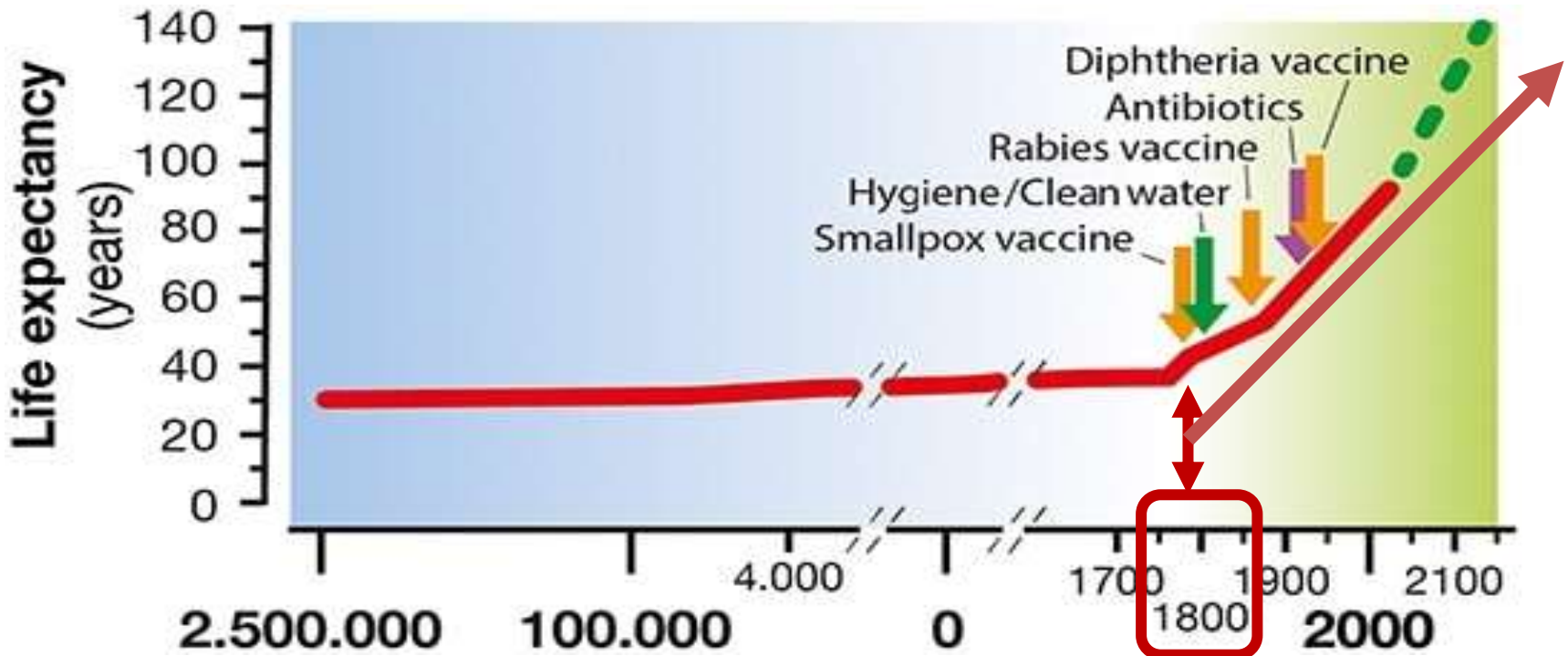
So, what does this mean  
for you and your Parish?



There has  
never been a  
more exciting  
time to be  
alive than now!

# In 5-7 Years, We're Projected to Achieve Longevity Escape Velocity

AI extends your remaining life expectancy by another year for each year you live.



# Your Main Objective



“Don’t die from something stupid” in  
the next 5-10 years until we reach  
Longevity Escape Velocity

**“In the next 10 years, we will experience as many changes as humanity has seen during the past century.”**



**Ray Kurzweil**  
Futurist at Google, Co-  
Founder of Singularity  
University



# 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.”



**IN GOD  
WE TRUST  
ALL OTHERS  
MUST BRING  
DATA**

Setting  
the Stage  
With The  
Facts

# THE ORTHODOX PARISH

A Living House of Faith

## MOB Parish FREE Strategic Offering



Vision & Planning



Leadership & Teams



Stewardship & Generosity



Parishioner Engagement

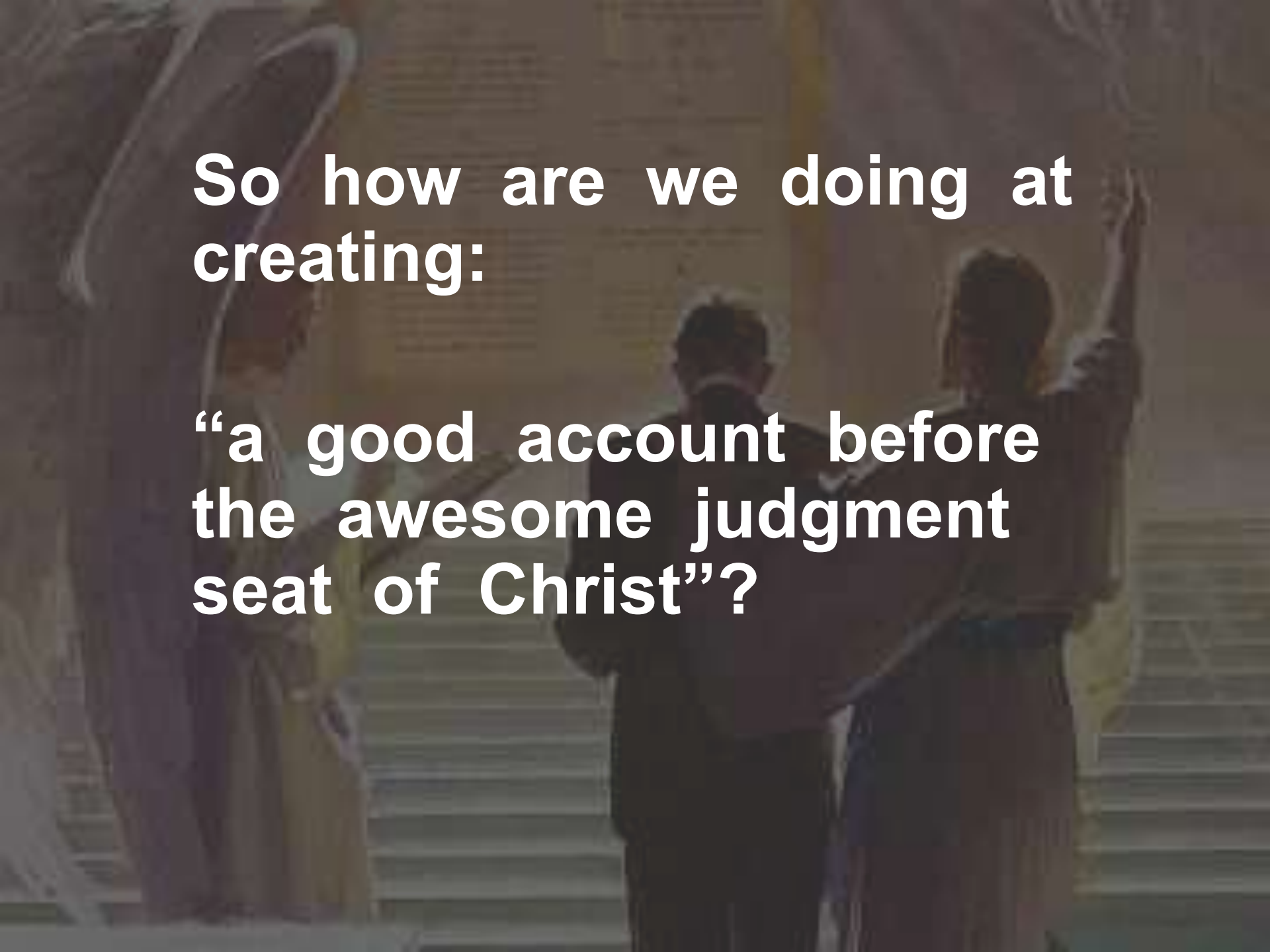


Ministry



Operational Effectiveness

Personal Faith Formation



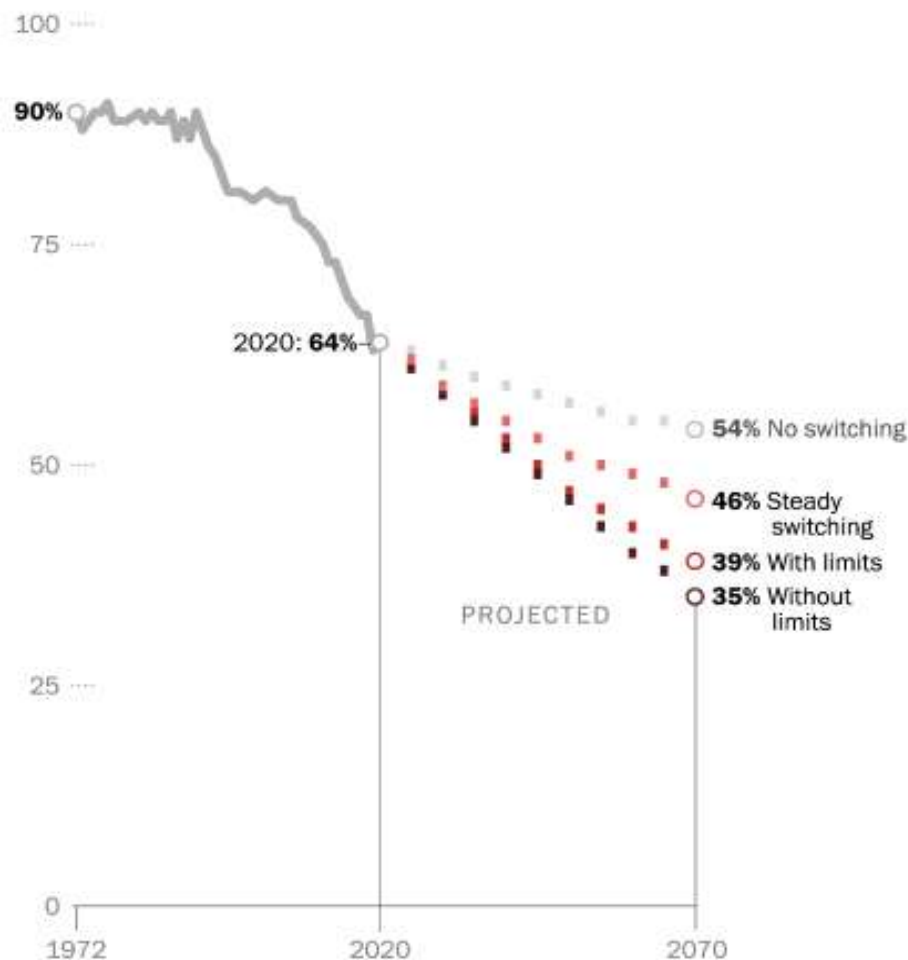
**So how are we doing at  
creating:**

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

# By 2065, 52% of the US population will be “NONES” and 35% will identify as Christians

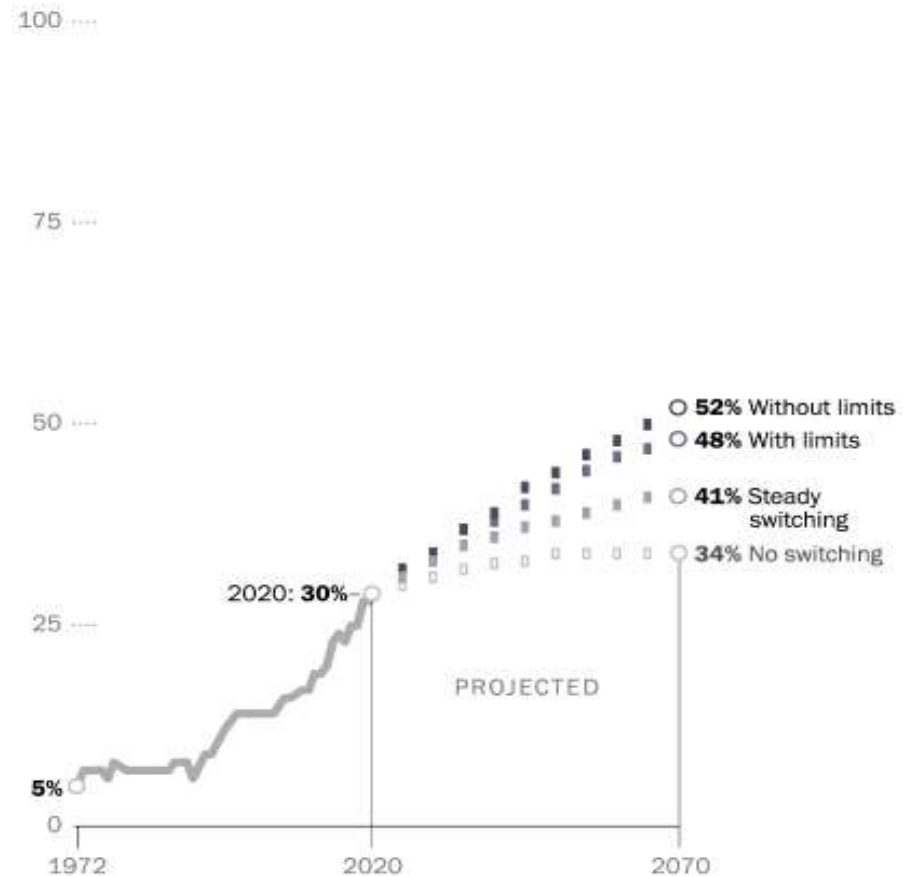
## U.S. Christians projected to fall below 50% of population

*% of Americans who are Christian*



## U.S. 'nones' will approach majority by 2070 if recent sv

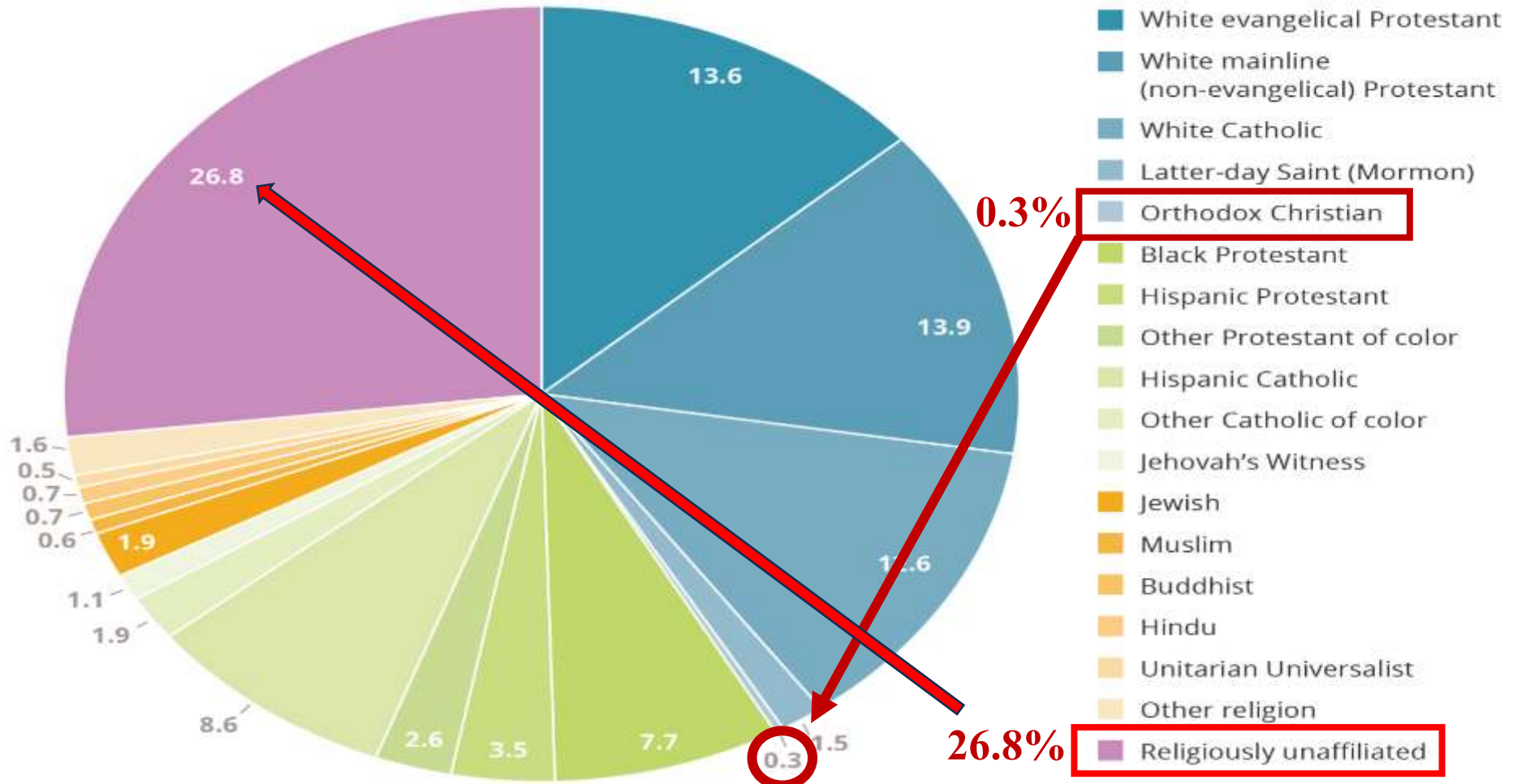
*% of Americans who are religiously unaffiliated*



# Orthodoxy – A Rounding Error In The American Christian Landscape

FIGURE 1. The American Religious Landscape in 2022

Percent who identify as:

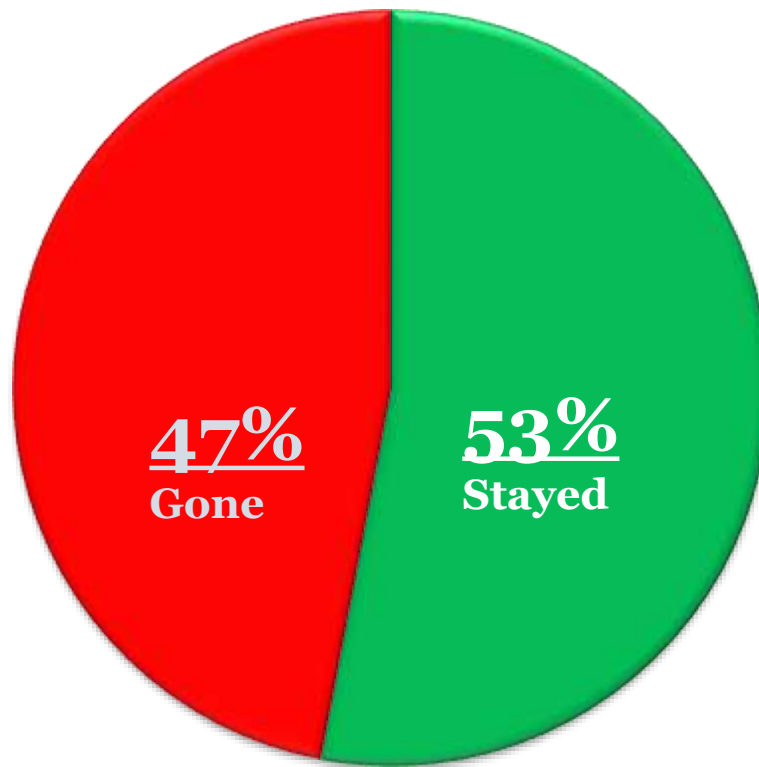


Source: PRRI 2022 American Values Atlas.

0.5% 100 years ago

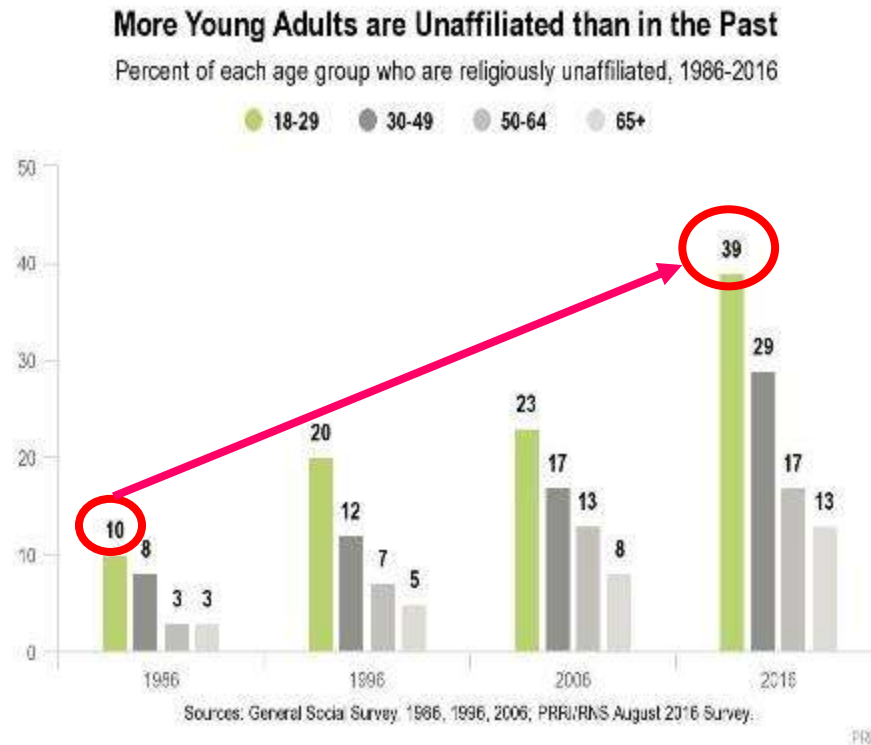
26.8%

# 47% of cradle Orthodox adults have left the Church



■ YES ■ NO

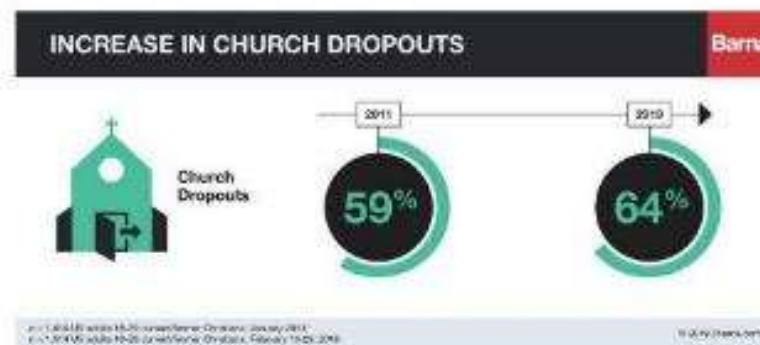
# 39% of Millennials (1981-1996) are “NONES” and claim NO religion



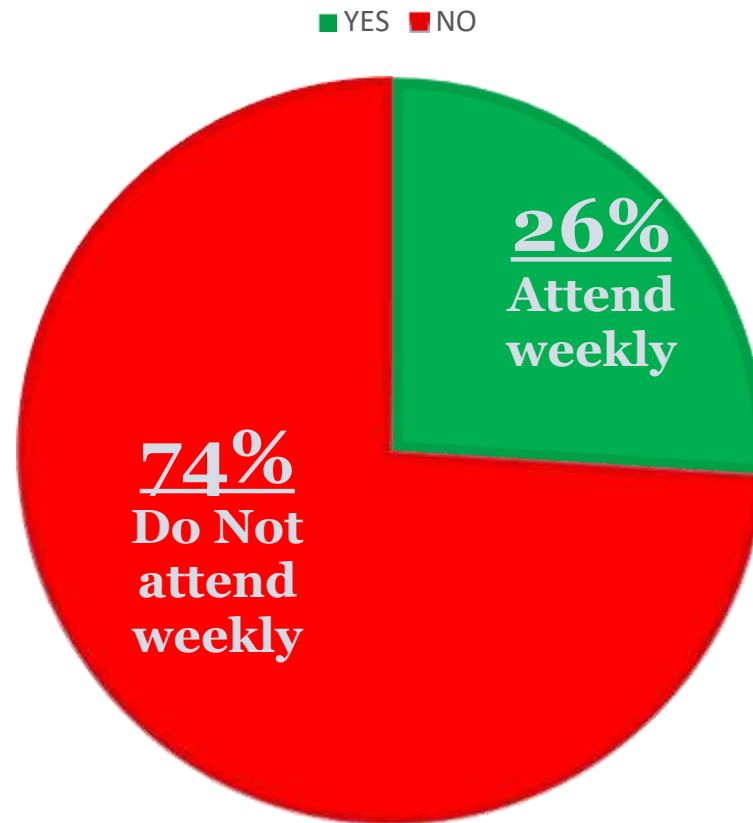
# 64% of youth drop out of church in their 20s

When Barna president David Kinnaman published his 2011 book *You Lost Me*, we heard from many people (especially church leaders) who were shocked to learn that 59 percent of young adults with a Christian background had dropped out of church at some point during their 20s—many for just a time, but some for good.

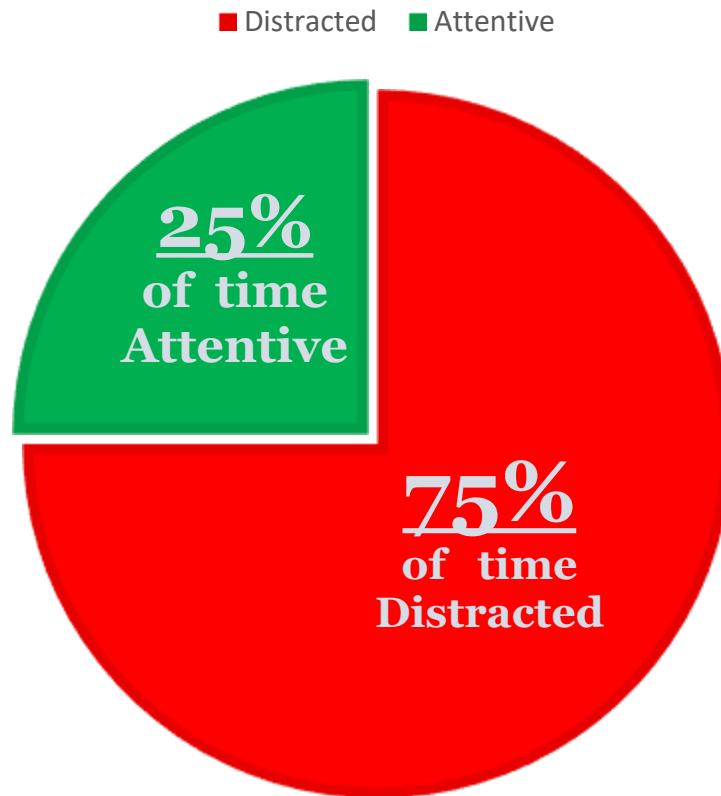
Eight years later, research for Kinnaman's new book *Faith for Exiles: 5 Ways for a New Generation to Follow Jesus in Digital Babylon* reveals that the church dropout problem is still a problem. In fact, the percentage of young-adult dropouts has increased from 59 to 64 percent. Nearly two-thirds of U.S. 18–29-year-olds who grew up in church tell Barna they have withdrawn from church involvement as an adult after having been active as a child or teen.



**26% of Orthodox Christians adherents  
regularly attend church services.**



**Parishioners' minds wander  $\approx$  75% of the time during church services.**



# Who Owns The Problem?

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**“Any time the majority of people behave a particular way the majority of the time, the people are not the problem. The problem is inherent in the system.**

**As a leader, you own responsibility for the system.**

**...if you find yourself blaming the people, you should look again.”**

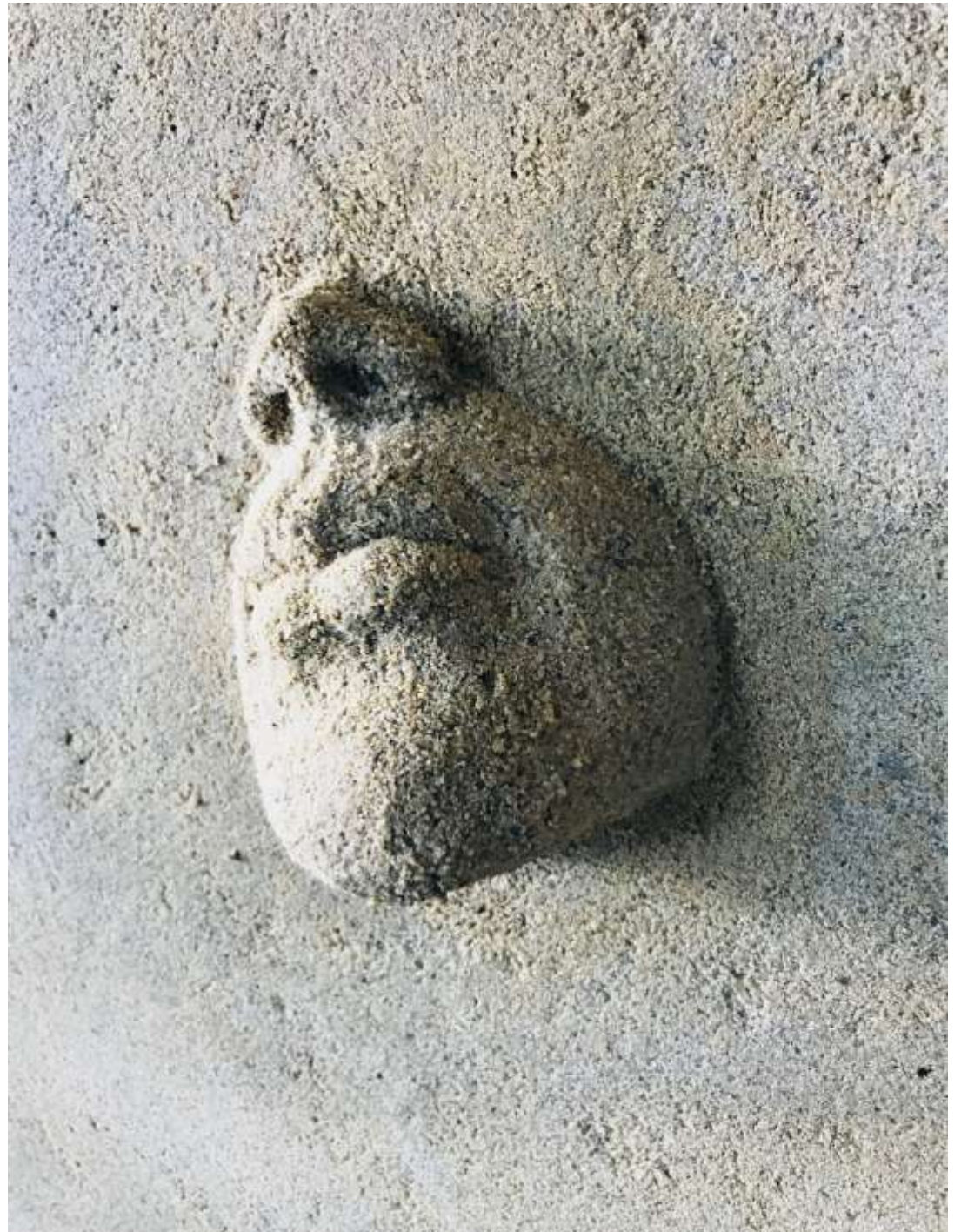
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**W. Edwards Deming  
(father of the Quality Movement)**



**And now for  
something  
completely  
different...**

**...things may  
be changing,  
which means  
we must  
change also**

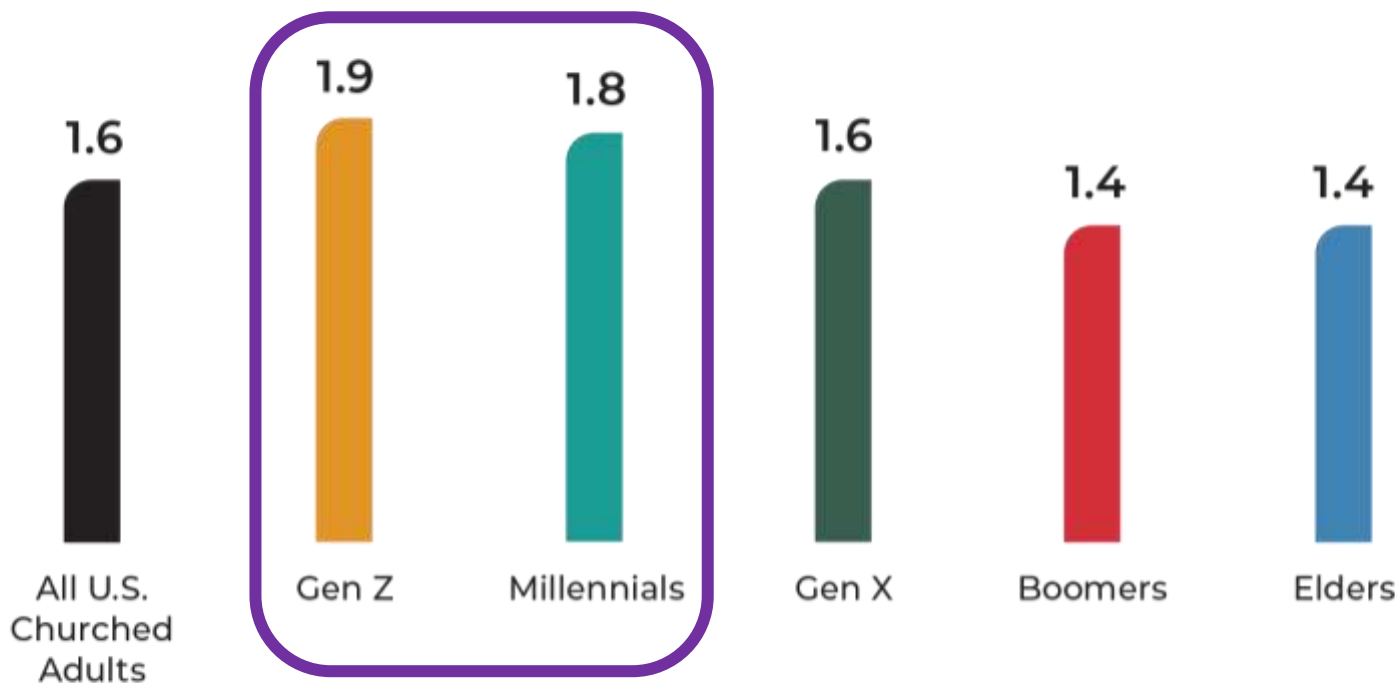




# Young Adults Lead a Resurgence in Church Attendance

(<https://www.barna.com/research/young-adults-lead-resurgence-in-church-attendance/>) (Sep 2, 2025)

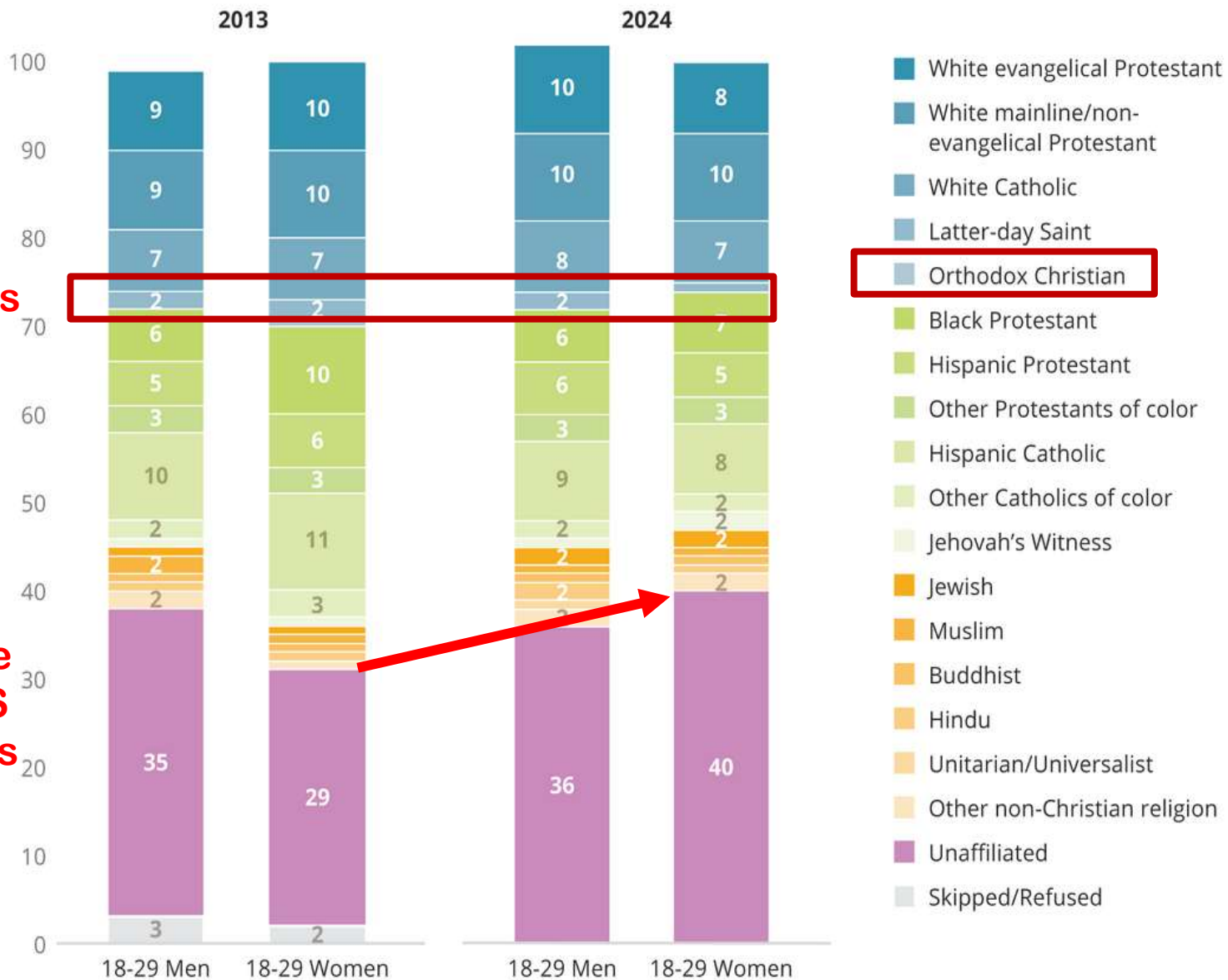
### Number of Weekends U.S. Churchgoers Attend Church Per Month, 2025



n=3,579 U.S. Adults, January to July 2025.

**FIGURE 1. Shift in Religious Affiliation Among Young Americans, by Gender**

Percent who are: **18-29 year olds**



**Decline in young Orthodox females**

**Massive increase in female NONES over last 11 years from 29% to 40%**

Source: PRRI Census of American Religion 2013 & 2024.

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

U.S. Orthodox Christians are in:

~ top 1/4 in annual income

~ bottom 1/4 in church stewardship

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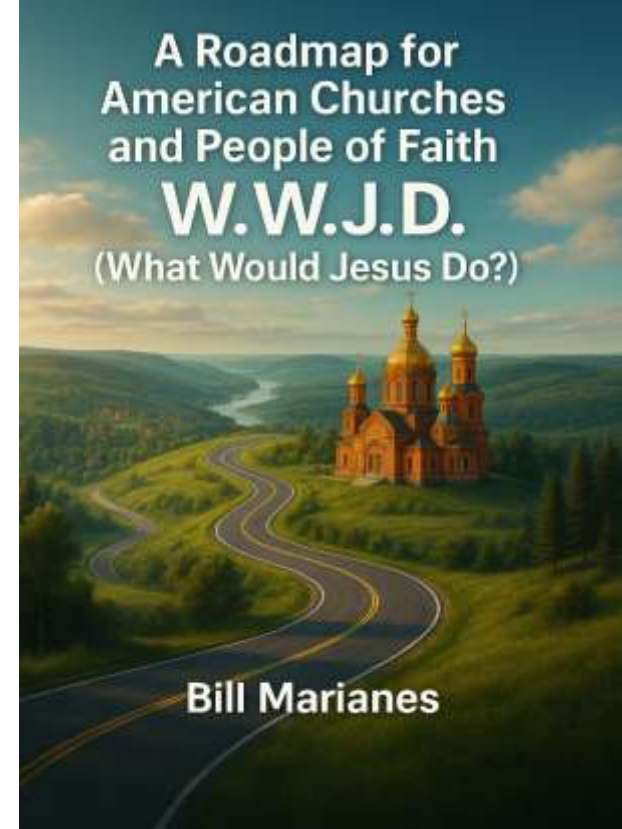
<sup>1</sup> Pew Forum income data compared against Financial Stewardship Analysis of over 275 U.S. Orthodox Parishes conducted by Stewardship Calling ministry

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 2:**  
**Selected Church  
Challenges Data**  
(pages 19 – 34)



<https://churchroadmap.com/>



A top-down view of a desk with various office supplies. In the top left, there's a metal pencil holder with several pencils. Next to it is a blue stapler. To the right, there are several highlighters in purple, yellow, and blue. In the bottom right, a red alarm clock is visible. The desk surface is light-colored and textured.

