



CMA MANAGEMENT MONTHLY

TRENDS & NEWS FOR MEMBERS OF
CHRISTIAN MANAGEMENT ASSOCIATION

October 8, 2004

What's New at CMA?

1. Pittsburgh will host the next **CEO Dialogue**, Oct. 28.
2. New **CMA Membership Certificates** to be mailed to all CMA members during October. Display on your wall and affirm your commitment to God-honoring leadership and management!
3. Ten percent discount offered to CMA members who register for the Best Christian Places to Work survey by Oct. 31.

www.CMAonline.org

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Boston College estimates 41 trillion dollars moving from one generation to the next... Did you know:

- Only 9% of the typical American's net worth is in

Dear CMA Member,

INSIDE ISSUE NO. 80:

- [] The Next 40 Day Campaign
- [] Sunday Offerings Down in Florida Churches
- [] Nonprofit Executive Salaries: Up 3.66 Percent
- [] Be Honest: Have You Ever Done an "Ego Google?"
- [] New Book on Bringing Local Pastors Together
- [] Envoy Financial: CRC Changes Their Name
- [] Conference Planned on Workplace Ministries
- [] Next CEO Dialogue: Pittsburgh (Oct. 28)



FIRST THOUGHTS

40 Days of Community You Can't Do Community Without People

"You cannot be what God made you to be, you cannot do what God created you to do and you cannot fulfill the purposes God made you to fulfill without other people. We were made for each other...God made us for a family. That's why we are starting this new revolution."

Rick Warren, founding pastor of Saddleback Church, Lake Forest, Calif., on why the church launched the "40 Days of Community" campaign. Saddleback small groups started meeting this month in more than 83 cities throughout Southern California. They hope to feed 35,000 homeless and hungry people over a 40-day period.



MANAGEMENT TRENDS & RESOURCES

TRENDS, NEWS AND ISSUES IN MANAGEMENT

[] **900 Churches Join Saddleback's New 40-Day Campaign**

cash. 91% is in assets.

- More than 70% of Americans don't have a current Will.
- The typical American gives only 3% of his or her estate to charity.

PhilanthroCorp, "America's Planned Giving Outsource" routinely sees >30% gift to charity. Their biblically based and proven systems serve your donors' needs and strengthen the future financial viability of your ministry. And, for qualifying organizations, ECCU will finance PhilanthroCorp's services so that you can pay for "Deferred gifts with Deferred DollarsSM". Check it out! www.aboutplannedgiving

Saddleback Church, Lake Forest, Calif., kicked off a new campaign this month, "40 Days of Community." More than 3,000 small group hosts from the church, many of them first-time hosts, will participate. More than 900 other churches will also participate in the campaign, according to Saddleback's website.

The 40-day campaign will focus on helping small groups fulfill God's purposes together through a special 40-day devotional guide, small group Bible studies, scripture memory and weekend messages. Through a special 40 Days of Community food drive, Saddleback will also feed 35,000 homeless and hungry, in Orange County, Calif., for a 40-day period. (The church will partner in the campaign with Orange County Rescue Mission and Second Harvest Food Bank Orange County.)

Rick Warren, Saddleback's founding pastor, called the ministry potential unleashed through small groups during the campaign as "revolutionary." Focusing a recent message on five particular areas where people need one another, Warren challenged every Saddleback attendee to find a group during the next six weeks. Information and video: www.saddlebackfamily.com.

[] Florida Churches "Taking a Financial Beating"

The recent Florida hurricanes (often coming prior to or on a weekend) required most affected churches to cancel Sunday services. "The required revenue from weekly offerings has not been made up in subsequent offerings," according to Rex Frieze, a CMA business member and church management consultant in Orlando. He indicated to CMA that many individuals in those churches are also personally facing insurance deductibles of from \$4,000 to \$10,000 on homes valued at \$200,000—and that will also affect giving. Frieze said the four hurricanes in six weeks have also created a dramatic demand on church team members to provide counseling for depression and other emotional issues. He's asking CMA members to pray specifically "for our Florida brothers and sisters in Christ (CMA members or not). It's a tough time now, and it will remain that way for some time." To contact him, email Rex@FriezeConsulting.com.

