

Sharing your story in a way that inspires

Lori Guenther Reesor

November 1, 2017



About LORI



- B. Math (Statistics)
- Master of Theological Studies
- D. Min. at Tyndale University College and Seminary
- Research posted online
www.lgreesor.com

About LORI



- fundraising consultant
- data analyst
- theologian
- *poet*
- donor
- board member
- former pastor
- wife, mom

Originally presented at
Ecumenical Stewardship
Centre GENEROSITY NOW
conference April 2017



Sharing your story in a way that inspires

Narrative Budgets: Finding & Telling Your Church's Mission Story

An orange speech bubble with a white outline, containing the text "WHOA!".

WHOA!

**N.B. if you don't give, don't try
narrative budgeting just yet.
You have some heart work to do
first.**

What we're going to do this session

- Church budgets: the good, the bad, the ugly
- Finding your church's mission story
- Telling that story – or even better, showing that story

Please type in your questions

MODERATOR WILL READ THEM OUT ON
YOUR BEHALF, WE'LL TAKE QUESTION
BREAKS DURING THE PRESENTATION
AND AGAIN AT THE END.

Church budgets: the good, the bad, the ugly



Good

Churchgoers generally trust their church more than they trust other organizations



Bad

This trust is based on familiarity, and people attend church less frequently.



Ugly

Black hole – don't know where money is going.

Biggest budget line items: staff and building



Finding Your Church's Mission Story



Peach Blossom Church



Limerick



Peach Blossom Church



Context



Acct no	Account Name	Complete Chart of Accts			Cash Flow Accounts Only		
		Curr. Yr.	Current Budget	Next Yr Budget	Curr. Yr.	Current Budget	Next Yr Budget
999	***Operating Income***						
1000	*Plate Collection - unrestricted*						
1010	Sundays and Holy Days	386,318.11	422,083.00	420,000.00	386,318.11	422,083.00	420,000.00
1020	Easter	29,873.00	23,000.00	26,000.00	29,873.00	23,000.00	26,000.00
1030	Christmas	35,847.00	40,000.00	36,000.00	35,847.00	40,000.00	36,000.00
1040	Other unrestricted	18,984.00	0.00	24,000.00	18,984.00	0.00	24,000.00
1099	**Total Unrestricted Plate**	471,022.11	485,083.00	506,000.00	471,022.11	485,083.00	506,000.00
1100	*Plate Collections - restricted*						
1110	Denominational paper	1,549.55	1,500.00	1,500.00	1,549.55	1,500.00	1,500.00
1120	Other restricted plate coll	1,425.00	0.00	1,500.00	1,425.00	0.00	1,500.00
1120.26	Outreach program	22,128.81	16,000.00	16,000.00			
1199	**Total Restricted Plate**	25,103.36	17,500.00	19,000.00	2,974.55	1,500.00	3,000.00
1200	*Donations- unrestricted*						
1210	Gifts	3699.98	25,000.00		3699.98	25,000.00	
1220	Bequests	0.00	5,000.00		0.00	5,000.00	
1230	Special services and funerals	5,375.00	5,000.00	5,500.00	5,375.00	5,000.00	5,500.00
1299	**Total donations Unrestr**	9,074.98	35,000.00	5,500.00	9,074.98	35,000.00	5,500.00
1300	*Donations restricted*						
1310	Gifts	11,100.00	25,000.00	10,000.00	11,100.00	25,000.00	10,000.00
1320	Bequests	0.00	10,000.00		0.00	10,000.00	
1330	Diocesan Approved Parish Drive - DAPD	626,636.45	120,000.00	360,000.00			
1350	Facilities Maintenance	15,814.00	15,000.00	15,000.00	15,814.00	15,000.00	15,000.00
1399	**Total Restricted Donations**	653,550.45	170,000.00	385,000.00	26,914.00	50,000.00	25,000.00
1400	*Spl event/fundraising *Unrestricted*						
1420	Scrip/E-Scrip	172.33	0.00	600.00	172.33	0.00	600.00
1430	Other Events/Fundraising	3,051.33	0.00	4,400.00	3,051.33	0.00	4,400.00
1499	*Total Spl Event Unrestricted*	3,223.66	0.00	5,000.00	3,223.66	0.00	5,000.00
1500	*Spl Events/Fund. Restricted*						
1510.09	Carnival Raffle	13,231.00	15,000.00	15,000.00			
1510.12	Carnival Booths	12,110.50	0.00				
1510.14	Carnival Silent Auction	11,903.00	0.00				
1530	Other Restricted Spl Events	0.00	0.00				
1599	*Total Spl Events Restricted*	37,244.50	15,000.00	15,000.00	0.00	0.00	0.00