**AUDIENCE PARTICIPATION TIME!**

**What are your observations about all the presented data?**

# The Marianes Leadership Rule

**“Every church problem is a leadership problem! If you think you have a problem other than leadership, think again.”**



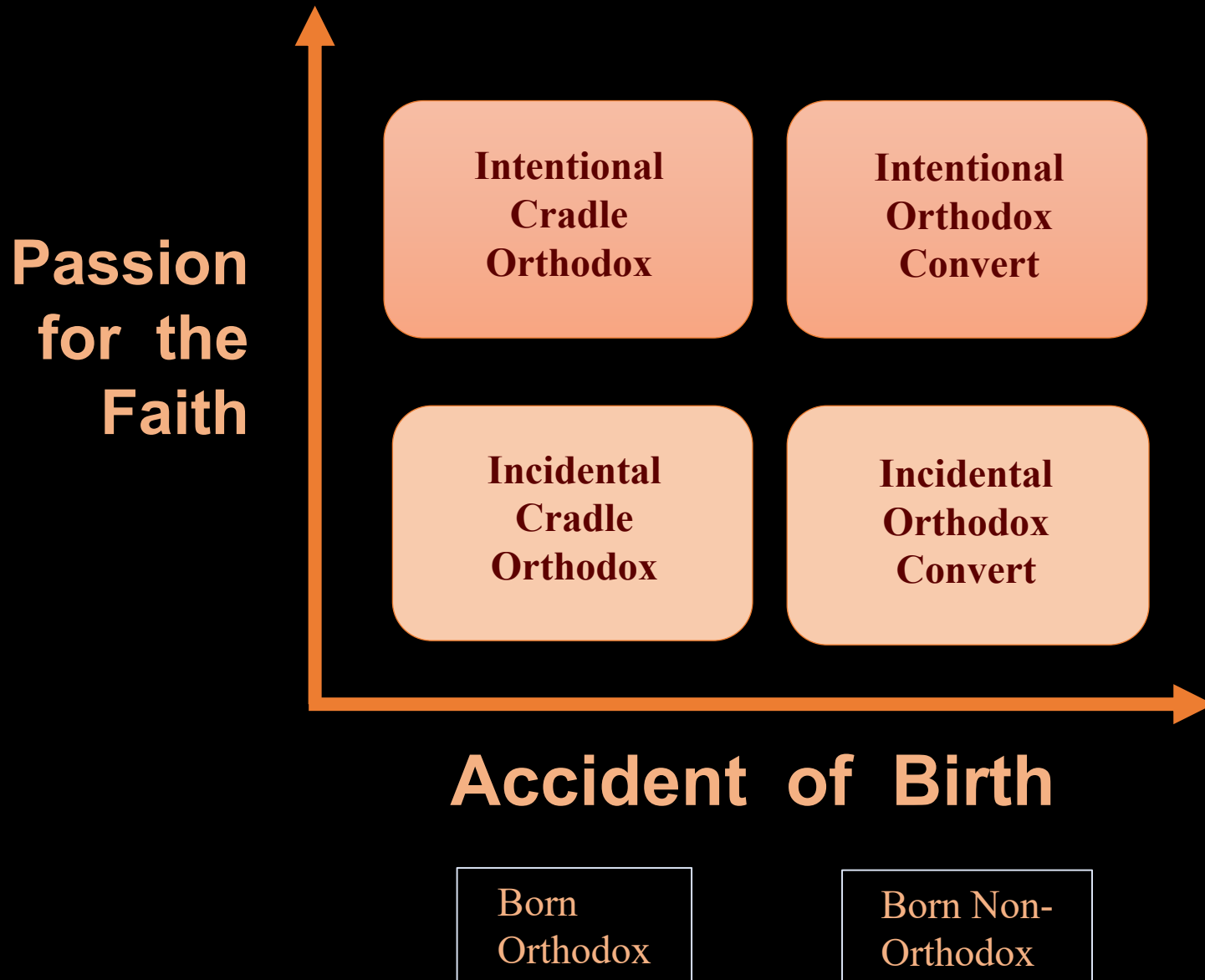
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# The Orthodox Church Demographic Makeup Has Changed Significantly Over The Last 15 Years

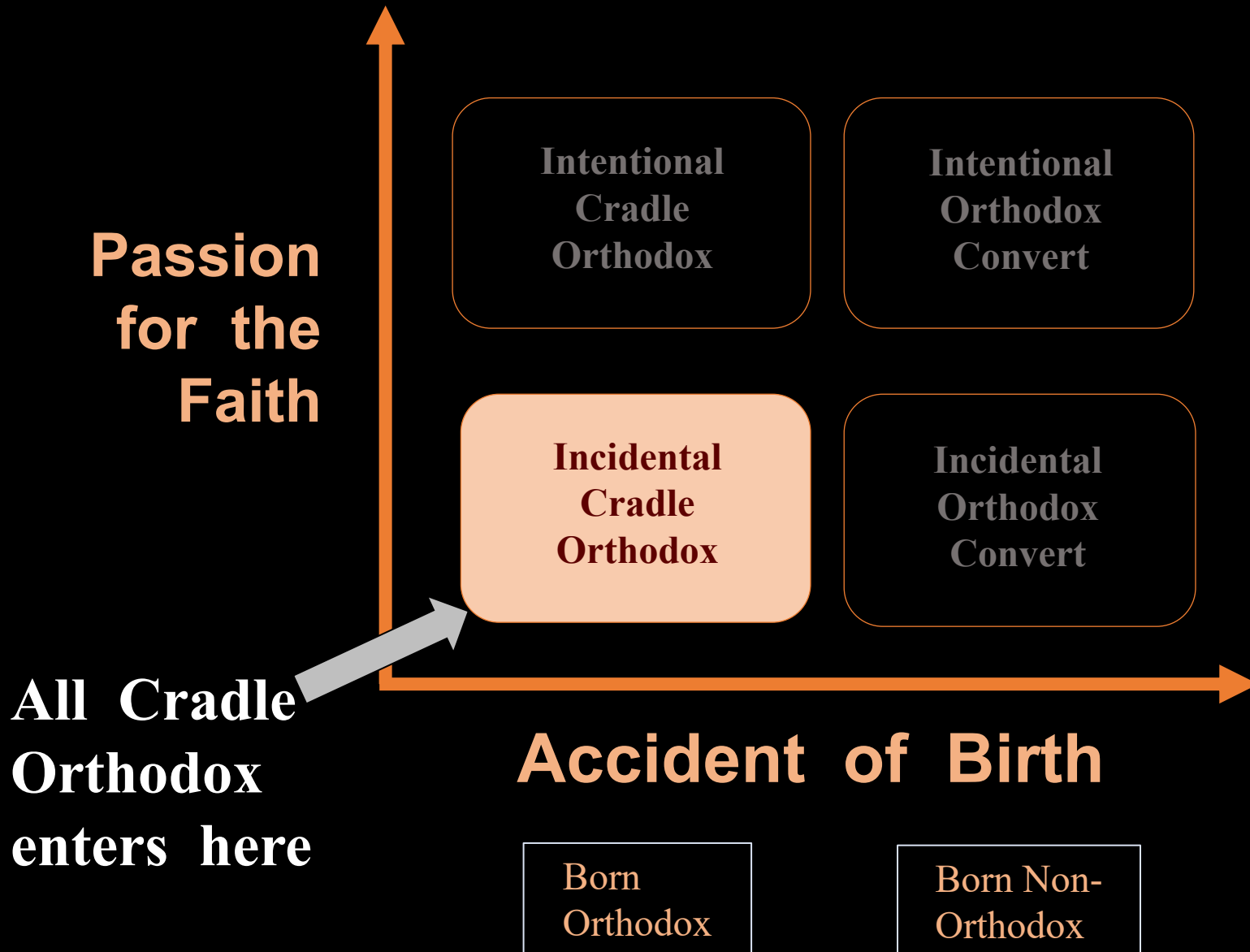
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# 4 Kinds of U.S. Orthodox Christians



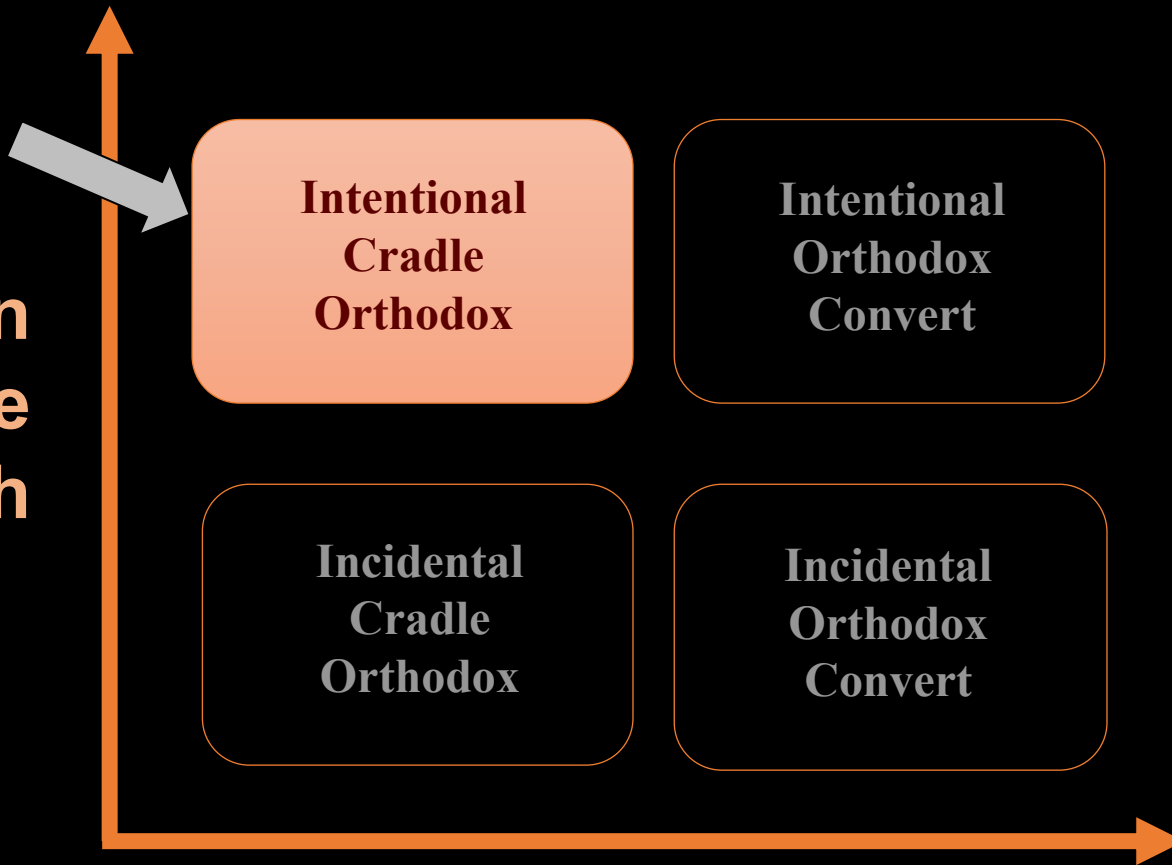
# 4 Kinds of U.S. Orthodox Christians



# 4 Kinds of U.S. Orthodox Christians

Kids of  
converts &  
few Cradle  
Orthodox

Passion  
for the  
Faith

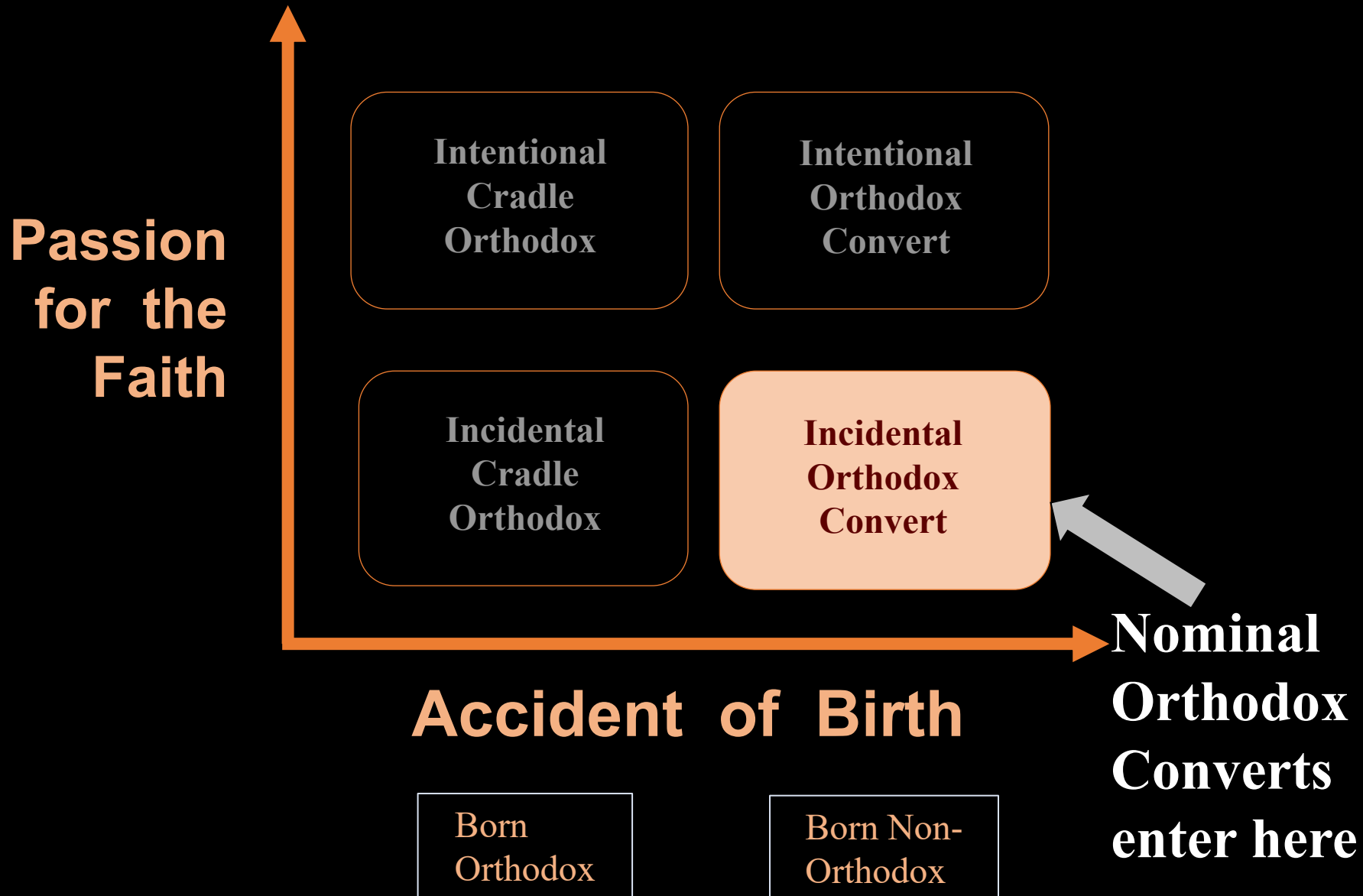


Accident of Birth

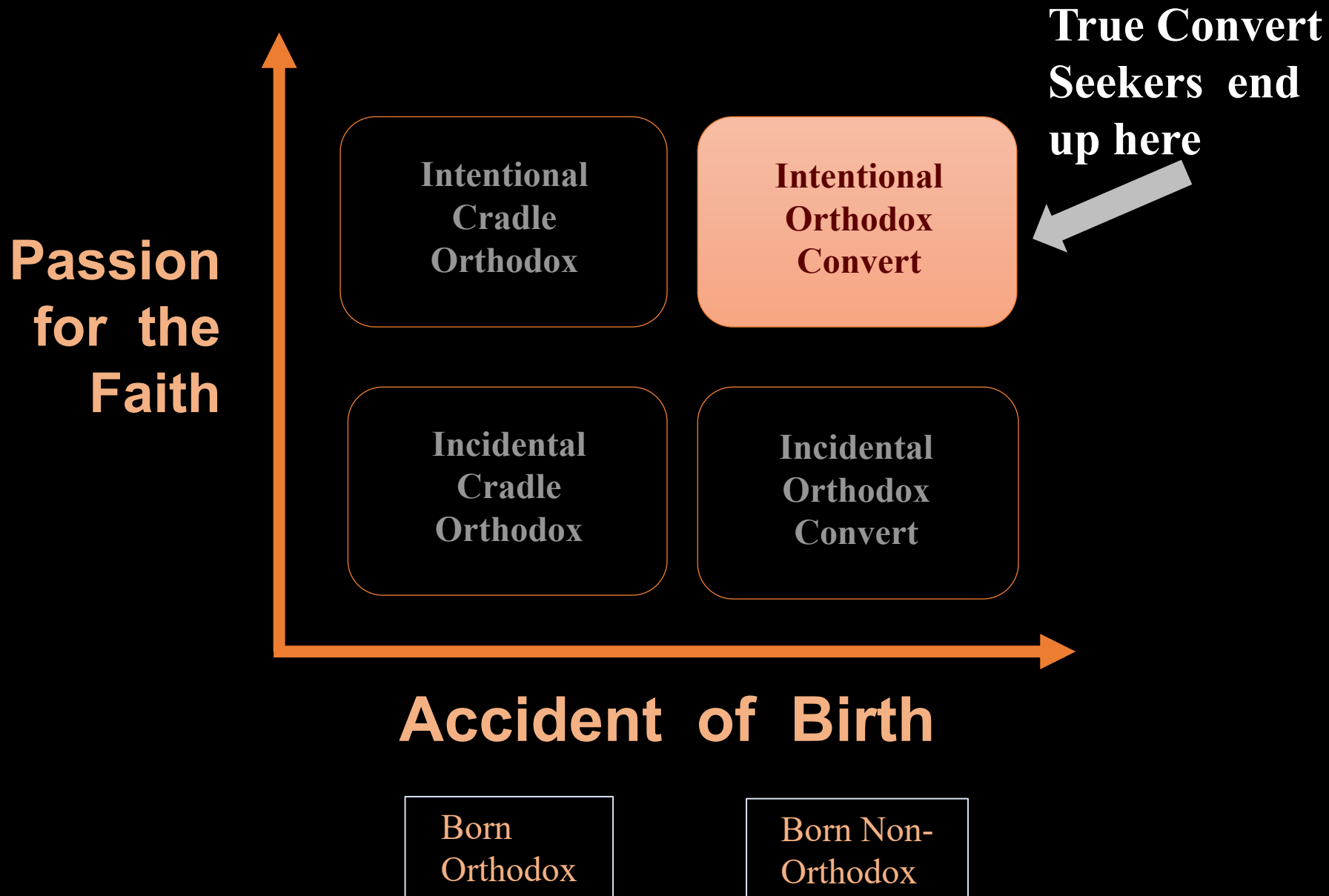
Born  
Orthodox

Born Non-  
Orthodox

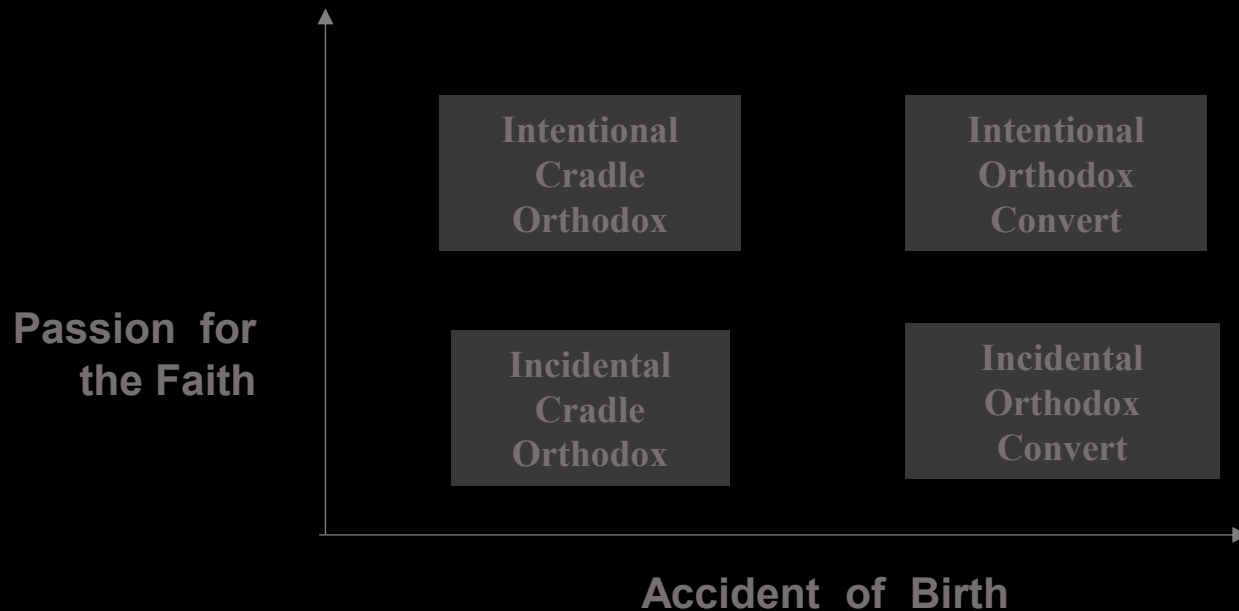
# 4 Kinds of U.S. Orthodox Christians



# 4 Kinds of U.S. Orthodox Christians



**We now need 4 different strategies to effectively reach all of our different parishioners**





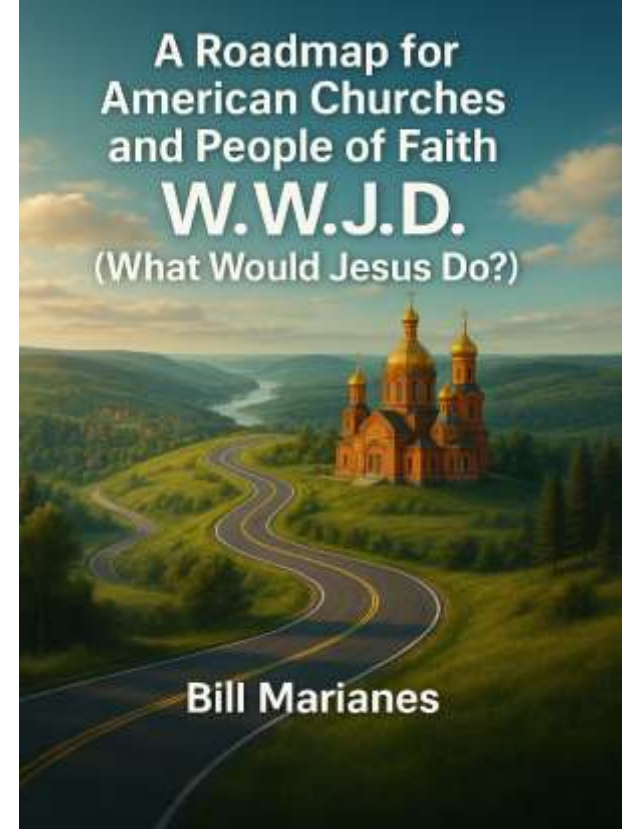
**Children born to your  
Intentional Converts are  
Incidental Cradles without the  
thoughtful faith journey of their  
parents!**

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 12:**  
**The Four Kinds of**  
**Parishioners**  
(pages 403 – 406)



<https://churchroadmap.com/>





AUDIENCE PARTICIPATION TIME!

**What Is The Single Biggest  
Challenge Facing Your Parish?**

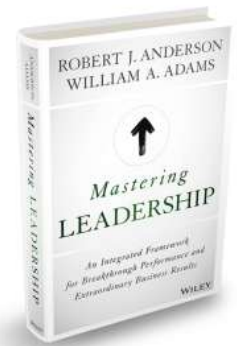
## Entropy

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

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

- ~ Everything in the universe moves from order to disorder, and Entropy measures that change
- ~ If you don't make positive changes, you will get negative changes

# Mastering Leadership<sup>1</sup>



The top 2 challenges identified in a survey of 1,500 CEOs was:

1. escalating complexity,

2. building the creative capacity in leadership to deal with it.

# We Live In A VUCAD World

**V**olatility

**U**ncertainty

**C**omplexity

**A**mbiguity

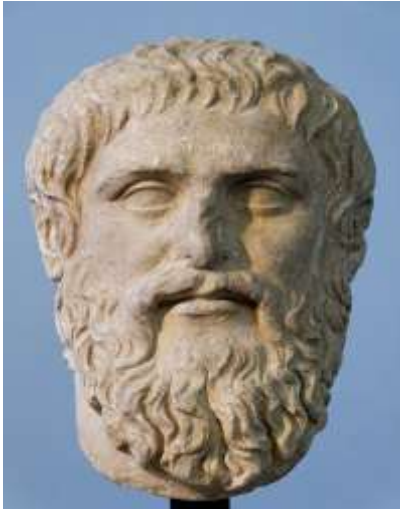
**D**isruption



Leaders of a church will either be risk takers, or church caretakers who will eventually become its undertaker.

**“There is nothing permanent except change.”**

Heraclitus



**“To improve is to change; to be perfect is to change often.”**

Winston Churchill



**“If you do not change direction, you may end up where you are heading.”**

Lao Tzu

“If you keep  
doing what  
you’ve always  
done, you’ll keep  
getting  
what you’ve  
always got.”

Henry Ford



# Why Is Knowing and Living Your WHY Critical?

A close-up photograph of a puzzle. The central piece is missing, revealing a vibrant red surface underneath. The word "WHY?" is printed in a bold, white, sans-serif font across the center of this red area. The surrounding puzzle pieces are a dark, muted blue-grey color, creating a strong contrast with the red and white. The lighting is dramatic, highlighting the texture of the puzzle pieces and the smooth surface of the red background.

**WHY?**

Why?



and for a good account before the awesome judgment seat of Christ.”

II Corinthians 5:10  
Orthodox Divine Liturgy



**“I beg you to live worthy of the calling to which you have been called.”**

**Ephesians 4:1**

**“God doesn’t call  
the qualified;**

**God  
qualifies the  
called.”**





**You Were NOT  
Called to  
Attend or Lead  
a Church**

**You were called to lead  
people closer to Christ  
and each other.**

# WHY Statement

1. a compelling and inspirational reason you or your parish exists and why anyone should care or want to join you.

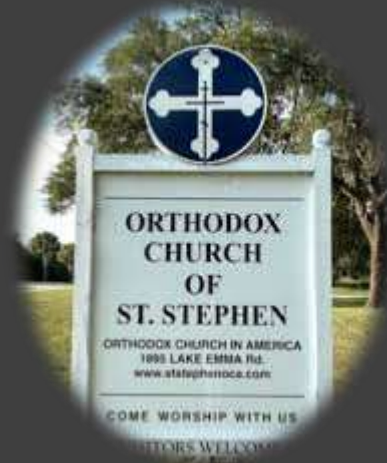
2. “Why” is the purpose, cause, or belief that inspires us to do what we do.



To welcome all on  
a transformational  
journey to a life of  
purpose and  
salvation.



**To be faithfully  
transformed in  
communion with  
God and others.**



**To bring people  
closer to Christ  
and each other.**



ASSEMBLY OF CANONICAL  
ORTHODOX BISHOPS  

---

OF THE UNITED STATES OF AMERICA



**...does your  
parish exist?**

# My WHY Obsession

Joey Asher's book  
Even A Geek Can Speak,  
included my 1981 WHY  
Statement as a lawyer

## Elevator Pitch to Prospects

What is a sales prospect interested in? Solutions to problems. With that in mind, your elevator pitch to a sales prospect should highlight how your product serves or solves your client's problems.

Bill Marianes is a transactional attorney with the law firm Troutman Sanders in Atlanta. When people ask him what he does for a living, he says "I'm a problem solver and dream facilitator." That's appropriate, because when people come to see a lawyer, he says, they either have a problem or something they want to accomplish. After hearing the Marianes elevator pitch, prospective clients are always lured into asking him more detail about what he does.

He never responds to the question, "What do you do?" with "I'm an attorney." That kind of response, he says, means, "I'm stuck with whatever box they put all the attorneys and lawyers in. I don't have a chance to distinguish myself."



"I'm a problem solver  
and dream facilitator"





## WHY Statement



**Helping people and  
parishes discover and live  
their stewardship  
callings...**

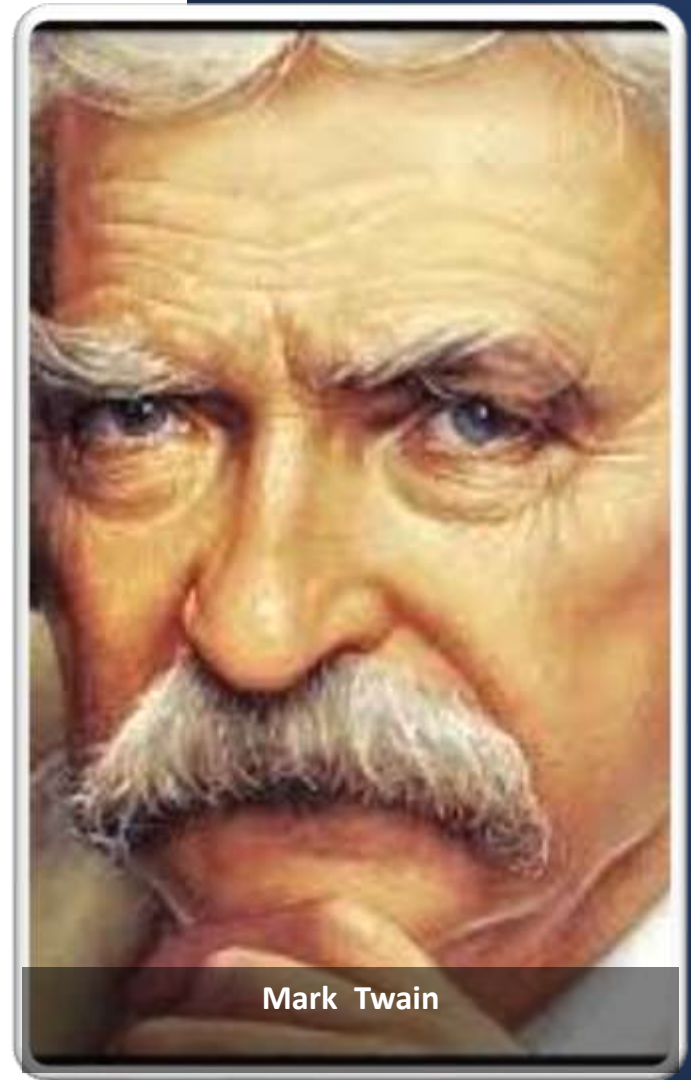
**...so that they may have  
a “good account before  
the awesome judgement  
seat of Christ”**

**(II Corinthians 5:10)**

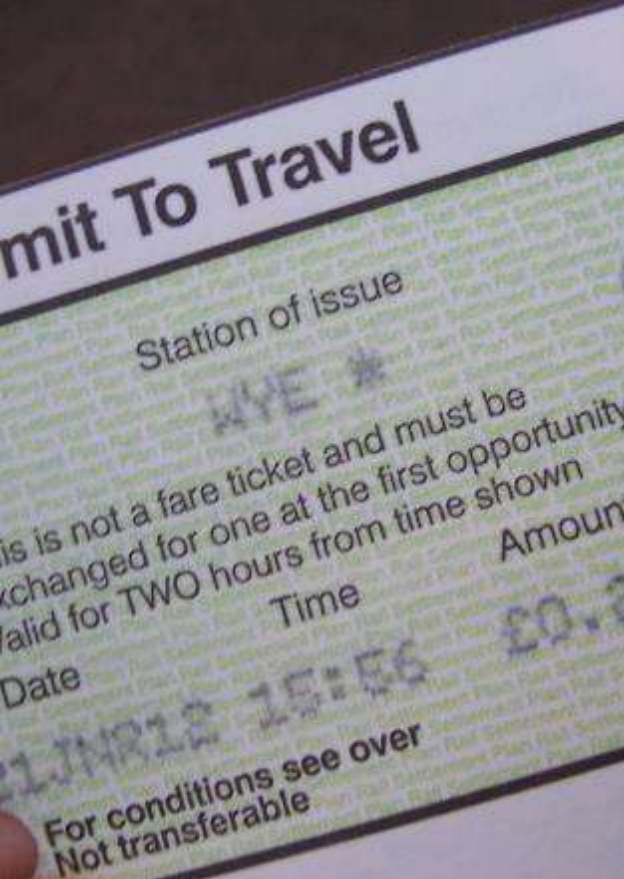
**“Two of the most important days of your life are:**

**First, the day you were born; and**

**Second, the day you figure out why.”**



Mark Twain



Have you ever gone to the airport and asked for a ticket to somewhere?

# So, how can you discover your WHY?



# Peter Diamandis's AI Tool To Discover Your “**MTP**” Massive Transformative Purpose

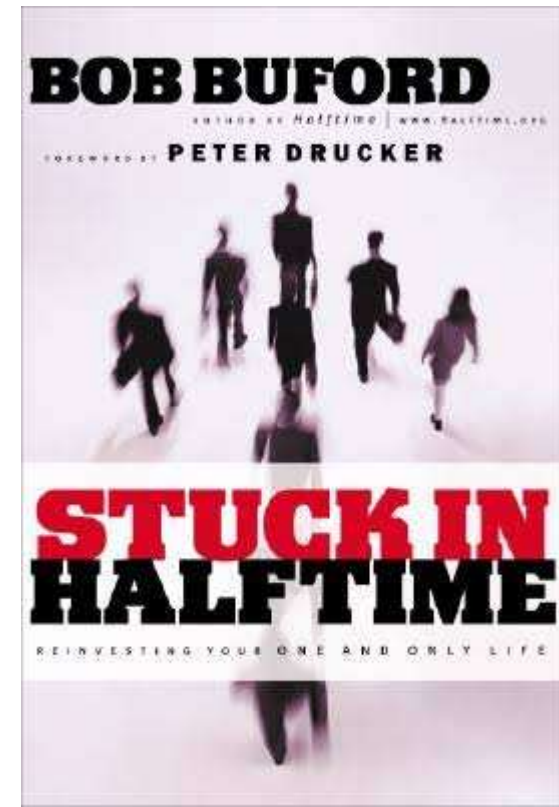


<https://purposefinder.ai/>



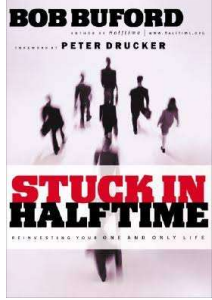
# Bob Buford

From  
“success” to  
“significance”

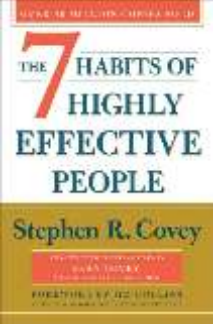




# “Finding Your “One Thing”



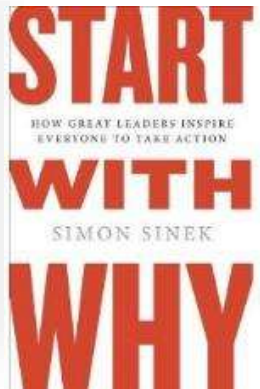
1. What do I want to be remembered for?
2. What would my ideal life look like?
3. What is my deepest source of inspiration
4. What legacy do I want to leave?



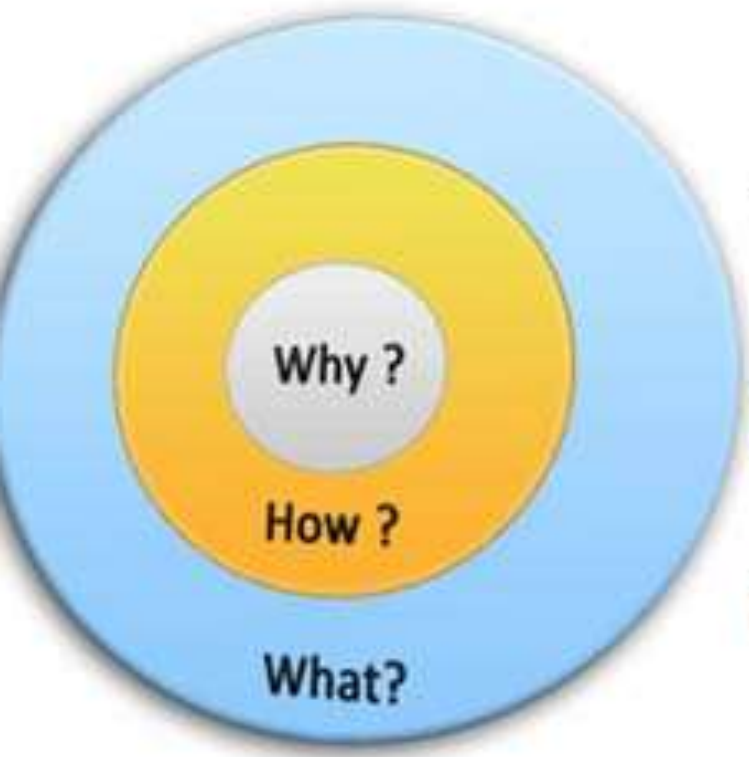
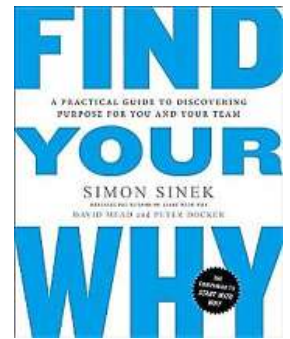
# Stephen Covey's Funeral Exercise

(Habit 2: Begin with the End in Mind" from *The 7 Habits of Highly Effective People*.)

- 1. Imagine 4 Speakers At Your Funeral** - a family member, friend, work colleague, community member.
- 2. Reflect On Their Words**
  - What do I want them to say about my life?"
  - What of my qualities did they most admire?
  - What did I contribute to their lives?
  - What kind of relationships did I form?
  - What legacy did I leave behind?
- 3. Write Your Own Eulogy** - Compare your vision to your current life. Identify gaps between what you want to be remembered for and how you are living now?
- 4. Identify Areas For Change** - Set new goals and intentions for your life. Adjustment that align your daily habits with your deepest values.



# Simon Sinek's “Golden Circle”



**Why** = The Purpose

*What is your cause? What do you believe?*

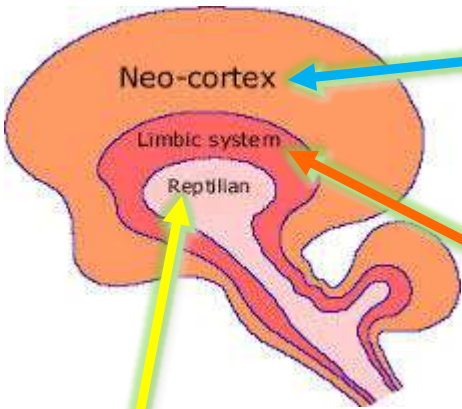
**How** = The Process

*Specific actions taken to realize the Why.*

**What** = The Result

*What do you do? The result of Why. Proof.*

# Human Brain



The Neo-cortex “Thinking” brain (where all language gets processed)

The Limbic “Feeling” brain (it has no capacity for language)

The Reptilian “Acting” brain (it drives action)

● THE NEW BRAIN  
RATIONAL

● THE MIDDLE BRAIN  
EMOTIONAL

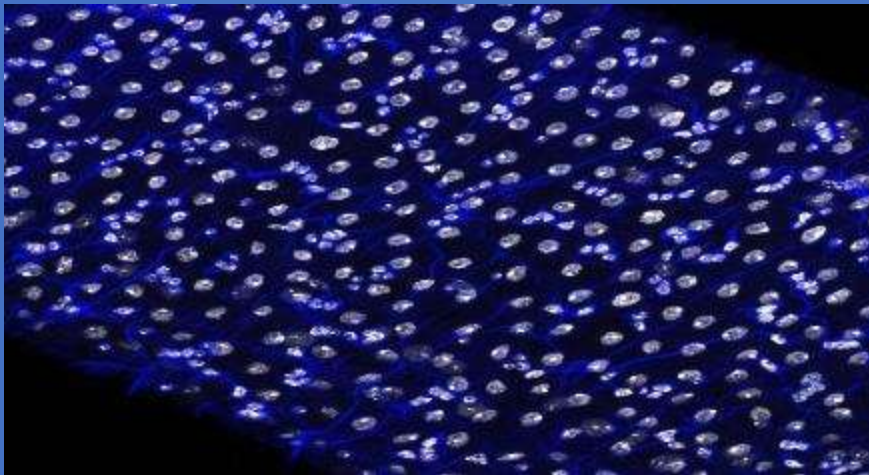
● THE REPTILIAN BRAIN  
INSTINCTUAL



# Your Second Brain<sup>1</sup> Controls Your Actions

The enteric nervous system (“second brain”) in our gut has 100+ million neurons

*“A big part of our emotions are probably influenced by the nerves in our gut...”*



<sup>1</sup> [The Second Brain](#) (HarperCollins) [Dr. Michael Gershon](#), Chairman Department of Anatomy and Cell Biology at New York–Presbyterian Hospital/**Columbia University Medical Center**

<sup>2</sup> Pictures of midgut enteric neuron system taken from PhD dissertation of [Dr. Alexis Marianes](#) –“*How to bust a gut: physiological and stem cell compartmentalization in the Drosophila midgut*” - Johns Hopkins University (2013)



# MY STEWARDSHIP CALLING WHY DISCOVERY PROCESS



**THE 3  
ACTIONS  
YOU MUST  
TAKE FIRST**



**THE 3  
QUESTIONS  
TO ASK  
NEXT**





## 3 Critical Actions



STEWARDSHIP  
CALLING

**Accept**

that GOD is in control



**Listen**

to all of God's messengers



**Assess**

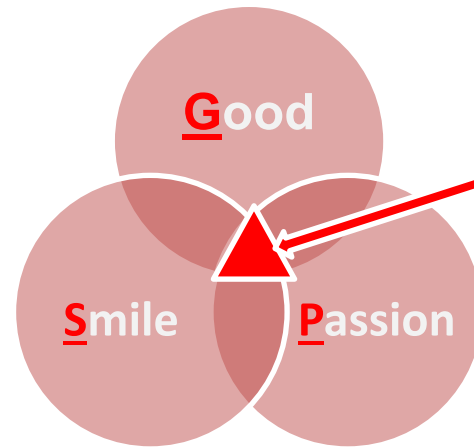
The meaning or your big life events  
(connect the "dots" of your life)

# 3 Critical G.P.S. Questions





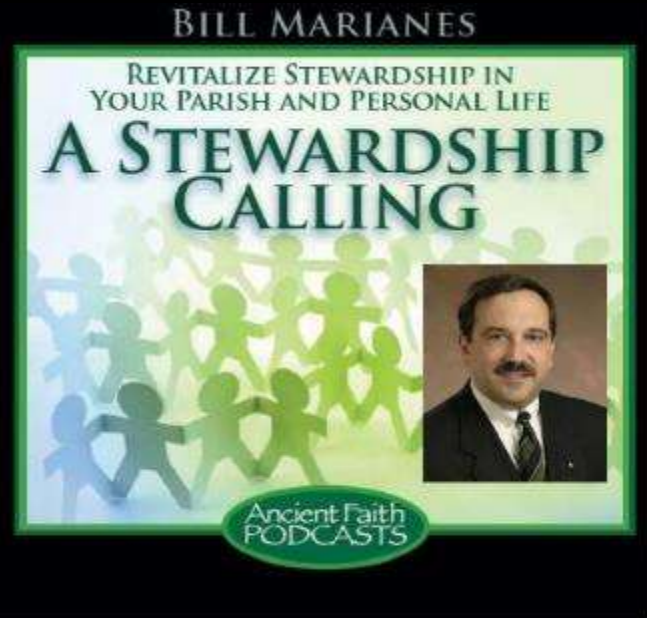
## 3 Critical Questions



Your  
G. P. S.  
WHY

1. What am I Good at?
2. What am I Passionate about?
3. What makes me Smile?

# **“The Orthodox ~~Wise~~ WHY Guy”**



**1. “GPS” - The GOD Positioning System**  
(1-31-16)

**2. Why Am I Here?** (7-31-16)

**3. Good and Faithful Servant Through  
Living Your Stewardship Calling**  
(with +Fr. George Livanos) (5-26-21)

**4. Why Are You Here on Earth? What Is  
Your Purpose?** (with Jim Huling) (8-31-20)

1<sup>st</sup> Wednesday each month  
& months with a 5<sup>th</sup> Sunday

<https://www.ancientfaith.com/podcasts/stewardshipcalling>



**Once you know your WHY and Core Values,  
life becomes much easier to live.**

So do you know WHY You Are Here?

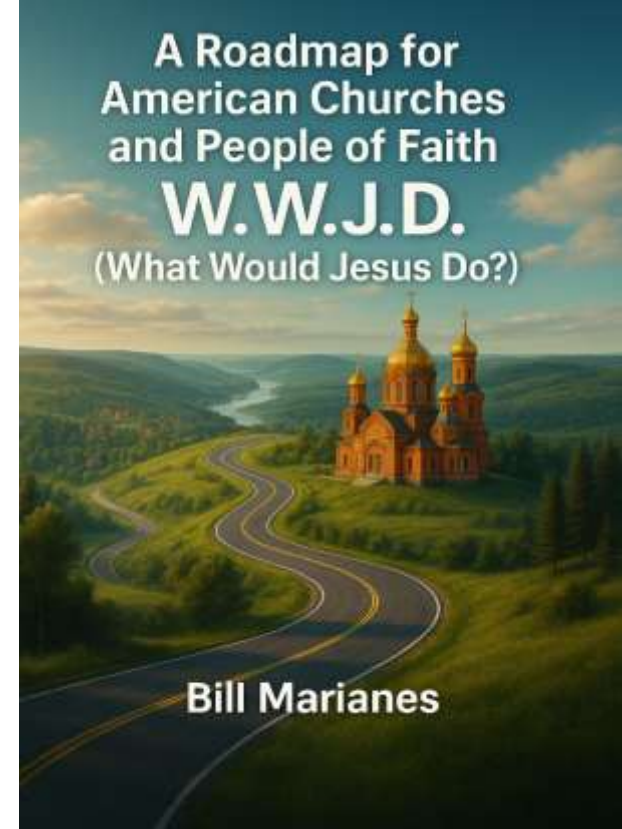


# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more detailed discussion, see:

**Chapter 7:**  
**Why Start With Why**  
(pages 144 – 150)



<https://churchroadmap.com/>



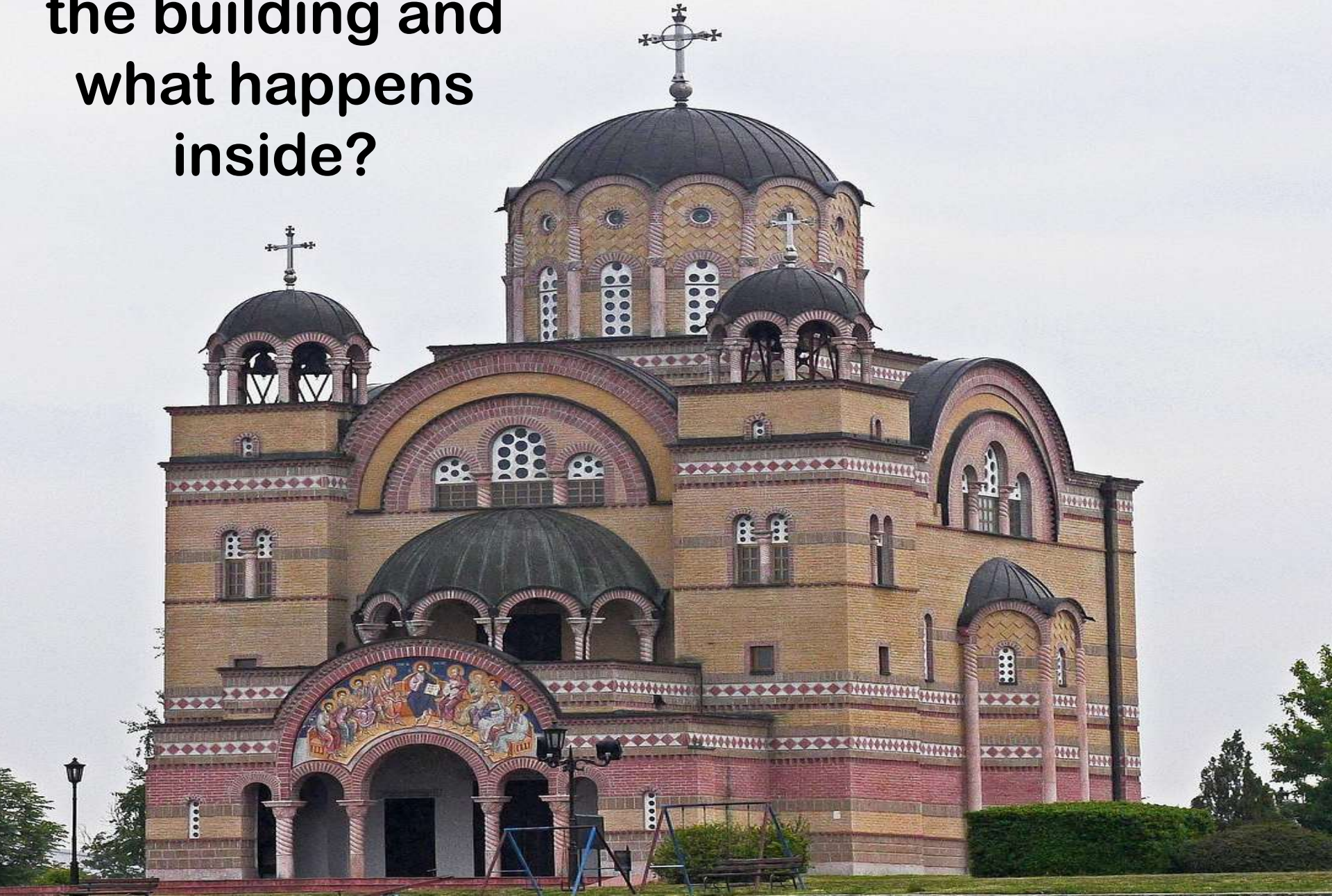
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**What  
would you  
do if you  
weren't  
afraid?**

---



**Is the church just  
the building and  
what happens  
inside?**



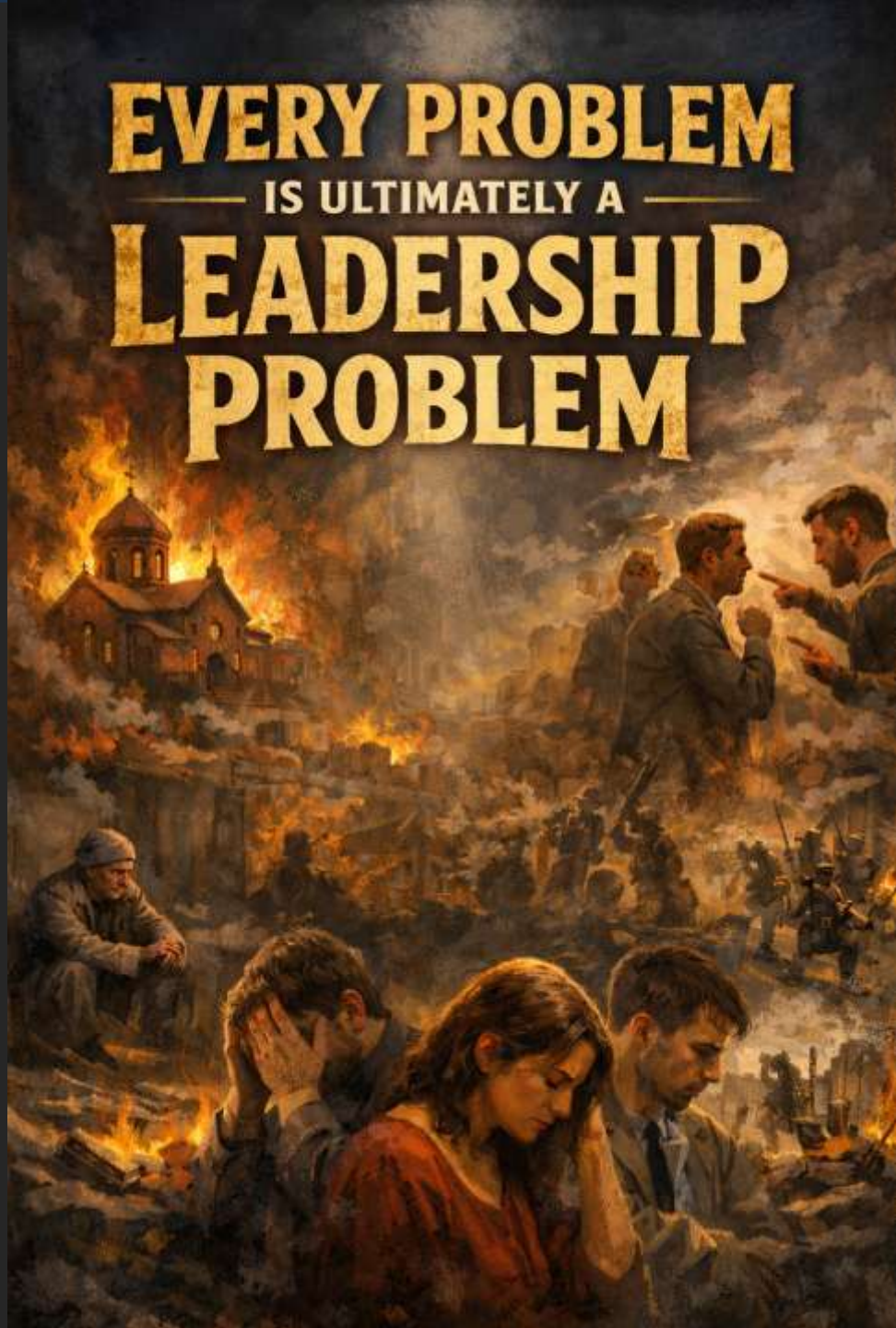
# Now What?



