

It was at this moment Louie realized why Rob bought him lunch everyday for the past 2 years



CHECK ON HOW YOU ARE “**REALLY DOING**”

BY HUGH BALLOU

*Things are going to get
a lot worse
before they get worse.*

- Lily Tomlin

How bad does it need to get before you do something about it (“IT” is the processes and systems in your organization)?

In reading a post by Guy Kawasaki on the American Express OPEN Forum site, I found this comment, “Act like a prospective customer and call your company to see how the phone system and receptionist treat you.” It made me think about checking on systems that I have implemented. Are the systems

going as I perceive, or are they just appearing to be effective?

Hmmm... Now I am wondering how I can check. This comment gave me a paradigm shift. It’s time to play the part of a customer or church member and look at the systems in my organization from their point of view. What a great idea!

So, develop feedback systems that are authentic and consistent. Don’t check once and think that it’s done. Develop a balanced scorecard to evaluate your systems constantly. Doing so is not a reflection on you, the leader, personally. It’s not a sign of failure. It’s simply a process check. Authenticity in leadership (an important Transformational Leadership trait) means that you eliminate the “elephant in the room” where everybody knows

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On the Lighter Side

Q: Why do you smear peanut butter in the road?

A: To go with the traffic jam.

Q: How can you spot a jealous shamrock?

A: It'll be green with envy!

Q: Why did the mystic refuse Novocain?

A: He wanted to transcend dental medication



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UPDATES MARCH '22

How You Run Your Church is Nobody's Business

by David Dunworth



Could the way you run your church be improved? The answer is a profound YES. Churches are run like they are oftentimes nobody's business because they in fact are a business.

When the typical business goes bust--the owner has a million excuses for their downfall. Comments shared with anyone who asks, like "under-capitalized," or "bad market," or "too much competition" are on the tip of their tongues.

You name it, they'll find a reason why it's not their fault. There is no other reason for failure except for the decision-making (or lack thereof) of the owner(s). Owners such as these manage it like it was nobody's business, including themselves.

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How Are You Really Doing?

To be effective as a leader, you must establish systems to evaluate your methods. This is an excellent activity for teams, and you may want to occasionally include consumers or members (for church or non-profit) in some of the discussions.

Develop an effective evaluation system and then capture the concepts in an action plan to ensure that we are not having the same issues in the subsequent evaluation.

Here's a model that I often use with great success: Evaluation (Header) Category 1) What we do well or what is working; Category 2) What needs changing; Category 3) New things to consider.

These categories will provide you with amply material to work.

By the way, be sure to develop strategies for changing the things that need changing and monitoring the change.



KEEPING THE REVENUE BUCKET FULL THROUGH RETENTION

- David Dunworth

I remember the days when I was a club manager, and the acquisition of new Members was my main priority. Or so I thought it was my number one responsibility. In my world, Members are customers that not only pay for the right to walk in the door, but if you make a mistake, they still come back the next day. In the rest of the world distraught customers never return but speak ill of you and your organization across town.

Maintaining a full Member Roster is paramount for a club to not only survive but thrive. Focusing on new ones is counter-productive to growth if you are continually having to replace those that quit.

It's the same in every business, including nonprofits. Growth and sustainability go hand in hand with retention.

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Image Credit: se-partners.com



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The Revenue Bucket

Keeping those involved with your organization is paramount to long-term sustainability and capacity building.

To think otherwise is naïve.

Naïve is how you could describe me in my early club management days. My knowledge was limited at the time because I looked at the new initiation fees and growth in the dues, but I ignored a simple truth. Keeping those happy who are already contributing to our profitability cost very little, while acquisition was ten times more expensive. Once I got my thinking straight (I pulled my head out of...) and developed a comprehensive Member retention process, the club prospered.

But that was then, this is now. Generating leads and performing online donor acquisition is how business is performed in the digital age. Everyone with a smartphone or computer searches for goods and services online. They can search by brand, item, cost, you name it. What is being said about the company or the brand online in social media? How is XYZ Company doing against its competitors?

These are the types of evaluations going on routinely, and if businesses wish to stay atop their positions on social media, they had better respond to every comment, good or bad.

But nonprofits might be a bit different than the typical small business. Sure, social media is a valuable tool and should be maximized. New interested parties might seek you out after seeing your postings online frequently and consistently. If there are negative reviews posted, it's not the end of the world. Responding sincerely to every comment can mitigate negative reviews.

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Jesus' first recorded word in at least two Gospels, metanoia, is unfortunately translated with the moralistic, churchy word repent. The word quite literally means change or even more precisely "Change your minds!" (Mark 1:15; Matthew 4:17). Given that, it is quite strange that the religion founded in Jesus' name has been so resistant to change and has tended to love and protect the past and the status quo much more than the positive and hopeful futures that could be brought about by people agreeing to change. Maybe that is why our earth is so depleted and our politics are so pathetic. We have not taught a spirituality of actual change or growth, which an alternative orthodoxy always asks of us.

- Richard Rohr



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How You Run Your Church...