FORWARD IN FAITH

Make your commitment to lay the foundation for future ministry by supporting the new building addition that will focus on Children's Ministry.

"All aspects of our church seemingly have grown this year, maybe not in numbers but in spirit and dedication to the purposes to which we have committed ourselves as Christians."

1969 HUMC
Lay Leader Report
Dr. Sam McConnell-
Lay Leader



What does HUMC mean to you?



"From kindergarten to now I've grown in my faith so much. I went from begging not to go to church to praying every night. It's sort of my second home."

Annabelle Hill-5th grader

"It means to me everything because my friends are here and they treat everyone like family and I can learn about God!"

Emma Rose Martin-5th grader

"The real question we face is not, 'Can we afford to?' but rather, 'Can we afford not to?'"

April 1973, John Y. Bacon- Pastor
Speaking to the planning for our eventual 1988 equization.



Hixson United Methodist Church
5301 Old Hixson Pike Hixson, TN 37343
Phone: (423) 877-1246 | Fax: (423) 877-2695
hixsonumc.org | info@hixsonumc.org



Hixson United Methodist Church 2015 Narrative Operating Budget



Our Mission

Partnering with God to transform the world by offering Help, Hope & Healing through Jesus Christ

Our Process

Building our relationship with God and others while putting our faith into action

We are the Body of Christ, called to mission and ministry in the Hixson community and beyond. From mission work in faraway lands to Upward Basketball, from disaster assistance to providing food for hungry school children, from children's ministry to weekly worship experiences Hixson United Methodist Church continues in its mission of partnering with God to transform the world by offering help, hope and healing as disciples of Jesus Christ. As the church celebrates 125 years of worship and service, we look forward to the challenges of growing ministry for generations to come. In this brochure, there is information on how we can partner together to provide resources for ministry and our proposed building expansion. Please be in prayer as to your commitment and participation in providing resources for growing in mission and moving forward in faith!

GROWING IN MISSION

Worship

We seek to honor and glorify God in every aspect of our lives, from our finances, to the integrity of our relationships, to our personal and corporate gatherings of worship.

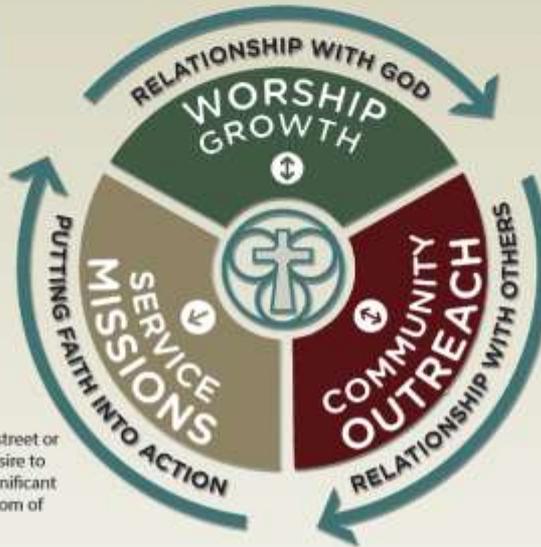


Service

By the Holy Spirit, each of us discovers and uses our spiritual gifts to keep the body of Christ healthy and thriving in an area of service that matches our gifts and passions.