# Top 5 Impactful Parish Suggestions

1. Become a PG2TP (Percent Giving To Tithing Parish)
2. Use the wHoly Engaged stewardship process and reach and engage every parishioner
3. Create a Small Group Ministry
4. Develop a Strategic Plan that includes your capital expenditure future plans and needs (or at least conduct an EPA or SWOT)
5. Implement Servant Leadership Training

**EVERY PROBLEM**  
— IS ULTIMATELY A —  
**LEADERSHIP**  
**PROBLEM**



— **“The domain of the Leader is the**



---

**The work of the leader is change.”**

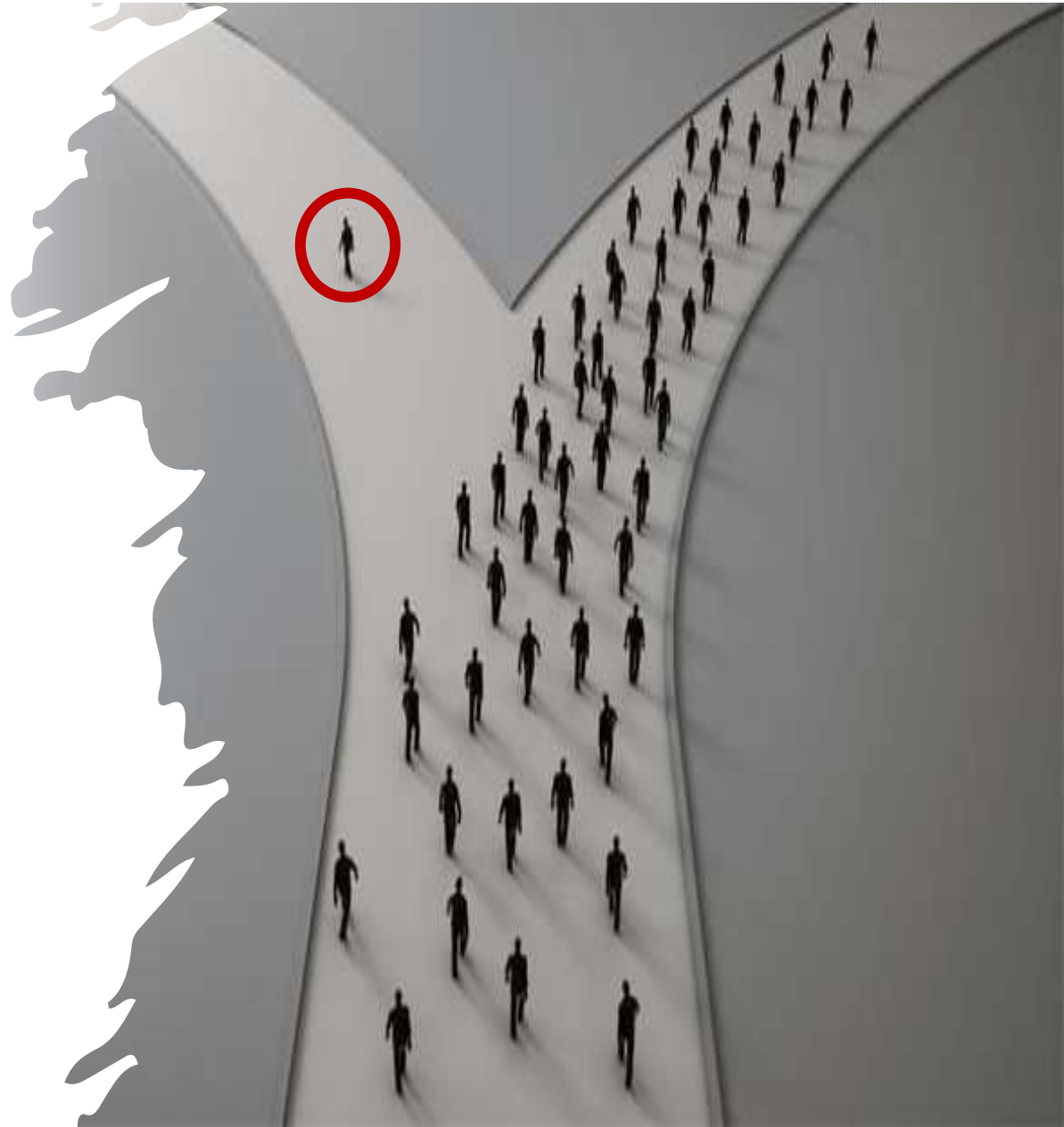


(Kouzes and Posner, 2017)

“In the end,  
leaders don't  
decide who leads.

**Followers do.”**

“If you think  
you're a leader  
and you turn  
around and no  
one is following  
you, then you're  
simply out for a  
walk.”





- “The most basic task of the Church leader is to:
1. discern the spiritual gifts of all those under his authority, and to
  2. encourage those gifts to be used
  3. to the full
  4. 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.”

# Top Qualities People Want In Their Leaders

**Honest** (85%)

**Forward-looking** (70%)

**Inspiring** (69%)

**Competent** (64%)

JAMES M. KOUZES

BARRY Z. POSNER

*Renowned authors of *The Leadership Challenge**

THE  
TRUTH  
ABOUT  
LEADERSHIP

The **NO-FADS**,  
HEART-OF-THE-MATTER  
FACTS YOU NEED TO KNOW

Intelligent = 42%

Broad minded = 40%

Dependable = 37%

Supportive = 36%

Fair Minded = 35%

Straight forward = 31%

Determined = 28%

Cooperative = 26%

Ambitious = 26%

Courageous = 21%

Caring = 20%

Loyal = 18%

Imaginative = 18%

Mature = 16%

Self-Controlled = 11%

Independent = 6%



VISION

TEAM

COURAGE

HUMILITY

TRUST

LOVE

# Orthodox Building Blocks of Servant Leadership

# Orthodox Servant Leader Score

LOVE

I love unconditionally \_\_\_\_\_

TRUST

I do what I say \_\_\_\_\_

HUMILITY

I admit my mistakes \_\_\_\_\_

COURAGE

I persevere regardless of danger, difficulty or uncertainty. \_\_\_\_\_

TEAM

I support my people \_\_\_\_\_

VISION

I lead to a righteous destination \_\_\_\_\_

5 = Always  
4 = Mostly  
3 = Sometimes  
2 = Rarely  
1 = Never



# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



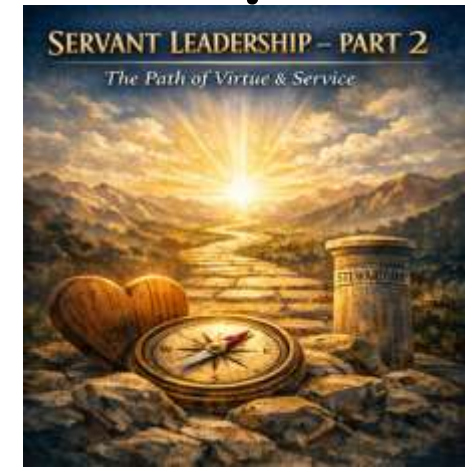
**Introduction to Church Leadership (1-7-26)**

<https://www.youtube.com/live/0an6l3f0DU4>



**The King Who Kneels:  
Why Servant Leadership  
Is Not Optional (2-4-26)**

<https://www.youtube.com/live/f6Gg9YK2mAU>



**7 Servant Leadership  
Virtues and 6 Building  
Blocks To Transform  
Your Parish and  
Leaders**

<https://youtube.com/live/oJWjWjCa0Z0>

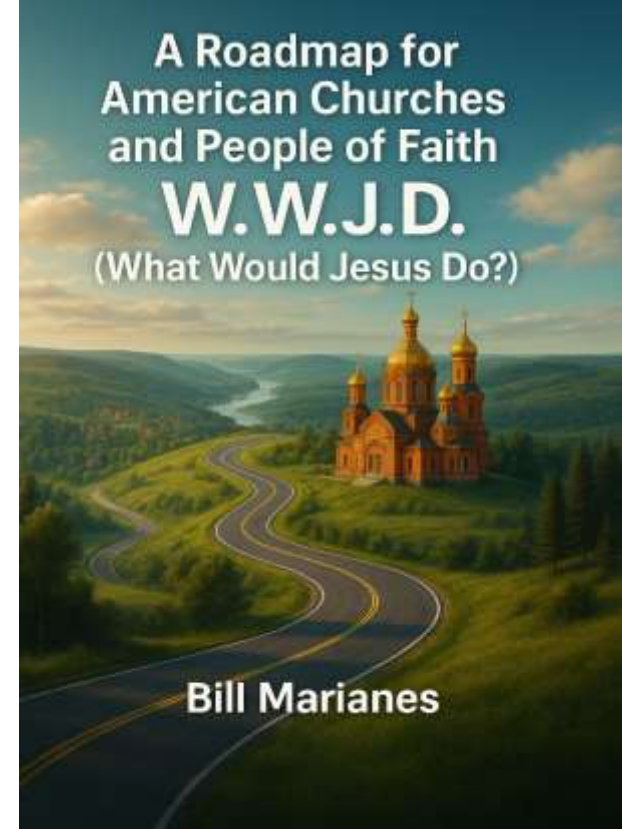
## Watch or Listen:

- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

For comprehensive and discussion of Servant leadership with practical examples you can implement, see:

**Chapters 3-8:  
Servant Leadership and  
Elements of Exemplary  
Parish Leadership  
(pages 37 – 252)**



<https://churchroadmap.com/>



# Servant Leadership

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See extended  
Servant  
Leadership  
content in the  
Appendix



John 13:1-5

A sunset over a large body of water, likely a lake or sea. The sky is filled with colorful clouds in shades of orange, red, and purple, with the sun low on the horizon. A small, dark island is visible in the distance on the water. The overall mood is serene and contemplative.

**“The best way to  
predict the future is  
to create it.”**

Peter Drucker

# Strategic Planning is Biblical





Where there is  
no vision, the  
people perish.

Proverbs 29:18

1. SWOT / EPA / FSA
2. Statement of Why
3. Core Values
4. Mission Statement
5. S.M.A.R.T. Goals
6. Vision Statement
7. Interim Goals & Interim Actions
8. Success Timeline
9. SMART Goal Accountability Process (“SMART GAP”)
10. Strategic Plan



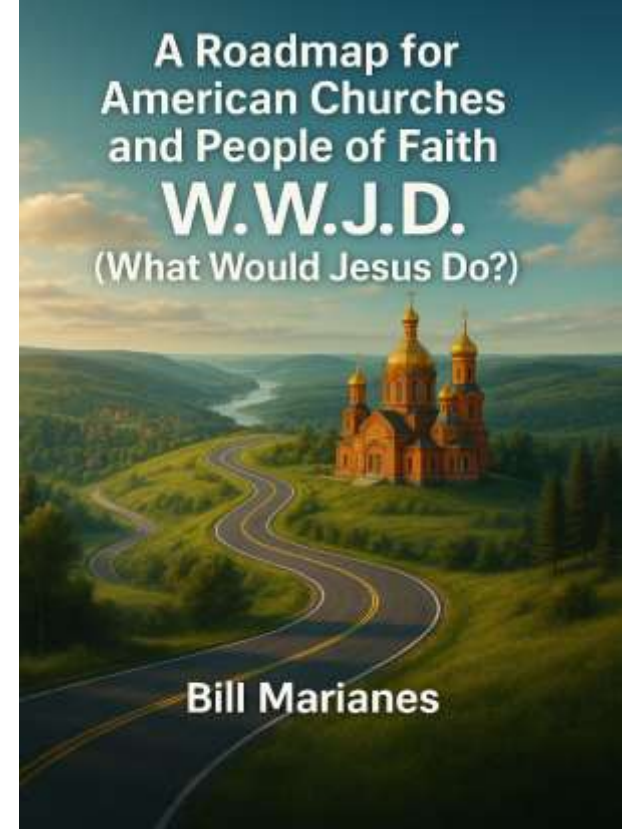
# 10 Strategic Plan Deliverables



# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

For comprehensive and detailed explanation and practical examples you can implement, see:

**Chapter 7:  
The Stewardship Calling  
Vision and Strategic  
Positioning & Planning  
Comprehensive Process**  
(pages 114 – 212)



<https://churchroadmap.com/>





# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



**Episode 17 - COMING SOON ON 4-29-26**

## Watch or Listen:

- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

A 3D-rendered compass rose is centered on a blue circular background. The compass needle is silver with a red tip and points towards the top right. The background features the words 'STRATEGIC' and 'LEGACY' in large, light blue, 3D block letters. The text 'STRATEGIC' is partially visible at the top, and 'LEGACY' is visible on the right side. The overall image has a professional, corporate feel.


See extended content  
on Consensus Vision  
and Strategic Planning  
in the Appendix

A portrait of Clayton Christensen, a man with glasses, wearing a dark suit, light blue shirt, and patterned tie. He is smiling. The background is a dark blue world map with a bright blue horizontal light streak across the middle.

**Clayton Christensen**

Harvard Business School

# The Importance of Religion



**If your church disappeared,  
would anyone in your  
community notice?**

---



# AUDIENCE PARTICIPATION TIME!

Over lunch, write some preliminary thoughts about what you think you are CALLED to do and WHY has God placed you here?

Write.

# Stewardship and a Culture of Generosity & Engagement



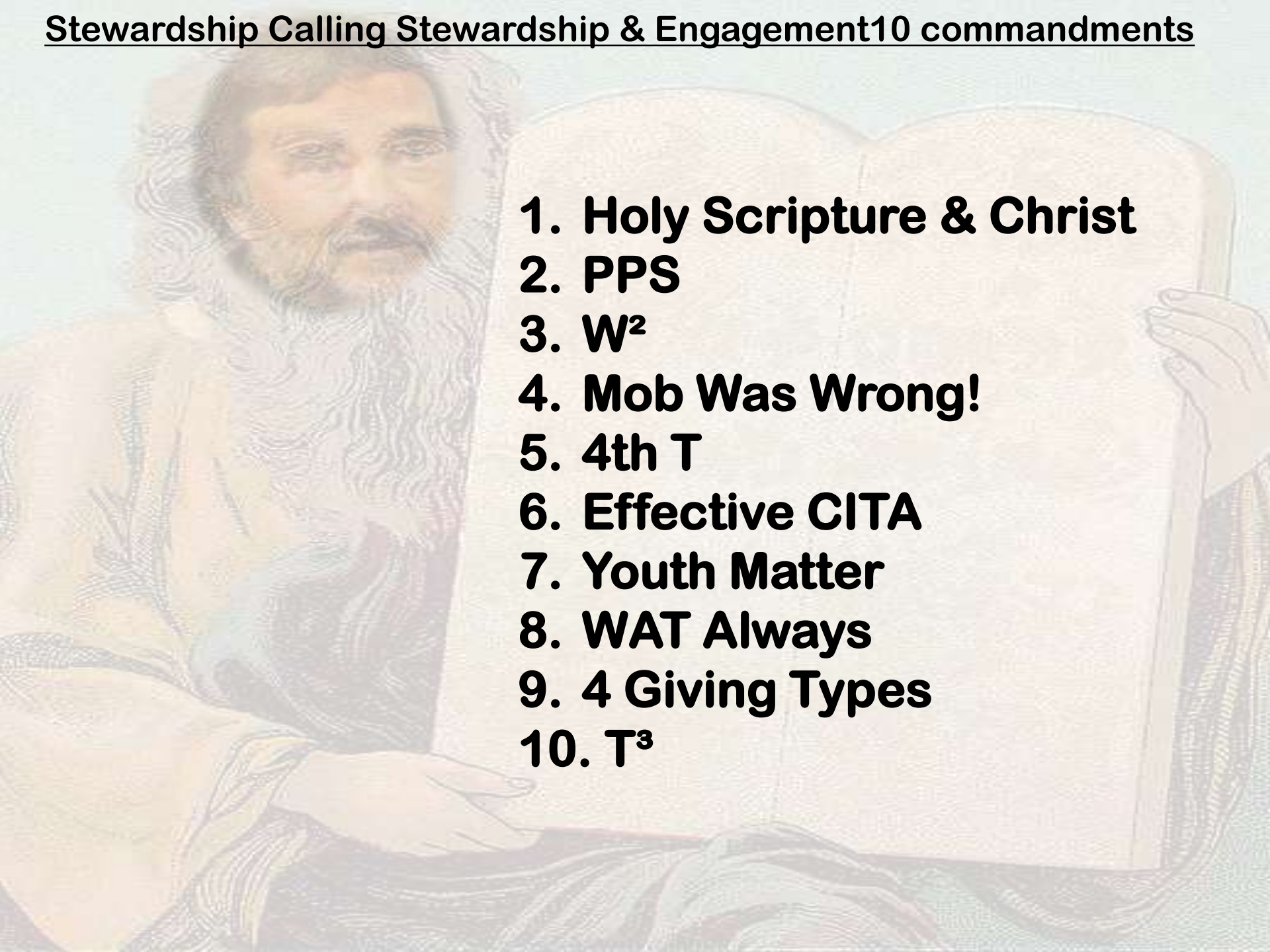
# Moses Gave Us God's 10 Commandments





**Bill's 10  
commandments  
(lower case "c") of  
Stewardship &  
Engagement  
("S&E").**

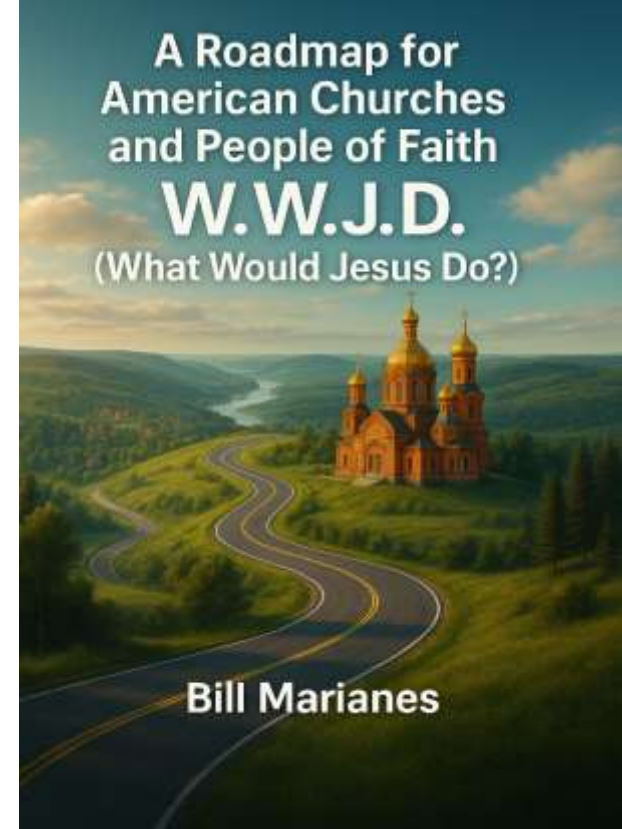
# Stewardship Calling Stewardship & Engagement 10 commandments

- 
- 1. Holy Scripture & Christ**
  - 2. PPS**
  - 3. W<sup>2</sup>**
  - 4. Mob Was Wrong!**
  - 5. 4th T**
  - 6. Effective CITA**
  - 7. Youth Matter**
  - 8. WAT Always**
  - 9. 4 Giving Types**
  - 10. T<sup>3</sup>**

# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

For more information, see:

**Chapters 9, 10 & 11:  
Stewardship &  
Engagement**



<https://churchroadmap.com/>



# Church Roadmap Podcast

## 2nd Wednesday on Stewardship & Engagement



### **Beginning The Why and What of Stewardship & Engagement (1-14-26)**

<https://www.youtube.com/live/A-b99ZiVtt8>



### **From Dues to Discipleship: Why Stewardship Is Formation, Not Fundraising (2-11-26)**

<https://www.youtube.com/live/Z3StYeUe454>

## Watch or Listen:

- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

# How to Have an Effective Stewardship Campaign and Begin the Journey to Percentage Giving and Tithing

Video version:

<https://www.youtube.com/watch?v=8rNVSmqzs14&t=6011s>

Audio only version:

[https://www.ancientfaith.com/podcasts/stewardshipcalling/effective\\_stewardship\\_campaigns\\_and\\_percentage\\_giving/](https://www.ancientfaith.com/podcasts/stewardshipcalling/effective_stewardship_campaigns_and_percentage_giving/)

## How to Have an Effective Stewardship Campaign and Begin the Journey to Percentage Giving and Tithing

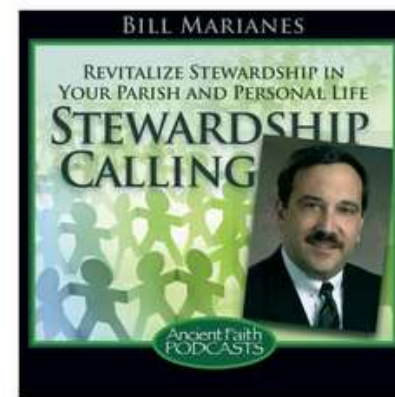


100% of American Orthodox parishes of all jurisdictions (the American Orthosphere) struggle with their stewardship campaigns and results to one degree or another. Yet, solutions are readily available!

As it turns out, like most other challenges in American Orthosphere parishes, the answer is all about E<sup>2</sup> (Education & Engagement).

This program explores validated solutions in how to properly educate and engage the faithful in an Orthodox understanding of generosity, giving, stewardship, and tithing. It also dispels the myths of many non-Orthodox and ineffective stewardship techniques being used in American Orthosphere parishes.

We will also explore a proven simple step-by-step process to begin the journey of transitioning your parish away from hand to mouth existence barely covering the minimum operating expenses. We will discuss how to create a culture of abundance and enhanced generosity to propel your parish and ministries to unimaginable levels of fulfilling a Christ-centered destiny.



[EFFECTIVE CHURCH STEWARDSHIP](#) (Video YouTube Version)

[EFFECTIVE CHURCH STEWARDSHIP](#) (Audio Podcast Version Only)

Watch videos about of the Igniting The Flame Of Stewardship at: [www.stewardshipcalling.com](http://www.stewardshipcalling.com)

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

The screenshot shows the website's navigation menu with tabs for: WHY ARE YOU HERE?, EFFECTIVE CHURCH MODEL, **STEWARDSHIP**, STRATEGIC PLANNING, INTERNET RADIO / PODCASTS, KEYNOTES & LEADERSHIP, BLOG, RESOURCES, STEWARDSHIP TRAINING VIDEOS, PERSONAL, and HAGIA SOPHIA. Below the menu, there is a banner for the 'Metropolis of San Francisco - Igniting the Flame of True Christian Stewardship Program' with a 'STEWARDSHIP TRAINING MATERIALS' button. The main content area features a title 'Stewardship Calling Culture of True Stewardship Best Practices' and a list of five sessions:

- Session 1 - September 1, 2020**
  1. Facts & Figures
  2. Science of Generosity Studies
  3. Understanding True Stewardship
- Session 2 - September 15, 2020**
  1. Leadership Alignment
  2. Tithing and Percentage Giving
  3. Increasing Engagement
- Session 3 - September 29, 2020**
  1. Welcoming
  2. Thanking
  3. Youth Stewardship
  4. Small Groups
- Session 4 - October 13, 2020**
  1. Effective Messaging
  2. Campaigns (Stewardship, Capital & Planned Giving)
  3. Transparency & Accountability
  4. Stewardship Team
- Session 5 - October 27, 2020**

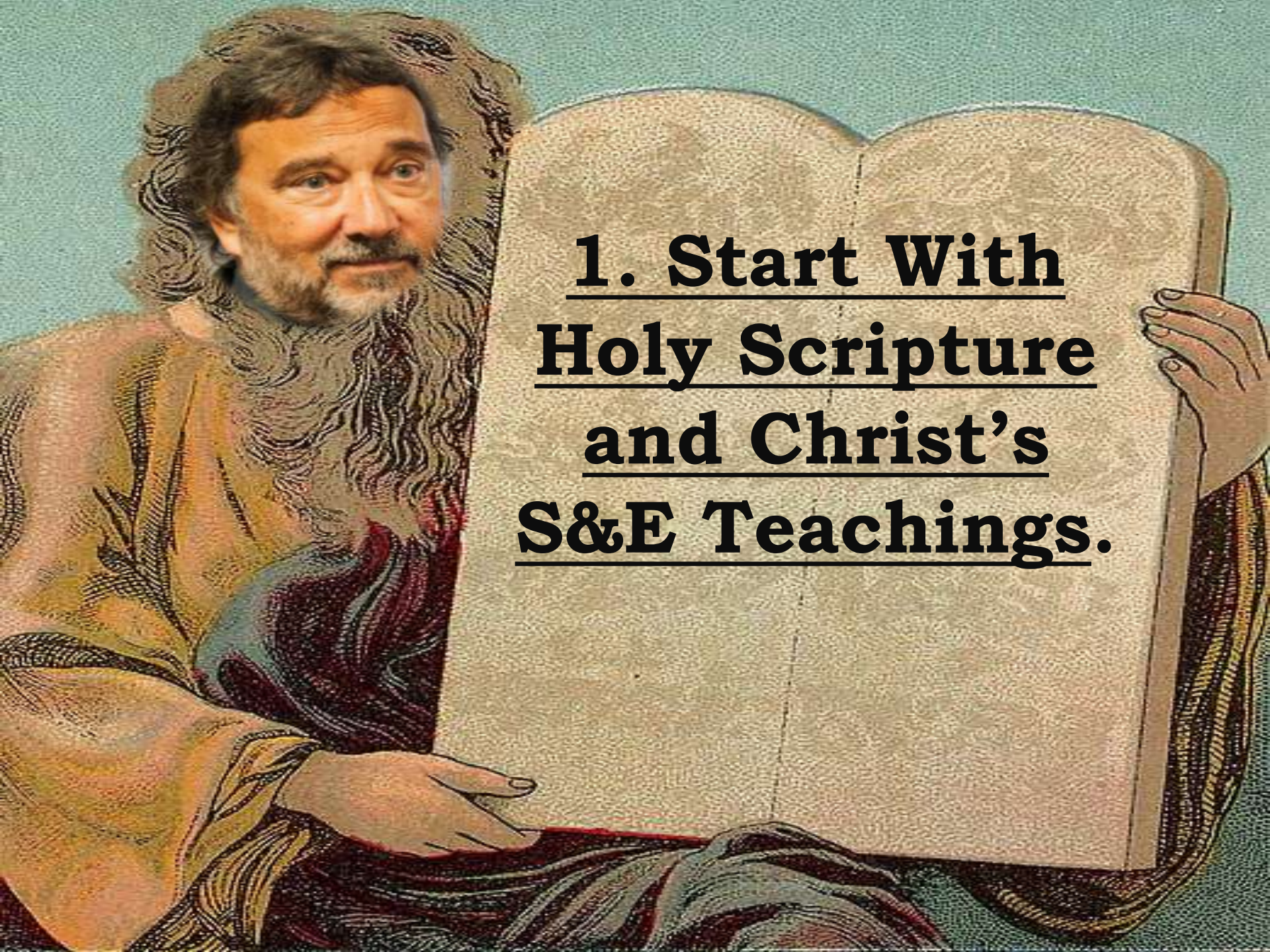
Questions & Answers

Stewardship Tab

Metropolis of San Francisco Page

<https://stewardshipcalling.com/san-francisco-metropolis-stewardship-program/>

<b><u>PROGRAM TOPIC</u></b>	<b><u>VIDEO LINK</u></b>	<b><u>POWERPOINT MATERIALS</u></b>
<b>Year End Giving Campaigns and Donation Platforms</b>	<a href="https://www.youtube.com/watch?v=78mH2NmogYU">https://www.youtube.com/watch?v=78mH2NmogYU</a>	<a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/StewardshipTownHall-Slidedeck-2021-12-20.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/StewardshipTownHall-Slidedeck-2021-12-20.pdf</a>
<b>Stewardship Ambassadors to Facilitate Personal Steward Engagement</b>	<a href="https://www.youtube.com/watch?v=ZM8gsov4iRU">https://www.youtube.com/watch?v=ZM8gsov4iRU</a>	<a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Stewardship-Town-Hall-Series-Creating-Ambassador-Program-Visitations-SLIDEDECK-2021-09-20.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Stewardship-Town-Hall-Series-Creating-Ambassador-Program-Visitations-SLIDEDECK-2021-09-20.pdf</a>
<b>Effective Stewardship Ministry Team &amp; Committee</b>	<a href="https://www.youtube.com/watch?v=AGKLR_2zpNM">https://www.youtube.com/watch?v=AGKLR_2zpNM</a>	<a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Equipping-Enriching-Forming-Effective-Stewardship-Committee-SLIDEDECK-2022-12-19-Marianes.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Equipping-Enriching-Forming-Effective-Stewardship-Committee-SLIDEDECK-2022-12-19-Marianes.pdf</a>
<b>Equipping Stewardship Chair and Committee</b>	<a href="https://www.youtube.com/watch?v=TfMgJP0JTU8">https://www.youtube.com/watch?v=TfMgJP0JTU8</a>	Part 1 <a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Equipping-Enriching-Equipping-Stewardship-Chair-SLIDEDECK-2022-12-19-Kordaris.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Equipping-Enriching-Equipping-Stewardship-Chair-SLIDEDECK-2022-12-19-Kordaris.pdf</a>  Part 2 <a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Equipping-Enriching-Forming-Effective-Stewardship-Committee-SLIDEDECK-2022-12-19-Marianes.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Equipping-Enriching-Forming-Effective-Stewardship-Committee-SLIDEDECK-2022-12-19-Marianes.pdf</a>
<b>Effective Stewardship Campaigns</b>	<a href="https://www.youtube.com/watch?v=0K1z76gpzS4">https://www.youtube.com/watch?v=0K1z76gpzS4</a>	<a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Stewardship-Campaign-Key-Elements-Marianes-2021-03-21.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/Stewardship-Campaign-Key-Elements-Marianes-2021-03-21.pdf</a>
<b>Welcoming</b>	<a href="https://www.youtube.com/watch?v=k73eUKPdUVA">https://www.youtube.com/watch?v=k73eUKPdUVA</a>	<a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/stewardship-town-hall-series-welcoming-newcomers-slidedeck-2021-11-22.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/stewardship-town-hall-series-welcoming-newcomers-slidedeck-2021-11-22.pdf</a>
<b>Technologies for Engaging and Revitalizing Parishes</b>	<a href="https://www.youtube.com/watch?v=p1aKjISqLTQ">https://www.youtube.com/watch?v=p1aKjISqLTQ</a>	Part 1 <a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/jamil-samara-technologies-for-revitalizing-parishes-2022-06-20.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/jamil-samara-technologies-for-revitalizing-parishes-2022-06-20.pdf</a> Part 2 <a href="https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/fr-paul-kaplanis-technologies-for-revitalizing-parishes-2022-06-20_2022-07-01-032410.pdf">https://craft-sanfran-goarch.s3-us-west-2.amazonaws.com/uploads/download/fr-paul-kaplanis-technologies-for-revitalizing-parishes-2022-06-20_2022-07-01-032410.pdf</a>

A man with a long, wavy beard and hair, wearing a brown and red robe, is seated and looking towards the viewer. He is holding a large, open book with both hands. The book is open to two blank, cream-colored pages. The background is a light blue-green color.

**1. Start With**  
**Holy Scripture**  
**and Christ's**  
**S&E Teachings.**



# Today's Life Changing Idea

IN YIG

It's Not Yours It's God's

“You received without paying, give without pay.”

Matthew 10:8



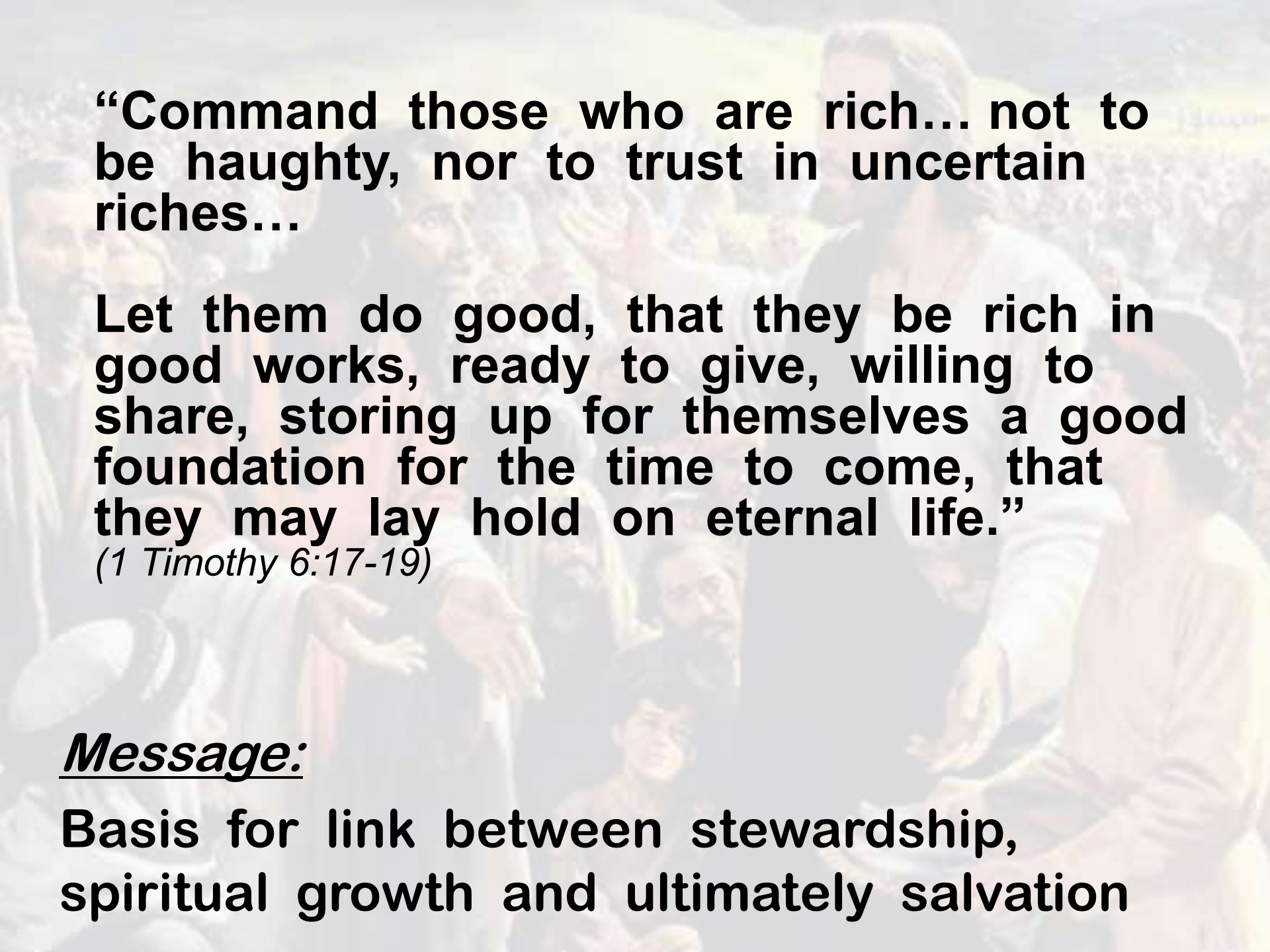
“For everyone to whom much is given, from him much will be required; and to whom much has been committed, of him they will ask the more.”

*(Luke 12:48)*

“Every man shall  
give as he is able,  
according to the  
blessings the Lord  
your God gave you.”

*(Deuteronomy 16:17)*





**“Command those who are rich... not to be haughty, nor to trust in uncertain riches...**

**Let them do good, that they be rich in good works, ready to give, willing to share, storing up for themselves a good foundation for the time to come, that they may lay hold on eternal life.”**

*(1 Timothy 6:17-19)*

**Message:**

**Basis for link between stewardship, spiritual growth and ultimately salvation**

# A Steward Is Someone Who...

1. “is a temporary caretaker for another”
2. joyfully gives with a heart of gratitude and expects no recognition or benefit for their gift
3. never talks about “their” things or money and only regrets not giving more
4. gives of their “first fruits” before anything else in proportion to their blessings
5. views giving as a walk of discipleship with Christ

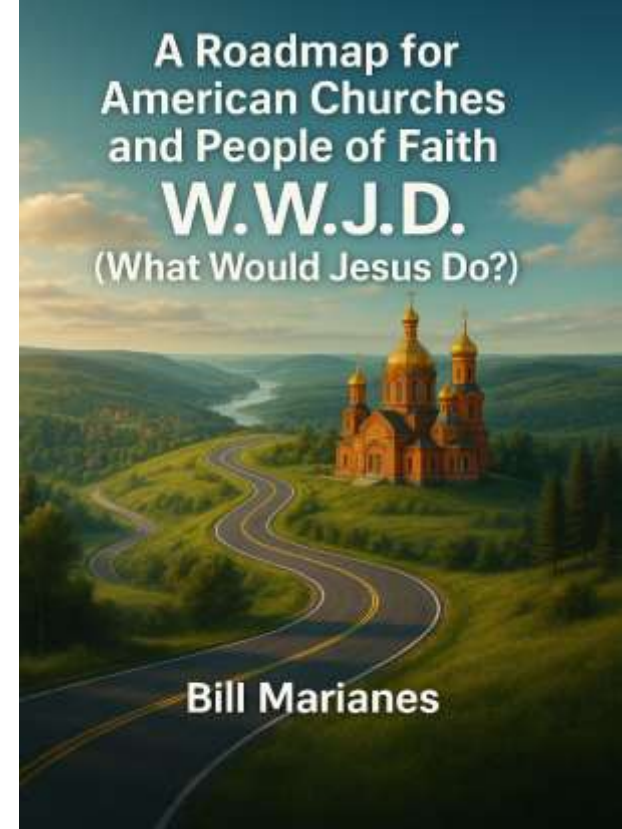


# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

---

For more information, see:

**Chapter 10:**  
**Stewardship Calling**  
**Commandment #1**  
(pages 262 – 281)



<https://churchroadmap.com/>



**“We make a  
living by  
what we get.**

**We make a  
life by what  
we give.”**

**Sir Winston Churchill**





# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



### Stewardship & Engagement commandments 1 &2”

**From Dues to Discipleship: Why Stewardship Is Formation, Not Fundraising**

**Episode 6 of the Church Roadmap Podcast -**

**<https://youtube.com/live/Z3StYeUe454>**

## Watch or Listen:

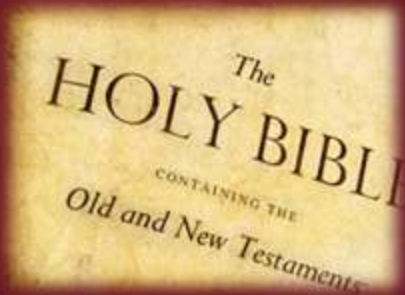
- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

# #1

## Understanding Scriptural Stewardship

---

1. Stewardship = what you do with ALL the gifts God gave you (time, talent, treasures, and tithes).
2. “It's Not Yours, It's God's” (**INYIG**) - We are temporary caretakers of God's gifts.
3. Financial problems are the symptom of the root cause is failure to teach Biblical stewardship.
4. The solution: “education, not extortion”  
“generosity, not gimmicks.”
5. God's hardwiring of the joy of generosity — DOSE: Dopamine, Oxytocin, Serotonin, Endorphins
6. Adopt proportional, percentage giving of first-fruits (and reject “dues” and “disguised dues”)



**INYIG**  
*It's Not Yours,  
It's God's*

A man with a long, wavy beard and hair, wearing a brown and red robe, is seated and holding a large, open book. The book is open to a page with text. The background is a light blue-green color.

## 2. “PPS”

The Priest,  
Parish Council,  
and S&E  
Ministry must  
align on S&E  
strategy.

# P.P.S. Is Covered Extensively in 2-11-26 Episode 6 of the Church Roadmap Podcast



**From Dues to Discipleship:  
Why Stewardship Is Formation, Not Fundraising (2-11-26)**

**LISTEN HERE:**

**<https://www.youtube.com/live/Z3StYeUe454>**

## Watch or Listen:

- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
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# Council of Ministries

# **Council of Ministries (C.O.M.)**



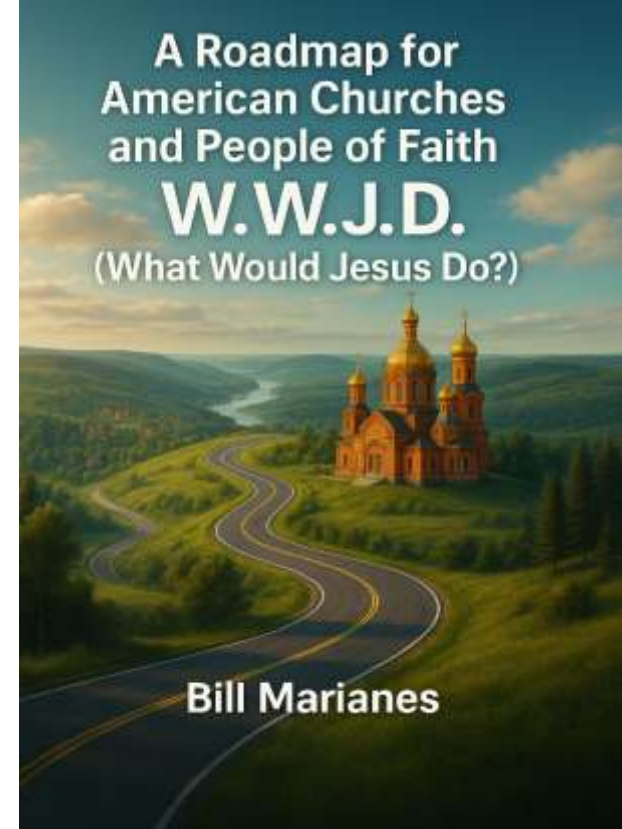
- 1. Every major Parish activity is run by a Ministry with co-chairs**
- 2. Each Ministry has its own WHY, Vision annual plan, and budget consistent with the Parish's WHY and Vision**
- 3. Each Ministry has a Parish Council liaison**
- 4. The C.O.M. of all Ministry Leaders and Parish Council meets (at least) quarterly to share activities, results, ideas, best practices, needs, etc.**

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

---

For more information, see:

**Chapter 11:**  
**Council of Ministries**  
(pages 392 - 395)



<https://churchroadmap.com/>





# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



### Stewardship & Engagement commandments 1 &2”

**From Dues to Discipleship: Why Stewardship Is Formation, Not Fundraising**

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- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

# #2



Το ψάρι βρωμάει  
από το κεφάλι.