[] 2005 Best Christian Workplaces Deadline: Oct. 31

Best Christian Workplaces Institute and *Christianity Today* are inviting ministries to participate in their national survey which is focused on making Christian workplaces the best in the world. Now in its third year, the team has made the process more robust to make the Best Christian Places to Work Survey even more useful in helping leaders and managers identify, diagnose and improve their workplaces.

Organizations that score the highest will be highlighted in *Christianity Today* magazine next May and will have a press release sent to their local media. Finalists will also be presented with awards at CMA Long Beach 2005, April 25-28, in Long Beach, Calif. *The names of organizations that do not make the final list will remain strictly confidential.* Organizations with a

Christian mission and 10 or more employees should register by Oct. 31, 2004. CMA members receive a 10 percent discount by entering "CMA" in the promotion code box on the BCWI website. For more information on pricing and registration go to www.bcwinstitute.com.

[] How to Bless Your Team Members:

Have pizza delivered for lunch
and have management wash their cars
while they have an extended lunch hour!

[] Or...Skip the Pizza and Do an Ego Google!

"I Google myself. There, I said it. Google is going public and now so am I," wrote Geoff Boucher in the *Los Angeles Times* this past summer. The new vanity time-waster? The Ego Google. "The first time I did it was at work, right there at my desk" he wrote. "I got more than 30,000 hits and let me tell you, that took care of the rest of the workday. I wonder what No. 489 is...?" Try it out on yourself. Go to www.google.com and enter your name in the search engine. (*Editor's Note: Of course I did it. It was research for this newsletter.*)

[] Compensation Survey: "A Diminishing Talent Pool"

Salaries for some types of nonprofit groups, including arts organizations and nonprofit hospitals, are still going up because "there's a diminishing talent pool," claims Sally Sterling, an executive recruiting consultant, who was interviewed for *The Chronicle of Philanthropy's* story on their 12th annual survey of compensation and benefits. Salaries of nonprofit leaders grew 3.66 percent in 2003, the smallest increase in recent years. Concern over heightened scrutiny of nonprofit executive salaries by the Internal Revenue Service and the U.S. Senate Finance Committee (who held hearings on the matter this summer) may have slowed the annual increase. The median salary of the 215 executives who participated in the survey was \$291,356, meaning half of the executives earned more and half earned less.

"For the sixth straight year," reported the newspaper, "nonprofit executives received higher percentage raises than their counterparts in the for-profit world, but the gap has nearly disappeared in the past two years." The five highest paid executives all work at hospitals. The top salary was over \$1.6 million in 2003. The head of the Lily Endowment, Thomas M. Lofton, earned the 10th highest salary at \$678,125. At 51 organizations, an executive other than the CEO earned a higher salary, including Habitat for Humanity. Four nonprofit leaders did not take salaries, including Don Hodel, president of Focus on the Family, "who continues a tradition established by the charity's founder, James Dobson. Mr. Dobson did not accept a salary during his 27 years as president." For the full article, visit: <http://philanthropy.com/free/articles/v16/i24/24003101.htm>

[] New Book: Your Signature Work



Keep changing.**When you're through changing, you're through.**

That quotation, by Bruce Barton, is just one of dozens and dozens sprinkled through the new book by Dianna Booher, *Your Signature Work: Creating Excellence and Influencing Others at Work*. While this editor seems to be on the list of “send-him-a-new-management-book-a-day club,” this one is worth the read. Booher has impressive credentials (more than 40 books), and interestingly, builds the book around sports analogies: Focus on Offense, Not Defense; Admit Your Fouls; Learn More Than One Play; and Turn Hecklers into Fans. It's published by Tyndale (www.tyndale.com). There's a companion book also, *Your Signature Life: Pursuing God's Best Every Day*.



