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 **FIRST THOUGHTS**

Read Two Old Books for Every New One You Read

“C.S. Lewis once said that for every new book you read, you should read two old ones to correct the blind spots of your contemporary generation.”

From *Words of Hope Daily Reflections* (January, February and March 2005), Grand Rapids, Mich. Info: www.woh.org.

 **MANAGEMENT TRENDS & RESOURCES**
TRENDS, NEWS AND ISSUES IN MANAGEMENT

[] **CMA Members Respond to Tsunami.** The massive earthquake in Indonesia which triggered tsunami waves in south-eastern Asia and costal India has caused widespread damage and loss of life. The earthquake had a magnitude of 8.9, making it the biggest in 40 years and the fifth strongest since 1900. CMA members immediately began responding.

According to The Salvation Army's website (www.salvationarmy.org) **Salvation Army** personnel are based in many of the devastated areas and from the outset Salvation Army teams have been in the forefront of offering aid and relief to the people caught up in this unexpected tragedy. Gifts can be designated to the "South Asia Disaster Fund" and can be given online at www.salvationarmyusa.org. **World Vision**, a CMA Founders Council Member, is also ministering in this region and is posting ongoing updates on their website at www.worldvision.org. They will also accept contributions online or you can call 800/777-5777.

Many other CMA member organizations and churches are offering supplies, funds, and personnel as the needs become more specific each day. The **Christian Emergency Network** (CEN) is also posting suggestions on how churches and ministries can respond at www.centoday.com. You can also subscribe to their Flash News Email Service. Pray for our CMA members who are on the front line, serving in Jesus' name.

[] **An Old Book--An Incredible Resource.** How do you pray for the families, the survivors, the communities and the countries devastated by the earthquake and tsunami this month? Many managers and leaders turn immediately to one of the most unique publications in Christendom, *Operation World: When We Pray God Works*. This 798-page country-by-country resource by Patrick Johnstone and Jason Mandryk is unequaled in resources, country profiles and summaries of the state of Christianity in every country of the world. If your department doesn't have it on your resource shelf, order it today from www.Amazon.com.

[] **CEOs and Fundraising.** According to The Timothy Group, Grand Rapids, Mich., the most successful nonprofit organizations are those whose CEOs spend 60 percent of their time on cultivating relationships with major donors. "Sound difficult? Once fundraising becomes a priority in the schedule of a CEO, it is much simpler. Organizations where the CEO spends less time are often struggling to survive."

For more information: contact Patrick McLaughlin, president/founder of The Timothy Group at www.timothygroup.com. McLaughlin is leading an all-day Monday ITI at CMA Long Beach 2005, "Building an Effective Major Donor Program."

[] **For Your Receptionist's Desk.** Order a "Manager of First Impressions" desk sign for your receptionist-- and watch how much affirmation this will bring to the person in this key position. Order a customized desk sign from your local office supply store or order online at www.staples.marktheworld.com.



[] **A New Book: Understanding Muslims.** If you and your team members have not yet read a book on Islam, then order *Muslims Next Door: Uncovering Myths and Creating Friendships*, by Shirin Taber. The author's mother was an Irish Catholic and her father is an Iranian Muslim. It's published by Zondervan (www.zondervan.com).



[] **10 Biggest Tax Mistakes Made by Churches and Nonprofits.** "Not reporting taxable fringe benefits and social security reimbursements as additional compensation to employees" is Number 3 on Dan Busby's list of the "10 Biggest Tax Mistakes Made by Churches and Nonprofits." For the entire list, order Busby's latest books, *Zondervan 2005 Church and Nonprofit Tax & Financial Guide* and *Zondervan 2005 Minister's Tax & Financial Guide*.

Busby, a certified public accountant, is vice president of the Evangelical Council for Financial Accountability, Winchester, Va., and serves as the section leader for CMA's Church Management resource commission. His annual tax and financial guides have been published annually since 1990. --Busby is leading a "Tax & Legal Update for Churches" workshop at CMA Long Beach 2005.

[] **New Booklet on Reimbursing Employee Medical Expenses.** ECFA has just released an informative 48-page booklet, *Reimbursing Employee Medical Expenses*. Order from ECFA for \$2.00 each (or \$1.25 each for quantities of 100 or more) at Evangelical Council for Financial Accountability, 440 West Jubal Early Drive, Suite 130, Winchester, VA 22601, phone 540/535-0103, fax 540/535-0533, email info@ECFA.org, or www.ECFA.org.

[] **IRS Announces 2005 Mileage Rates.** Thanks to Nick Nicholaou, president of Ministry Business Services, Inc., Huntington Beach, Calif., (www.mbsinc.com) for alerting CMA members to the following Internal Revenue Service standard mileage rates for 2005: Business: \$.405 per mile; Medical and Moving: \$.15 per mile; Charitable: \$.14 per mile (unchanged).

[] **One More Old Book.** George Duff, CMA's senior advisor, recommends that all managers read, at least once a year, Peter Drucker's classic, *The Effective Executive*.

[] **When Gifts Received Exceed the Need.** In cases when an outpouring of gifts for a project (like the tsunami victims) might exceed the specific need, it's prudent to inform your donors in advance of your plans for "extra funds" if received. Here's the blurb on World Vision's website at www.worldvision.org:

In cases where donations exceed what is needed, or where local conditions prevent program implementation, World Vision will redirect funds to similar activities to help needy children and families.

CMA Directory of Services

CMA Website: www.CMAonline.org

Audio Recordings: (800) 874-8730

Membership Info: (949) 487-0900, ext. 3024

CMA Chapter Meetings: www.CMAonline.org

CMA Sponsored Programs

AXIA MERCHANT SERVICES: provides merchant credit card programs and electronic fund programs to organizations and companies throughout North America. Info: www.axia-eft.com/cma.

ENVOY FINANCIAL (A Christian Retirement Coalition Company): provides group benefit and retirement plan design and implementation for ministries and churches. Info: www.envoyfinancial.org.

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CMA JOB MARKET. Management classified ads are updated every Friday on CMA's website. To run an ad or to review the latest job opportunities, go to www.CMAonline.org/jobmarket.

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