*“The fish smells  
from the head  
down —  
leadership leads  
by example”*

## PPS Priest, Parish Council, Stewardship & Engagement Ministry Alignment

---

1. PPS = Priest, Parish Council, and S&E Ministry must ALL must buy-in enthusiastically and actively participate.
2. Parish leaders must first commit to percentage-giving toward tithing and lead by example: *“Your actions speak so loudly I can't hear what you're saying.”*
3. Strategic Planning and Servant Leadership training sustains PPS alignment.
4. Without PPS, stewardship strategies will fail at the parish level.

A man with a long, wavy beard and hair, wearing a brown and red robe, is seated and holding a large, open book. The book is blank and has a textured, parchment-like appearance. The background is a light blue-green color.

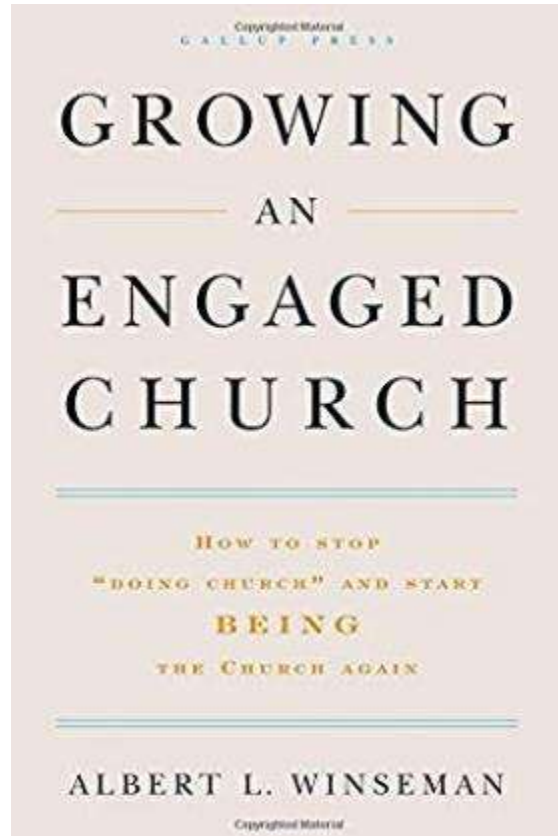
3. “W<sup>2</sup>”

W<sup>2</sup>

“Own the  
Watch, and  
you will  
own the  
Wallet.”



E to the Power of 3  
Engagement  
Engagement  
Engagement



# E to the Power of 3



- **Engagement Liturgically**
- **Engagement Sacramentally**
- **Engagement in Ministry**

# Church Engagement

Spiritual commitment is the result of one big overlooked factor:

parishioner engagement.

“Focus on improving engagement and increased commitment will follow.”





How much members give...

How many hours they volunteer...

How often they invite others...

...is more dependent on **engagement** than on any other factor.”

<sup>1</sup> Growing An Engaged Church: How To Stop “Doing Church” And Start Being The Church Again – By Al Winseman, Global Practice Leader for Faith-Based Organizations for the Gallup

# Church Engagement

**“Each year, engaged members give a median of 5% of their annual income...”**

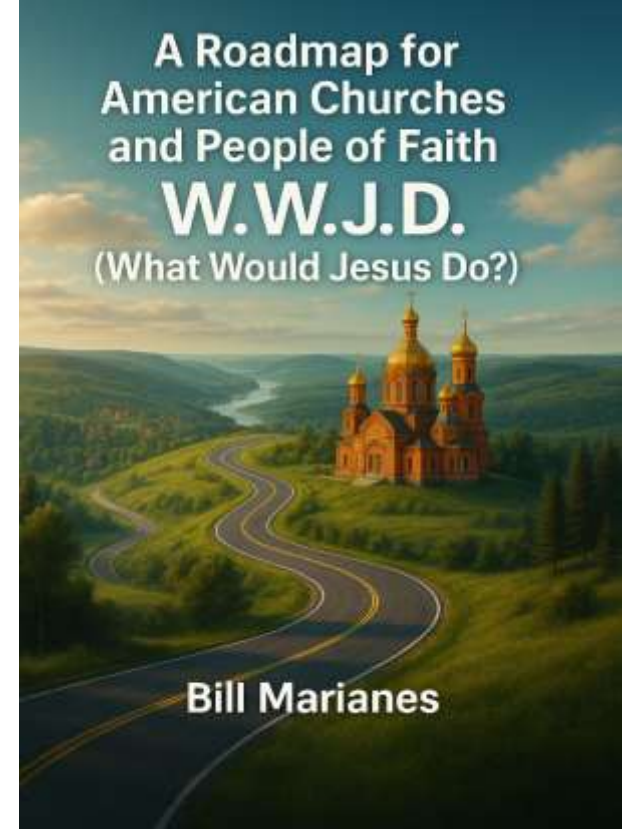


# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 10:**  
**Stewardship Calling**  
**Commandment #3**  
(pages 282 – 285)



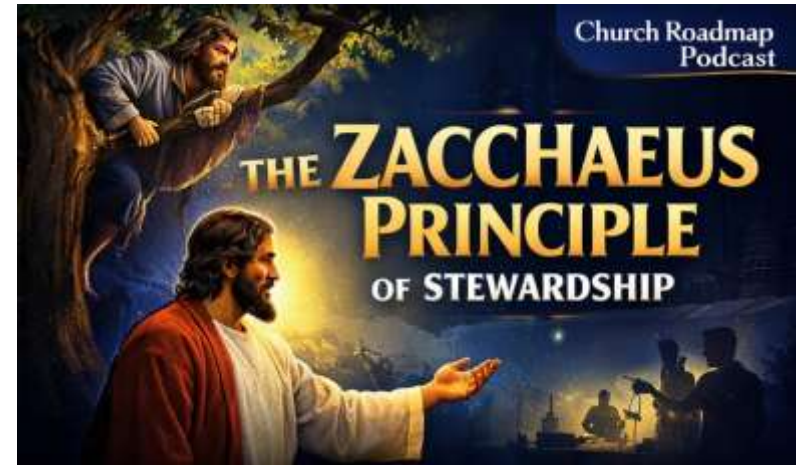
<https://churchroadmap.com/>





# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



Stewardship & Engagement Secrets: W<sup>2</sup> - & Why The Mob Was Wrong  
Episode 10 of the Church Roadmap Podcast - Stewardship & Engagement  
commandments 3 and 4

[https://youtube.com/live/\\_RtuCZfsis4](https://youtube.com/live/_RtuCZfsis4)

## Watch or Listen:

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- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

# #3



*"Time is your most valuable asset; financial giving follows engagement"*

## **W<sup>2</sup> — Own the Watch, Own the Wallet**

---

1. Ask for time (the most valuable asset), not their fungible replaceable money.
2. W<sup>2</sup> = "Own the Watch and you will own the Wallet." Time engagement drives giving.
3. Engaged congregations are spiritually healthier, attract more people, engage in ministry more, and give more.
4. Liturgical, sacramental and ministry engagement...increase financial giving.
5. Church involvement is the single strongest predictor of giving.

A man with a long, wavy beard and hair, wearing a brown and red robe, is seated and looking towards the viewer. He is holding a large, open book that is the central focus of the image. The book's pages are a light, textured color. The background is a solid, light blue-green color.

**4. “The Mob  
Was Wrong!”**

It's personal,  
not just  
business.

# How Did The Greatest Steward Solicit



# Ingredients Of Effective Stewardship Ministry

*Personal, in-home visitations are absolutely, unequivocally the most effective (nothing else is even close)*

**If you don't remember anything else, to have a successful, and sustainable stewardship ministry you must**

**PERSONALLY INTERACT**

**with**

**EVERY PARISHIONER**

# Ingredients Of Effective Stewardship Engagement Process

## *Plan A - Personal In-Home Visitations*

Each steward is personally visited in their home by a Stewardship Ambassador

## *Plan B - Small Group In-Home Gatherings*

Each steward is invited to a small group gathering hosted at a Stewardship Ambassador's house

## *Plan C - Personal Telephone Calls*

Each steward is personally called at home by a Stewardship Ambassador

A man and a woman are sitting at a table, smiling and talking. The woman is on the left, wearing a light blue sweater. The man is on the right, wearing a white shirt and a dark vest. They are both looking at each other. The background is a blurred office or meeting room with a whiteboard and some papers on the wall.

# The wHoly- Engaged Personal Visitation Program

# The wHoly- Engaged Personal Visitation Program

## Personal, in-home visitations agenda

- ~ Opening prayer of thanksgiving
- ~ Discuss parish items of common interest  
(e.g., what are the top 3 things they like about parish)
- ~ Share the vision/ministries of the parish
- ~ Address any comments/concerns or promise to get back to them
- ~ Review Ministry handbook and stewardship forms
- ~ Explain you will follow up every 2 weeks until the church receives their completed forms
- ~ Thank them and end with a prayer

# Be Careful With Home Visitations

## *The Priest: Revelation 3:20*

*“Behold, I stand at the door and knock. If anyone hears my voice and opens the door, I will come in to him and dine with him...”*

## *The Parishioner: Genesis 3:10*

*“I heard your voice as you were walking in the garden, and I was afraid because I was naked; so I hid myself.”*



# The wHoly-Engaged Group Visitation Program

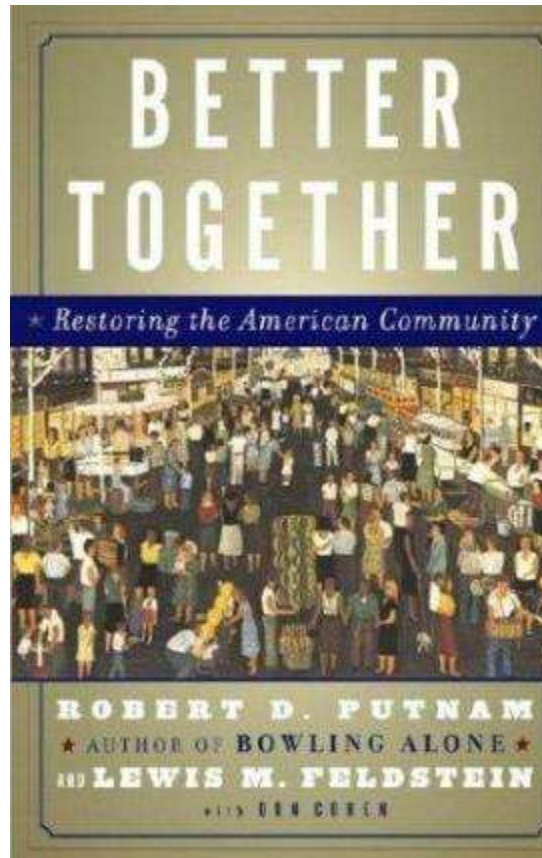
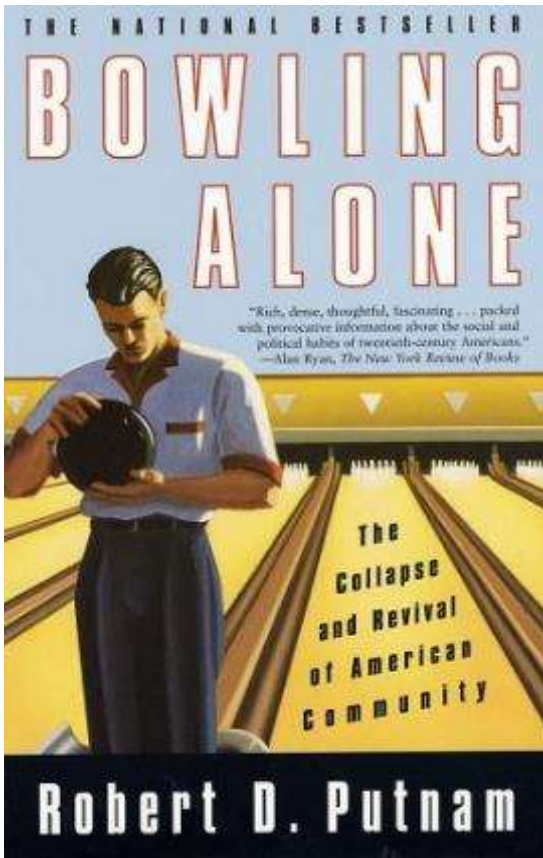
# The wHoly- Engaged Group Visitation Program

- ~ Opening prayer, welcome/ice breaker
- ~ Dinner and fellowship
- ~ Program
  - the vision and ministries of the parish
  - 2 or 3 testimonials
  - present stewardship ministry handbook and stewardship commitment form
  - explain next steps (including 2-week follow-ups), answers any questions and closing prayer

# Stewardship Ambassador Teams

- ~ Recruit the number of “Ambassadors” that is a little over 10% of your number of steward units
- ~ Each Ambassador takes care of themselves and 9 other steward units (= 100% of parish)
- ~ All Parish Council members, Ministry Leaders and Clergy are Ambassadors
- ~ Train all Ambassadors on how and what to solicit (the focus is time and talents engagement)

A key to a growing Parish is to increase “Social Capital.”



Social Capital is

(a) “social networks” (the collective value of everyone you know)

+

(b) “reciprocity” (the desire to do things for each other that our networks foster)

A group of diverse young adults, including men and women of various ethnicities, are sitting around a table in a kitchen or dining area. They are engaged in a discussion, with some holding open books. The scene is dimly lit, suggesting an evening or indoor lighting. The overall atmosphere is one of collaborative learning and community.

# Transformational Small Group Ministry

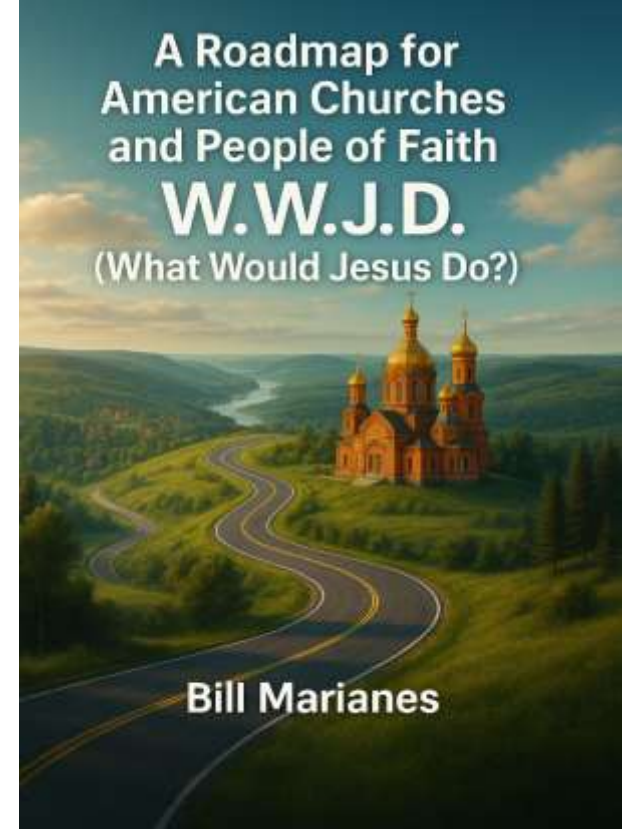
(see discussion in  
Appendix)

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 10:**  
**Stewardship Calling**  
**Commandment #4**  
(pages 285 – 308)



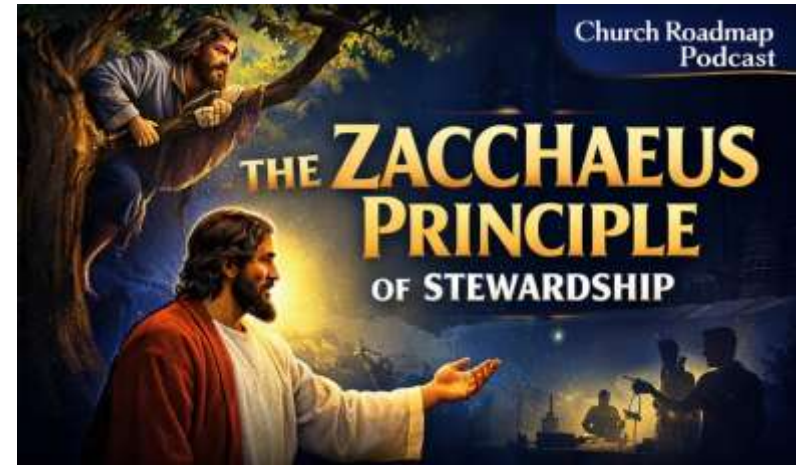
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# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



Stewardship & Engagement Secrets: W<sup>2</sup> - & Why The Mob Was Wrong  
Episode 10 of the Church Roadmap Podcast - Stewardship & Engagement  
commandments 3 and 4

[https://youtube.com/live/\\_RtuCZfsis4](https://youtube.com/live/_RtuCZfsis4)

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- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)


## #4



*“Christ visited  
Zacchaeus  
personally —  
personal  
solicitation is the  
most effective  
form of  
outreach”*

## The Mob Was Wrong — It Must Always Be Personal

1. In church S&E, it must ALWAYS be personal never “just business.”
2. Christ modeled this by personally visiting Zacchaeus — the result was a complete conversion and 100% generosity.
3. Plan A: In-home visitation by an Ambassador (most effective).
4. Plan B: Small group gathering of ≈10 parishioners at an Ambassador's home.
5. Plan C: Personal phone call — not as good as Plan A but better than email or snail mail.
6. Ambassadors share WHY, Vision, and ministries — they do NOT primarily ask for money.
7. The wHoly Engaged 6-Step Process: PPS Alignment → WHY/Vision → Ministries → Ambassador Training → Visitation → Follow-Up.
8. “No steward left behind”: Follow up every 2 weeks until every S&E Commitment is received.

A man with a long, wavy beard and hair, wearing a brown and red robe, is seated and holding a large, open book. The book is open to two pages that are mostly blank. The background is a light blue-green color.

**5. The 4th T**  
**(Tithing)** is  
the critical  
secret sauce.

# Tithing of ALL 3 Ts

Tithing (percentage giving) of Time, Talents AND Treasures is what Holy Scripture requires and can make a positive difference





**“Now all the  
tithe of the  
land, whether  
seed of the  
land or fruit of  
the tree, is the  
Lord’s. It is holy  
to the Lord.”**

Leviticus 27:30



**“Bring the whole  
TITHE into the  
storehouse...**

**Test Me in this says  
the Lord Almighty,  
and see if I will not  
throw open the  
floodgates of  
Heaven and pour  
out so much that  
you will not have  
enough room for it.”**

**Malachi 3:10**

# Tithing Is Not Just An Old Testament Thing



“Do not think that I have come to abolish the Law and Prophets. I did not come to destroy but to fulfill” (Matthew 5:17)

“Woe to you scribes and Pharisees, hypocrites! For you pay tithe of mint and anise and cummin, and have neglected the weightier matters of the law: justice and mercy and faith. These you ought to have done without leaving the others undone”  
(Matthew 23:23)

*In the instructions to the faithful:*

## The Didascaly Apostolorum <sup>1</sup>

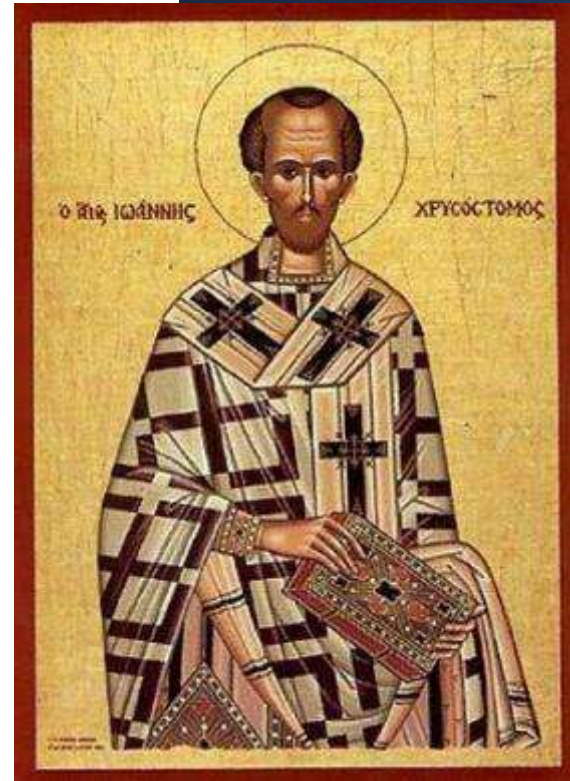
“Set aside part-offerings and tithes and first fruits to Christ, the true High Priest, and to His ministers, even tithes of salvation to Him...”

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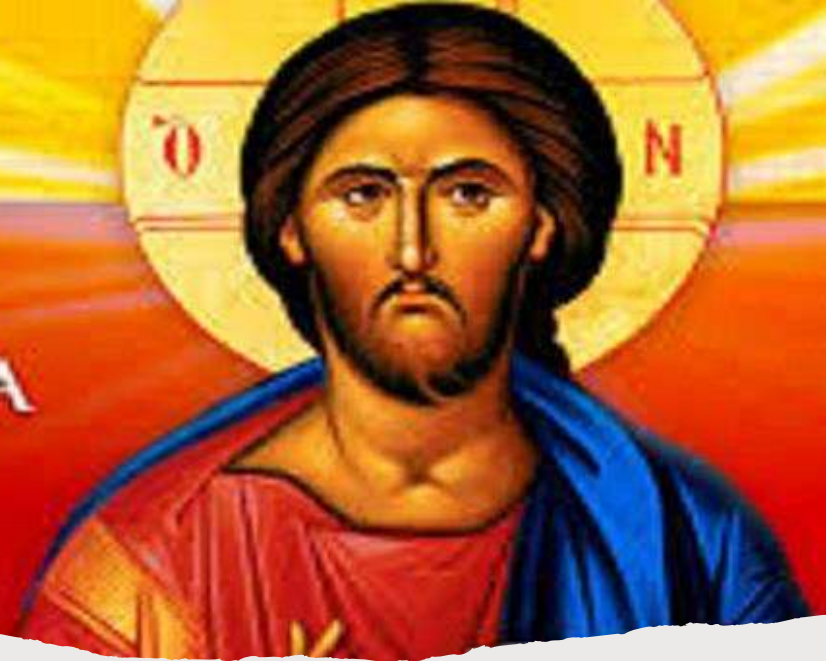
<sup>1</sup> The *Didascalia Apostolorum*, is a Christian legal treatise belonging to the genre of the Church Orders. It presents itself as being written by the Twelve Apostles at the time of the Council of Jerusalem; however, scholars agree that it was actually a composition of the 3rd century, perhaps around 230 AD

**“If there was a danger  
then (during Old Testament times)  
in omitting tithes,  
think how great it  
must be now!”**

St. John Chrysostom, Homily on Ephesians  
2:10 - Nicene and Post-Nicene Fathers,  
Volume XIII First series, p.69



GREEK ORTHODOX  
ARCHDIOCESE OF AMERICA



**“Stewardship is recommended to be ten percent (10%) of one’s annual income as stated in Holy Scripture to help meet the financial obligations of the Parish, the Metropolis and the Archdiocese”**



THE **tithe**  
challenge

**Tithing should  
be your goal.**

**A minimum of  
10% Time,  
Talent and  
Treasures.**

**“You shall tithe...” Deuteronomy 14:22**

# Why Do Orthodox Christians Pray



but...

Orthodox Christians  
Don't Tithe?



# Where Are We Now On This Journey?

~ Proxy Tithe Analysis from the Stewardship  
Calling Financial Stewardship Analysis  
(over 275 Orthodox parishes)

~Typical Orthodox parishioners contributes:

0.5% to 0.8% of their income

# How To Start A Tithing Program

1. Teach tithing and % giving
2. Share the impact of lives improved
3. Leaders lead by example
4. Use the “ROUND-UP”



# How To Start A Tithing Program

## 1. Teach tithing and % giving (T&PG)

- ~ T&PG instruction is at least quarterly in adult and Sunday school classes and regular homilies
- ~ All materials are reoriented and only discuss and offer T&PG options



# How To Start A Tithing Program

## 2. Share the impact and lives improved

- ~ Provide specific examples of how tithes changed people's lives
- ~ Naming people helped and higher percentages of impact are effective
- ~ Testimonials from recipients and tithers / percentage givers make a big impact



# How To Start A Tithing Program

## 3. Leaders Lead By Example

- ~ Clergy and Parish Leaders must show their leadership commitment
- ~ Tithing / percentage giving is a requirement for selecting and promoting leaders (like church attendance)



**“Your actions speak so loudly, I can’t hear what you’re saying.”**

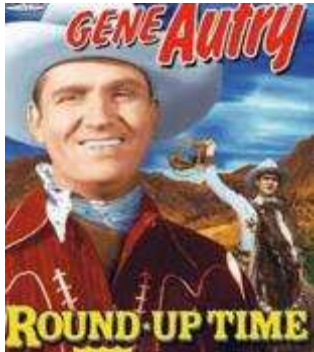
# How To Start A Tithing Program

## 4. Use The Roundup

- ~ Calculate what % of last year's income you donated to 1 decimal point (e.g. 0.7%)
- ~ This year, "round up" your donation to the next highest whole number percent of income (e.g. 1%)
- ~ Next year , add 1% more
- ~ Add 1% yearly until you reach 10%



I hereby challenge each of you to accept the Roundup challenge and calculate tonight your new pledge for 2025 at least to the next %



# **Your New Parish Matthew 19:16-26 Stewardship Card**

**Step 1: How much do you make  
\$ \_\_\_\_\_**

**Step 2: Send it all in to your parish**



ANCIENT FAITH RADIO

*Bringing the Ancient Christian Faith to the Modern World*

Ancient Faith Ministries

BILL MARIANES

REVITALIZE STEWARDSHIP IN  
YOUR PARISH AND PERSONAL LIFE

## A STEWARDSHIP CALLING



Ancient Faith  
PODCASTS

# “The Tithe & Percentage Giving”

February 6, 2019

[https://www.ancientfaith.com/podcasts/stewardshipcalling/the\\_joy\\_of\\_the\\_tithe](https://www.ancientfaith.com/podcasts/stewardshipcalling/the_joy_of_the_tithe)

Nick Kasemeotes





ANCIENT FAITH RADIO

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Ancient Faith Ministries

BILL MARIANES

REVITALIZE STEWARDSHIP IN  
YOUR PARISH AND PERSONAL LIFE

# A STEWARDSHIP CALLING



Ancient Faith  
PODCASTS

# “Overcoming The Challenge of Donor Fatigue”

August 7, 2019

[https://www.ancientfaith.com/podcasts/stewardshipcalling/donor\\_fatigue](https://www.ancientfaith.com/podcasts/stewardshipcalling/donor_fatigue)

Fr. Aaron  
Warwick

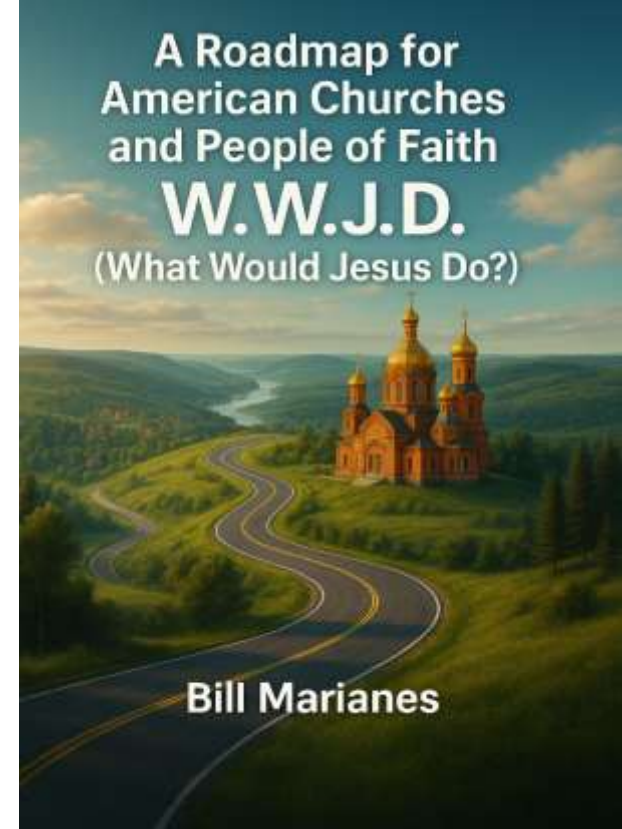


# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 10:**  
**Stewardship Calling**  
**Commandment #5**  
(pages 308 – 322)



<https://churchroadmap.com/>





# Church Roadmap Podcast

## 1<sup>st</sup> Wednesday on Leadership



**Stewardship & Engagement commandments 5:**  
**The 4th T (Tithe) Challenge: Why 10% Is Just the Starting Line**  
**Episode 14 of the Church Roadmap Podcast -**  
<https://youtube.com/live/kj2wcek2pol>

## Watch or Listen:

- YouTube: <https://www.youtube.com/@stewardshipcallingministry/live>
- Facebook: <https://www.facebook.com/stewardshipcalling/videos>
- Recorded versions available at: [www.churchroadmap.com](http://www.churchroadmap.com)

# #5



*"Bring the whole  
tithe... test me in  
this, says the  
Lord" — Malachi  
3:10"*

## The 4th T — Tithing Is the Secret Sauce

---

1. Tithing (giving at least 10%) of Time, Talents, AND Treasures is the Biblical minimum and affirmed by Christ and St. John Chrysostom.
2. 100% giving is “perfection” while the 10% tithe is the floor, not the ceiling.
3. Orthodox average only 0.5–0.8% of income.
4. The 'Round Up' makes tithing (and percentage giving) easy.
5. Tithe your TIME too.
6. Step 1: Leaders commit first.  
Step 2: Teach it.  
Step 3: Model it.  
Step 4: Over-communicate it.



**AUDIENCE PARTICIPATION TIME!**

**What questions do you have about percentage giving, on the road to tithing or the “Roundup?”**

**Will you agree to Roundup in 2025?**





**6. CITA Is**  
**Essential!**

Effective  
**C**ommunications  
and consistent  
**I**ntegrity,  
**T**ransparency, and  
**A**ccountability.



**See extended discussion on effective  
stewardship communications in the  
Appendix**



STEWARDSHIP  
CALLING

## Stewardship Calling Recommended Parish Financial Dashboard

ITEM <sup>1</sup>	THIS YEAR	LAST YEAR	PRIOR YEAR
<b>The following are reported monthly</b>			
Total Income			
Total Stewardship Income			
Total Expenses			
Net Income or Loss			
% of Expenses Covered by Stewardship			
Number of Stewards			
Median Stewardship Pledge <sup>2</sup>			
<b>(add any other critical line item the PC needs to watch here)</b>			

### The following are added to the report each quarter

Total Expenses invested in parish chosen charities and ministries			
% of Total Expenses invested in parish chosen charities and ministries			
Proxy Tithe % Analysis <sup>3</sup>			
% of stewardship income from top 10 stewards			
% of stewardship income from top 10% of stewards			
% of stewardship income from top 20 stewards			
% of stewardship income from top 20% of stewards			

<sup>1</sup> ALL columns include only "month to date" numbers as of the end of the previous month

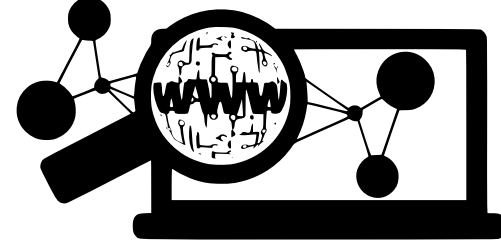
<sup>2</sup> Use median NOT average because major donors skew averages

<sup>3</sup> Divide median stewardship contribution by \$8,175 (tithe of median U.S. Orthodox income)

**Publish This Recommended Parish Financial Dashboard Monthly**

**Add This Financial Dashboard Quarterly**

# Church Websites Matter<sup>1</sup>

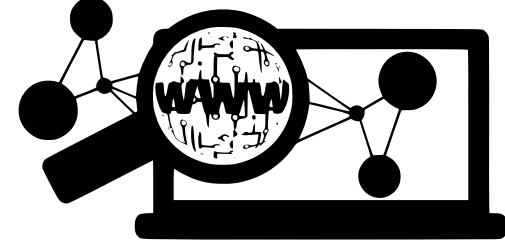


- 1. 97% of people search for churches online**
- 2. 96.2% of churches fail the “first impression test”**
  - focal point?
  - responsive design?
  - quick load time?
  - no stock photos of people’s faces
  - accessible new visitor information
- 3. The “feel” of a website is the main driver of first impressions (94% about the design and only 6% about the content)**

---

<sup>1</sup> An extensive case study that analyzed 1,008 church websites from 30+ different countries <https://www.nucleus.church/blog/church-website-essentials/>

# Church Websites Matter<sup>1</sup>



1. 53% of browsing is on smart phones / tablets
2. 80% of people stop engaging if a website loads in less than 3 seconds
3. 62% of church websites don't easily provide new visitor information
4. Users form an initial opinion of if they will stay or leave a website in ≈ 50 milliseconds (that's 0.05 seconds)<sup>2</sup>

---

<sup>1</sup> An extensive case study that analyzed 1,008 church websites from 30+ different countries  
<https://www.nucleus.church/blog/church-website-essentials/>

<sup>2</sup> <https://cxl.com/blog/first-impressions-matter-the-importance-of-great-visual-design/>

# #6



*"People give to Causes and People with Integrity — C.P.I."*

## Essential CITA — Communications, Integrity, Transparency & Accountability

---

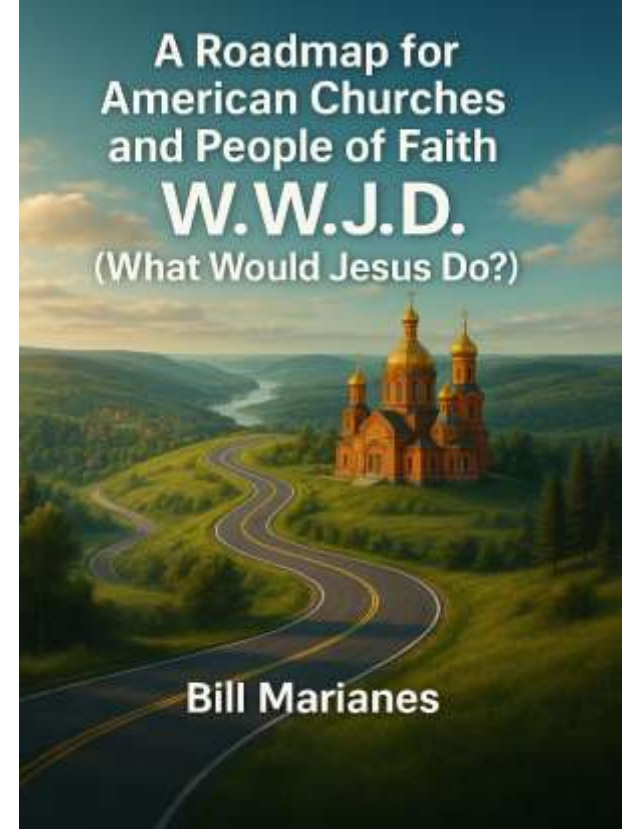
1. CITA = Communications, Integrity, Transparency, & Accountability is essential.
2. CPI - People give to Causes and People with Integrity
3. Sell the Dream (WHY/Vision), Sell the Team (People), Sell the Scheme (ITA).
4. One-size-fits-all communication fits no one.
5. Publish audited financials and dashboards.
6. Overcommunicate positive, mission and abundance-oriented messages.
7. Testimonials, Testimonials, Testimonials
8. Completely review every page of your website and update it to best practices.

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 10:**  
**Stewardship Calling**  
**Commandment #6**  
(pages 322 – 333)



<https://churchroadmap.com/>





## **7. Youth Matter!**

“Train up a child  
in the way he  
should go, and  
when he  
is old, he will not  
depart from it.”

(Proverbs 22:6).



**You do not do, what you  
were never taught.**



**What have you taught your  
loved ones about stewardship?**



**If you don't  
have an  
effective youth  
stewardship  
program,**

**your Parish's  
future is at  
risk.**



# Separate Youth Stewardship Campaign



- Age appropriate:
  - creative messaging
  - service options
  - financial expectations
- ALL youth stewardship must separately pledge their time and talents and their treasures

# Youth Stewardship Card

## Stewardship Through the Saints



Ascension Catholic Church  
2020 Stewardship Renewal  
Youth Commitment Card (up to age 16)

\_\_\_\_\_  
First & Last Name(s)

\_\_\_\_\_  
Parents' First & Last Name:

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
Telephone (Youth)

\_\_\_\_\_  
Family Email

\_\_\_\_\_  
Parent Signature

**Disclaimer:** By signing, you give Ascension Parish permission to contact your child via their mobile device for church related events and classes.

Please bring this card to Mass on August 22/23, or mail using the envelope provided. Thanks and God bless you!

## Time

Spending Time with God in Prayer

- Attend Mass every Sunday and on Holy Days
- Attend weekday Mass at least once a week
- Spend 15 minutes a day in personal prayer
- Spend one hour a week in Adoration of the Blessed Sacrament
- Pray together with my loved ones
- Read the Bible for one hour a week
- Pray the Rosary at least weekly
- Go to confession every other month
- Pray for an increase in vocations
- Pray for our priests

## Talent

Using My Talents in Parish Ministries

= Currently Active     = Interested in Joining  
↓ Clearly write the first name of interested person on the line

- \_\_\_\_\_   Altar Server (fourth grade and above)
- \_\_\_\_\_   Environment Committee
- \_\_\_\_\_   Eucharistic Minister (16 years or older and have been confirmed)
- \_\_\_\_\_   Faith Formation/Confirmation Participant
- \_\_\_\_\_   Hospitality Minister (12 years or older)
- \_\_\_\_\_   Lector (for those who have been confirmed and older)
- \_\_\_\_\_   Video/Audio Ministries (High School or older)
- \_\_\_\_\_   Young People's Choir (7<sup>th</sup> grade-college)
- \_\_\_\_\_   Youth Activities - Middle School
- \_\_\_\_\_   Youth Group - High School
- \_\_\_\_\_   Other \_\_\_\_\_

## Treasure

Giving Part of My Money to God

- \_\_\_\_\_ Share or donate toys and/or clothing
- \_\_\_\_\_ Donate part of your allowance/income by using weekly envelopes

# #7



*“Train up a child  
in the way he  
should go, and  
when he is old,  
he will not  
depart from it’ —  
Proverbs 22:6”*

## Youth Matter — Train Up a Child

---

1. 60%-70% of Christian youth LEAVE the church when they leave home.
2. You must have formal Youth Stewardship program where every youth (above age 5) should complete their own age-appropriate S&E Commitment.
  - ~ Elementary: small acts of service and prayer.
  - ~ High school: volunteer ministry and philanthropy.
  - ~ College: full engagement.
3. Science of Generosity habits are formed early with parents the #1 influence.



## 8. WAT Always!

Excel at

Welcoming And  
Thanking.

# An Unknown Man Who Changed Christian History



**Mordecai Ham in 1934 preached a powerful “love of God” standing room only tent revival in Charlotte, N.C.**

**Two 14-year-old boys were turned away because there were no seats, until an unknown usher chased after and said he’d find them a seat.**

**That night, Grady Wilson and his friend were so moved they gave their life to Christ.**

**Who changed history?**




**Your job is not to change the world.**



**Your job is to change  
somebody's world!**

# Welcoming





**71% of non-  
denominational  
church goers invited  
someone to join  
them in church in  
the last 6 months**

**(25% of them have invited at least 3  
people)**

When did you last invite any non-Orthodox person to “come and see”?



# Top 5 Things People Look For In Picking A New Church



1. Quality of sermons (83%)
2. Feeling welcomed (79%)
3. Style of services (74%)
4. Location (70%)
5. Education for kids (56%)



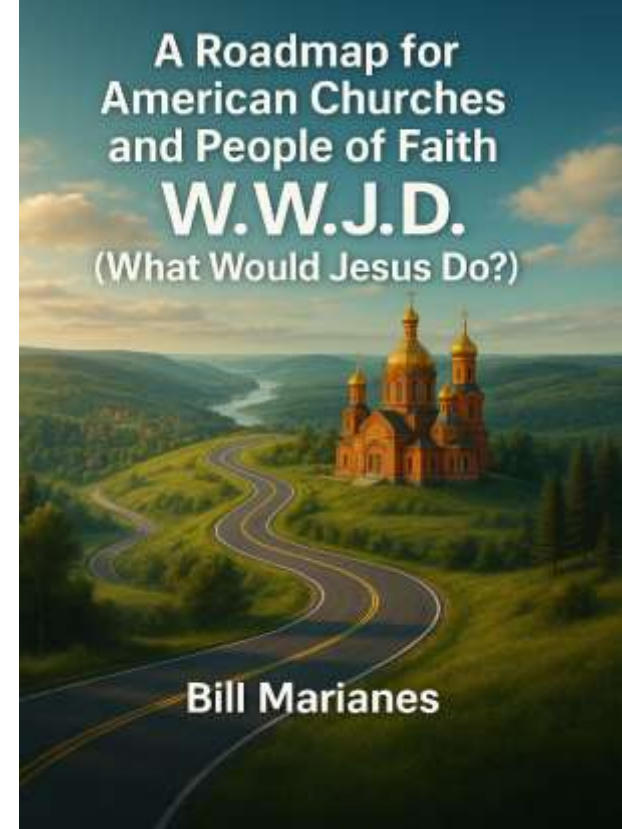
1. Narthex greeting is the first step
2. Ask about them and connect them with similar parishioners
3. Have people available to sit with them and answer questions (or translate)
4. Follow-up (within 7 days ) and meet in person to know them better
5. Bring them to a Parish activity
6. Engage them in a Parish ministry

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 10:**  
**Stewardship Calling**  
**Commandment #8**  
(pages 340 – 348)



<https://churchroadmap.com/>



# #8



*"A parish must excel at welcoming and thanking — you cannot thank too much"*

## W&T Always — Welcoming & Thanking Everyone, Always

---

1. Parishes excelling at W&T retain far more parishioners and stewards.
2. Thank early, often, sincerely, and publicly for everything.
3. Thanking releases DOSE hormones (Dopamine, Oxytocin, Serotonin, Endorphins) in both giver and receiver.
4. Every visitor must feel immediately and genuinely welcomed and provided a comprehensive Welcoming Package for (ministries, vision, FAQs, contacts).
5. Dedicated Welcoming Ministry - trained greeters, follow-up contact within 7 days, and invitation to at least one other activity.



## **9. The 4 Types of Parish Giving**

annual tithe,  
emergency  
appeals, capital  
campaigns &  
planned giving.

# The Four Types of Generosity All Parishioners Must Be Taught To Practice

1. **Annual Stewardship Tithe** - to fund parish operations, ministries, and philanthropy
2. **Periodic Capital Campaigns** - to acquire, construct, or improve parish capital assets
3. **Emergency Philanthropy** - to address emergency occurrence needs
4. **Planned Giving** - to fund non-operating parish needs and opportunities (see appendix)

With effective parishioner education, NONE of these

# #9



*"Annual tithes,  
emergency  
appeals, planned  
giving, and  
capital  
campaigns —  
know the  
difference"*

## The 4 Types of Parish Giving

---

1. Teach all 4 types in a year-long rhythm and schedule so parishioners understand the full spectrum of generous giving.
2. Each type requires its own communication strategy, leadership, and implementation plan.
3. Use brokerage account to accept gifts of appreciated securities — huge tax advantage for donors.