[] **The Five "R's" of Building Major Donor Relationships**

According to The Timothy Group, it takes more than a good idea or a good mission statement to challenge major donors—because their expectations have changed from the “old days.” The team at The Timothy Group focuses on the Five “R’s” in a one-day workshop: Research, Romance, Request, Recognition, and Recruitment. They’ll be in Brea, Calif. (Oct. 21), Philadelphia (Nov. 4), and Columbus, Ohio (Nov. 19) with the workshop. Information: www.timothygroup.com or phone 616/224-4060. Pat McLaughlin is the president. He’ll also be presenting a one-day institute at CMA Long Beach 2005 on April 25.

[] **25 Ways to Bring Local Pastors Together**

A new book that can “revolutionize whole cities,” has been recommended by Ted Haggard, president of the National Association of Evangelicals. *City Impact: How to Unify, Empower and Mobilize God's People to Transform Their Communities* was written by Daniel Bernard and offers 80 ways to promote unity among churches, 27 reasons the church needs the poor, 56 ways businesses can be vehicles for ministry, and 25 suggestions for bringing local pastors together. It's new this month.

[] **CMA Adding a Focus on Workplace Ministries**

To add a focus on workplace ministries, CMA has recently renamed the “President’s Leadership Circle” to “Christian Management Partners” to more effectively serve business people (including board members and donors of churches and ministries) who want to network together on blending their faith and their work—and be a resource to CMA. (See the brochure at www.CMAonline.org.) The goal: coalesce 500 men and women together and create a leadership fund of \$1 million per year.

There is a clear movement emerging. The International Coalition of Workplace Ministries (ICWM) is helping to fan the flame. They're hosting the ICWM Workplace Transformation 2004 Summit in Minneapolis, Oct. 26-29. Christian business people and church and parachurch ministry people are invited. Info: www.icwm.net.

[] **(Don't) Whistle While You Work**

Computer passwords can be creative, clever or too obvious (your birth date backwards). Nick Nicholaou, president, Ministry Business Services, Inc., (www.mbsnet.com) Huntington Beach, Calif. (and the section leader for the CMA Information Technology resource commission), suggests that your password be the acronym for your favorite hymn, praise song, or verse. (Just don't whistle it while you work.) Example: "Guide Me, O Thou Great Jehovah," would be GMOTGJ, or shorten it to GMO. It's a great idea—easy to remember, and you're blessed each time you log on.



[] **Pastors' Wives Conference: January in Florida**

Lois Evans, senior vice president of The Urban Alternative, Dallas, Texas, and Vonette Bright, of Campus Crusade for Christ, Orlando, Fla., are conference co-hosts for a conference for wives of pastors, Jan. 25-27, 2005, in Palm Beach, Fla. Information: www.freetosoar.org.

[] **YouthBuilders Is Now HomeWord**

After 20 years, YouthBuilders changed their name to HomeWord. Jim Burns is the founder. Info: www.HomeWord.com. Their mission is to advance the work of God in the world by educating, equipping, and encouraging parents and churches to build God-honoring families from generation to generation.

[] **Mission America Coalition Meets Along Side National Outreach Convention**

The Mission America Coalition (www.missionamerica.org) is holding their next National Leadership Evangelism Roundtable in San Diego, Nov. 2-4, along side the National Outreach Convention, sponsored by Outreach, Inc. (a CMA Founders Council member). Outreach's second national convention, with 80 workshops, is described as, "The one event that will increase your outreach passion and effectiveness." Speakers include Greg Laurie, Luis Palau, Ed Young and Sue Mallory. CMA will be exhibiting at the event. For information: www.outreach.com.

[] **Consultants Weigh in on U.S. Election**

In a wide-ranging survey this month to consultants who serve CMA member organizations, they were asked, "If the following events materialize, what effect will they have on your consulting

practice in the next five years?”

--President Bush is re-elected.
 Positive Effect..... 47%
 No Effect..... 53%
 Negative Effect..... 0%

--John Kerry is elected President.
 Positive Effect..... 6%
 No Effect..... 76%
 Negative Effect..... 18%

--The “generous giving” movement booms.
 Positive Effect..... 88%
 No Effect..... 6%
 Negative Effect..... 6%

--Your golf game improves.
 Positive Effect..... 12%
 No Effect..... 76%
 Negative Effect..... 12%



[] **CEO Dialogues in Pittsburgh and Long Beach**

The next CEO Dialogues will be in Pittsburgh (Oct. 28 with Olan Hendrix and John Pearson) and Long Beach (Nov. 17). For information, go to www.CMAonline.org or contact Bill James (coordinator for 2004 and 2005) at Emerging Leaders Institute at 724/444-8871.