Missions

Whether it is down the street or across the ocean, we desire to make a tangible and significant difference for the Kingdom of Christ in the world.



Spiritual Growth

We grow in our knowledge of Christ and experience God in many ways as He begins to form His character in us.



Community

As we live in authentic community with other believers, Christ uses those relationships to change us and mature our faith.



Outreach

We are called to extend the love, grace and hope of Jesus to a lost and dying world, and it starts across the street, across the hall, on the field and the sidelines.

TOTAL BUDGET
\$1,591,023

Pastoral Ministry \$242,395

Pastoral Ministry partners with the congregation to lead, nurture and embody Christian discipleship helping people to grow in loving God and neighbor.

- Preaching and Teaching
- Celebrating Sacraments
 - Visioning
 - Visitation
 - Pastoral Care
 - Administration

Music and Worship \$165,497

Music and Worship provides inspiring worship (traditional, contemporary and reflective) by giving people of all ages opportunities to express their faith explore their God-gifted talents and offer those gifts back to God.

- Choral Ensembles for all ages
- Instrumental Ensembles
- Individual Musicians
- Preschool Music Education
 - Drama and Visual Art
- Worship Leadership and Support

Mission and Outreach \$206,738

Whether down the street or across the ocean, we extend the hope and love of Christ to a world in need by offering our resources, presence and services to the glory of God and for human fulfillment.

- Interfaith Homeless Network
 - Camp Lookout
- Short Term Missions
- HUMC Missionaries
- UTC Wesley Center
- Upward Basketball

Christian Formation \$270,762

The lifelong journey of discipleship. Children, Youth and Adult ministries strategically work together to create a pathway for people of all ages to nurture faith and grow towards maturity in Christ, from birth through adulthood.

- Nursery and Preschool
 - Children
 - Students
 - Young Adults
 - Adults
- Parents and Families
 - Older Adults

Administration \$214,299

Providing our congregation, pastors and program staff with the support they need to implement and carry out the mission of our church. This includes:

- Website Maintenance
- Communications Tools
- Stewardship and E-giving
- Bulletins and Publications
- General Office Activities
- Special Event Assistance

Facilities \$491,332

Supporting the mission of our church by providing space and amenities for our existing ministries and the growing needs in our congregation and community.

- 81,000 ft on 2 campuses
- Supporting 3 weekday childcare programs
 - 100+ rooms
 - 37 HVAC Units
- 23 Restrooms, 6 Showers
- 6.25 Acres of Greenpace
- \$8,636,000 Building/Contents Insured
- Debt Service

Finding your church's mission story

Step 1 What is God doing among us?

Step 2 Divide up staff time

Step 3 Divide up spending

What is God doing among us?

- You might already have a mission statement, vision statement or congregational values to guide you here
- You might borrow some wording from other churches:
 - Worship, Christian education, Fellowship, Mission
 - Worshipping, Learning, Caring, Reaching Out*
- You might be starting from scratch

**This wording borrowed from Judith Johnson, Hamilton Conference
Minister for Congregational Support,
United Church of Canada (retired) 2010*



Worship and
Community

PASTOR

FRIENDS

SPIRITUAL
GUIDANCE AND
TEACHING

INTER-
GENERATIONAL

CARING

WHAT WE'RE
GRATEFUL FOR

How does our spending plan reflect our values?

Given the focus on worship and community in the gratitude question, it's not surprising that caring for the building and staff topped the list.

BUILDING AND ACCESSIBILITY

Stewardship of building and property to support
Community

PASTOR

Taking good care of full-time pastor, paying fairly and providing training.

SHARE IN OUR COMMUNITY

Local needs, activities and special projects.

MISSION WITHIN WIDER CHURCH

Partnering with our denomination

HELP OTHERS IN NEED

Refugee family.
Feeding the poor.
Social justice.