*You will be enriched  
in every way for your  
great generosity.*

*II Corinthians 9:6-11*



**PARISH  
PLANNED GIVING**

An Offering of the  GREEK ORTHODOX  
ARCHDIOCESE OF AMERICA

[https://www.goarch.org/departments/  
plannedgiving](https://www.goarch.org/departments/plannedgiving)



**Establish**  
Set Vision  
& Governance



**Advance**  
Raise Awareness  
& Funds



**Flourish**  
Grow Gifts &  
Grants

**SEE PLANNED GIVING EXTENDED DISCUSSION IN APPENDIX**



**10. T<sup>3</sup>**

**Tteams, Ttactics  
& Technologies  
must be newest,  
best practices,  
and varied.**

(see appendix)

# Optimal Stewardship Team

## ADMINISTRATIVE

1. Ministry Team Leader
2. Stewardship Communications
3. Stewardship Data Analysis

## TACTICAL

4. Stewardship Campaign
5. Planned Giving
6. Stewardship Ambassador  
Recruitment & Training

## MINISTRY OR LIASON

7. Welcoming Ministry
8. Thanking Ministry
9. Youth Stewardship
10. Small Groups Ministry



(Job descriptions for each position are in the Appendix)

## #10



*“Use the newest, best, and most varied tools — one size does not fit all”*

## Team, Tactics & Technologies — Not Everything Is a Nail

---

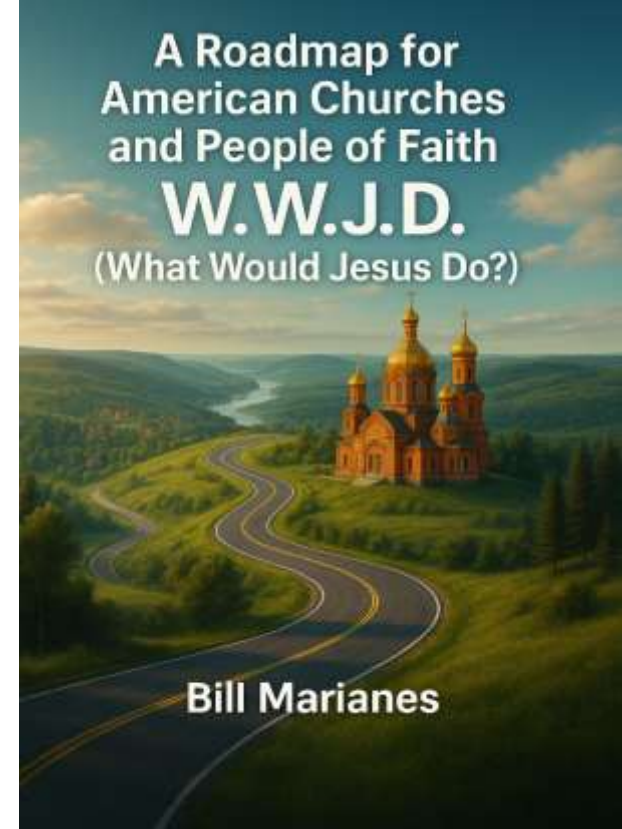
1. **Build a full S&E Ministry Team:** (See Appendix for 10 **stewardship team roles:** Leader, Communications, Data Analysis, Campaign Manager, Planned Giving, Ambassadors, Welcoming, Thanking, Youth S&E, Small Groups)
2. **Need frictionless giving platforms, online, mobile kiosks, Zelle, Apple Pay, Square, securities, digital currency and blockchain.**
3. **Online givers give 32% MORE than check/cash givers.**
4. **Nothing is more powerful than a testimonial and personal story of impact (live/video/written, etc.)**
5. **Small Group Ministry is a proven engagement multiplier.**
6. **Websites matter - use social media, websites, email, and texting strategically — but never replace, personal touch.**
7. **Track metrics: “In God we trust; all others bring data.”**
8. **Use AI and constantly Innovate, Measure, and Adjust. Never stop improving.**

# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

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For comprehensive and detailed explanation and practical examples you can implement, see:

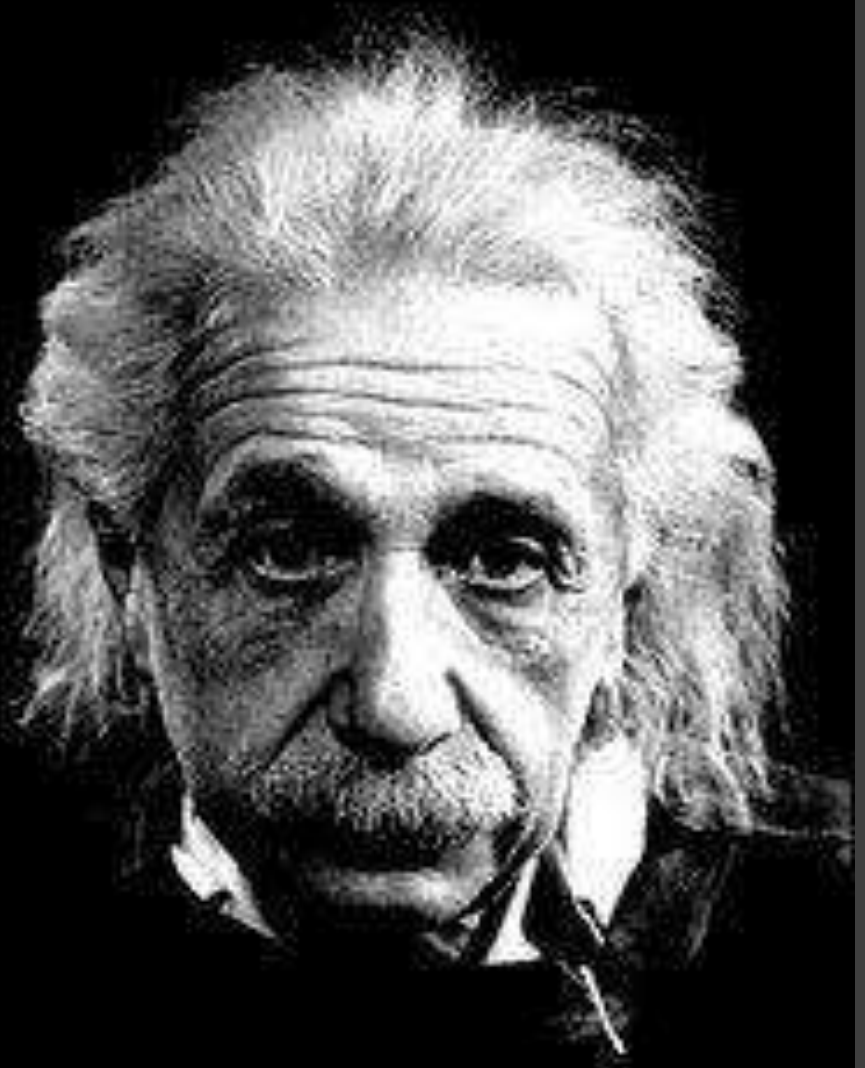
**Chapter 10: The  
Stewardship Calling 10  
Commandments of  
Stewardship &  
Engagement Best  
Practices**  
(pages 262 – 379)



<https://churchroadmap.com/>



"WE CANNOT  
SOLVE OUR  
PROBLEMS  
WITH THE SAME  
THINKING WE  
USED WHEN WE  
CREATED THEM"

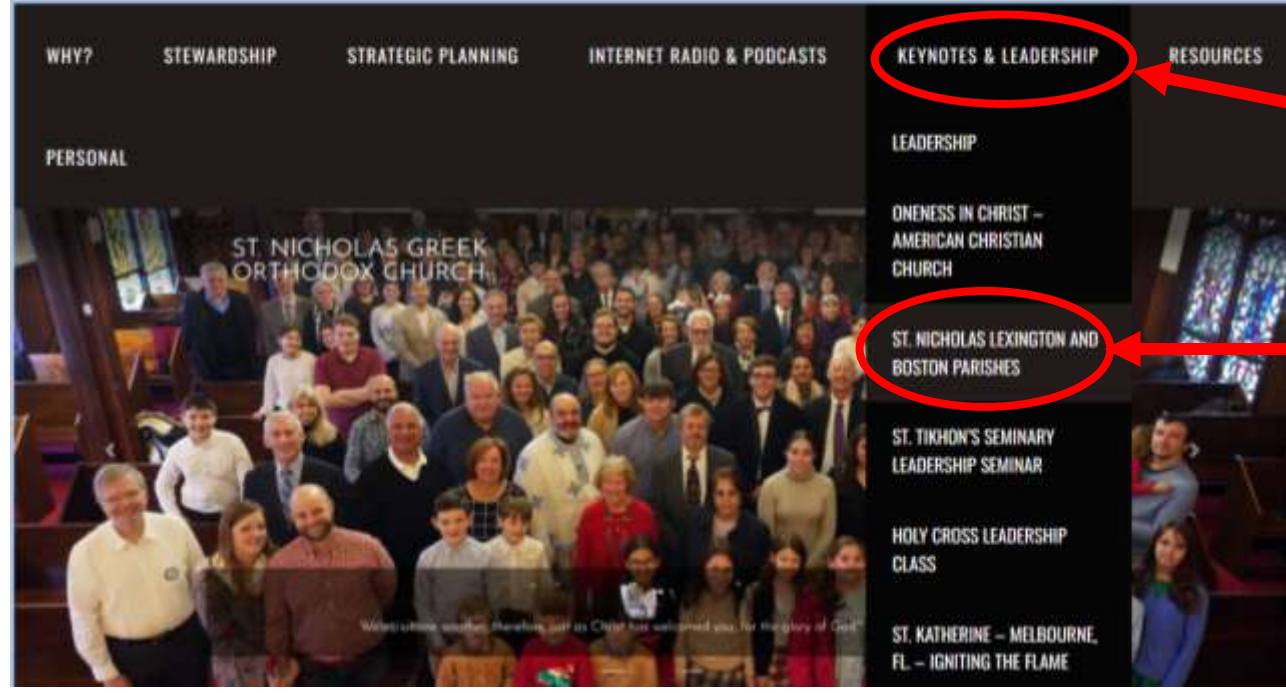


*(The Journal of Transpersonal Psychology, 1969.)*

# Stewardship Calling

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

[www.stewardshipcalling.com](http://www.stewardshipcalling.com)



Keynotes & Leadership Tab

St. Nicholas & Boston Page

This entire PowerPoint deck with all the appendices can be downloaded here: <https://stewardshipcalling.com/lexington-and-boston-parishes/>

# Top 5 Impactful Parish Suggestions

1. Become a PG2TP (Percent Giving To Tithing Parish)
2. Use the wHoly Engaged stewardship process and reach and engage every parishioner
3. Create a Small Group Ministry
4. Develop a Strategic Plan that includes your capital expenditure future plans and needs (or at least conduct an EPA or SWOT)
5. Implement Servant Leadership Training

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

## Preface and

### Chapters 1-2:

Setting the stage and relevant facts, figures and data



Chapters 3-5 & 8:  
Leadership Best Practices



### Chapter 7:

Strategic Planning



Chapters 9-11:  
Stewardship & Engagement Best Practices



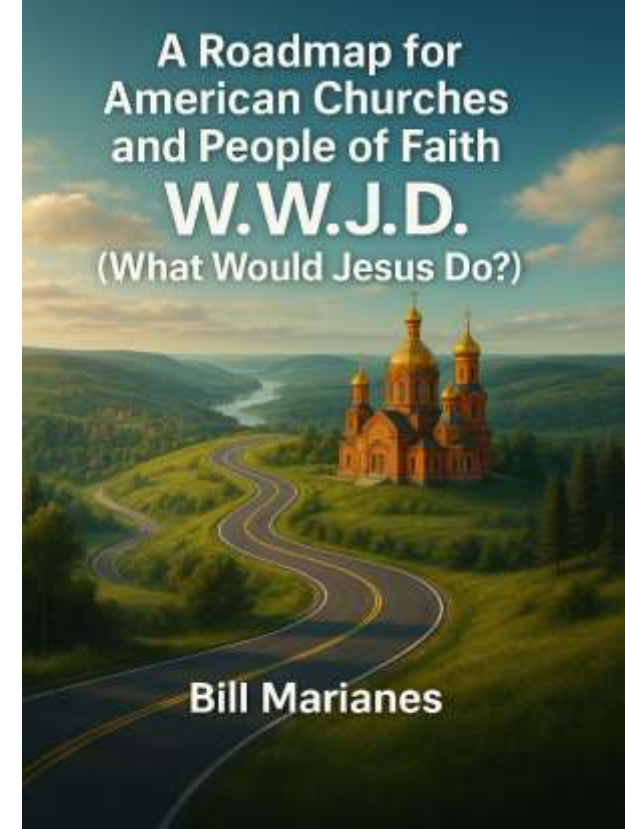
### Chapters 12 & 14:

Spiritual Formation, Religious Education Best Practices, and Seminary Strategic Foresight



### Chapters 15-18:

Oneness in Christ, Orthodox Unity in America, Orthodox / Roman Catholic Unity, Conclusion



<https://churchroadmap.com/>



# New For 2026



Every Wednesday at 7 p.m.

Leadership week 1

Stewardship week 2

Spiritual Formation week 3

Christian Unity week 4

Strategic Planning 5<sup>th</sup> Wednesdays



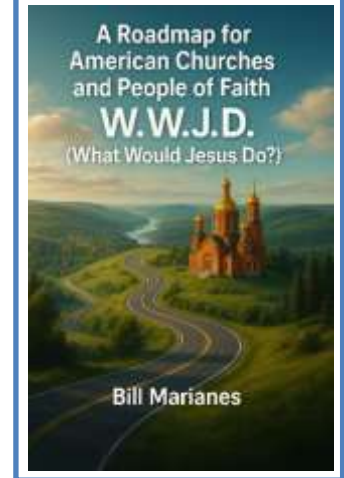
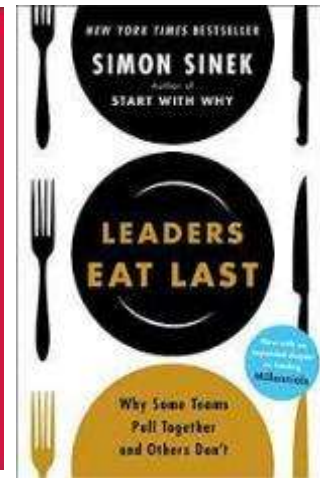
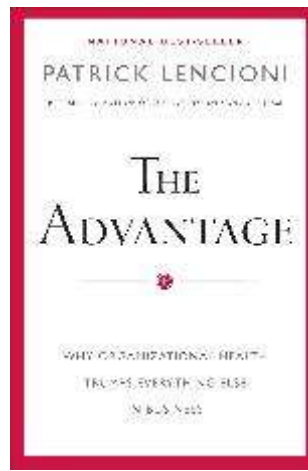
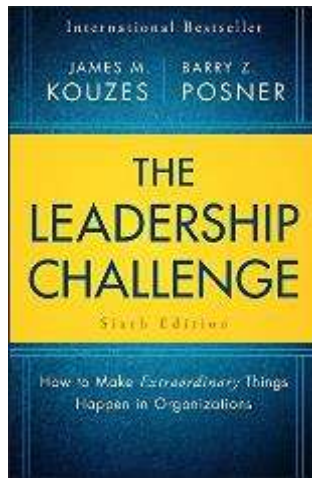
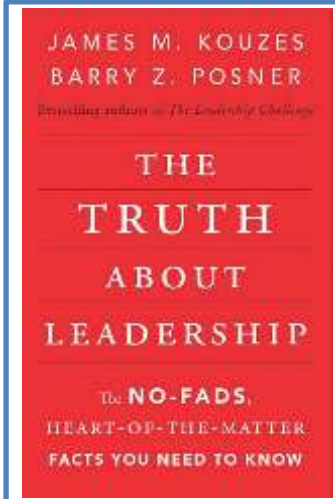
Nov. 7<sup>th</sup> - Washington, DC.  
Creating a Roadmap for  
Christian Unity

Check out [www.churchroadmap.com](http://www.churchroadmap.com)

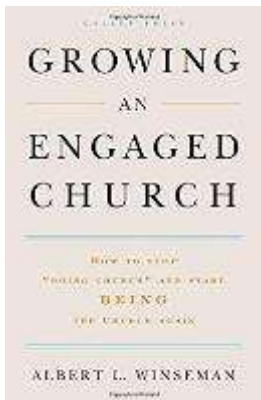


# Leadership

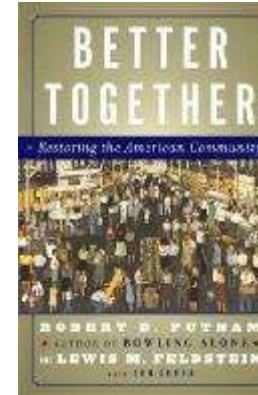
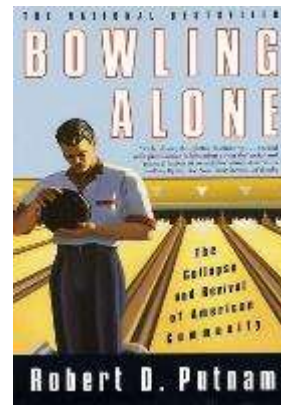
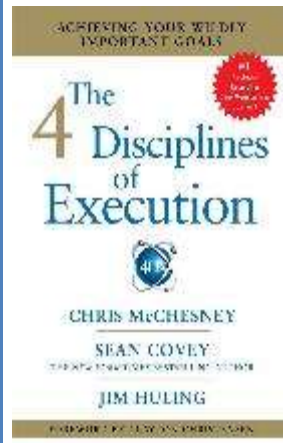
Leadership. Stewardship, Education, Christian Unity



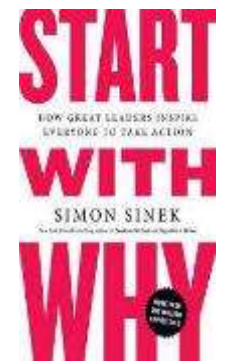
## Church Growth



## Operational Effectiveness



## WHY



# **Check out the Appendices for More Information About**

- **Servant Leadership**
- **Stewardship Team**
- **Planned Giving**
- **Youth Stewardship Ministry**
- **Sample Stewardship Cards and  
Ministry Handbooks**
- **Orthodox Servant Leadership**
- **Strategic Planning for Parishes**

**Appendix**

**WHAT WOULD  
YOU DO IF  
YOU WEREN'T  
AFRAID?**



# Tough Love



**St. Paisios the Athonite**

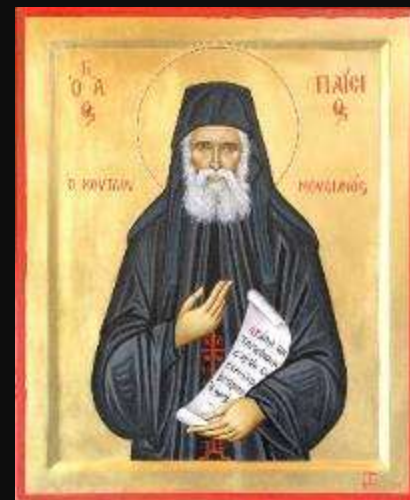
The spirit of luke-  
warmness reigns.

We've been spoiled  
for good.

How does God still  
tolerate us?



**St. Paisios the Athonite**



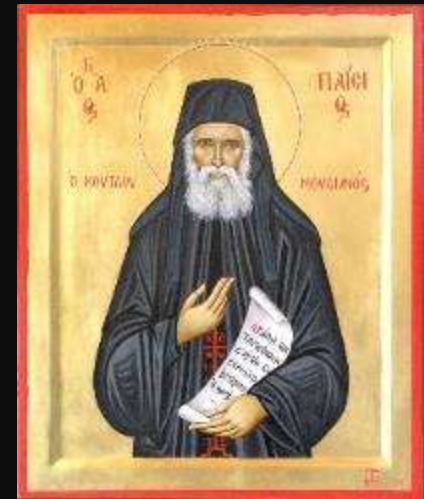
Today's generation  
is the generation  
of indifference.

There are no  
warriors  
(palikaria)!

The majority are  
fit for parades  
and feasts only.



St. Paisios the Athonite

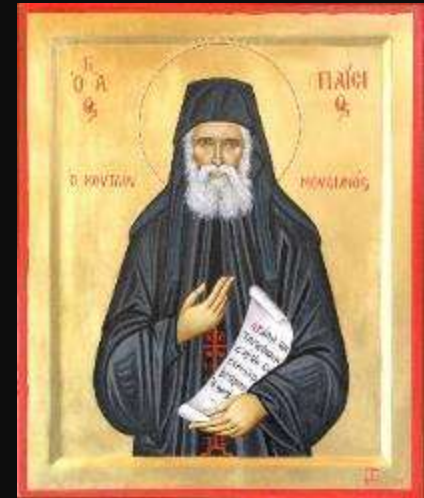


Even people who've  
got something  
inside have begun  
to grow cool  
saying,

Can I really do  
anything to change  
the situation ?



St. Paisios the Athonite

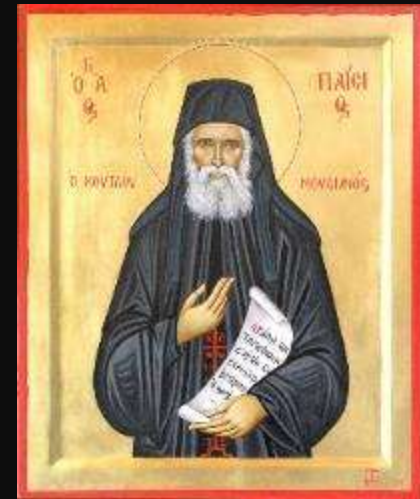


We have to  
**witness** our Faith  
with **boldness**,

because if we  
continue to remain  
silent, we'll have  
to **answer in the  
end.**



St. Paisios the Athonite



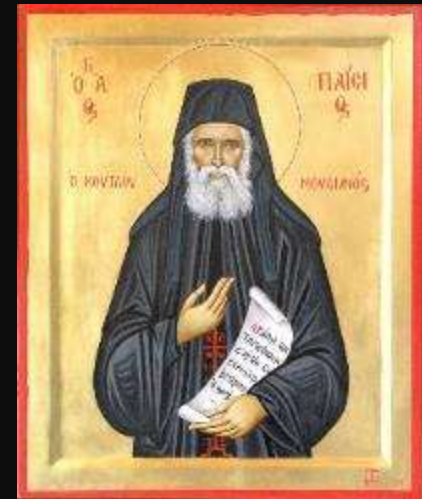
In these difficult days, **each must do** what is in their own power.

Leave what's out of their power to **GOD.**

In this way, our **conscience will be clear.**



St. Paisios the Athonite





Words may inspire, but only ACTION creates change. Most of us live our lives by accident - we live life as it happens. Fulfillment comes when we live our lives on purpose.

— *Simon Sinek* —

AZ QUOTES

**“A society  
grows great  
when old men  
and women  
plant trees in  
whose shade  
they shall  
never sit.”**

Greek Proverb





**“The best time  
to plant a tree  
was 20 years  
ago.**

**The second  
best time is  
today.”**

# TURN *the* PAGE



**There comes a day  
when you realize  
turning the page is  
the best feeling in  
the world.**

**Because you  
realize there's so  
much more to the  
book than the page  
you are stuck on.**





# What I Want You To Do After Today

1. Determine your WHY

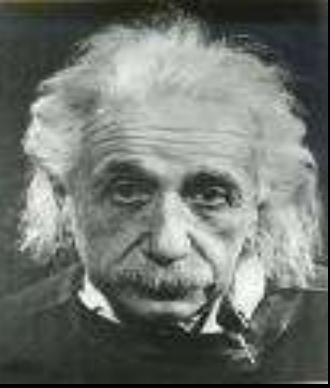


2. Try at least 1 idea from each of the 10 commandments

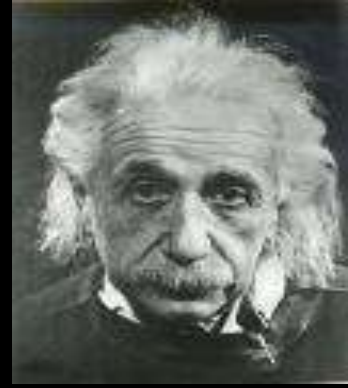


3. Be a better Human Light Bulb  
“Light of the World”





# Albert's Insight



- ❖ What was Albert Einstein's greatest contribution?
- ❖  ~~$E=mc^2$~~

“NOTHING HAPPENS UNTIL SOMETHING MOVES”

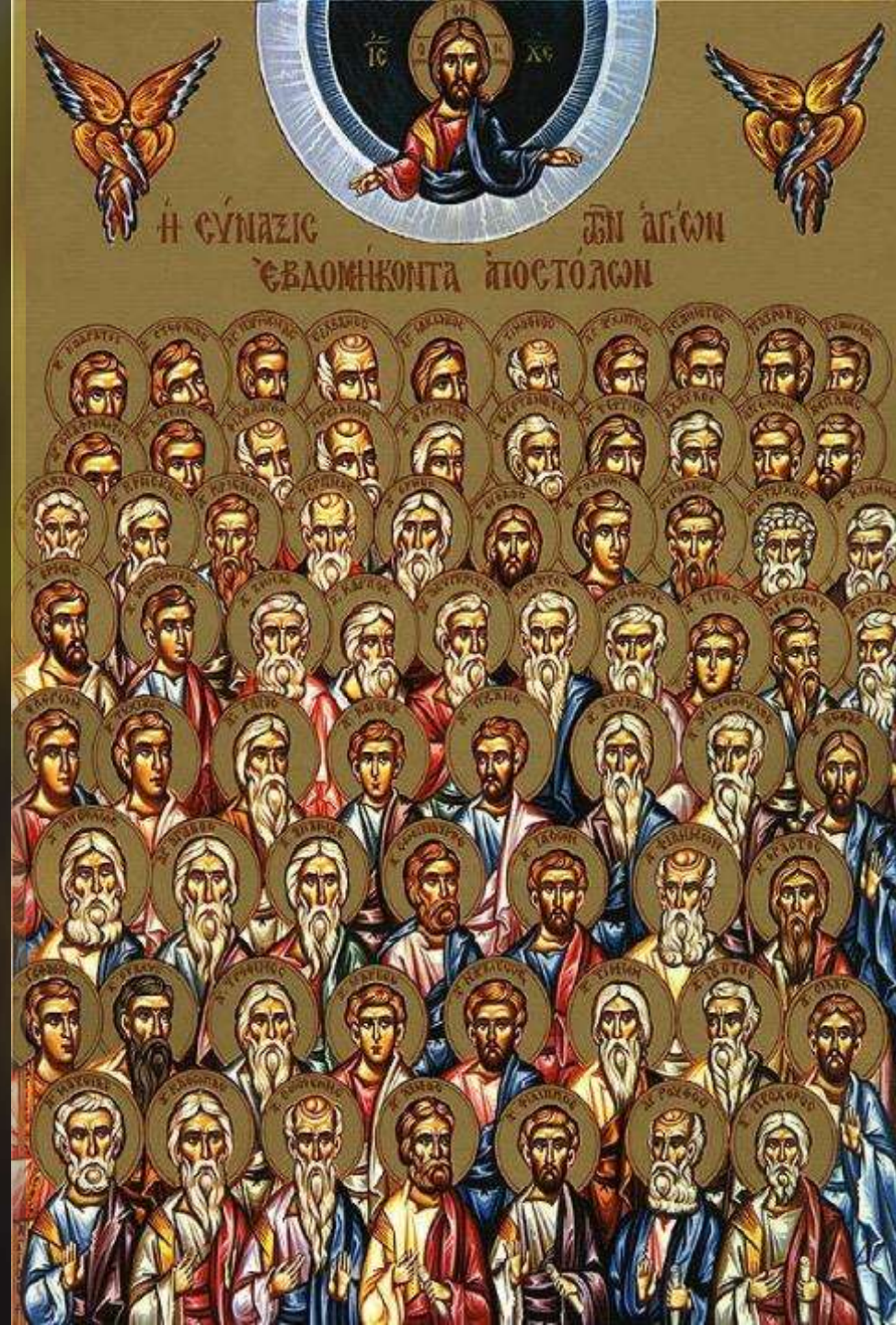


# The Marianes Corollary

**“NOTHING HAPPENS  
UNTIL SOMEBODY  
MOVES”**

You have  
now been  
called as  
one of the  
70 Disciples

Luke 10:1





QUESTIONS  
ANSWERED  
HERE  
EVEN THE  
SILLY ONES

**Any Questions?**

# Igniting The Flame



Greek Orthodox Metropolis of Atlanta

Dormition of the Theotokos Greek Orthodox Church

Greensboro, NC 27410



**Dr. Bill Marianes**

[www.stewardshipcalling.com](http://www.stewardshipcalling.com)

[Bill@stewardshipcalling.com](mailto:Bill@stewardshipcalling.com)

**Servant Leadership**

Appendix

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For comprehensive and discussion of Servant leadership with practical examples you can implement, see:

**Chapters 3-8:**  
**Servant Leadership and Elements of Exemplary Parish Leadership**  
(pages 37 – 252)



<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>

# 5 Practices of Exemplary Leadership



**1. Model The Way** – know and live your core values and WHY



**2. Inspire a Shared Vision** – articulately share the exciting possibilities of a future destination



**3. Challenge the Process** – ask questions, experiment, and test the unknown



**4. Enable Others To Act** – great dreams are achieved through collaborative and trusting relationships



**5. Encourage The Heart** – celebrate the values and victories of your teams



Dr. James Kouzes

“When seen through the lens of a servant’s heart, leadership becomes not just a job but a calling. Lives are changed for the better.

Next-generation leaders are molded. Along the way, the sense of destiny God planted in each individual soul finds fulfillment.”

# The Five Dysfunctions of a Team

by Patrick Lencioni

High Performance Team

Dysfunctional Team

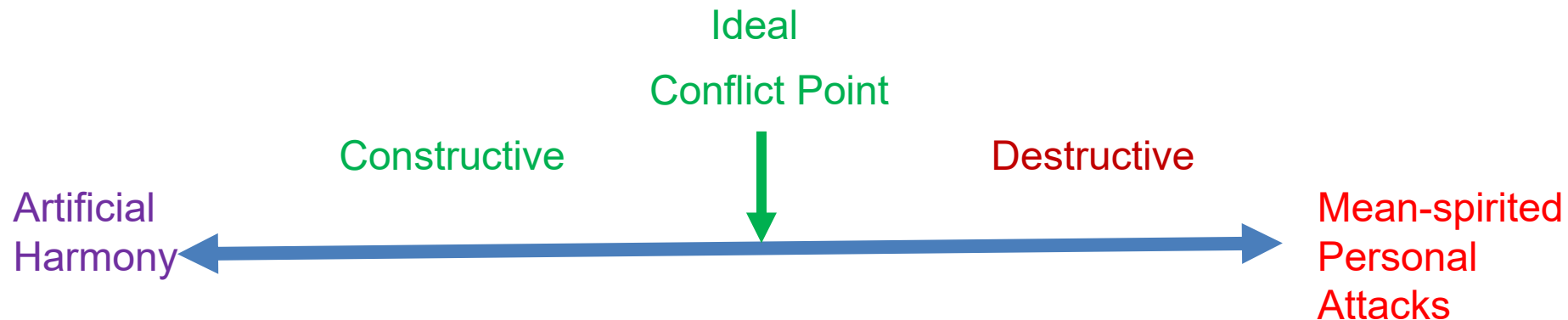


# The Five Dysfunctions of a Team

Patrick Lencioni



1. Lack of TRUST = vulnerability, being open and able to productively discuss failures, errors, weaknesses, and even fears. “People unafraid to admit the truth about themselves will avoid political behaviors that wastes time and energy.”
2. Fear of CONFLICT = productive, ideological conflict - passionate, unfiltered debate around important team issues. A little discomfort is helpful.



**“Whatever you do in life, surround yourself with smart people who’ll argue with you.”**



**John Wooden won 10 NCAA Championships in 12 years**



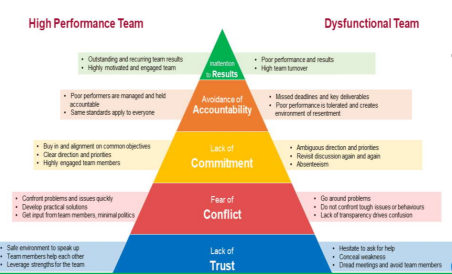
**Tom Hagen & Don Vito Corleone**

## **Cultivate a Consigliere!**

**con·si·glie·re –**

**~ a member of a Mafia family who serves as an adviser to the leader and resolves disputes within the family.**

**~ an adviser to an important or high-ranking person.**



# The Five Dysfunctions of a Team

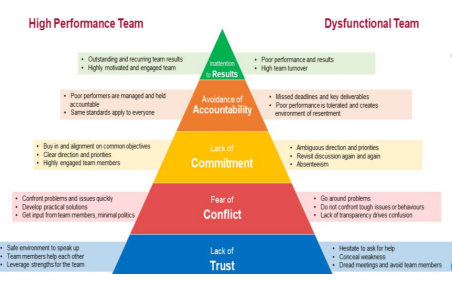
Patrick Lencioni

3. Lack of COMMITMENT = not consensus: embrace disagreement and temporary indecision while extracting every possible idea, opinion and perspective to achieve clarity and buy-in = “disagree and commit” with cascading communications to everyone

4. Avoiding ACCOUNTABILITY = “the willingness of team members to remind one another when they are not living up to the performance standards of the group”

**Answer:**

1. What is the single most important behavior characteristic or quality demonstrated by each person that contributes to the strength of our team
2. What is the single most important behavior characteristic or quality demonstrated by each person that can sometimes derail the team



# The Five Dysfunctions of a Team

Patrick Lencioni

5. Inattention to RESULTS = A Scoreboard that unambiguously identifies how the team is doing at achieving the final agreed-upon result and how much time is left. Ego is the #1 ultimate team killer.

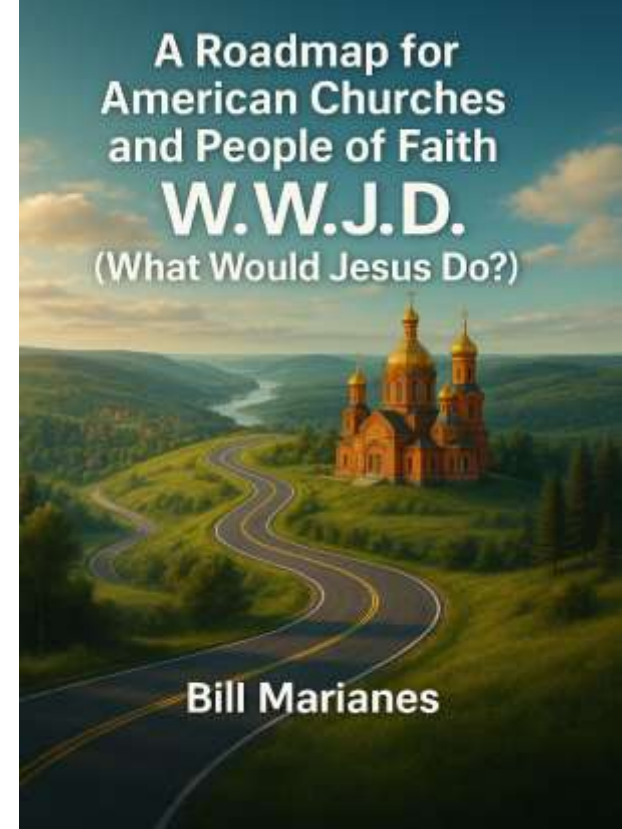


# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

## Chapter 4: Team Breakdowns and Dysfunctions (pages 66 –74)



<https://churchroadmap.com/>



**Stewardship Team**

Appendix



**Stewardship Team Matters**

If you don't have a  
Stewardship Ministry  
Team that is

**committed**  
**trained**  
**enthusiastic**  
**disciplined**

you will not  
sustainability achieve  
what is **God** has  
made possible in  
your parish!

It Takes a Team



# Optimal Stewardship Team

## ADMINISTRATIVE

1. Ministry Team Leader
2. Stewardship Communications
3. Stewardship Data Analysis

## TACTICAL

4. Stewardship Campaign
5. Planned Giving
6. Stewardship Ambassador Recruitment & Training

## MINISTRY OR LIASON

7. Welcoming Ministry
8. Thanking Ministry
9. Youth Stewardship
10. Small Groups Ministry



# Optimal Stewardship Team



## ADMINISTRATIVE

### 1. Ministry Team Leader

- ~ Lead all ministry efforts
- ~ Regularly reports to Parish Council and General Assembly

### 2. Stewardship Communications

- ~ Produce and constantly places ALL communications in ALL parish media outlets
- ~ Coordinate testimonials and stewardship presentations

### 3. Stewardship Data Analysis

- ~ Confidentially maintain all stewardship data
- ~ Produce all stewardship reports, dashboards, and analyses

# Optimal Stewardship Team



## TACTICAL

### 4. Stewardship Campaign

- ~ Coordinate and manages year-round campaign
- ~ Lead Steward Engagement Process (SEP) to personally contact every steward each year

### 5. Planned Giving

- ~ Lead year-round Planned Giving Campaign
- ~ Coordinate Planned Giving Recognition Celebration

### 6. Stewardship Ambassador Recruitment & Training

- ~ Recruit team to personally contact all stewards
- ~ Work with Stewardship Campaign Chair to train Stewardship Ambassadors to effectively complete Steward Engagement Process

# Optimal Stewardship Team



MINISTRY OR LIASON (assuming this ministry does not already exist)

## 7. Welcoming Ministry

- ~ Coordinate Sunday “Total Welcoming Experience”
- ~ Coordinate Follow-Up “Total Welcoming Experience”

## 8. Thanking Ministry

- ~ Coordinate all thanking communications with all stewards
- ~ Plan thanking and recognition celebrations

## 9. Youth Stewardship

- ~ Develop youth stewardship campaign and materials
- ~ Coordinate youth stewardship campaign

## 10. Small Group Ministry

- ~ Manage all aspects of Small Group Ministry
- ~ Recruit and trains Small Group Leaders
- ~ Facilitate parishioner sign-up for Small Group Ministries

• **Planned Giving**

Appendix



# Orthodox Planned Giving 101

*“If you’re  
going to live,  
leave a  
legacy.”*

Download Full Planned Giving PowerPoint here:  
<https://www.clergylaity.org/documents/618298/7107226/Ministry+Panel+3+-+Planned+Giving+101+Presentation.pdf>



**Planned  
Giving  
Opportunity**

**Setting The  
Stage**

# The Opportunity

**\$30 Trillion** will be transferred by Baby Boomers (those born between 1944 - 64) over the next several years.<sup>1</sup>

**\$68 Trillion** will be transferred within the next 25 years.<sup>2</sup>

<sup>1</sup> *The Greatest Wealth Transfer In History: What's Happening And What Are The Implications* - Forbes Magazine 11-11-19 (<https://www.forbes.com/sites/markhall/2019/11/11/the-greatest-wealth-transfer-in-history-whats-happening-and-what-are-the-implications/#64c33e834090>)

<sup>2</sup> *What The Coming \$68 Trillion Great Wealth Transfer Means For Financial Advisors* – CNBC October 21, 2019 (Cerulli Associates is a research and consulting firm specializing in asset management and distribution trends worldwide) (<https://www.cnbc.com/2019/10/21/what-the-68-trillion-great-wealth-transfer-means-for-advisors.htm>)

# What You Might Not Know

- ~ 67 % of people don't know what "planned giving" means
- ~ Planned Giving is making a charitable gift during your life or in your Will / Estate Plan
- ~ The #1 reason donors made a major Planned Gift to a charity (church, school, hospital, etc.) is.....?

**“because they were asked”**

# Why Have A Planned Giving Program? <sup>1</sup>

- ~ In 2017, 58% - 60% of Americans had NO Will or Estate Plan
- ~ By 2020, it grew to 68% of Americans
- ~ If you don't have a Will, your State will decide how to allocate your assets when you die

# Why Have A Planned Giving Program? <sup>1</sup>

- ~ Only **4.5%** of Americans have made a charitable Planned Gift bequest
- ~ Which mean, **95.5%** of your parishioners are your Planned Giving campaign opportunity

<sup>1</sup>*Survey of Wills Created by Everyday Donors Shows an Average Bequest of \$78,630* August 28, 2019 Chronicle of Philanthropy

# Why Have A Planned Giving Program? <sup>1</sup>

- ~ Top 4 reasons people don't have Wills:
  1. procrastination
  2. think they don't have enough assets
  3. think they are too expensive
  4. don't know how to do it
  
- ~ Your Parish Planned Giving program helps your parishioners address all 4

# Why Have A Planned Giving Program? <sup>1</sup>

- ~ **95%** of people's wealth is in stocks and property
- ~ Planned Giving of these assets doesn't impact cash flow so that people of all income levels can do it

<sup>1</sup> "What's The Big Deal About Planned Giving Anyway" - June 2, 2018 at PlannedGiving.com - <https://plannedgiving.com/the-importance-of-planned-giving/>

# Why Have A Planned Giving Program? <sup>1</sup>

- ~ The typical Planned Gift is **200 times** the size of a donor's largest annual fund gift
- ~ People who make Planned Gifts in their Wills typically **increase** their annual giving

<sup>1</sup> "What's The Big Deal About Planned Giving Anyway" - June 2, 2018 at PlannedGiving.com - <https://plannedgiving.com/the-importance-of-planned-giving/>

# Why Have A Planned Giving Program? <sup>1</sup>

- ~ Average Will charitable bequest = **\$78,630**  
(20% of Wills have 2 such bequests)
- ~ Multiply your number of parishioners by **\$78,630** to estimate what your church can receive in time

<b>100 = <u>\$7,863,000</u></b>	<b>200 = <u>\$15,726,000</u></b>
<b>300 = <u>\$23,589,000</u></b>	<b>400 = <u>\$31,452,000</u></b>

<sup>1</sup>Survey of Wills Created by Everyday Donors - August 28, 2019 Chronicle of Philanthropy

# Why Have A Planned Giving Program? <sup>1</sup>

Multiply the number of your parishioners who died last year by \$78,630 to estimate what your church could have received if it had an effective Planned Giving Program

# The Four Types of Generosity All Parishioners Must Be Taught To Practice

1. Annual Stewardship Tithe - to fund parish operations
2. Periodic Capital Campaigns - to acquire, construct, or improve parish capital assets
3. Emergency Philanthropy - to address emergency needs
4. Planned Giving – to fund non-operating parish needs and opportunities

If established properly, with effective parishioner education, NONE of these will cannibalize any other generosity

# WHAT IS AN ENDOWMENT?



Donations



Safe  
Investments



Interest



Ministry

IT'S A GIFT THAT KEEPS ON GIVING

*You will be enriched  
in every way for your  
great generosity.*

*II Corinthians 9:6-11*



**PARISH  
PLANNED GIVING**

*An Offering of the*



GREEK ORTHODOX  
ARCHDIOCESE OF AMERICA

*Ensure a flourishing future for your parish  
with a planned giving program and dedicated endowment.*

## Staff

*Access the tools and templates to establish and advance your parish legacy.*



Melpomeni  
Murdakes

Director of Parish  
Planned Giving

Imagine a consistent revenue stream to support extraordinary opportunities in your parish ...

