



**KANUGA**



**EPISCOPAL  
CHURCH FOUNDATION**  
empowering congregations

## Church Leadership Conference 2018

### Workshops

**Please note:** This is a preliminary list and may be subject to change.

#### CREATIVE COMMUNICATIONS

##### Facebook for Churches 101

Charis Bhagianathan, *Episcopal Church Foundation*

Do you want to improve your church's Facebook page? In this workshop, designed especially for beginners to social media, you will learn the essentials for how to bring your church's Facebook page to life by speaking directly to your audience, sharing meaningful content, building relationships and using simple analytics to track and measure what is working for you. Bring your phone, tablet, or laptop and we'll have some fun making your church's Facebook page shine!

##### Using Facebook to Advertise Easter Services

Miguel Escobar, *Episcopal Church Foundation*

Facebook is a powerful marketing tool that offers effective advertising options for congregations large and small. In this workshop, Miguel Escobar will walk step-by-step through how one congregation created a low-cost Facebook ad to advertise Easter worship services to people in their area.

##### Engaging Millennials

Jason Merritt, *Forward Movement*

The millennial generation is youthfully hopeful, full of passion, and looking for somewhere to direct it. The emergence of "pro-sumers" (those who produce, as well as consume content) has changed the way we communicate with all audiences, but particularly younger, digitally-consumed cohorts. First, this session will reexamine millennial traits, trends, and research to paint a picture of this audience. Then we'll break down emerging tools, methods, and approaches to help you build your own plans and programs to reach and engage this demographic.

*Presenter Caveat:* No single perspective can illuminate the desires, styles and idiosyncrasies of 80 million people, especially young people still figuring out who they are, what they want, and how they're going to get it. But, we'll give it a go anyways, and deal with the ambiguity as it comes. Come prepared for generalized insights and suggestions, knowing you'll need to fill in the blanks for your own context, and on-the-ground realities of your organization.

#### STRATEGIC LEADERSHIP

##### The Heart of the Leader

Jay Sidebotham, *RenewalWorks*

In work with more than 200 Episcopal congregations, we are learning that the spiritual vitality of a congregation has a lot to do with the spiritual vitality of the leader. That refers not only to clergy but

to Vestry members and other lay leaders. In this workshop we will explore the heart of the leader as a critical best practice principle in vital congregations. We'll discuss ways that leaders in congregations can stay connected to the life of the spirit, how the Vestry can be a spiritual community and how Vestry members and lay leaders can be spiritual leaders. That begins with spiritual sustenance for people who are too often depleted by church activity (not to mention interminable, boring meetings). It begins with connection (maybe re-connection) with "first love", those things that drew leaders to the church in the first place. We welcome you to this conversation about the heart of the leader.

### **Becoming a Vital Team**

Ronald C. Byrd, *Episcopal Church Foundation*

The health and vitality of every congregation depends on the effectiveness and efficiency of its vestry and leadership teams. This workshop is designed to provide participants an introduction and overview of four critical aspects of strong teamwork: 1) clarity around purpose 2) strong relationships among team members 3) improved meeting processes and 4) a focus on results.

### **Basics of Vision and Planning**

Donald V. Romanik and Erin Weber-Johnson, *Episcopal Church Foundation*

How can your parish adapt to a changing environment while making decisions that align with your missional identity? Vestries today need to see beyond the quick, technical fix and tackle the more complex issues that ultimately can strengthen the congregation. This work requires a shared understanding of what God is calling a parish to be/do and an ongoing process for how to respond faithfully as a community. This workshop will provide a guide for vision and planning as well as an introduction to the Strategic Thinking process.

## **FINANCIAL PLANNING**

### **The Fiduciary Ministry of the Vestry**

Louise Biaetto, *Episcopal Church Foundation*

The role and responsibilities of a parish vestry as the legally-recognized board of directors has become increasingly more complex. This workshop will assist current and prospective vestry members in understanding and fulfilling their fiduciary responsibilities to their congregations in their primary managerial role, i.e., caring for parish finances and property. Among topics to be covered are: compliance with federal, state and local government regulations as well as national and diocesan canonical requirements; financial and property management; donor-restricted and quasi-endowment funds; and clergy compensation and benefits.

### **Basics of Annual Giving**

Erin Weber-Johnson and Louise Biaetto, *Episcopal Church Foundation*

Looking for a magic bullet for your annual giving this year? A way to increase giving at your parish in 3 easy steps? This isn't your workshop. Annual giving is a vital ministry at your parish and, like any ministry, successful strategies are often dependent on who is in your pews. This webinar will provide a concrete, yet adaptable, "how to" for successful annual fundraising. Participants will come away with an overview that is both rooted in the spirituality of giving and relationship driven while also receiving strategies that have proven success.

### **Money – What’s it to You?**

Kate Adams and Ronald C. Byrd, *Episcopal Church Foundation*

How do messages from our families of origin, our culture, and our religious traditions shape our ideas about money? And how do those deeply embedded messages influence the conversations and confrontations (issues) that congregations have about budgets and finance? This workshop will help you to understand your own money stories and recognize how charged those stories can be. Skillful leaders are intentional about engaging others in telling their own stories. Navigating, shaping, and leading such conversations can help transform a congregation’s approach to using their money to proclaim the Gospel.

## **EN ESPAÑOL / SPANISH LANGUAGE TRACK**

### **Evangelizar hoy**

Sandra T. Montes, *Fundación de la Iglesia Episcopal*

¿Cómo podemos traer más personas a Cristo sin tener que salir de casa ni gastar mucho dinero? ¿Cómo podemos compartir nuestra fe aunque somos tímidos o no tenemos mucho tiempo? Este taller te ayudará a utilizar las redes sociales para evangelizar de una manera fácil, gratis, y eficaz.

### **Equipos de liderazgo: principios básicos**

Donald V. Romanik y Sandra T. Montes, *Fundación de la Iglesia Episcopal*

La salud y vitalidad de la Iglesia Episcopal depende de la eficacia de sus equipos de liderazgo, incluyendo sus comites de mision y juntas parroquiales. Este taller se enfocará en tres áreas básicas que debemos mantener siempre en equilibrio: relaciones fuertes, procesos claros, y los resultados.

### **Vivir la mayordomía**

Sandra T. Montes y Miguel Escobar, *Fundación de la Iglesia Episcopal*

¿Cómo podemos vivir la mayordomía todo el año? ¿Cómo podemos educar a nuestra comunidad que la mayordomía no es sólo dinero sino una práctica espiritual? Este taller juntará a líderes de la Iglesia que han tenido éxito con la mayordomía en el Ministerio Latino/Hispano. Compartirán lo que ha funcionado y lo que no ha funcionado en sus comunidades.