SPIRITUAL ENGAGEMENT

Christian formation, worship enrichment, leadership.



- Worship
- Spiritual guidance and teaching
- Community caring
- Mission

Questions?
Moderator
will read your
typed
questions.

Finding your church's mission story

Step 1 What
is God doing
among us?

Step 2
Divide up
staff time

Step 3 Divide
up spending

Peach Blossom Staffing by Christian Practice

	Worship	Spiritual Guidance and Teaching	Community Caring	Mission	Total
Pastor's time	60	15	15	10	100%
Secretary's time	75	5	20	0	100%

Peach Blossom Staffing by Dollars i.e. multiple salary/benefits by percentage of time spent in each Christian practice

	Worship	Spiritual Guidance and Teaching	Community Caring	Mission	Total
Pastor's salary	\$ 42,000.00	\$ 10,500.00	\$ 10,500.00	\$ 7,000.00	\$ 70,000.00
Secretary's salary	\$ 22,500.00	\$ 1,500.00	\$ 6,000.00	\$ -	\$ 30,000.00
Total	\$ 64,500.00	\$ 12,000.00	\$ 16,500.00	\$ 7,000.00	\$ 100,000.00

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Finding your church's mission story

Step 1 What is God doing among us?

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Peach Blossom Building Use by Christian Practice

	Worship	Spiritual Guidance and Teaching	Community Caring	Mission	Total
Building use	40	20	30	10	100%

Peach Blossom Building Use by Christian Practice in Dollars

	Worship	Spiritual Guidance and Teaching	Community Caring	Mission	Total
Insurance	\$400	\$200	\$300	\$100	\$1,000
Utilities	\$2,000	\$1,000	\$1,500	\$500	\$5,000
Maintenance	\$4,000	\$2,000	\$3,000	\$1,000	\$10,000

	ANNUAL BUDGET	Worship	Spiritual Guidance and Teaching	Community Caring	Mission
Staffing	\$100,000	\$64,500	\$12,000	\$16,500	\$7,000
Custodial services	\$10,000	\$4,000	\$2,000	\$3,000	\$1,000
Staffing	\$110,000				
Music	\$1,500	\$1,000	\$500	\$0	\$0
Sunday School	\$3,000	\$0	\$3,000	\$0	\$0
Youth Program	\$2,000	\$0	\$2,000	\$0	\$0
Adult Education	\$2,000	\$0	\$2,000	\$0	\$0
Library	\$2,000	\$500	\$1,000	\$500	\$0
Church magazine	\$400	\$0	\$0	\$0	\$400
Mission Fund	\$17,500	\$0	\$0	\$0	\$17,500
Denomination	\$5,000	\$0	\$0	\$0	\$5,000
Congregational Spending	\$33,400				
Office expenses	\$5,000	\$2,500	\$1,000	\$1,000	\$500
Administration	\$5,000				
Insurance	\$1,000	\$400	\$200	\$300	\$100
Utilities	\$5,000	\$2,000	\$1,000	\$1,500	\$500
Maintenance	\$10,000	\$4,000	\$2,000	\$3,000	\$1,000
Building	\$16,000				
Total	\$164,400	\$78,900	\$26,700	\$25,800	\$33,000

Peach Blossom Spending by Category

Worship	Spiritual Guidance and Teaching	Community Caring	Mission
48%	16%	16%	20%

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typed
questions.

Telling Your Church's Mission Story

The background features a gradient from light green at the top to a darker green at the bottom. A series of thin, dark green lines curve across the lower half of the image. At the bottom, there are two orange-colored areas: the left one contains a faint illustration of a plant, and the right one contains a faint illustration of hands.