**Find extensive parish Planned Giving information and materials here:**

**<https://www.goarch.org/departments/plannedgiving>**



## **Archdiocese Endowment 8 Guidelines**



**Parish Assembly approves Endowment Fund, Rules & Regulations, Investment Guidelines and any separate 501(c)(3) corporation.**

**Parish Endowments must be under the ultimate control of the Parish Council and Priest.**

**Endowment Boards & Committees are appointed by the Parish Council or elected by the Parishioners.**

**Endowment Boards & Committees provide financial statements and disbursement and investment reports to Parish Council, Parish Assembly, and all parishioners.**



## **Archdiocese Endowment 8 Guidelines**

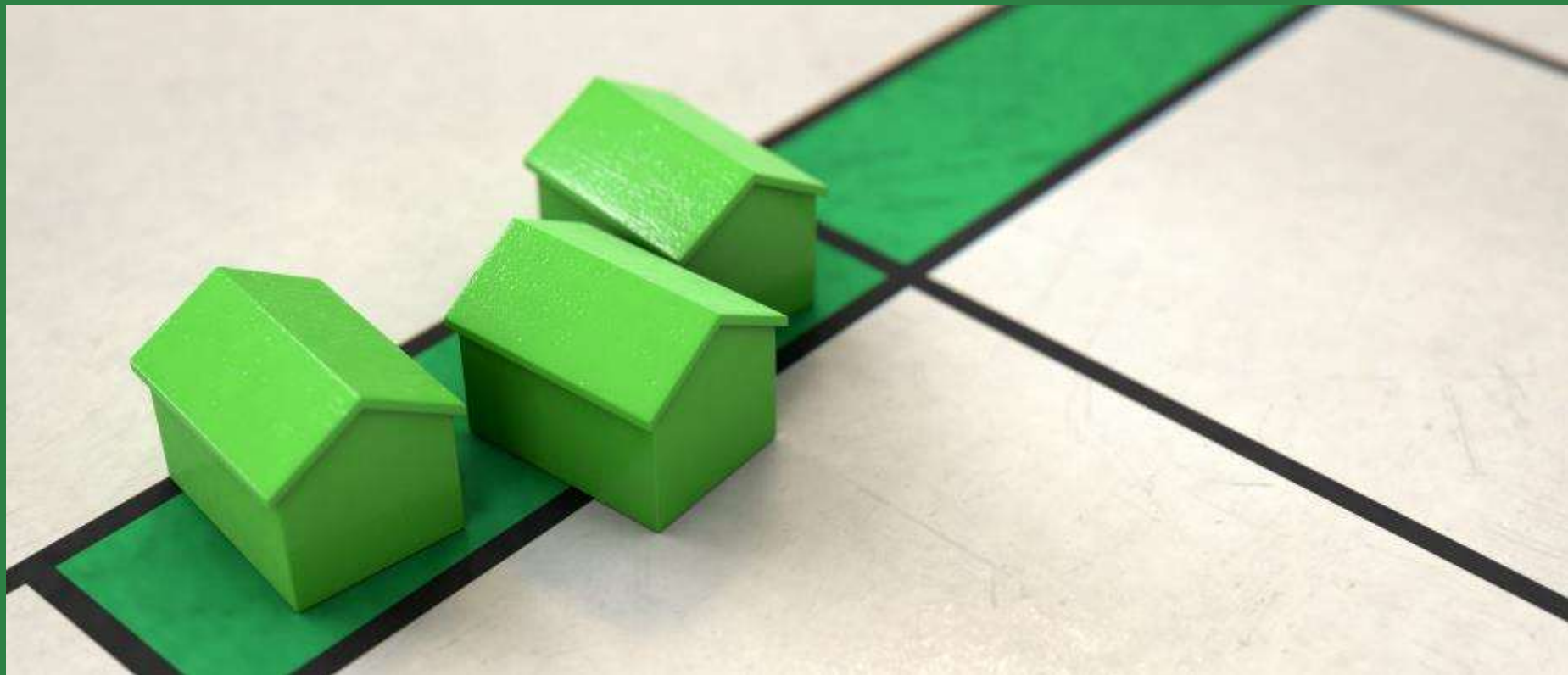


**Endowment funds must be held in the Parish's name (however a Parish Endowment Corporation may hold assets in its name, as long as Parish Council has ultimate control).**

**Endowment investments and financial statements are subject to the oversight of the Parish Council and are audited by the Parish Auditors.**

**Parish Council ultimately approves all Endowment grants and transactions consistent with Endowment Rules & Regulations or applicable donor restrictions.**

**Endowment Charters, Rules and Bylaws must provide that on any liquidation, termination, or prolonged inactivity, all Endowment funds and accounts revert solely to the Parish (or its successor).**



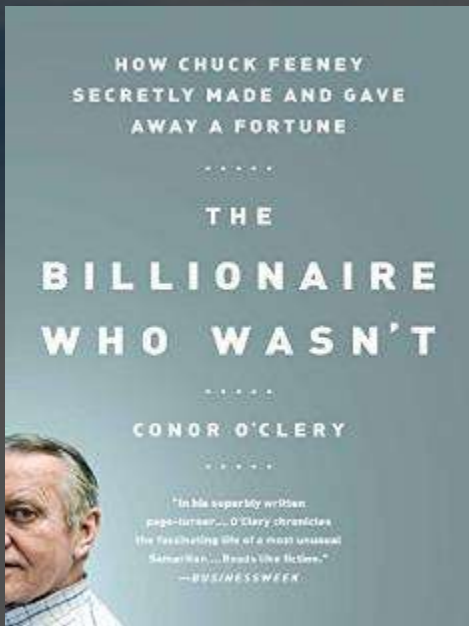
# How to Begin a Parish Planned Giving Program

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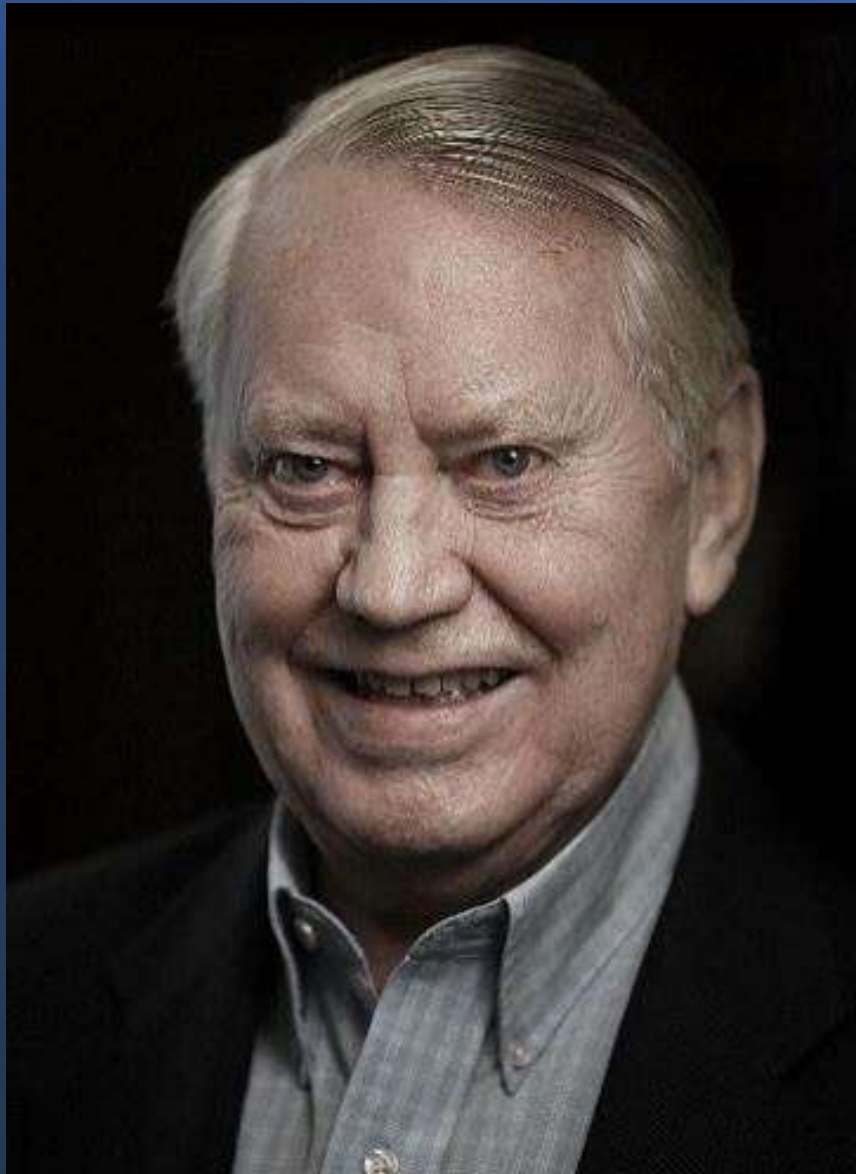
~ Chuck Feeney co-founded the airport Duty Free Shops

~ Chuck amassed billions living frugally and said he wanted to die broke<sup>1</sup>

~ Over 40 years, he anonymously donated over \$8 Billion to various charities



<sup>1</sup> *The Billionaire Who Wanted To Die Broke . . . Is Now Officially Broke*- Forbes Magazine 9-15-20  
(<https://www.forbes.com/sites/stevenbertoni/2020/09/15/exclusive-the-billionaire-who-wanted-to-die-brokeis-now-officially-broke/#3261c49f3a2a>)



“

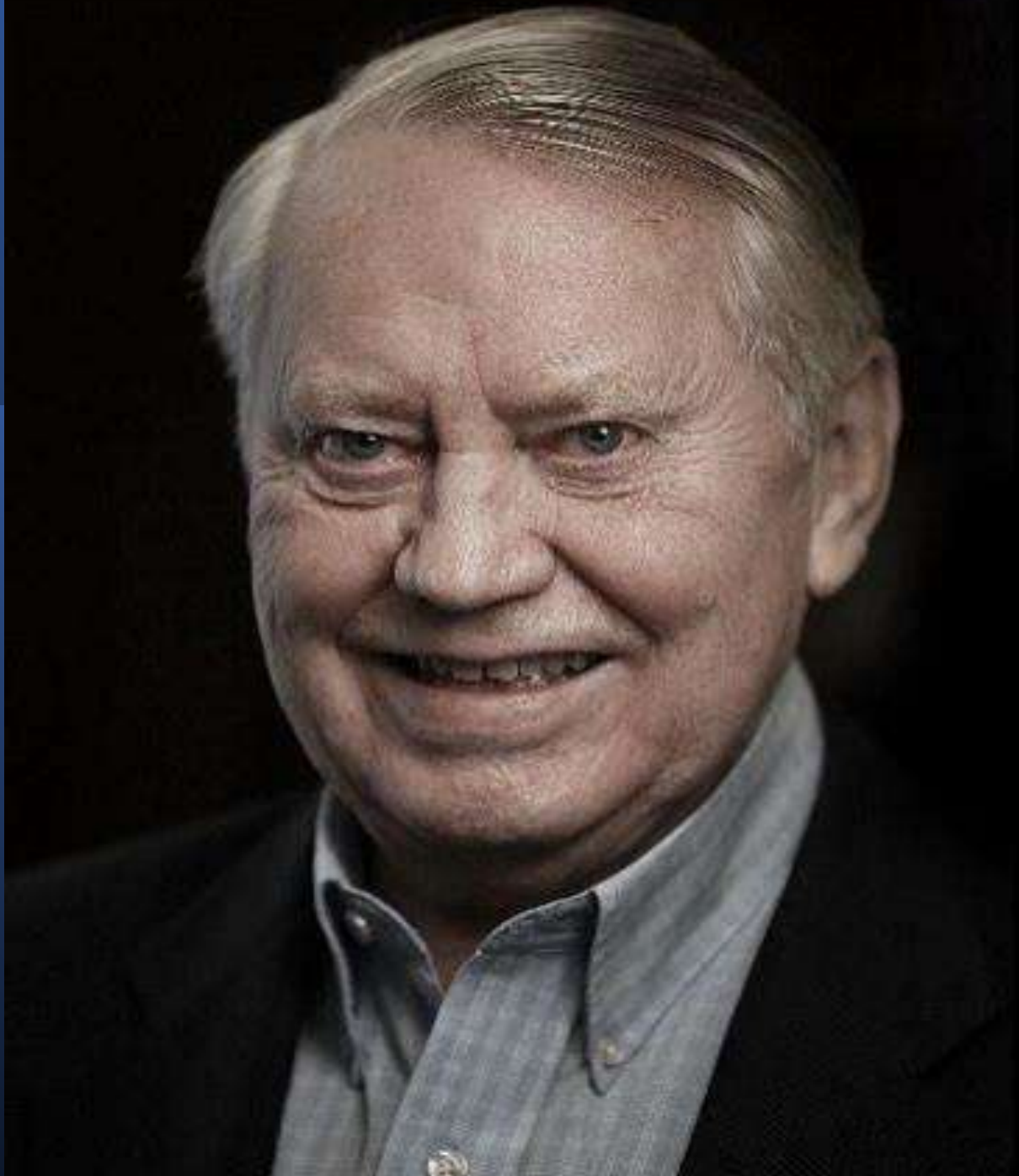
If you want  
to give it away,  
think about  
giving now.

It's a lot more  
fun than when  
you're dead. ”

**CHUCK FEENEY**

From \$6 billion to \$0.00  
in 2016

Who is the  
Chuck  
Feeney in  
your  
Parish?



# 5 STEPS TO CREATE A SUCCESSFUL PLANNED GIVING PROGRAM

## WHY

Determine  
Your  
Planned  
Giving  
“WHY” and  
Who / What  
Receives the  
Benefits

## TEAM

Recruit a  
Diverse  
Planned  
Giving  
Ministry  
Team

## ENTITY

Create the  
Endowment  
Entity or  
Account  
That Will  
Receive  
The Funds

## TEACH

Educate  
Why  
Everyone  
Should  
Help  
Achieve the  
Ministry  
WHY

## ENGAGE

Engage  
Everyone  
Personally  
and  
Communicate  
At Least  
Monthly

# 5-STEP PLANNED GIVING CAMPAIGN



*You will be enriched  
in every way for your  
great generosity.*

*II Corinthians 9:6-11*



**PARISH  
PLANNED GIVING**

An Offering of the



GREEK ORTHODOX  
ARCHDIOCESE OF AMERICA

[https://www.goarch.org/departments/  
plannedgiving](https://www.goarch.org/departments/plannedgiving)



**Establish**  
Set Vision  
& Governance



**Advance**  
Raise Awareness  
& Funds



**Flourish**  
Grow Gifts &  
Grants

## Everlasting Giving Ministry

The Annunciation Everlasting Giving Ministry was established in 2014 as a ministry of the church to assist parish members in establishing a long-lasting gift as a testament to their love for God's church.

The Ministry provides "no obligation" legal, financial and end of life planning resources to our parish family for establishing estate plans, Orthodox living wills and other planning directives.

The Ministry also provides resources for tax-advantaged financial planning and charitable giving opportunities.

## Come and See

Going to the Church is an opportunity to examine our priorities and values. It is an opportunity to express our thankfulness, to give of ourselves and to grow in grace. Giving is not a substitute for our commitment - it is an expression of our commitment. Come And See what we can do together with your support.

**"Come and See  
the works of God,  
Who is awesome!"**

Matthew 23:13

## Help is Available

The Annunciation Everlasting Giving Ministry, in cooperation with the Cathedral clergy and the National Semovrhing Ministers of the Greek Orthodox Archdiocese of America, has developed resources to guide the faithful in planning their estates according to their Orthodox Christian faith and values.

Contact the ministry team to receive more detailed information and resources.



Annunciation Cathedral

553 North High Street

Columbus, OH 43215

Phone: (614) 224-8020

[everlastinggiving@greekcathedral.com](mailto:everlastinggiving@greekcathedral.com)



GREEK ORTHODOX ARCHDIOCESE OF AMERICA

## ANNUNCIATION EVERLASTING GIVING MINISTRY

...but lay up for yourselves  
treasures in heaven...



REMEMBER YOUR CHURCH THROUGH  
**PLANNED GIVING**

# Annunciation Cathedral Everlasting Giving Ministry

## The Body of Christ



The Church is the Body of Christ on earth and carries on His ministry in the world today. Giving to the Church is an opportunity to examine our priorities and values, to express our thankfulness, to give of ourselves and to grow in grace.

Through a charitable gift, we can have a significant positive effect on the members of the Church and those people whose lives are changed because of them. A charitable gift may also give you substantial current tax benefits as well as estate tax benefits.

For most people, the greatest financial gift we are able to give is what we leave behind when we fall asleep in the Lord. The impact of your gift provides the opportunity to leave a family legacy that will be felt for years and generations to come.

As you explore the ways that you can support the ministries of the Church, please know that the Annunciation Cathedral's Everlasting Giving Ministry is available to assist you in any way possible.

## Ways to Give

Consider making a gift in one of the following ways:

- Bequest
- Matching Gift
- Gift of Cash
- Gift of Securities
- Gift of Life Insurance
- Gift of Real Estate
- Qualified Retirement Plan
- Charitable Gift Annuity
- Deferred Gift Annuity
- Charitable Lead Trust
- Charitable Remainder Trust

Americans give generously to charitable organizations in this manner. In 2009, more than 3250 billion was given by individuals through their estates.

Receipts:

- Religious Organizations: \$90 billion
  - Education: \$71.6 billion
- Source: American Association of Fundraising Council 2009

Planned giving can be very rewarding, allowing you to see your gift at work while receiving tax benefits now.

The material provided here is designed to furnish our Orthodox Christian faithful with general information. It is not intended as legal or financial advice. When considering a charitable gift, be sure to consult your attorney, professional advisor or accountant to ensure that it meets your individual circumstances.

## Do You Have a Will?

Though you may not want to consider preparing a will, it will save your heirs significant time and money.

With a will, you also ensure that your family, charities, and financial wishes are carried out.

Most people who prepare a will also have planning documents. These documents, known as powers of attorney, letters of instruction, and living wills provide guidance about one's wishes for:

- Medical Care consistent with your beliefs
- Tax Advantaged & Charitable Financial Planning

- Distribution of personal property

**Live with peace of mind knowing that your wishes will be followed.**

*~ Prepares a will ~*

### A NOTE ON LIVING WILLS

When doing your estate planning it is common to also include a Living Will dealing with how medical care will be provided if you are unable to give the instructions yourself. The Archdiocese has arranged for an Orthodox Living Will that can be completed by you and reviewed with your family, doctor and legal advisor. For Orthodox faithful, it is important that the Living Will reflect your Orthodox Christian beliefs. There are many persons and circumstances that can give great comfort to you and your family. If you have your attorney prepare your Living Will, we urge you to include language that reflects your Orthodox Christian beliefs.

(front of trifold)

(back of trifold)

# Very Successful Non-Orthodox Planned Giving Endowments

## St. Luke's



**ST. LUKE'S EPISCOPAL CHURCH**

HOME SUNDAYS VISITING NEWS & EVENTS SIGN UP MINISTRIES OUR CHURCH MEDIA

### The Good Shepherd Society

*for planned giving at St. Luke's*

It is important that "all persons make wills, while they are in health, arranging for the disposal of their temporal goods, not neglecting, if they are able, to leave bequests for religious and charitable purposes."

*The Book of Common Prayer p.445*

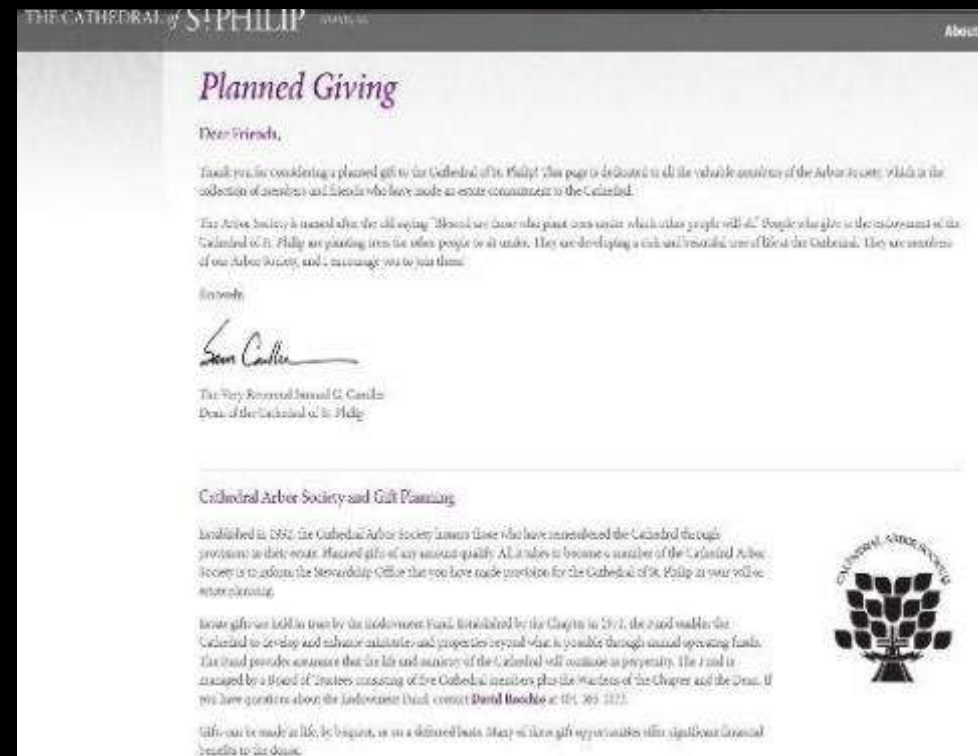


If you have ever been to a service at St. Luke's, walked onto our beautiful campus, or just parked in one of our parking lots, you have enjoyed the gifts given by countless people and multiple generations. Some are given by people you may have known, others were given by people who lived long ago. One need only sit in our sanctuary for a moment or two and reflect on the generosity surrounding us and the gifts given to us by past generations for us to realize that we are surrounded by a cloud of witnesses that not only spans generations but their witness and generosity continues to be formation in our lives today.

What is often missed, when we speak of past generations, however, is that we are the *foundational generation for future parishioners*. Those parishioners, those who are currently too young to speak and those who will not be born for years to come, will be looking for us to provide a foundation upon which their

<https://www.stlukesatlanta.org/good-shepherd-society.html>

## Cathedral of St. Philip



THE CATHEDRAL OF ST. PHILIP

About


### Planned Giving

Dear Friends,

Thank you for considering a planned gift to the Cathedral of St. Philip! This page is dedicated to all the valuable members of the Cathedral in our city, which is the collection of members and friends who have made an estate commitment to the Cathedral.

The Archer Society is named after the old saying, "Blessed are those who plant seeds which other people will eat." People who give to the endowment of the Cathedral of St. Philip are planting seeds for other people to sit under. They are developing a rich and resilient seed bed for the Cathedral. They are members of our Archer Society, and I encourage you to join them.

Sincerely,



The Very Reverend Susan G. Cantler  
Dean of the Cathedral of St. Philip


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#### Cathedral Archer Society and Gift Planning

Established in 1982, the Cathedral Archer Society honors those who have remembered the Cathedral through provisions in their estate. Planned gifts of any amount qualify. All it takes to become a member of the Cathedral Archer Society is to inform the Stewardship Office that you have made provision for the Cathedral of St. Philip in your will or estate planning.

Planned gifts are held in trust by the Endowment Fund, established by the Chapter in 1971, the fund enables the Cathedral to develop and enhance ministries and properties beyond what is possible through annual operating funds. The fund provides assurance that the life and mission of the Cathedral will continue in perpetuity. The fund is managed by a Board of Trustees consisting of five Cathedral members plus the Warden of the Chapter and the Dean. If you have questions about the Endowment Fund, contact David Hoshko at (404) 269-1121.

Gifts can be made in life, by bequest, or in a deferred basis. Many of these gift opportunities offer significant financial benefits to the donor.



<https://www.cathedralatl.org/community/giving/planned-giving/>

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

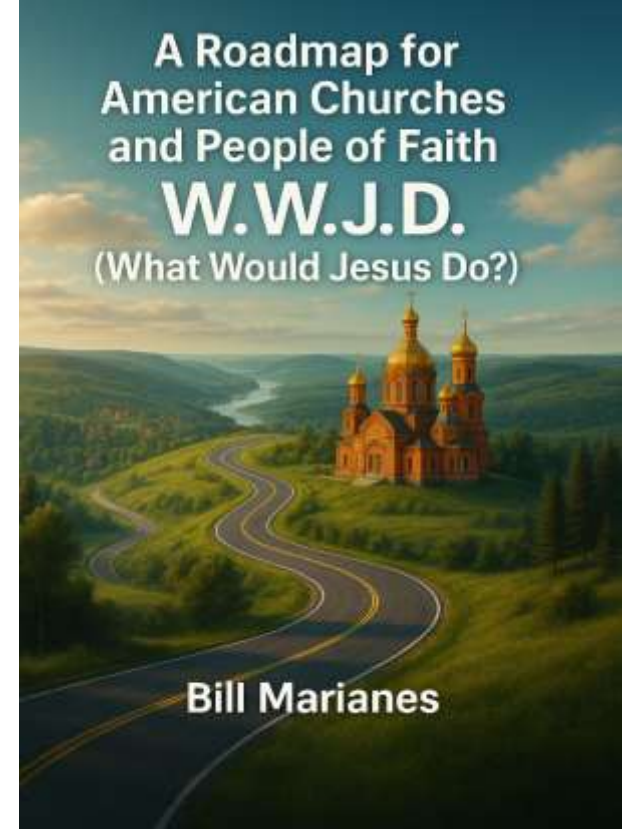
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For more information, see:

## Planned Giving:

Chapter 9 (page 259)

Chapter 10 (pages 358-360)



<https://churchroadmap.com/>



• **Youth Stewardship & Ministry**

**Appendix**

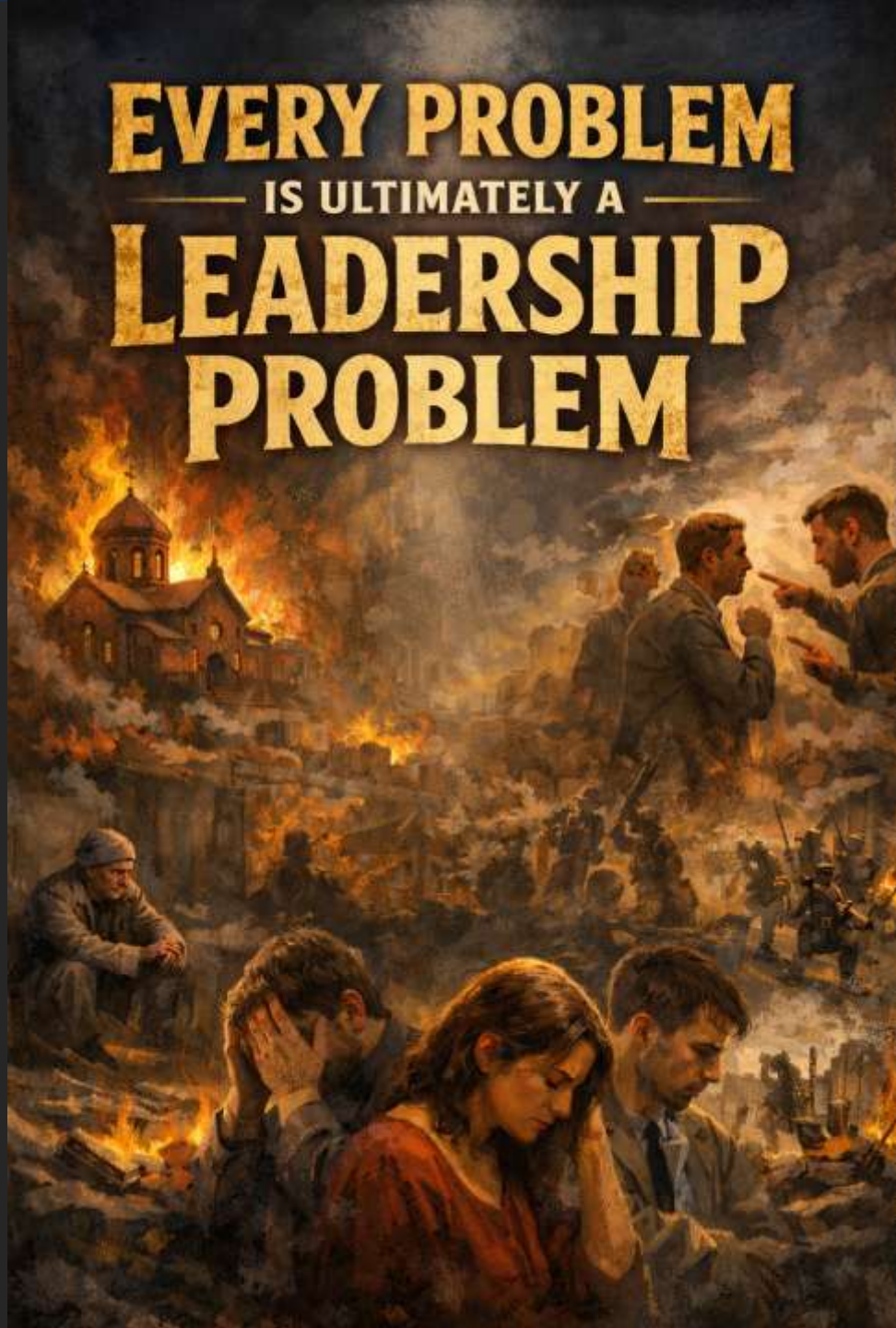
# Servant Leadership

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John 13:1-5

**EVERY PROBLEM**  
— IS ULTIMATELY A —  
**LEADERSHIP**  
**PROBLEM**





“The most basic task of the Church leader is to:

1. discern the spiritual gifts of all those under his authority, and to
2. encourage those gifts to be used
3. to the full
4. 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.”



## **A Leader Leads By Example**

“Leadership is not about  
personality. It’s about  
behavior”

# You Don't Need A Title To Lead

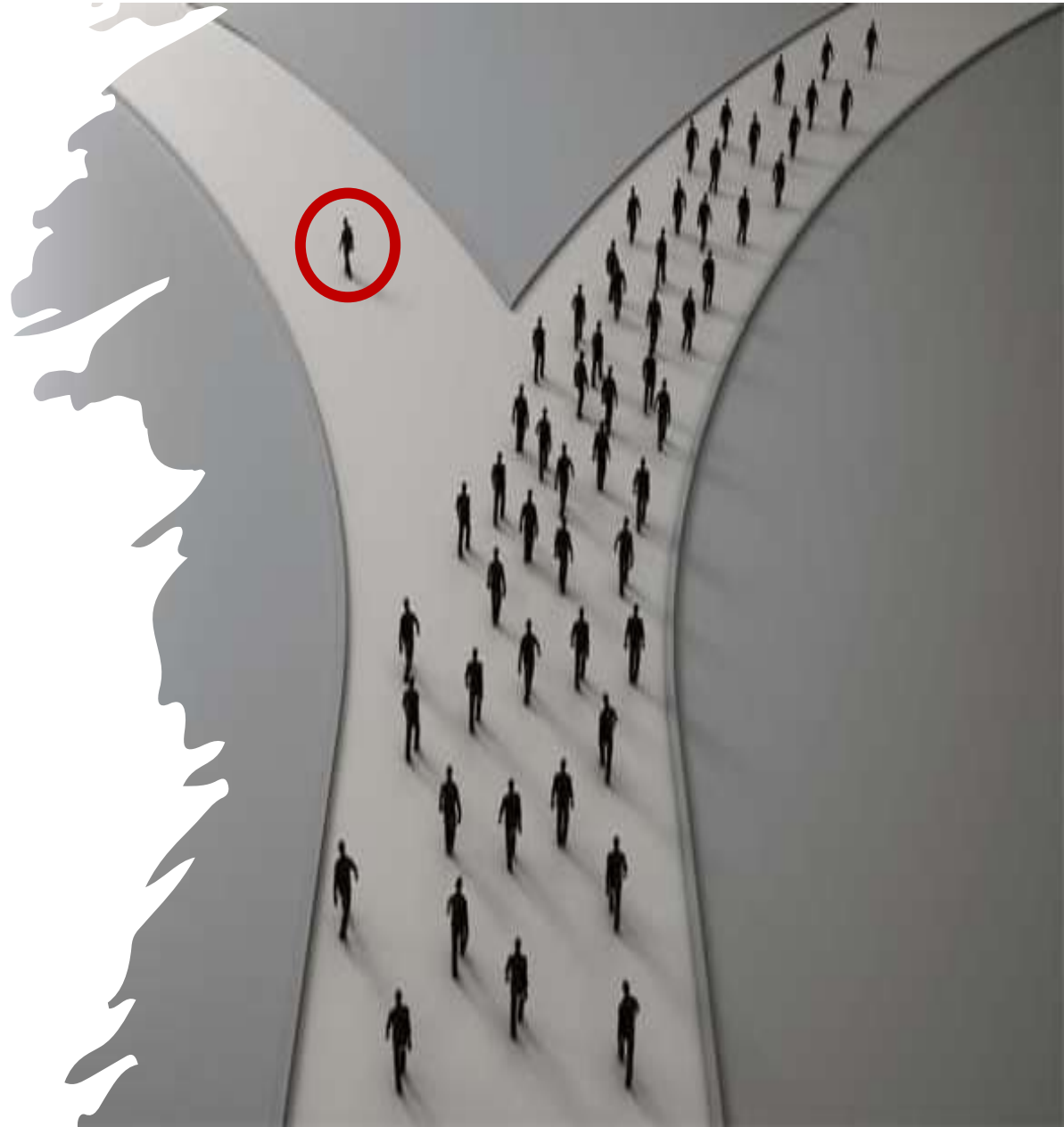


***“There are ‘leaders’ and there are those who lead.”***

“In the end,  
leaders don't  
decide who leads.

**Followers do.”**

“If you think  
you're a leader  
and you turn  
around and no  
one is following  
you, then you're  
simply out for a  
walk.”



# Pick Top 7 Qualities People Want In Their Leaders

**Ambitious**

**Broad minded**

**Caring**

**Competent**

**Cooperative**

**Courageous**

**Dependable**

**Determined**

**Fair Minded**

**Forward-looking**

**Honest**

**Imaginative**

**Independent**

**Inspiring**

**Intelligent**

**Loyal**

**Mature**

**Self-Controlled**

**Straight forward**

**Supportive**

# Top Qualities People Want In Their Leaders

**Honest** (85%)

**Forward-looking** (70%)

**Inspiring** (69%)

**Competent** (64%)

JAMES M. KOUZES

BARRY Z. POSNER

*Renowned authors of *The Leadership Challenge**

THE  
TRUTH  
ABOUT  
LEADERSHIP

The **NO-FADS**,  
HEART-OF-THE-MATTER  
FACTS YOU NEED TO KNOW

Intelligent = 42%

Broad minded = 40%

Dependable = 37%

Supportive = 36%

Fair Minded = 35%

Straight forward = 31%

Determined = 28%

Cooperative = 26%

Ambitious = 26%

Courageous = 21%

Caring = 20%

Loyal = 18%

Imaginative = 18%

Mature = 16%

Self-Controlled = 11%

Independent = 6%



VISION

TEAM

COURAGE

HUMILITY

TRUST

LOVE

# Orthodox Building Blocks of Servant Leadership

# Orthodox Servant Leader Score

LOVE

I love unconditionally \_\_\_\_\_

TRUST

I do what I say \_\_\_\_\_

HUMILITY

I admit my mistakes \_\_\_\_\_

COURAGE

I persevere regardless of danger, difficulty or uncertainty. \_\_\_\_\_

TEAM

I support my people \_\_\_\_\_

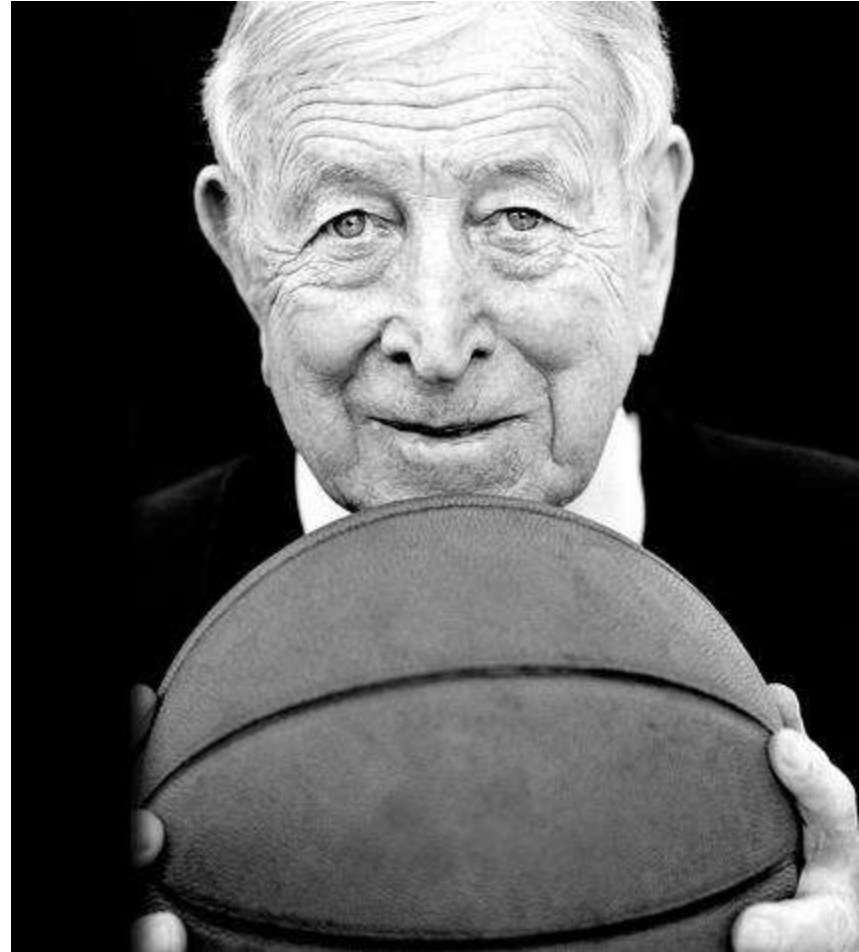
VISION

I lead to a righteous destination \_\_\_\_\_

5 = Always  
4 = Mostly  
3 = Sometimes  
2 = Rarely  
1 = Never

# John Wooden

**“Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability.”**



Won 10 NCAA  
Championships in 12 years

**GREAT LEADERS DON'T  
SET OUT TO BE A  
LEADER...THEY SET OUT  
TO MAKE A DIFFERENCE.  
ITS NEVER ABOUT THE  
ROLE-ALWAYS ABOUT  
THE GOAL.**

# You Are **NEVER NOT** A **Disciple** Of Jesus Christ



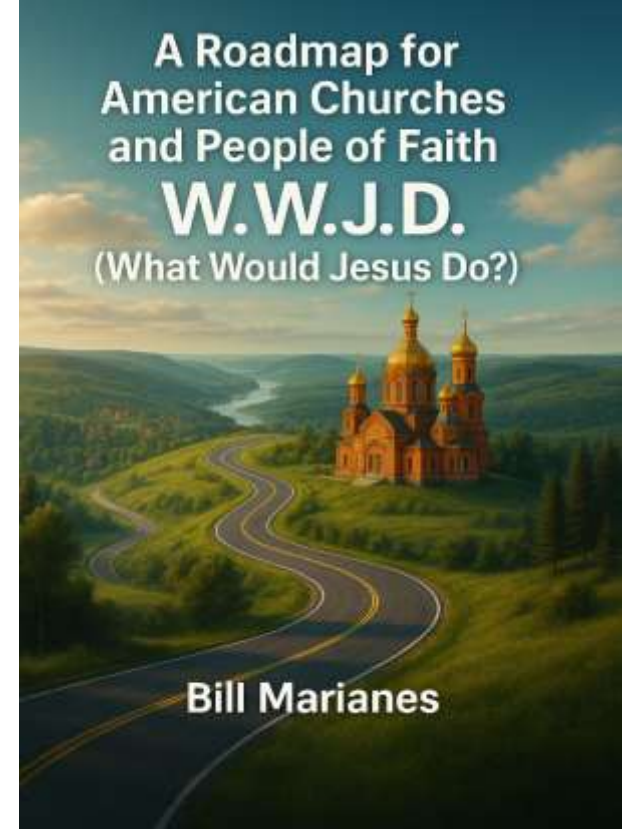


**By this, they will know  
you are my disciples,  
that you have love for  
one another.**

# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

For comprehensive and discussion of Servant leadership with practical examples you can implement, see:

**Chapters 3-8:  
Servant Leadership and  
Elements of Exemplary  
Parish Leadership  
(pages 37 – 252)**



<https://churchroadmap.com/>



# Food For Thought

(courtesy of C. S. Lewis)

*"I believe there are too many practitioners in the church who are not believers."*



*"In such a fearful world, we need a fearless church."*





communication  
**matters**

## Stewardship Communications

### Communications Matter!

1. Keep communications positive
2. Focus on mission/vision and life-changing ministries
3. Share stories of generosity and the abundance in your community
4. Communicate regularly and consistently
5. Describe the easy ways people can give
6. ASK! – (make a religious call to give)
7. Thank and celebrate

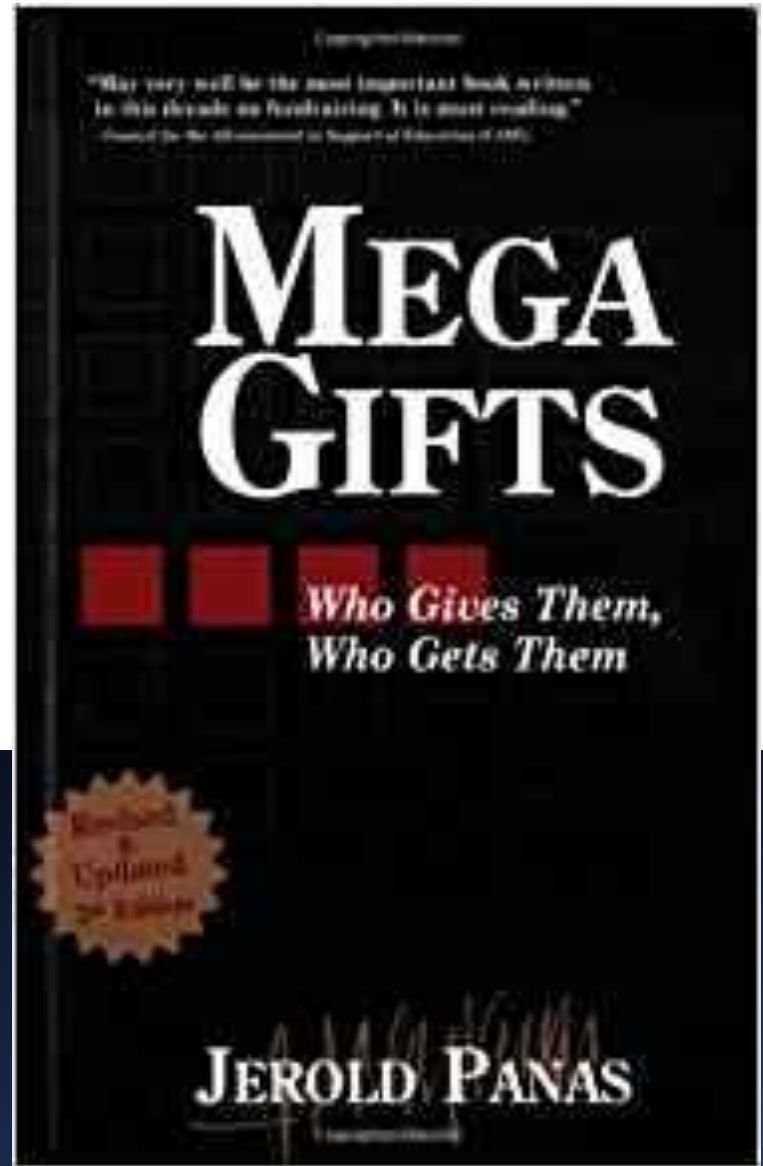
C. P. I.

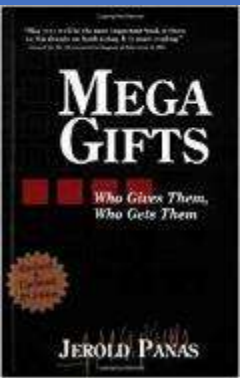
People give to

Causes and

People with

Integrity





# Causes + People + Integrity

## C. P. I. Motivates Donors To Give



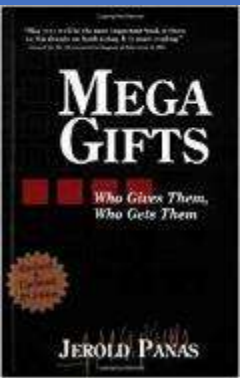
**Sell The Dream**



**Sell The Team**



**Sell The Scheme**



# Causes + People + Integrity

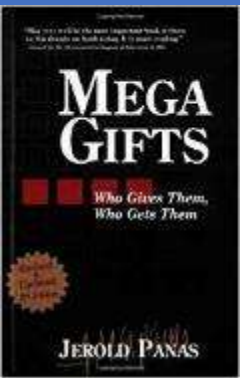
## C. P. I. Motivates Donors To Give



### *Sell The Dream*

~ People give to Vision and Causes

~ 1-sized communications fits no one



# Causes + People + Integrity

## C. P. I. Motivates Donors To Give



### *Sell The Team*

~ People give to people

~ It's all personal





# Causes + People + Integrity

## C. P. I. Motivates Donors To Give



### *Sell The Scheme*

~ Integrity, transparency and accountability is key

**LEADERS WHO DON'T  
LISTEN WILL EVENTUALLY  
BE SURROUNDED BY  
PEOPLE WHO HAVE  
NOTHING TO SAY**

**ANDY STANLEY**

**SMARTLEADERSHIP**

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

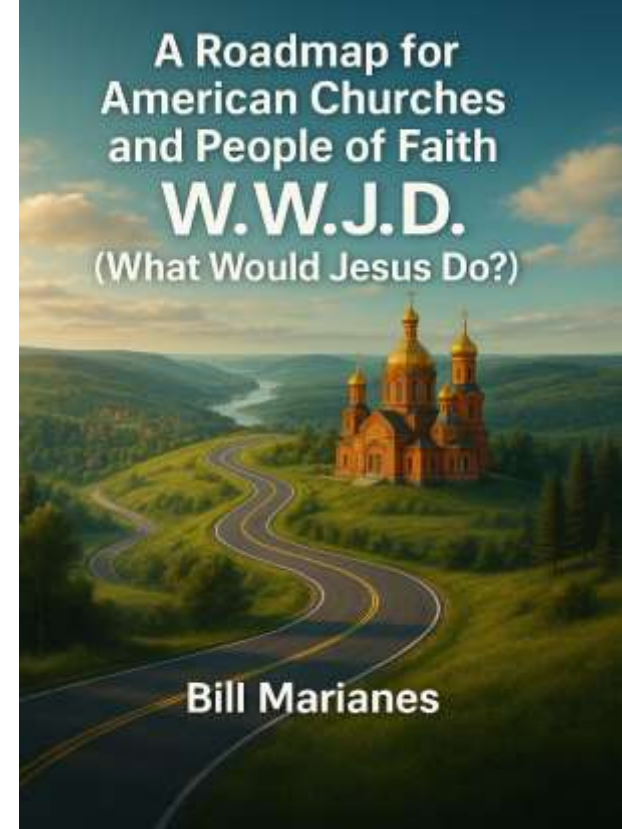
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For more information, see:

## Communications:

Chapter 10 (page 322)

Chapter 14 (pages 456-480)



<https://churchroadmap.com/>



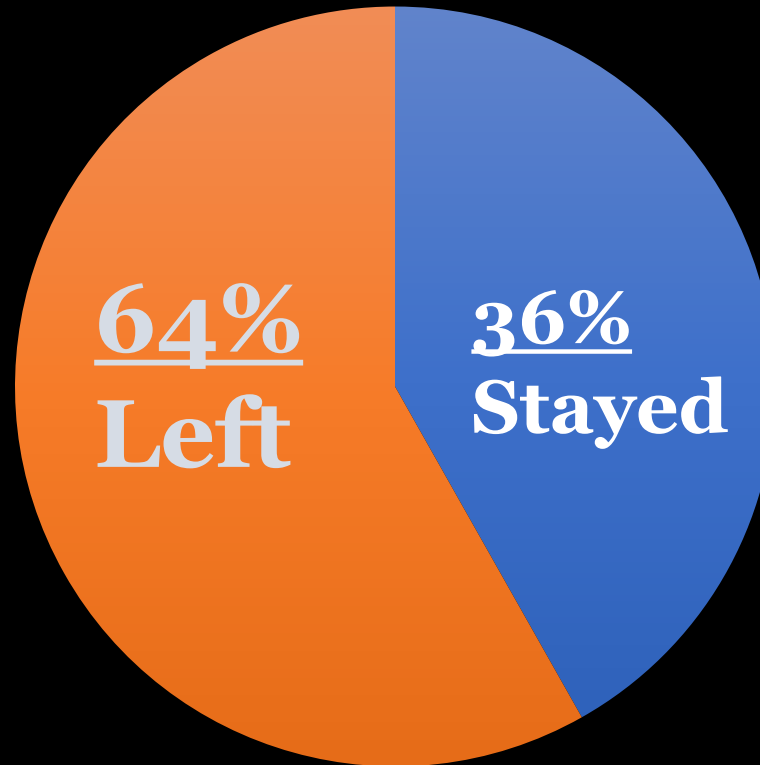


# We Can “Kiss Our Youth Goodbye”



# “Kiss Your Youth Goodbye”

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



■ Stayed ■ Left

<sup>1</sup> <https://www.barna.com/research/resilient-disciples/>

**“Train up a child in the way he should go, and when he is old, he will not depart from it.”**





0.05% of all high school athletes play professionally

100% of all children  
will eventually stand  
before the awesome  
judgment seat of  
Christ



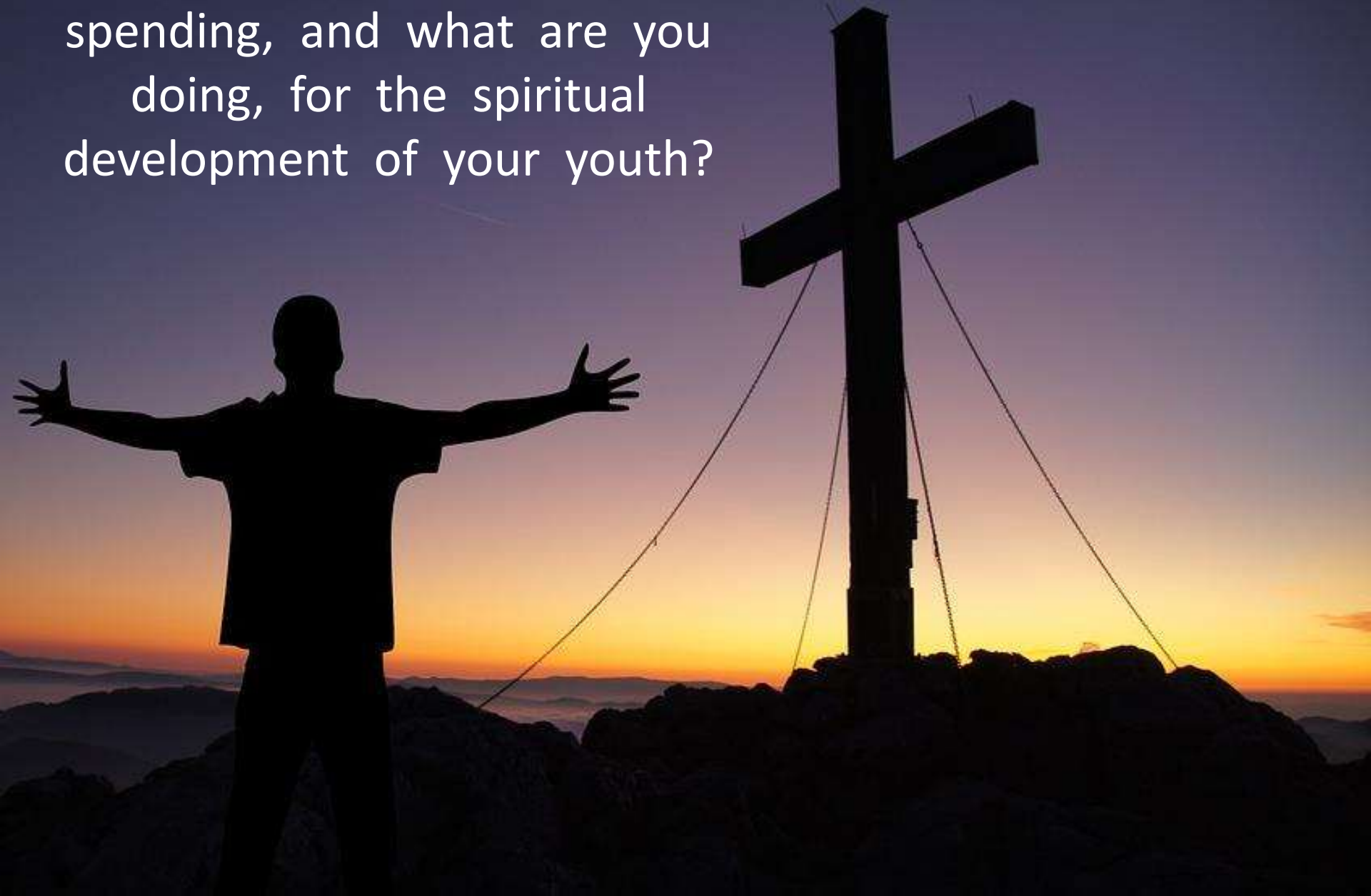


**\$2,400**

(per child - per year)

Average American family spending on youth enrichment activities (sports, music, dance, arts, education, language, etc.)