When a church has to shut its doors, the lame excuse put forth is something along these lines – “because we’re a nonprofit, we could not keep up with expenses.”

Or something such as, “our congregation and donations have dwindled over the years.” While these statements might be true, the reasons for failure lie with those who manage the organization.

First of all, why would a church ever succumb to the government by claiming nonprofit status (501(c)(3)? A church, after all, is a church; an ecclesia. Churches fall into the ecclesiastic jurisdiction.

A Title 26, §508 (c)(1)(A) church/organization has no need to be under the scrutiny of any government, local, or federal.

The image on the right explains your rights. A **FREE CHURCH is a real CHURCH!** You have a God-Given, IRS-sanctioned ecclesia, and if you're a 501 (c)3, you gave away your rights under God. There is no higher law than God, and Ecclesiastic Law answers only to Him, not any government of any kind.

However, somehow you were hoodwinked into believing you had to open a nonprofit by filing a 501(C)3 application.

508(c)(1)(A) Free Church vs. 501(c)(3) State Church

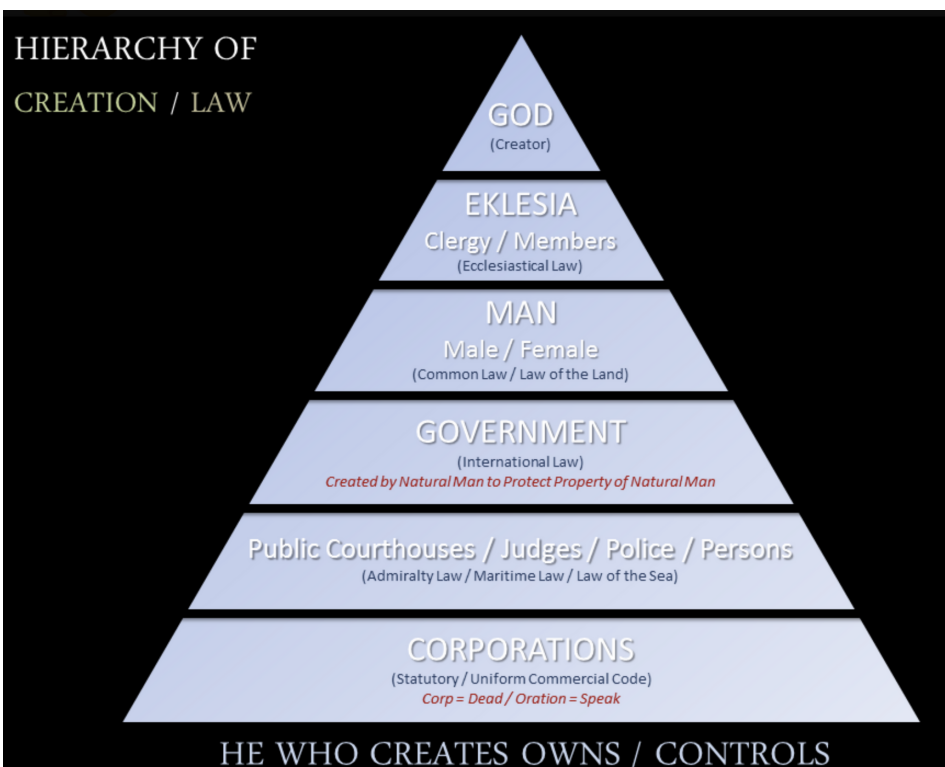
[Home](#) » [Articles](#) » [Meeting as the Church](#) » **508(c)(1)(A) Free Church vs. 501(c)(3) State Church**

What every believer needs to know concerning churches that are automatically tax exempt under 508(c)(1)(A) [Free Churches] verses the government approved churches 501(c)(3) [State Churches]

The Church was once a great influence on our nation and its government. However, that all changed in 1954 when churches were added to the 501(c)(3) section of the IRS tax code (IRC). The 501(c)(3) church has been stripped of its freedom of speech as a result of its partnership with the government. They have voluntarily silenced themselves concerning anything touching politics and the government, even in spiritual matters important to believers. If the Church had not lost its freedom of speech to influence the government, maybe prayer would have not been removed from schools on June 25, 1962. It was at this point the nation began a huge spiritual spiral downward, the statistics are staggering.

<https://www.newvisionministriesonline.org/508c1a-free-church-vs-501c3-state-church/>

The New Vision Ministries published the above article and can be found by the link provided above. Can you switch from a nonprofit to an ecclesia? That is perhaps the greatest service New Vision Ministries assist pastors.



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The really magical things are the ones that happen right in front of you. A lot of the time you keep looking for beauty, but it is already there. And if you look with a bit more intention, you see it.

- Vik Muniz

How You Run Your Church...

For the record, you can raise all the money you wish in any lawful manner.

Rather than passing the plate or basket why not produce some revenue-generating activities like online businesses or anything you can imagine. You don't have to concern yourself with tax - *your ecclesia is tax excepted*.

What does that mean? Let's look at both state and free church.