**Good news – you can
still do this without
doing the math**

Worship – 48% of our church budget

PEACH BLOSSOM

- Three funerals in two months
- Mourned with those who mourn and laugh with those who laughed
- Grateful to God that we can gather to worship
- People have found strength and comfort in worship and prayer
- Our congregation sings together, reads Scriptures and builds up our faith in our Lord and Saviour

**Insert short testimonial from a real
person here**

Spiritual Guidance and Teaching – 16% of our church budget

- Active youth group studying the Gospels
- Children's classes for ages 3 to High School
- New this year – college and university group
- Adult group looking at Faith and Finances
- Ladies' Bible Study studying the sermon text each Tuesday
- Small groups on a variety of topics

**Insert short testimonial from a real
person here**

Community Caring – 16% of our budget

- Alcoholics Anonymous meeting in the basement each Wednesday
- Parents and toddlers group on Thursday mornings
- Community choir on Friday nights
- Various family groups using the church hall
- Pastor frequently gets calls from community members in crisis
- Active involvement in local food bank

Insert short testimonial from a real person here

Mission – 20% of our Church Budget

- Support for our own Teddy Smith and his wife Nancy as they serve in Guatemala
- Mission Committee continues to support our mission workers through letters and prayer as well as through our financial support
- Our contributions to our denomination help start new congregations in 11 countries
- Our money helps young church plants right in our own backyard

**Insert short testimonial from a real
person here**

Sharing what is God doing among us

- Celebrate - throw a party! Get different people to tell stories from each of the different Christian practices
- Gather some photos and have a show'n'tell
- Sing songs for each Christian practice and incorporate into worship
- Make a narrative budget in print form
- Add your narrative budget to your website
- Create a short video featuring testimony of lives changed

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hixsonumc.org | info@hixsonumc.org



Hixson United Methodist Church
2015 Narrative Operating Budget

1889

125
CELEBRATING
YEARS

2014



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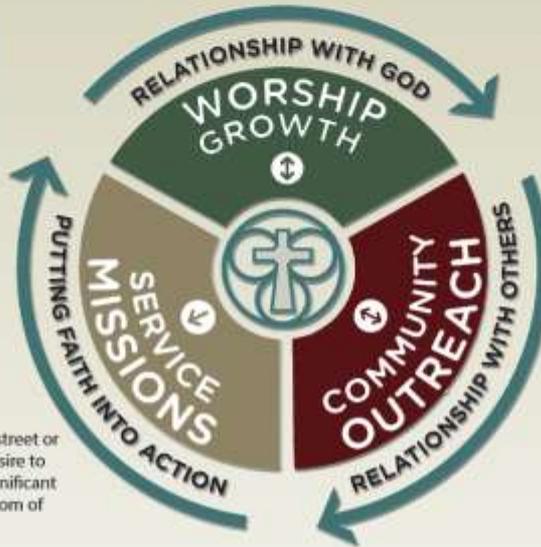


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Resources

- Judith Johnson's updated guide to narrative budgeting
 - http://www.hamconf.org/TW_Budgeting.pdf
- Overview (dead links but good read)
 - <https://www.charityinfo.ca/articles/Telling-the-budget-story>
- Sample of narrative budget brochure
 - <https://www.umcdiscipleship.org/resources/sample-narrative-budget>
 - <http://presbyterian.ca/stewardship/annual-giving-materials/> which includes narrative budget from Knox, Calgary

Narrative budgeting could be a next step after a generosity assessment

- Talk to Janice or Karen to learn more
jmeighan@Presbyterian.ca
- See Generosity Assessment webinar

Questions?
Moderator
will read your
typed
questions.

Thank you!

The background features a solid green upper section and an orange lower section. A series of thin, curved lines separate the two colors, creating a wave-like effect. The orange section contains faint, stylized patterns, including what appears to be a leaf on the left and a circular motif on the right.

Contact me

- I do generosity assessments for churches which include stewardship coaching.
- I'd be delighted to work with your church.
 - Lori Guenther Reesor on LinkedIn
 - lori@lgreesor.com
 - www.lgreesor.com includes links to my blog, writing, thesis etc.
 - [@lgreesor](https://twitter.com/lgreesor) on Twitter