How much are you  
spending, and what are you  
doing, for the spiritual  
development of your youth?





**If you don't  
have an  
effective youth  
stewardship  
program,**

**your Parish's  
future is at  
risk.**



# Separate Youth Stewardship Campaign



- Age appropriate:
  - creative messaging
  - service options
  - financial expectations
- ALL youth stewardship must separately pledge their time and talents and their treasures

# Youth Stewardship Card

## Stewardship Through the Saints



Ascension Catholic Church  
2020 Stewardship Renewal  
Youth Commitment Card (up to age 16)

\_\_\_\_\_  
First & Last Name(s)

\_\_\_\_\_  
Parents' First & Last Name:

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
Telephone (Youth)

\_\_\_\_\_  
Family Email

\_\_\_\_\_  
Parent Signature

**Disclaimer:** By signing, you give Ascension Parish permission to contact your child via their mobile device for church related events and classes.

Please bring this card to Mass on August 22/23, or mail using the envelope provided. Thanks and God bless you!

## Time

Spending Time with God in Prayer

- Attend Mass every Sunday and on Holy Days
- Attend weekday Mass at least once a week
- Spend 15 minutes a day in personal prayer
- Spend one hour a week in Adoration of the Blessed Sacrament
- Pray together with my loved ones
- Read the Bible for one hour a week
- Pray the Rosary at least weekly
- Go to confession every other month
- Pray for an increase in vocations
- Pray for our priests

## Talent

Using My Talents in Parish Ministries

= Currently Active     = Interested in Joining  
↓ Clearly write the first name of interested person on the line

- \_\_\_\_\_   Altar Server (fourth grade and above)
- \_\_\_\_\_   Environment Committee
- \_\_\_\_\_   Eucharistic Minister (16 years or older and have been confirmed)
- \_\_\_\_\_   Faith Formation/Confirmation Participant
- \_\_\_\_\_   Hospitality Minister (12 years or older)
- \_\_\_\_\_   Lector (for those who have been confirmed and older)
- \_\_\_\_\_   Video/Audio Ministries (High School or older)
- \_\_\_\_\_   Young People's Choir (7<sup>th</sup> grade-college)
- \_\_\_\_\_   Youth Activities - Middle School
- \_\_\_\_\_   Youth Group - High School
- \_\_\_\_\_   Other \_\_\_\_\_

## Treasure

Giving Part of My Money to God

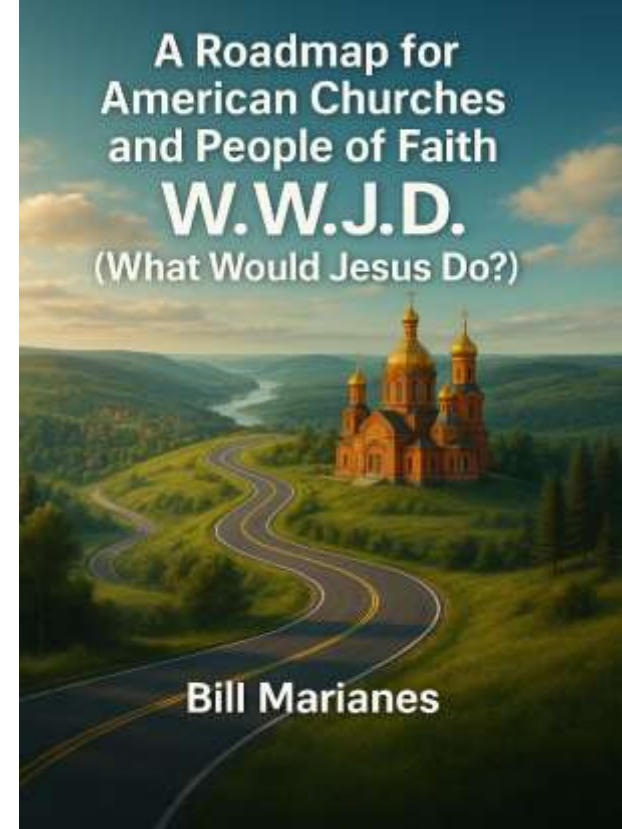
- \_\_\_\_\_ Share or donate toys and/or clothing
- \_\_\_\_\_ Donate part of your allowance/income by using weekly envelopes

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Youth Matter:**  
Chapter 10 (pages 334-340)




<https://churchroadmap.com/>



A group of diverse young adults, including men and women of various ethnicities, are sitting around a table in a kitchen-like setting. They are engaged in conversation and reading books. In the foreground, there is a plate of food on the table. The overall atmosphere is warm and communal.

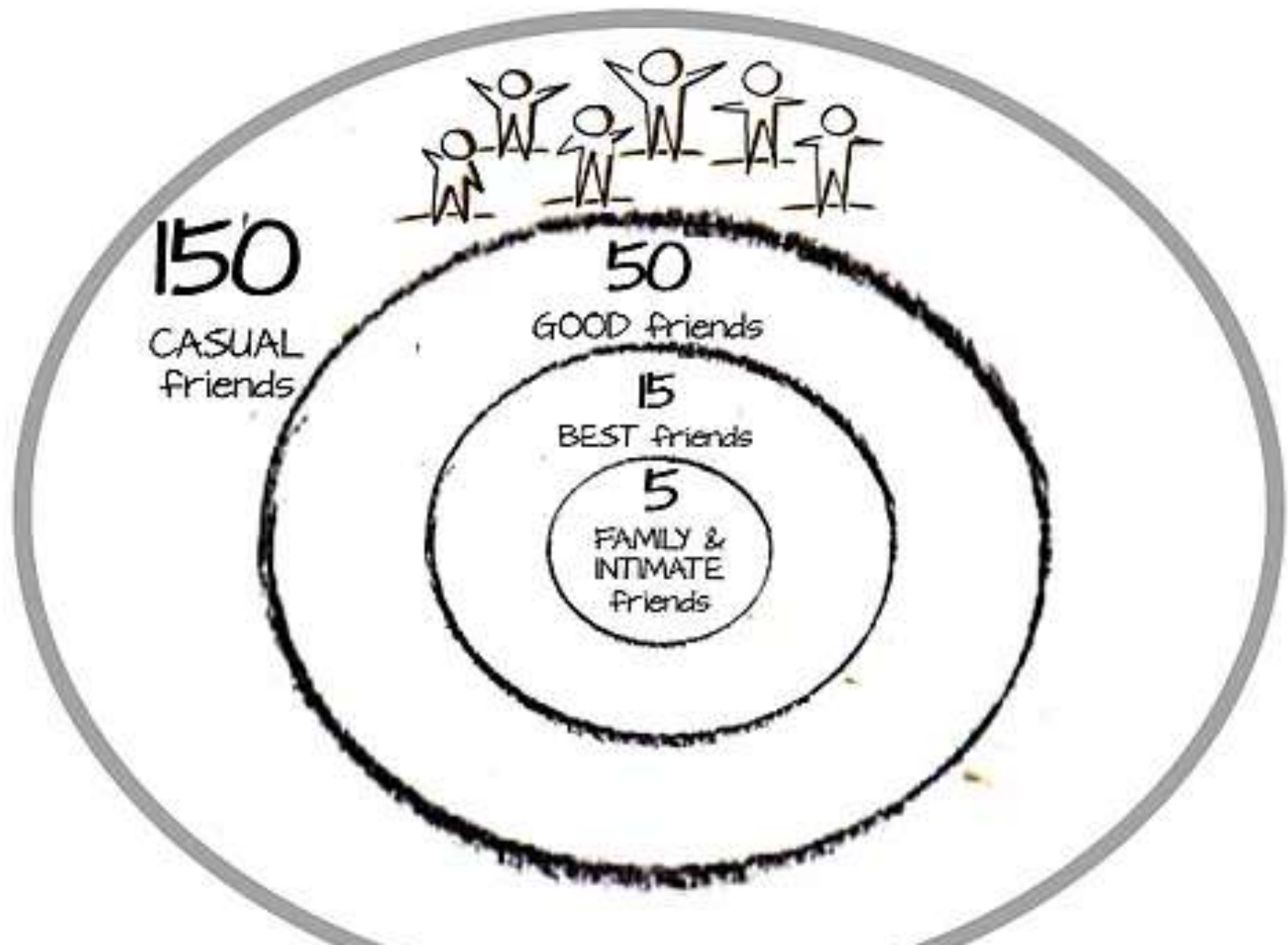
# Transformational Small Group Ministry

Cultivate A Sense Of  
Community

A large, diverse crowd of people is seated in a church sanctuary, viewed from behind. The people are of various ages and ethnicities, filling the pews. The text is overlaid in the center of the image.

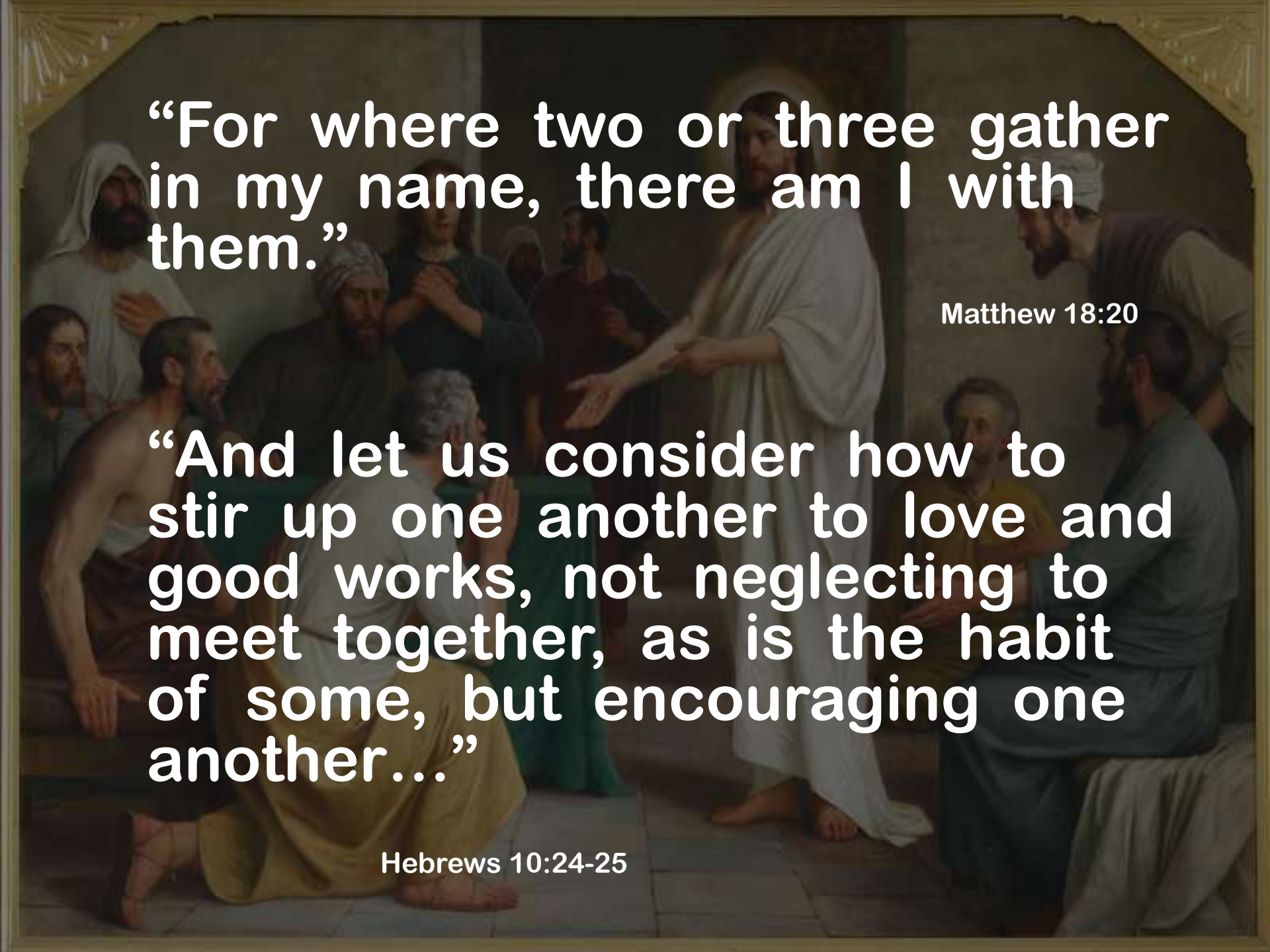
**“The bigger a church gets, the smaller it must become!”**

# DUNBAR'S NUMBER



# Small Groups Ministry

- ~ About 10-12 people
- ~ Gather weekly (or bi-weekly) at homes
- ~ Discuss some spiritual/religious educational content
- ~ Discuss what life is dealing them (“one-anothering”)



“For where two or three gather  
in my name, there am I with  
them.”

Matthew 18:20

“And let us consider how to  
stir up one another to love and  
good works, not neglecting to  
meet together, as is the habit  
of some, but encouraging one  
another...”

Hebrews 10:24-25

# Benefits of Small Groups (SG)

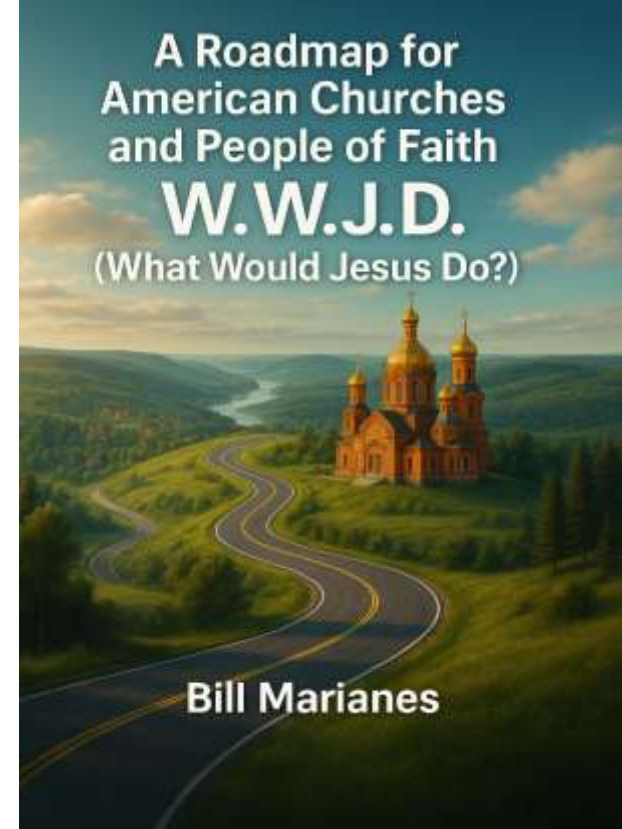
1. Life change happens best in SG
2. SG make churches personal
3. SG provide leadership development pipeline
4. In-home SG provide unlimited space at optimum times
5. “Come to my house” is an easier invitation than “come to my church.”
6. SG provide best opportunity for one-anothering
7. SG provide family for those whose biological family lives far away
8. It’s easier to ask questions in a SG
9. SG provides people-care between Sundays
10. SG provide expanding communications network

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Chapter 11:**  
**Small Group Ministry**  
(pages 385 – 392)



<https://churchroadmap.com/>



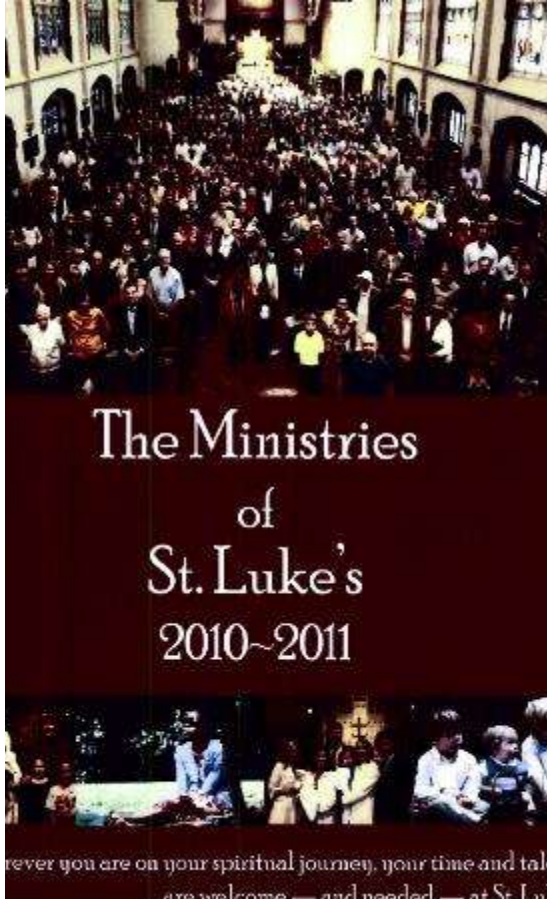
**• Sample  
Stewardship Cards  
& Ministry  
Handbooks**

Appendix

# SAINT ANTHONY MINISTRIES HANDBOOK



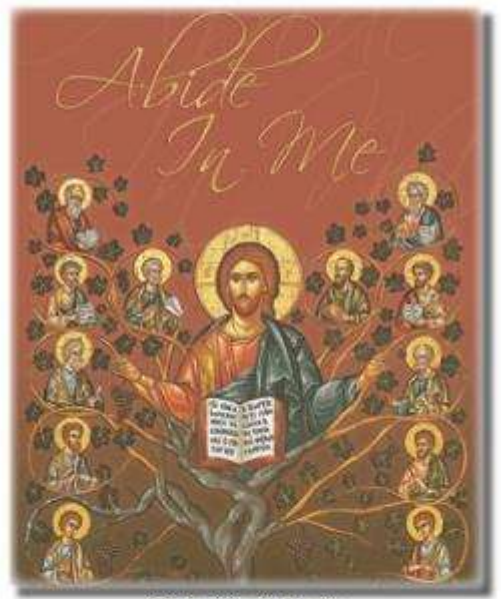
St. Anthony Greek Orthodox Church  
 776 South Rosemead Boulevard  
 Pasadena, California 91107-5815  
 (626) 449-6943 - Fax (626) 449-6974  
 Rev. Fr. Peter Stratos  
 saint-anthonys.org



## The Ministries of St. Luke's 2010-2011

...ever you are on your spiritual journey, your time and tal...  
 ...are welcome... and needed... at St. Lu...

# ST. NICHOLAS GREEK ORTHODOX CHURCH LEXINGTON, MASSACHUSETTS 2011-2012 PARISH MINISTRIES



### Sunday Worship Services

Orthros 8:15 am  
 Divine Liturgy 9:30 am

Tel: 751-862-6455  
 17 Meriam Street  
 Lexington, MA 02420

[www.stnicholas.org](http://www.stnicholas.org)  
 find us on Facebook

**Parish  
 Ministry  
 Handbooks  
 Examples**

**Philippines**  
 To provide assistance to those in need in the church community, the Filipino Family Ministry (FFM) offers support, guidance, and assistance to those who are in need of help. The FFM is a ministry of the church that provides support and assistance to those who are in need of help. The FFM is a ministry of the church that provides support and assistance to those who are in need of help.

**Specialty Care Ministry**  
 To provide specialty care to those who have special needs, the Specialty Care Ministry (SCM) offers support, guidance, and assistance to those who are in need of help. The SCM is a ministry of the church that provides support and assistance to those who are in need of help.

**Gift Shop Ministry**  
 To provide a place where people can purchase gifts, the Gift Shop Ministry (GSM) offers support, guidance, and assistance to those who are in need of help. The GSM is a ministry of the church that provides support and assistance to those who are in need of help.

**Prayer Center Ministry**  
 To provide a place where people can pray, the Prayer Center Ministry (PCM) offers support, guidance, and assistance to those who are in need of help. The PCM is a ministry of the church that provides support and assistance to those who are in need of help.

**Special Needs Ministry**  
 To provide support and assistance to those who have special needs, the Special Needs Ministry (SNM) offers support, guidance, and assistance to those who are in need of help. The SNM is a ministry of the church that provides support and assistance to those who are in need of help.

**PARISH SUPPORT SERVICES MINISTRY**

**Capital Development and Fundraising Ministry**  
 To provide support and assistance to those who are in need of help, the Capital Development and Fundraising Ministry (CDFM) offers support, guidance, and assistance to those who are in need of help. The CDFM is a ministry of the church that provides support and assistance to those who are in need of help.

**Diocesan and Regional Ministry**  
 To provide support and assistance to those who are in need of help, the Diocesan and Regional Ministry (DRM) offers support, guidance, and assistance to those who are in need of help. The DRM is a ministry of the church that provides support and assistance to those who are in need of help.

**Adult Ministry**  
 To provide support and assistance to those who are in need of help, the Adult Ministry (AM) offers support, guidance, and assistance to those who are in need of help. The AM is a ministry of the church that provides support and assistance to those who are in need of help.

**TECHNOLOGY MINISTRY**  
 To provide support and assistance to those who are in need of help, the Technology Ministry (TM) offers support, guidance, and assistance to those who are in need of help. The TM is a ministry of the church that provides support and assistance to those who are in need of help.

**Worship Ministry**  
 To provide support and assistance to those who are in need of help, the Worship Ministry (WM) offers support, guidance, and assistance to those who are in need of help. The WM is a ministry of the church that provides support and assistance to those who are in need of help.

**Worship Ministry**  
 To provide support and assistance to those who are in need of help, the Worship Ministry (WM) offers support, guidance, and assistance to those who are in need of help. The WM is a ministry of the church that provides support and assistance to those who are in need of help.

**Worship Ministry**  
 To provide support and assistance to those who are in need of help, the Worship Ministry (WM) offers support, guidance, and assistance to those who are in need of help. The WM is a ministry of the church that provides support and assistance to those who are in need of help.

**Worship Ministry**  
 To provide support and assistance to those who are in need of help, the Worship Ministry (WM) offers support, guidance, and assistance to those who are in need of help. The WM is a ministry of the church that provides support and assistance to those who are in need of help.

**Worship Ministry**  
 To provide support and assistance to those who are in need of help, the Worship Ministry (WM) offers support, guidance, and assistance to those who are in need of help. The WM is a ministry of the church that provides support and assistance to those who are in need of help.



SAINTS RAPHAEL, NICHOLAS, AND IRENE  
 GREEK ORTHODOX CHURCH

### DIRECTORY OF MINISTRIES

**<https://stewardshipcalling.com/stewardship-ministry-handbooks/>**

# Effective Online Talents Form

**Greek Orthodox Cathedral of the Annunciation,  
2500 Clairmont Rd NE, Atlanta GA 30329**

## Time & Talents

Please consider offering your time and talents to one of our many ministries, committees and Strategic Planning Goals. We are a large parish with many needs; there are many ways to help! "...give and it will be given to you...for with the same measure that you use it will be measured back to you." Luke 6:38

## Your Contact Information

Name \*  
First Name  
Last Name  
Email Address \*

Phone \*  
(###)  
###  
####

## Ministry and Committee Opportunities

I would like to volunteer my time and talents to the following ministries and/or committees

## Parish Council Committees

I would like to serve on the following committee(s):

- Activities
- Outreach
- Cemetery
- EHCYD - Education, Hellenic Culture & Youth Diakonia
- Hellenic Community Center
- History & Archives
- Real Estate
- Spiritual Life
- Cathedral Office

I would like to help with...

- Office Volunteer
- Mailing/Bulletin/Newsletter (Mail Crew)

## Strategic Planning Goal: Campus Improvements

1.1 Accessibility, Renovation, Athletic & Storage Improvements  
Strategic Planning Goal: Church Life Experience

2.1 Welcoming & Newcomer Ministries  
 2.2 Worship & Sacramental Engagement  
Strategic Planning Goal: Communications & Technology

3.1 Communications and Technology Platform  
Strategic Planning Goal: Education

4.1 Adult Education  
 4.2 Youth Education  
Strategic Planning Goal: Leadership, Management & Operations

5.1 Orthodox Servant Leadership Program  
 5.2 Operational Excellence  
Strategic Planning Goal: Life Stage Ministries

6.1 Small Groups  
 6.2 Life Stage Ministries  
Strategic Planning Goal: Philanthropy, Outreach & Evangelism

7.1 Philanthropy, Outreach & Evangelism  
Strategic Planning Goal: Stewardship

8.1 Comprehensive Stewardship Program  
Ongoing Educational Programs

I would like to assist with...  
 I'm not sure and would like to discuss first

## Youth Education

I would like to assist with...  
 Sunday Catechetical School  
 St. John Chrysostom Oratorical Festival  
 Annunciation Day School  
 Annunciation Afternoon Greek School  
 Joining Greek School PTA

## ARK - Adult Religious Knowledge

Wednesday Morning Life  
 Wednesday NITE Life  
 "Road to Orthodoxy" Inquirer/Convert Class  
 "Road to Oneness" Premarital Seminar

## Senior Ministry

Join G.O.O.F.S  
 Join Golden Group (G.G.)  
 Serve on the G.G. Planning Committee  
 Seniors at Play

## Philanthropy and Social Services

Joining the Ladies Phileoptochos Society  
 Assisting with the Soup Kitchen  
 Assisting with Bags of Love  
 Assisting with Witness to Christ's Love (Help/V)  
 Drive others to Church  
 Joining Velonaki Knitting Group

## Church Cultural Programs

Atlanta Greek Festival  
 Cathedral Orchestra  
 Cathedral Dance Ministry  
Church Service Groups  
I would like to assist in Divine Services by...  
 Serving as an Altar Boy  
 Serving as a Handmaiden  
 Chanting  
 Joining the Annunciation Choir  
 Joining the Youth Choir  
 Joining the Men's Choir  
 Serve as an Epistle Readers (6-12th Grade)

## Liturgical Needs

Prosfora Baking (Liturgical Bread for Divine Lit)  
 Dusting Church Furnishings  
 Polishing Altar Vessels  
 Flower and Icon Decorating  
 Holy Week Set-up/Clean-up

## Building Maintenance

Carpentry

Electrical Work  
 Painting  
 Plumbing  
 Grounds Maintenance

## Athletics & Summer Programs

Apply to assist with Youth Basketball  
 Apply to assist with Summer Day Camp  
 Assist with Cathedral Basketball Camp  
 Apply to be a Counselor at St. Stephens Summer Camp

## Youth Ministry

Assisting with H.O.P.E. & I.O.Y.  
 Assisting with G.O.Y.A.  
 Assisting with Y.A.Y.P.  
 Joining Orthodox Christian Fellowship (O.C.F.)  
 Joining College Outreach

## Kitchen Crew & Events

Set-up & Decorate for Events  
 Serve Food for Events  
 Assist in Cooking for Parish Events  
 Clean-up After Events

## Religious and Spiritual Resources

Annunciation Cathedral Bookstore & Gift Shop  
Multimedia Ministry

I would like to assist with...  
 Photos and Videos for Church Services  
 Photos and Videos for Events  
 Web Streaming  
 Multimedia Operator  
 Digital Content organization

## Other

**Please enter additional areas of assistance you wish to provide if not listed within this checklist...**

<https://www.atlgoc.org/time-and-talents>

# GOA Talents Pledge Form



## information

NAME \_\_\_\_\_

NAME OF SPOUSE (IF MARRIED) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY / STATE / ZIP CODE \_\_\_\_\_

HOME PHONE \_\_\_\_\_

MOBILE PHONE \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

EMAIL ADDRESS OF SPOUSE (IF MARRIED) \_\_\_\_\_

Dependent Children's names and birthdates:

\_\_\_\_\_

\_\_\_\_\_

May we include your contact information in the parish directory?

yes  no *If yes, please indicate any information you would like excluded:*

\_\_\_\_\_

May we add you to our parish email list?

yes  no

In the Gospel of Saint Matthew (6:19), Jesus instructs us, "Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal..." Often in life, we pursue and collect those things that do not last. We must ask, "One hundred years from now, where will our possessions be?" Our greatest blessing is our family. As Orthodox Christians, we are called to be stewards of this great gift. If we are faithful to this calling, perhaps our Lord will say to us as he did to the faithful steward, "Well done good and faithful servant!" (Mt 25:23).



## treasure

In gratitude for God's blessings, I/We commit to Christ and His Church the following amount:

\$ \_\_\_\_\_ each week

## planned giving

Please send me information on making a planned gift to the Church

## time & talent

Individual stewards should indicate areas of interest with a check (✓).

Families should mark "H" for husband, "W" for wife or "C" for children.

### EDUCATION

- Bible Study
- Adult Religious Education
- Intro to Orthodoxy
- Publications
- Speakers
- Bookstore
- Library

### YOUTH

- Church School Teacher
- Church School Administration
- Youth Leader
- Vacation Church School
- Camp Counselor

### BUILDING & GROUNDS

- Garden & Landscape
- Planting
- Electrical
- Clean-up
- Interior Repairs
- Exterior Repairs
- Roofing
- Hall Rentals

### ADMINISTRATION

- Fiscal Mgt / Review
- By-Laws
- Development / Fundraising
- Office help
- Computer / Technical
- Data Entry

### LITURGICAL

- Sanctuary & Altar Care
- Altar boys / Acolytes
- Baking Provisions
- Choir
- Reader
- Greeter/Litist

### MINISTRIES & PROGRAMS

- Campus Ministry
- Welcome Team
- New Member Events
- Outreach
- Stewardship
- Stashby Fellowship / Coffee
- Visitation - Hospital
- Visitation - Shut-ins
- Feed the Hungry
- Prison Ministry
- Grief/Bereavement Group
- Disaster Relief Projects
- Blood Drives
- Project Mexico
- Int'l Orth Christian Charities
- OCMC Mission Center
- Seniors Ministry
- Couples Ministry
- Singles Ministry
- Military Ministry
- COMMUNICATIONS
- Web site & E-mail
- Bulletin & Newsletter
- Public Relations

Any other talents or information on items listed above:

\_\_\_\_\_

<https://www.goarch.org/-/2020-stewardship-campaign-resources?inheritRedirect=true>

# Adult Stewardship Serbian Orthodox Trifold - Inside

## ORTHODOX CHRISTIAN STEWARDSHIP

*We are called to live life in continuous thanksgiving for Christ. Thus, our entire perspective on the world is transformed. No longer can we look at the things in our life as anything but a Gift from God. We are being prepared by God to enter into Eternal Communion with Him. The joys we experience are recognized as the fruit of this Communion. Even the very suffering we endure becomes a Gift which prepares us for the "weight of Glory" which is to come!*

*Our very thanksgiving for this Gift of Christ becomes a life of Stewardship—of caring for this Gift that is not our own. We care for this Gift of Communion with Him by living a life in which we dedicate all that we are—our Time, our Talents, and our Treasures—to God in thanksgiving for all that He has done for us. Thus, when we offer ourselves to the Church, our offering is no longer considered to be "in support" of our local parish, but as an offering of Thanksgiving to God. Our offer-*



Church Name

Address

City/State/Zip

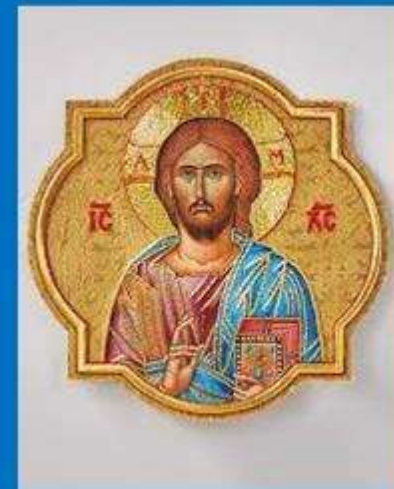
Phone number

Website

### **\*JUST A REMINDER:**

*Your commitment is between you and God. Your privacy is very important to us. Only the Priest and Financial Secretary have access to the information on this card.*

## 2021 STEWARDSHIP COMMITMENT CARD



**2021 STEWARDSHIP**

**DIFFERENT WORKS ALL  
IN THE SAME LORD!**

# Adult Stewardship Serbian Orthodox Trifold - Outside

## ORTHODOX CHRISTIAN STEWARDSHIP: OFFERING TIME, TALENTS & TREASURES



### INFORMATION

NAME \_\_\_\_\_

NAME OF SPOUSE (IF APPLICABLE) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY/STATE/ZIP CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

CELLULAR TELEPHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

SPOUSE'S E-MAIL ADDRESS \_\_\_\_\_

CHILD(REN) NAME(S) (UNDER 18 ONLY)

Are you a Baptized and Chrismated Orthodox Christian? Y/N

Would you like information about online giving?

Y/N

### TIME

God has graciously bestowed upon us the entirety of our lives. He has blessed us with 168 hours per week (or roughly a little more than 10,000 minutes/week).

How many of these 168 hours do we offer to Him? Take some time now to consider what you are willing to offer to God in thanks for all He has given you. Remember, time also includes your time in

I commit to offering:

\_\_\_\_\_ hours/week

\_\_\_\_\_ hours/month

to God in thanksgiving for what He has done for me.

### TALENTS

God bestows upon each of us unique and wonderful abilities. Below are listed only a handful of potential talents. Please take some time to consider with what abilities God has blessed you as you fill out this section of the commitment card.

Individual Stewards should use a ✓

Families should use (H) Husband, (W) Wife, (B) Bob, (C) Child

#### EDUCATION

- \_\_\_ Bible Study
- \_\_\_ Adult Religious Education
- \_\_\_ Intro to Orthodoxy
- \_\_\_ Publications
- \_\_\_ Speakers
- \_\_\_ Bookstore
- \_\_\_ Library
- \_\_\_ School/ School

#### YOUTH

- \_\_\_ Church School Teacher
- \_\_\_ Church School Administration
- \_\_\_ Youth Chalice Instructor
- \_\_\_ Youth Choir
- \_\_\_ Youth Leader
- \_\_\_ Vacation Church School
- \_\_\_ Camp Counselor
- \_\_\_ Kolo (Teacher or student)
- \_\_\_ Yambuka (teacher or student)

#### LITURGICAL

- \_\_\_ Sanctuary & Altar Care
- \_\_\_ Altar boys / Acolytes
- \_\_\_ Baking Prosphora
- \_\_\_ Choir
- \_\_\_ Reader/Chantor/Stet
- \_\_\_ Geocria/Uskai
- \_\_\_ Candles

#### BUILDING & GROUNDS

- \_\_\_ Garden & Landscape
- \_\_\_ Plumbing
- \_\_\_ Electrical
- \_\_\_ Clean-up
- \_\_\_ Kitchen
- \_\_\_ Interior Repairs
- \_\_\_ Exterior Repairs
- \_\_\_ Roofing
- \_\_\_ Energy Resources
- \_\_\_ Resource Consultant

#### COMMUNICATIONS

- \_\_\_ Web site & E-mail
- \_\_\_ Bulletin & Newsletter
- \_\_\_ Public Relations

#### ADMINISTRATION

- \_\_\_ By-Laws
- \_\_\_ Computer / Technical
- \_\_\_ Data Entry
- \_\_\_ Development / Fundraising
- \_\_\_ Endowment Committee
- \_\_\_ Financial Advisor
- \_\_\_ Fund Mgt / Review
- \_\_\_ Legal Advisor
- \_\_\_ Office help

#### MINISTRIES & PROGRAMS

- \_\_\_ Campus Ministry
- \_\_\_ Gardens Team
- \_\_\_ Annual Taste of Serbia
- \_\_\_ Lapsed Food Team
- \_\_\_ Outreach
- \_\_\_ Stewardship
- \_\_\_ Sunday Fellowship / Coffee
- \_\_\_ Visitation - Hospital
- \_\_\_ Visitation - Shut-ins
- \_\_\_ Feed the Hungry
- \_\_\_ Prison Ministry
- \_\_\_ God's Recreational Group
- \_\_\_ Disaster Relief Projects
- \_\_\_ Sunday Dignitage
- \_\_\_ Seniors Ministry
- \_\_\_ Couples Ministry
- \_\_\_ Singles Ministry
- \_\_\_ Men's Ministry
- \_\_\_ Women's Ministry
- \_\_\_ Rite Sharing Ministry

God has blessed me/us with these additional talents:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### TREASURES

Everything that we have is a blessing from God - all of our abilities, our time, and our treasures. Please take some time to pray about your relationship with God, and consider what you are able to offer in thanksgiving for all He has given you:

I commit to offering:

\$ \_\_\_\_\_ / week / month/year

to God in thanksgiving for all He has done for me.

What if I/we cannot fulfill our commitment?

If circumstances change and you cannot fulfill your commitment, fear not! We are a loving community, not a tax office. The most important thing is to give from the heart. We are thankful to God for you being a part of this community!

# Steward Information & Pledge Form

## PERSONAL INFORMATION

BAPTIZED OR CHRISMATED ORTHODOX CHRISTIAN?

NAME (First/Last) \_\_\_\_\_ YES \_\_\_ NO \_\_\_

NAME DAY (or Baptismal Name) \_\_\_\_\_

SPOUSE (First/Last) \_\_\_\_\_ YES \_\_\_ NO \_\_\_

NAME DAY (or Baptismal Name) \_\_\_\_\_

RESIDENCE ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

HOME PHONE NUMBER: \_\_\_\_\_ ( \_\_\_\_\_ )

SELF

SPOUSE

BUSINESS PHONE: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

BIRTHDATE: \_\_\_\_\_

EMAIL \_\_\_\_\_

Names, Birthdates, and Name Days of Dependent Children:

## **COMMITMENT OF RESOURCES**

I/We commit to Christ and His Church through this pledge;  
I/We expect to give the following amount:

**Weekly:** \$ \_\_\_\_\_

*“Every Sunday let each of you put aside your offering for the work of the Lord.” (See: 1 Cor 16:2)*

# Steward Information & Pledge Form

## **COMMITMENT OF TIME AND TALENT**

NAME(S): \_\_\_\_\_

**(For married couples: please indicate "H" for husband and "W" for wife.)**

\_\_\_ Adult Assistant for Altar Boys

\_\_\_ *Annual Festival*

\_\_\_ *Assist in Bookstore*

\_\_\_ Assist in Library

\_\_\_ Assist in Office

\_\_\_ Assist w/ Parish Communications

\_\_\_ Assist with Stewardship Programs

\_\_\_ Assist with Web Site

\_\_\_ Bake for Events

\_\_\_ Budget and Planning

\_\_\_ Building Maintenance

\_\_\_ Building New Facilities

\_\_\_ Church Events

\_\_\_ Catechism School Teacher

\_\_\_ Catechism School Assist./Substitute

\_\_\_ Chanter

\_\_\_ Choir

\_\_\_ Clean Up After Events

\_\_\_ Contact/Entertain Newcomers

\_\_\_ Cook for Events

\_\_\_ Coordinate Church Activities

\_\_\_ Decorate for Events

\_\_\_ Drive Others

\_\_\_ Family Night

\_\_\_ Fund Raising

\_\_\_ Greek Dance PTA

\_\_\_ Greek Dance Teacher

\_\_\_ Greek School Teacher

\_\_\_ Greek School Assist./Substitute

\_\_\_ Greet Parishioners/Newcomers

\_\_\_ Help Sick/Shut ins

\_\_\_ Host Coffee Hour

\_\_\_ Host Neighborhood  
Gatherings

\_\_\_ Landscape/Maintenance of  
Grounds

\_\_\_ Outreach

\_\_\_ Parish Luncheons

\_\_\_ Philoptochos Auction

\_\_\_ Phone Committee

\_\_\_ Planning/Organizing

\_\_\_ Play Organ/Piano

\_\_\_ Prepare Food

\_\_\_ Prepare Prosforon

\_\_\_ Promote Church Activities

\_\_\_ Serve Food

\_\_\_ Set Up for Events

\_\_\_ Sew/Alter Dancers'  
Costumes

\_\_\_ Soup Kitchen

\_\_\_ Teach Greek Cooking

\_\_\_ Transport Sick/Aged

\_\_\_ Visit Others

\_\_\_ Volunteer Time if Called

\_\_\_ Youth Leader/Assistant

\_\_\_ GOYA (6<sup>th</sup> and Up)

\_\_\_ Youth Leader/Assistant

\_\_\_ HOPE (Birth - 1<sup>st</sup> Grade)

\_\_\_ Youth Leader/Assistant

\_\_\_ JOY (2<sup>nd</sup> - 5<sup>th</sup> Grades)

\_\_\_ Youth Leader/Assistant--

\_\_\_ Summer Camp Staff

Other Talents: \_\_\_\_\_

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Ministry Handbooks:**  
Chapter 10 (pages 378-379)

Examples provided here:

<https://stewardshipcalling.com/stewardship-ministry-handbooks>



<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>

# • **Strategic Planning for Parishes**

Appendix



# Consensus Vision and Strategic Planning

**What is the Vision of your parish and where it will be 3-4 years from today?**



A sunset over a body of water with a small island in the distance. The sky is filled with colorful clouds in shades of orange, red, and purple, with the sun low on the horizon. The water is dark and reflects the colors of the sky. A small, dark island is visible in the middle ground.

**“The best way to  
predict the future is  
to create it.”**

Peter Drucker

# Strategic Planning is Biblical





Where there is  
no vision, the  
people perish.