[] **CMA Welcomes Envoy Financial!**

CMA has a new sponsored program, sort of. Envoy Financial (a Christian Retirement Coalition company) is the new name for the same great programs and services offered previously under the CRC name. Their new slogan is “Envoy Financial...Trusted Advice Along The Way.” Bruce Bruinsma, CEO and co-founder, and Bethany Palmer, executive director and co-founder, invite CMA members to check out their retirement and group benefit plan consulting services for ministries at www.envoyfinancial.com. Envoy Financial is a sponsored program of Christian Management Association and a member of the CMA Founders Council.



[] **CMA Long Beach 2005 Workshops to Be Announced**

The workshop faculty for CMA Long Beach 2005 will be

announced in November, according to Marsha Lyons, CMA's director of conferences and meetings. CMA's 28th annual leadership and management conference will be April 25-28, 2005, at the beautiful Long Beach Convention Center, next to the scenic shores of the Pacific Ocean. Go to www.visitlongbeach.com to learn more about Long Beach, home of the historic Queen Mary and miles of sandy beaches—and send an online postcard to your ministry colleagues, asking them to save the date. To register, go to: www.CMAonline.org and download the registration form. Hotel information will be announced in the next issue of this eNewsletter.

[] Attn: CMA Business Members & Exhibitors

CMA is bringing 2,000 people to Long Beach next year to meet you at your booth in the exhibit hall at CMA Long Beach 2005, April 25-28, 2005. The exhibit and sponsorship information was mailed last month to all CMA business members and is also available online. Visit www.CMAonline.org or contact Joe Voorhies at 800/727-4CMA, ext. 3022, or Joe@CMAonline.org.

[] Order CMA Texas 2004 CDs, Tapes, and MP3s

To order audio recordings from CMA Texas 2004, our 27th annual conference in Grapevine, Texas, April 26-29, go to: www.BestChristianConferences.com/cma, or call 800-874-8730. (An order form was also enclosed with the October issue of the *Christian Management Report* magazine.)

[] 2004 Compensation Handbook Survey Available

The *CMA/Capin Crouse Compensation Handbook for Christian Ministries 2004* edition is available to CMA members for \$299 and \$399 for non-members. Order forms are available at www.CMAonline.org or call Sandy Huston at 800/727-4CMA, ext. 3024.

[] \$100 Credit for CMA Job Market Ads

CMA Christian Organization/Church members and Business Members (in good standing) receive one free job listing (up to a \$100 value) each calendar year on the CMA Job Market. Submit your ad using the online ad placement form and mention the \$100 credit. Go to: www.CMAonline.org/jobmarket.

[] Intercristo: 10% Discount

CMA member organizations receive a 10 percent discount on Intercristo's hot jobs listings and resume service when accessing the service through CMA's website at www.CMAonline.org/jobmarket.



Join us at the Long Beach Convention Center in Long Beach, California for CMA Long Beach 2005!



2004

- [] Oct. 28, 2004 -- CEO Dialogue (Pittsburgh)
- [] Nov. 17, 2004 -- CEO Dialogue (Long Beach, Calif.)
- [] Dec. 15, 2004 -- CMA Chapter Presidents Council (Colorado Springs)

2005

- [] Jan. 27, 2005 -- CEO Dialogue (Washington, D.C.)
- [] Mar. 17, 2005 -- CEO Dialogue (Seattle)
- [] April 25, 2005 -- CEO Dialogue (Long Beach)
- [] April 25, 2005 -- CXO Dialogue (Long Beach)
- [] April 25-26, 2005 -- Christian Management Partners Summit (Long Beach)
- [] April 25-28, 2005 -- CMA Long Beach 2005 (Long Beach)
- [] May 28, 2005 -- CEO Dialogue (Cleveland)

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-ef.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.com.

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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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