Proverbs 29:18

## A process to:

1. manage the “busyness” of our Church without turning our Church into a “business”
2. define our strategy to allocate our resources to achieve our vision



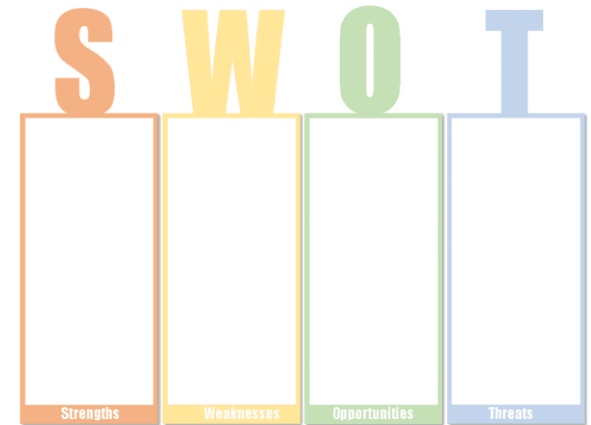


**Must answer  
4 questions:**

- 1. Why do we exist?**
- 2. Where are we now?**
- 3. Where do we want to be?**
- 4. How will we get there?**

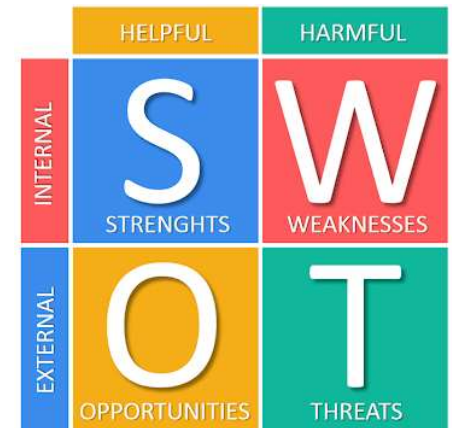
# ~ Answers Vision & Strategic Planning question #2:

*Where are we now?*



~ First focus on INTERNAL church Strengths and Weaknesses

~ Second focus on EXTERNAL Opportunities and Threats that our church faces



1. SWOT / EPA / FSA
2. Statement of Why
3. Core Values
4. Mission Statement
5. S.M.A.R.T. Goals
6. Vision Statement
7. Interim Goals & Interim Actions
8. Success Timeline
9. SMART Goal Accountability Process (“SMART GAP”)
10. Strategic Plan



# 10 Strategic Plan Deliverables



# The 4 Ps of



1. **People** - The right people leading, developing and implementing the process, with input from all parishioners along the way
2. **Process** - A comprehensive, inclusive and methodical process and schedule
3. **Plan** - A 10-element comprehensive strategic plan with a detailed implementation action plan and timeline
4. **Performance** - A well-managed and persistent implementation with full accountability

# The 4 Deliverables From the



# Strategic Planning Process

## **1. Comprehensive Strategic Plan**

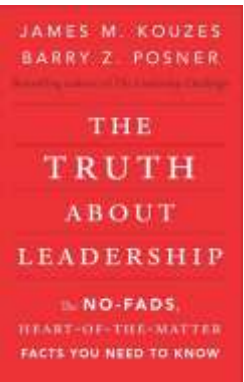
10 elements - SWOT / EPA /OCAI Analysis;  
WHY; Core Values; Mission Statement;  
S.M.A.R.T. Goals; Vision Statement; Interim  
Goals & Interim Actions; Success Timeline;  
SMART Goal Accountability Process  
("SMART GAP"); Strategic Plan

## **2. Inspired Teams**

## **3. Consensus Decision Makers**

## **4. Energized & Improved Culture**

# Impact on Commitment of Values Clarity



**Clarity of  
Organizational  
Values**

**High**

4.9

6.3

**Low**

4.9

6.1

**Low**

**High**

**Clarity of Personal Values**

**Scale: High = 7  
Low = 1**

# Sun Tzu



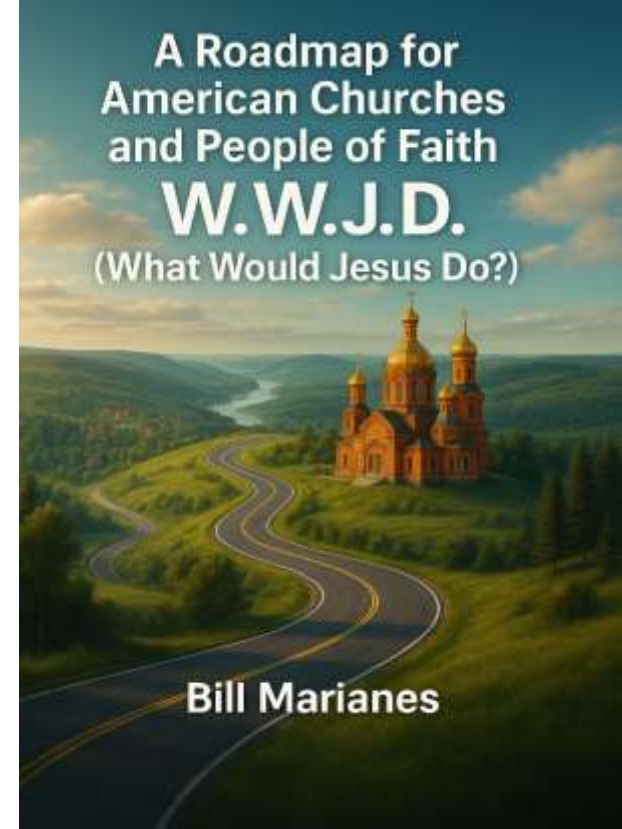
**“Strategy without tactics is the slowest route to victory.**

**Tactics without strategy is the noise before defeat.”**

# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

For comprehensive and detailed explanation and practical examples you can implement, see:

**Chapter 7:  
The Stewardship Calling  
Vision and Strategic  
Positioning & Planning  
Comprehensive Process**  
(pages 114 – 212)



<https://churchroadmap.com/>

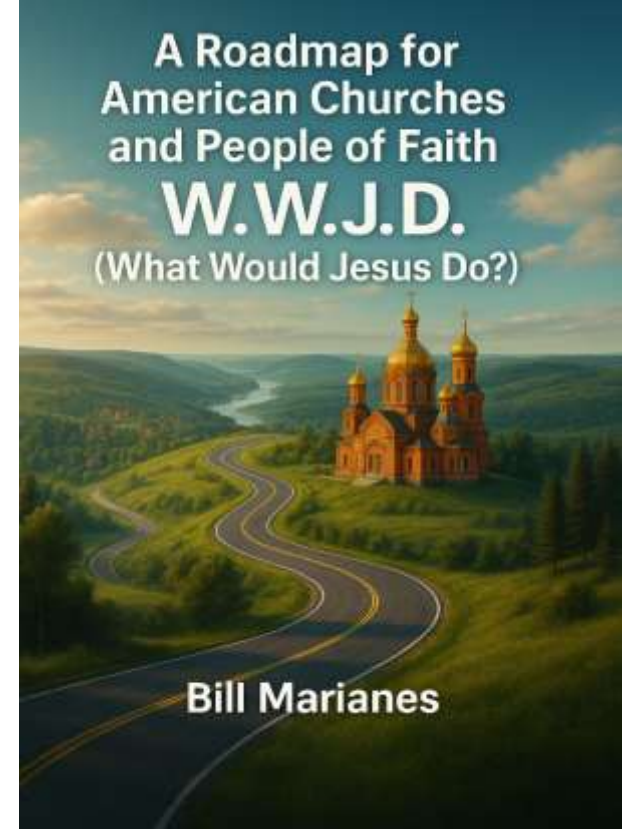


# **A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)**

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For comprehensive and detailed explanation and a step-by-step parish strategic planning process see:

**Chapter 7:  
The Stewardship Calling  
Vision and Strategic  
Positioning & Planning  
Comprehensive Process**  
(pages 114 – 212)



<https://churchroadmap.com/>





**Strategic Planning  
Education Goal  
Examples**

# Religious Education SMART Goal

Within 36 months we will research, develop, and implement best practices and effective adult and youth “Religious Education Programs” in each of the following six areas with a comprehensive communications plan where:

1. We will achieve the following “Religious Education Targets” for the Religious Education Programs:
  - (a) At least 50% of parish youth in year 1, and at least 75% of parish youth in year 2, will complete a revamped full academic year “Youth Sunday School Program” and achieve measurable outcomes identified in step 2 of the Action Plan;
  - (b) At least an average of 15% of parishioners in year one, and at least 25% of parishioners in year 2, will participate in at least two new quarterly “Parish Life Education Program” dinner series with dynamic presenters and discussion groups (the “Parish Life Program”);
  - (c) A new “Small Group Ministry” will actively engage at least 3 small groups of parishioners meeting at least monthly in year 1, and at least 10 small groups of parishioners meeting at least monthly in year 2, where they will discuss spiritual growth, religious education, and personal growth topics.
  - (d) A bi-weekly adult “Bible Study Program” will be offered each year over four distinct modules of sessions live, via Zoom, and recorded with at least 15% of parishioners completing at least half of the four modules in year one, and at least 25% of parishioners completing at least three of the four modules in year two.
  - (e) A parish “Religious Education Media Center” will be created that engages at least 50% of parishioners at least weekly by providing on the parish website, email, text messaging and social media and other platforms at least 90 items of religious education and spiritual growth content over the course of each year with specific metrics of delivery, opening, viewing, reading, and engaging to be determined in step 2 of the Action Plan.
  - (f) Within twelve months, the parish will implement a “Congregational Singing Ministry” to more fully engage parishioners in liturgical life by singing during the Divine Liturgy.
2. In addition to the above Religious Education Programs, within 26 months, we will research and begin to implement some form of “Parochial School Program” which can include either creating a more engaging interactive partnership with the Holy Trinity Academy in Warren, Ohio, St. Constantine School in Houston, TX, some other Orthodox parochial school, or developing a separate parish plan for its own parochial school.

# Religious Education SMART Goal 2

We will research, develop, and implement a best practices and effective adult and youth Religious Education Program (the “Religious Education Program”) with a comprehensive communications plan that will achieve the following “Religious Education Targets” within 35 months:

(a) at least 80% of parish youth will complete a revamped full academic year **Sunday School program** each year;

(b) A religious education and program and dinner (with content for adults and youth) will be offered bi-weekly with at least 120 people attending each month (the “**Parish Life Program**”);

(c) A “**Small Group Religious Education Ministry**” will actively engage at least 60 parishioners in small group programs at least every month; and

(d) A “**Religious Education Content Program**” will deliver videos, audio recordings, and written religious educational materials to all parishioners at least weekly and be published on the parish website and social media platforms with specific metrics deliver/open, view/read, completion/engagement rates that each show at least a 10% increase per quarter, growing over time in an amount to be determined in step 6.



# Religious Education S.M.A.R.T. Goal



We will research, develop, and implement best practices and effective adult and youth “Religious Education Programs” with a comprehensive communications plan that will achieve the following “Religious Education Targets ” within 36 months:

- (a) Develop, distribute, and publish on extensive media outlets a wide variety of religious educational materials that achieve designated interaction metrics growing at least 10% per quarter (“**Online Program**);
- (b) at least 90% of parish youth will complete a revamped full academic year “**Youth Religious Formation and Education School Program**” each year and achieve measurable outcomes identified in step 2 of the Action Plan;
- (c) at least 50% of parish adults will complete a new “**Adult Religious Formation and Education Program**” each year and achieve measurable outcomes identified in step 2 of the Action Plan; and
- (d) establish a quarterly dinner “**Parish Life Education Program**” with dynamic presenters in which at least an average of 25% of parishioners participate in each quarterly program during complete implementation year 1, and at least an average of 40% of parishioners participate in each quarterly program during complete implementation year 2.

ACHIEVING YOUR WILDLY  
IMPORTANT GOALS

The  
4 Disciplines  
of  
Execution

#1  
Business  
Bestseller  
The Wall Street  
Journal



CHRIS McCHESNEY

SEAN COVEY

THE NEW YORK TIMES BESTSELLING AUTHOR

JIM HULING

FOREWORD BY CLAYTON CHRISTENSEN

***“In the  
moment,  
urgency  
always trumps  
importance”***



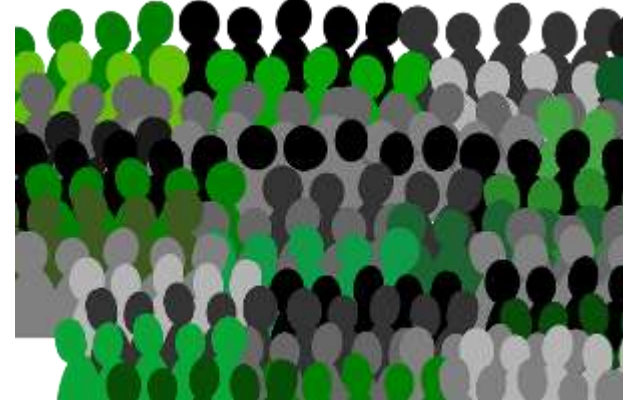
Chris McChesney

Franklin Covey 4DX

# It Takes 3 Teams

## Community

Community-wide input throughout, including the beginning and in the Strategic Goal formulation



## Strategic Planning Team

A diverse, representative cross-section of Parish strategic thinkers who analyze the data and help draft a Strategic Plan



## Implementation Team

A larger diverse group of parish faithful who actually do the work and implement all of the Strategic Goals and Action Plans and who are accountable for the achievement of the Strategic Plan



1. SWOT / EPA / OCAI Analysis
2. Statement of Why
3. Core Values
4. Mission Statement
5. S.M.A.R.T. Goals
6. Vision Statement
7. Interim Goals & Interim Actions
8. Success Timeline
9. SMART Goal Accountability Process (“SMART GAP”)
10. Strategic Plan



# 10 Strategic Plan Deliverables



## 10 Strategic Plan Deliverables

1. **SWOT / EPA / OCAI Analysis** - Tools to identify as much information of what is going well and what issues or unsatisfied needs there are from as many diverse parishioners as possible
2. **Statement of WHY** - A consensus inspirational statement about the fundamental reason the parish exists and why anyone should want to join you
3. **Core Values** - The critical, fundamental values and parish beliefs that govern all its actions and decisions
4. **Mission Statement** - A concise statement of WHAT things the parish does to fulfill its Why
5. **S.M.A.R.T. Goals** - The specific strategic goals the parish will achieve over the next 2 to 4 years that are **Specific, Measurable, Attainable, Relevant and Timebound**

## 10 Strategic Plan Deliverables

6. **Vision Statement** - A concise statement of where the parish will be in 2 to 4 years after the strategic plan goals are achieved
7. **Interim Sub-Goals & Interim Actions** - The specific actions to achieve interim sub-goals that must be completed first to accomplish the Strategic S.M.A.R.T. Goals
8. **Success Timeline** - A detailed and specific timeline that is a public accountability scoreboard for each action and step that must be completed
9. **SMART Goal Accountability Process** - The accountability leadership team and process to ensure the Strategic S.M.A.R.T. goals are completed
10. **Strategic Plan** - The final comprehensive strategic plan document containing all the above



## Question 1:

**WHY do we  
exist?**

## WHY Statement

Answers strategic planning question #1:

*Why are we here?*

~ An articulate, compelling and inspirational reason why our parish exists and why anyone should care, or want to join us.



# A Statement of Why is Biblical



***“Friends, WHY  
are you doing  
these things?”***

Acts 14:15



Core  
Values

# Core Values Are Biblical



# GOD'S Core Values

I  
THOU SHALT HAVE  
NO OTHER GODS  
BEFORE ME

II  
THOU SHALT NOT  
MAKE UNTO THEE  
ANY GRAVEN IMAGE

III  
THOU SHALT NOT  
TAKE THE NAME OF  
THE LORD THY GOD  
IN VAIN

IV  
REMEMBER THE  
SABBATH DAY TO  
KEEP IT HOLY

V  
HONOR THY FATHER  
AND THY MOTHER

VI  
THOU SHALT  
NOT KILL

VII  
THOU SHALT NOT  
COMMIT ADULTERY

VIII  
THOU SHALT  
NOT STEAL

IX  
THOU SHALT NOT  
BEAR FALSE  
WITNESS AGAINST  
THY NEIGHBOR

X  
THOU SHALT  
NOT COVET

# CHRIST'S Core Values

## THE BEATITUDES

Blessed are the poor in spirit,  
for theirs is the kingdom of heaven.

Blessed are those who mourn,  
for they shall be comforted.

Blessed are the meek,  
for they shall inherit the earth.

Blessed are those who hunger and thirst  
for righteousness, for they shall be satisfied.

Blessed are the merciful  
for they shall obtain mercy.

Blessed are the pure of heart,  
for they shall see God.

Blessed are the peacemakers,  
for they shall be called children of God.

Blessed are those who are persecuted  
for righteousness sake,  
for theirs is the kingdom of heaven.

Matthew 5:3-10



**1. Beliefs shared by the stakeholders**

**2. Drive the organization's culture  
and priorities**

**3. Provide a framework for decisions**



## Question 2:

**Where are  
we now?**

# Where Are We Now Assessment is Biblical



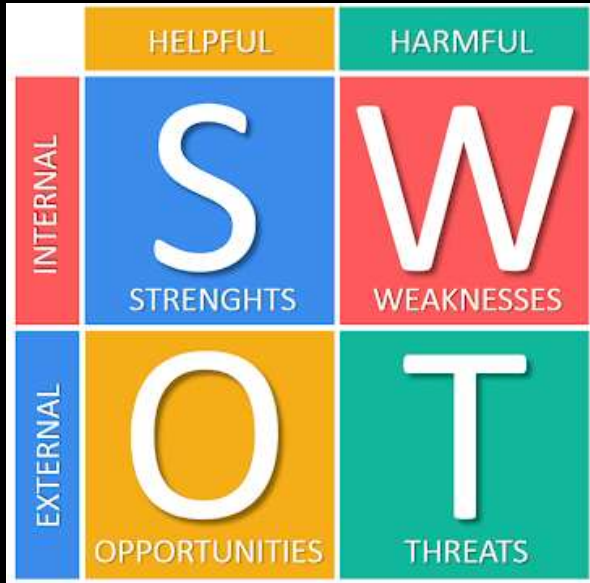


***“Examine  
yourselves as to  
whether you are  
in the faith.*”**

***Test yourselves!”***

2 Corinthians 13:5

# Three Not Mutually Exclusive Discovery Options



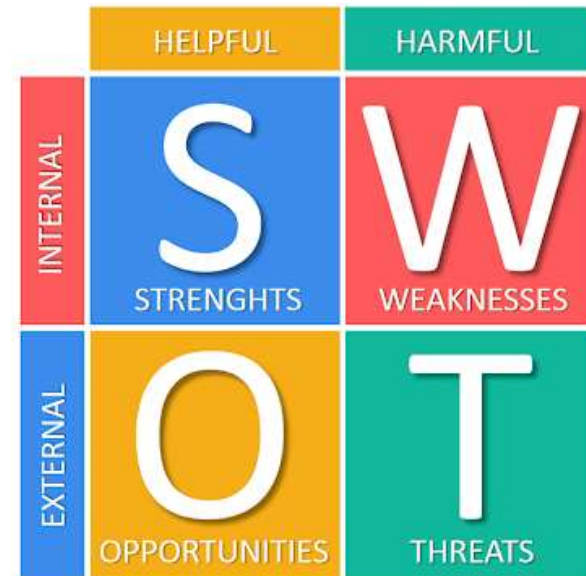
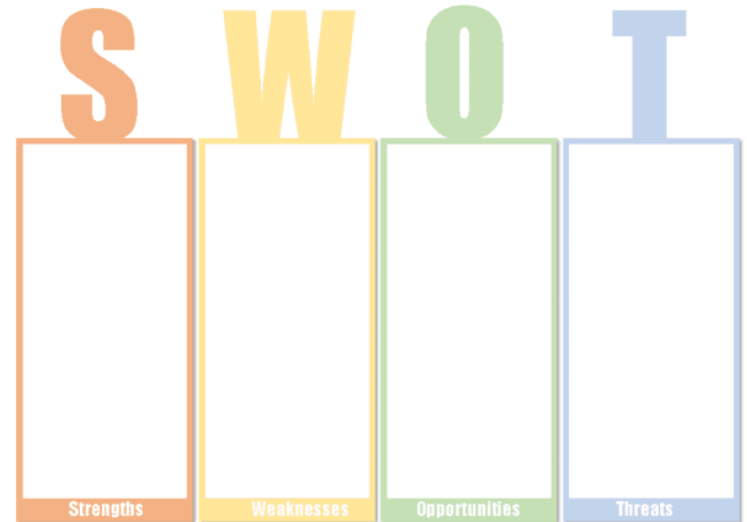
# SWOT ANALYSIS

Answers strategic planning question #2:

Where are we now?

~ First focus on INTERNAL Parish Strengths and Weaknesses

~ Second focus on EXTERNAL Opportunities and Threats that our Parish faces



# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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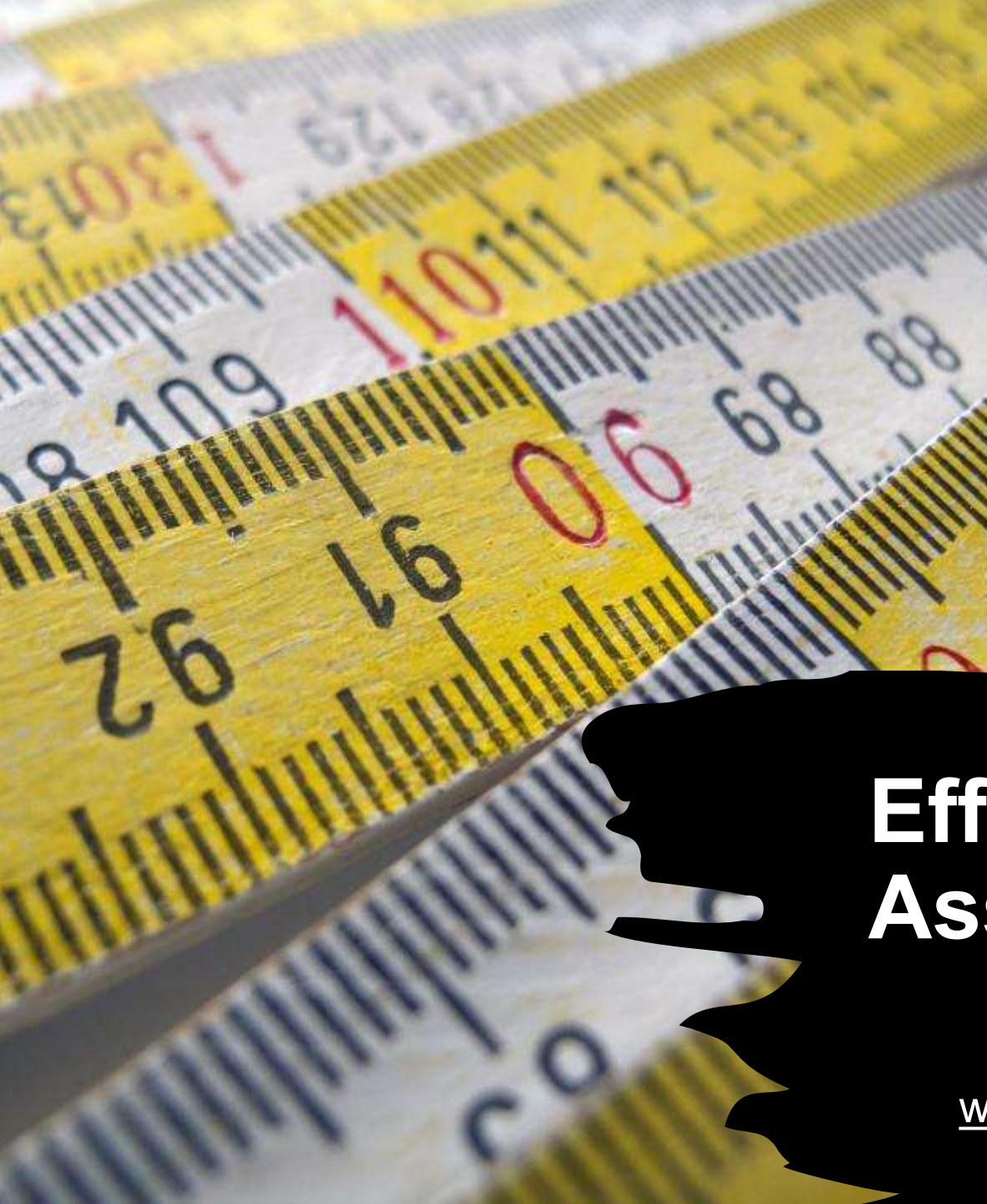
For more information, see:

**S.W.O.T.**

Chapter 7 (pages 140-144; 194-197;  
204-212)



<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>

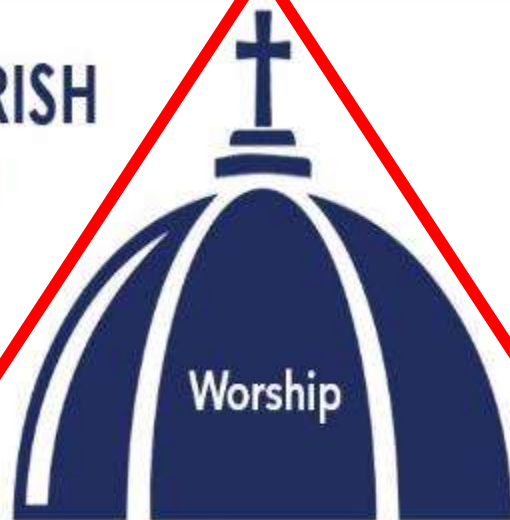


# Effective Parish Assessment

[www.effectiveparish.org](http://www.effectiveparish.org)

## THE ORTHODOX PARISH

A Living House of Faith



Vision &  
Planning



Leadership &  
Teams



Stewardship &  
Generosity



Parishioner  
Engagement



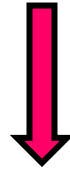
Ministry



Operational  
Effectiveness

Personal Faith Formation

# EPA 2 RESULTS (EXAMPLE ONLY)



## Vision & Planning

- Strategic Planning
- Operational & Tactical Planning
- Parishioner Involvement
- Goal Achievement & Accountability



## Leadership & Teams

- Christian Leadership
- Leading & Coaching
- Conflict Management
- Effective Teams
- Parish Council & Boards



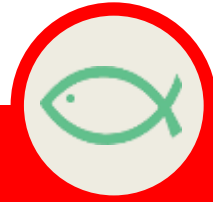
## Stewardship & Generosity

- Giving & Tithing
- Stewardship Campaign
- Capital Campaign
- Planned Giving & Endowments
- External Philanthropy
- Transparency & Accountability



## Parishioner Engagement

- Spiritual Education & Catechism
- Liturgical & Sacramental Participation
- Outreach
- Evangelism
- Welcoming & Fellowship



## Ministries

- Defines Needs of Parishioners
- Ministry Management
- Ministry Engagement
- Volunteer Management
- Youth & Young Adult



## Operational Effectiveness

- Communication & Digital Strategies
- Facilities & Technology
- Financial Excellence
- Safety & Security
- Staff Management



# Summary – EPA 1 and 2

## EXAMPLE ONLY



	EPA1	EPA1	EPA1	EPA1	EPA2	EPA2	EPA2	
	% favorable	% unfavorable	% neutral	% I don't know	% favorable	% unfavorable	% neutral	% I don't know
Vision & Planning	71%	11%	18%	13%	51%	18%	31%	20%
Leadership & Teams	65%	11%	24%	9%	72%	7%	21%	11%
Stewardship & Generosity	37%	45%	19%	20%	43%	33%	24%	30%
Parishioner Engagement	37%	33%	30%	13%	51%	25%	24%	15%
Ministries	43%	26%	31%	17%	42%	29%	29%	21%
Operational Effectiveness	55%	18%	26%	13%	59%	17%	25%	21%

## EPA 2 – Example, Building blocks for 1 pillar only

### **Stewardship & Generosity**

<b>Stewardship &amp; Generosity</b>	<b>% favorable</b>	<b>% unfavorable</b>	<b>% neutral</b>	<b>% I don't know</b>
Giving & Tithing	43%	33%	24%	24%
Stewardship Campaign	53%	25%	21%	23%
Capital Campaign	30%	39%	31%	44%
Planned Giving & Endowments	24%	49%	27%	46%
External Philanthropy	43%	33%	24%	24%
Transparency & Accountability	65%	17%	18%	17%

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Effective Parish  
Assessment (E.P.A.)**  
Chapter 7 (pages 135-140)



<https://stewardshipcalling.com/a-roadmap-for-american-churches-and-people-of-faith-w-w-j-d-what-would-jesus-do/>



## Question 3:

**Where do we  
want to be?**



Mission

Statement

# Mission Statement

Answers strategic planning question #3:

What do we do?

~ A clear description of the what the organization does to achieve its Why/Vision/Goals



# A Mission Statement Is Biblical



# The Great Commission Mission Statement

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



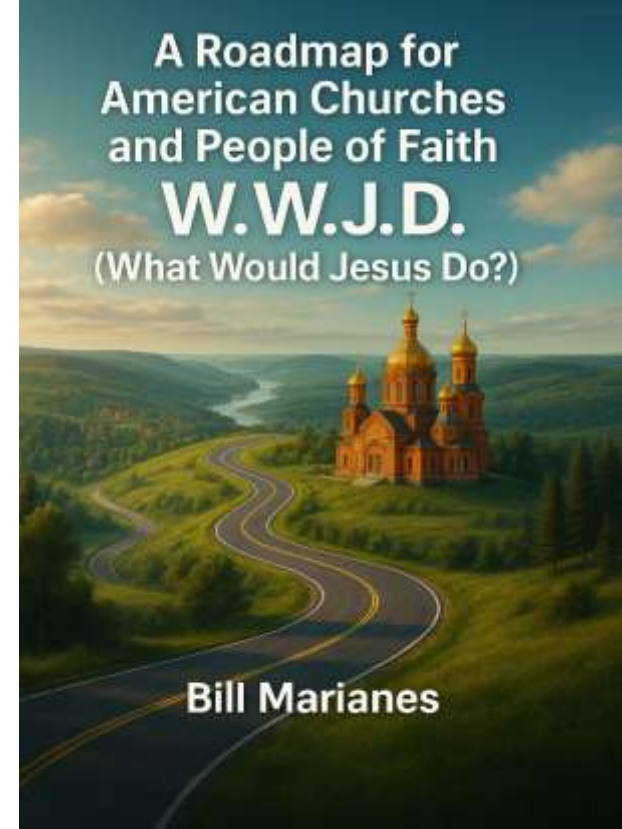
Matthew 28:18-20

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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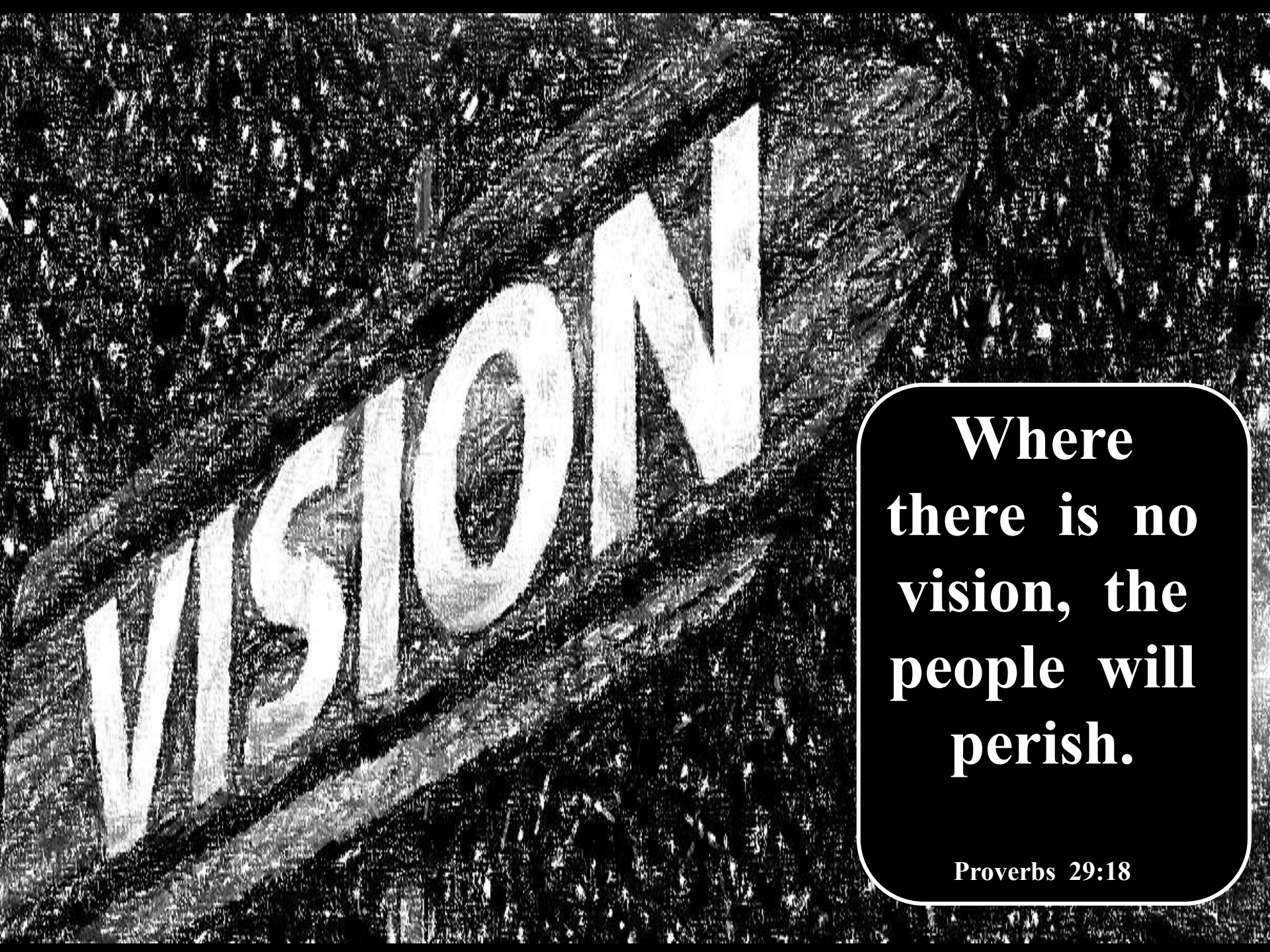
For more information, see:

**Mission Statement**  
Chapter 7 (pages 153-155)



<https://churchroadmap.com/>





**Where  
there is no  
vision, the  
people will  
perish.**

**Proverbs 29:18**

# A Vision Statement Is Biblical



# Vision

Acts 1:8

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



## A Vision should be:

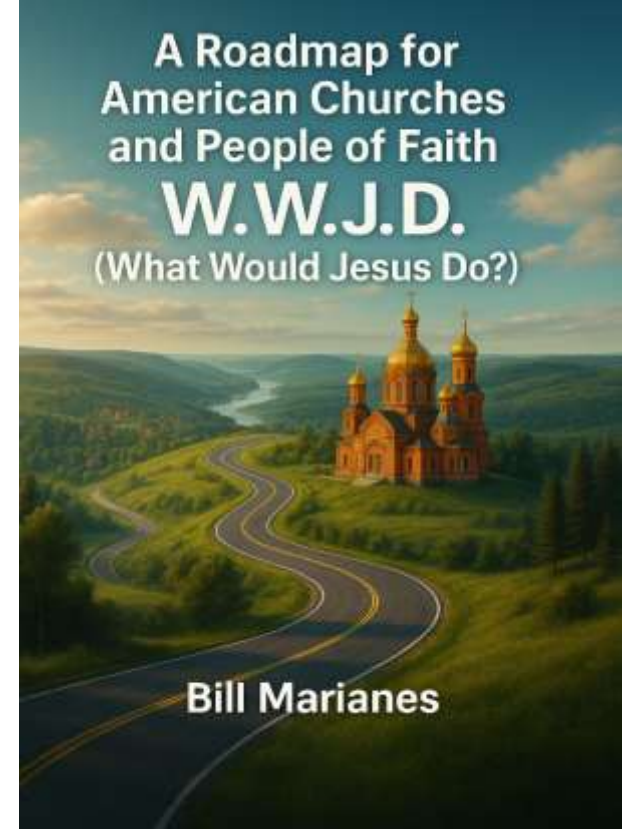
1. clear & concise
2. compelling & inspiring
3. a “picture” of where you're going
4. about the future (2-4 years)
5. possible...

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

---

For more information, see:

**Vision Statement**  
Chapter 7 (pages 164-165)



<https://churchroadmap.com/>






## Question 4:

**How will we  
get there?**

# Strategic SMART Goals Are Biblical



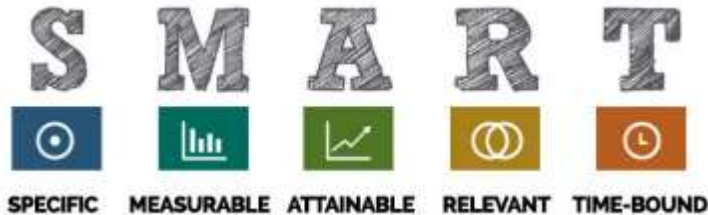


These twelve  
Jesus sent out,  
charging them...

1. *...go to the lost sheep*
2. *...preach as you go*
3. *...heal the sick*
4. *...cleanse the lepers*
5. *...raise the dead*
6. *...cast out demons*

Matthew 10:1, 5-8

# SMART Goals



The “S.M.A.R.T.” goal process helps ensure our Strategic Plan can be achieved

**Specific**: Is the goal clear and specific enough to be understandable?

**Measurable**: Can you measure the success of the goal?

**Attainable**: Is the goal attainable within a reasonable time?

**Relevant**: Is the goal most relevant to us and is it “Realistically written”?

**Time-Bound**: Is there a realistic timeline to achieve the goal?

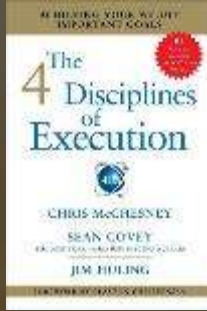


# The 5 Step Stewardship Calling Vision & Strategy Success Plan

1. S.M.A.R.T. Goals
2. Interim Goals
3. Interim Actions
4. Step-by-Step Action Plans
5. "SMART GAP"

(S.M.A.R.T. Goal Accountability  
Process)

# The Power of FOCUS



- ~ Human beings are genetically hardwired to do a very small number of things at a time with excellence<sup>1</sup>
- ~ Focus on the most critical things produces larger scale positive impacts

---

<sup>1</sup> MIT neuroscientist Earl Miller: “Trying to concentrate on two tasks causes an overload of the brain’s processing capacity.”

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b>Interim Goal 1: Research the most effective stewardship and ministry engagement programs within 3 months</b>			
<b>1. Form Stewardship &amp; Engagement Program Team (S&amp;EPT).</b>	SPT and S&EPT Goal Co-Captains	1 month after Start Date	S&EPT members agree to serve
<b>2. Determine adult and youth stewardship and ministry engagement and percentage giving and tithing key definitions and effectiveness metrics.</b>	S&EPT	1 month after step 1	Definitions and metrics determined
<b>3. Analyze the adult and youth parish baseline on those key stewardship &amp; ministry engagement and tithing effectiveness metrics and survey/research parish impediments to achieving increased stewardship, ministry engagement, and tithing success.</b>	S&EPT	1 month after step 2	Parish baselines and parish impediments determination are finalized
<b>4. Identify at least 3 stewardship &amp; engagement and 3 percentage giving/tithing programs for both youth and adults to consider from both inside and outside the Orthodox ecosystem.</b>	S&EPT	Simultaneous with steps 2 & 3	At least 3 stewardship & engagement and 3 percentage giving/ tithing programs are examined

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b>Interim Goal 1: Research the most effective stewardship and ministry engagement programs within 3 months</b>			
<b>1. Form Stewardship &amp; Engagement Program Team (S&amp;EPT).</b>	SPT and S&EPT Goal Co-Captains	1 month after Start Date	S&EPT members agree to serve
<b>2. Determine adult and youth stewardship and ministry engagement and percentage giving and tithing key definitions and effectiveness metrics.</b>	S&EPT	1 month after step 1	Definitions and metrics determined
<b>3. Analyze the adult and youth parish baseline on those key stewardship &amp; ministry engagement and tithing effectiveness metrics and survey/research parish impediments to achieving increased stewardship, ministry engagement, and tithing success.</b>	S&EPT	1 month after step 2	Parish baselines and parish impediments determination are finalized
<b>4. Identify at least 3 stewardship &amp; engagement and 3 percentage giving/tithing programs for both youth and adults to consider from both inside and outside the Orthodox ecosystem.</b>	S&EPT	Simultaneous with steps 2 & 3	At least 3 stewardship & engagement and 3 percentage giving/ tithing programs are examined

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b><u>Interim Goal 2: Develop the most effective Stewardship Program within 3 months</u></b>			
<b>5. Evaluate researched adult and youth stewardship &amp; engagement and tithing for effectiveness against key performance metrics and parish baselines based on criteria of effectiveness determined in step 2.</b>	S&EPT	1 months after step 4	Evaluation of alternative stewardship & ministry engagement and tithing programs is completed
<b>6. Modify or develop new adult and youth stewardship &amp; engagement and tithing program for utilization at the parish (the “Stewardship, Engagement &amp; Tithing Program”) and establish monthly performance benchmarks and comprehensive communications strategy and plan.</b>	S&EPT	2 months after step 5	Stewardship, Engagement & Tithing Program is finalized, and monthly performance benchmarks are determined
<b><u>Interim Goal 3: Recruit and train Ambassadors within 2 months</u></b>			
<b>7. Identify and recruit personal visitation ambassadors/small group leaders (“Ambassadors”) who can implement the Stewardship, Engagement &amp; Tithing Program.</b>	S&EPT	1 month after step 6	Ambassadors are recruited
<b>8. Train Ambassadors to implement the Stewardship, Engagement &amp; Tithing Program.</b>	S&EPT	1 month after step 7	Ambassadors are trained

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b><u>Interim Goal 4: Implement the Stewardship, Engagement &amp; Tithing Program to achieve the Stewardship &amp; Engagement Targets within 12 months</u></b>			
<b>9. Implement Stewardship, Engagement &amp; Tithing Program to achieve the Stewardship &amp; Engagement Targets.</b>	Ambassadors	12 months after step 8	Stewardship, Engagement & Tithing Program is fully launched
<b>10. Track and report on monthly performance benchmarks determined in step 6 and continue Ambassadors follow-up with parishioners until Stewardship &amp; Engagement Targets are achieved</b>	Ambassadors	Contemporaneous with step 9	Established monthly Stewardship & Engagement Targets are achieved

# Stewardship & Engagement Action Plan

<u>Actions Steps</u>	<u>Responsible Party</u>	<u>Deadline</u>	<u>Completion Test</u>
<b><u>Interim Goal 5: Compile and assess the results of the Stewardship Program and make necessary improvements within 2 months</u></b>			
<b>11. Obtain and compile qualitative and quantitative data from Stewardship, Engagement &amp; Tithing Program and determine effectiveness and success (based on criteria established in step 2) and identify areas for improvement.</b>	Ambassadors and S&EPT	1 month after step 10	Stewardship, Engagement & Tithing Program assessments are completed
<b>12. Finalize and deliver Stewardship, Engagement &amp; Tithing Program assessment analysis report, and make all refinements necessary to make the Stewardship &amp; Engagement Program more effective based on information identified in step 11.</b>	Ambassadors and S&EPT	1 month after step 11	Analysis is completed, and Stewardship, Engagement & Tithing Program is refined accordingly

# Stewardship & Engagement Action Plan

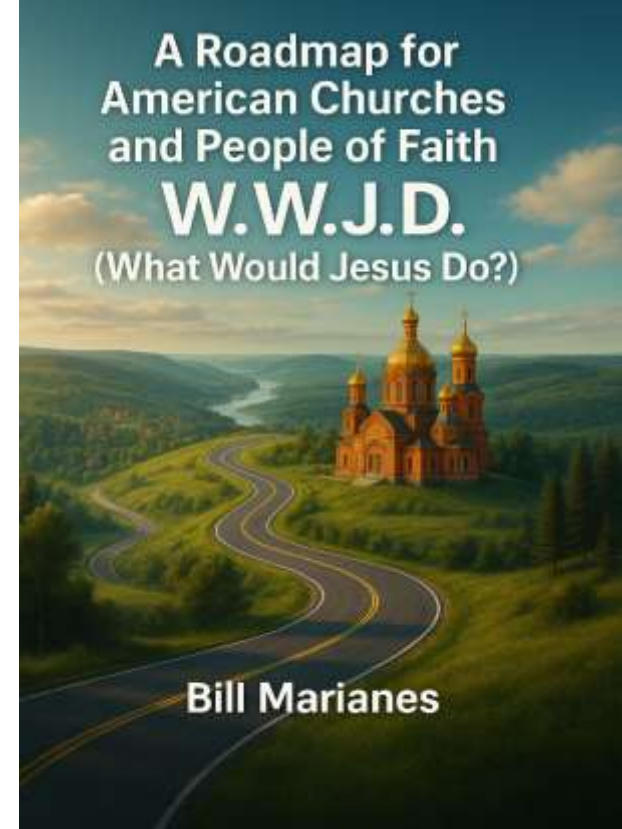
<u>Lead Measure Action</u>	<u>Deadline Date</u>	<u>% Complete and Date</u>
1. Form Stewardship, Engagement & Tithing Program Team		
2. Develop definitions and effectiveness metrics		
3. Analyze parish baselines and engagement success impediments		
4. Research Stewardship, Engagement & Tithing Program		
5. Evaluate Stewardship, Engagement & Tithing Program		
6. Finalize Stewardship, Engagement & Tithing Program		
7. Identify and recruit Stewardship Ambassadors		
8. Train Stewardship Ambassadors		
9. Implement Stewardship, Engagement & Tithing Program and manage to interim monthly targets		
10. Track performance Data from Stewardship, Engagement & Tithing Program Implementation		
11. Obtain qualitative and quantitative assessment data from Stewardship, Engagement & Tithing Program		
12. Improve Stewardship, Engagement & Tithing Program based lessons learned in step 11		

# A Roadmap for American Churches and People of Faith: W.W.J.D. (What Would Jesus Do?)

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For more information, see:

**Strategic Areas of Focus**  
**and S.M.A.R.T. Goals**  
Chapter 7 (pages 155-160)



<https://churchroadmap.com/>