A 501 (c)(3) (state church) is tax-exempt. As defined under the rules of a nonprofit, the organization owes the tax on its revenues but is given a waiver from paying it to the government.

A 508 (c)(1)(a) (free church) is tax excepted. It's never liable for tax under any lawful circumstances. It's that simple (not really).

Note the word **LAWFUL**. Lawful means within the ecclesiastic jurisdiction. That means you must fully understand the jurisdiction in which you operate. When challenged, you **MUST** use the proper terminology, know your rights, and do not acquiesce to any governmental overreach.

Remember during the early stages of the pandemic when churches were forcefully closed, and when the police actually interrupted the service? The pastor forcefully told them to come back with a warrant. That's when he gave up his rights under ecclesiastical law. By using the W-word, he succumbed to the authority of the police (government). It's an easy mistake when one doesn't fully grasp their rights.

Missed Any Episodes?

[Making Grant Management Practical](#)

[Changemaking Through Philanthropy](#)

[Relational Brain Skills for Growing Emotional Capacity to Have Joy](#)

[Maximizing the Impact of Your Nonprofit's Digital Marketing Efforts](#)

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It's pretty easy to fall for the non-sense, but there are right and wrong ways to deal with defending your jurisdiction.



Image Credit: Wall Street Journal - EVAN AGOSTINI/INVISION/AP

Did you know that Kanye West has his own church? It's true. The proof of this outlandish statement can be found in a 2019 Forbes article.

<https://www.forbes.com/sites/robertwood/2019/11/14/the-church-of-kanye-and-the-irs/>

Regardless of what you might think of him or his music, one has to admit that comprehends the tax code for his purposes.

Within the article the writer of the piece includes the fourteen points that must be observed as a routine part of operations to maintain ecclesiastic status.

So, there you have it. Generating tax-excepted revenue is obviously not that difficult if a rapper can use the IRS-sanctioned rules and regulations to his benefit.

What about your church? In which jurisdiction do you stand?





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The Revenue Bucket...

Like the title's image, it doesn't matter how much revenue you bring in; if it is draining out of your business, what's the point? The holes in your customer retention program need equal attention, lest you run empty.

If your new acquisition revenues cannot exceed the inefficiency or poor retention, you will not sustain them.

We all know that the value of a customer (or donor, patient, client) far exceeds that of a new acquisition. If a customer remains loyal for an extended period of time, it is easy to calculate Customer LifeTime Value (CLTV). CLTV equals the length of the average donor times the average dollar contributions over time, minus the cost of acquisition and fulfillment. This is a simplified version of the formula. You can learn quite a bit more here.

Customer Satisfaction

Service is typically the area of focus for a company to ensure the satisfaction of its stakeholders. We also know that leaving it to only a single department is nowhere near correct. According to Business Insider³, more than 20% of online reviews are fake. While it is hard to control what a disgruntled employee, hacker, or even a real customer might espouse, a solution is far from out of your control.

Everyone on the team should be involved with good customer satisfaction. Of course, that is easy to state, it's not so easy to initiate and control.

Online Reviews and Your Online Presence

In this digital age, customer retention is built by online reviews. Those critiques shape the opinions of researchers as well as referrals from friends. According to Myles Anderson of BrightLocal on the SearchEngineLand and Blog, as many as 88% of customers trust online reviews.

Conversely, the same holds true. Negative reviews can kill sales, sales momentum, and productivity of a company, eventually wearing down its customer base by having to trim expenses to meet revenues. It's a downward spiral to the bottom.

Reviews Tied to Individual Performance

Each time an employer is performing an evaluation with an employee, there are chances that the most recent actions influence the report. It's human nature, almost unavoidable unless there are excellent records of employees interacting with customers, etc.

Now there is. Customer satisfaction reviews, online surveys that are aligned with the business and those operating it can be tied directly to individual performance. This is a terrific tool by which to evaluate periods when you do not oversee employee actions, but from the customers' perspective, the review says it all.

Timothy, guard what has been entrusted to you. Avoid the profane chatter and contradictions of what is falsely called knowledge; by professing it some have missed the mark as regards the faith.

- 1 Tim 6: 21

Hugh's Favorite Recipes: Yummy Teriyaki Salmon

RECIPE

Servings: 2

Prep Time: 10 Minutes

Total Time: 25 Minutes

INGREDIENTS

- 2 salmon fillets
- 4-5 tbsp dark soy sauce
- 1 tbsp extra virgin olive oil
- 1 lime, zest, and juice
- 1 tsp crushed red pepper or more to taste
- 1 tbsp maple syrup
- 1 tbs dark brown sugar or more to taste
- 1 fat garlic clove, finely chopped
- 1 chunk of ginger, finely chopped
- 2 servings of udon noodles
- bunch of cilantro, chopped
- 1 tbsp sesame oil
- 1 tbsp toasted sesame seeds
- Extra lime juice
- Dry white wine*



DIRECTIONS

1. *Pour yourself a glass of dry white wine to drink while cooking...
2. Heat the olive oil in a pan and fry the ginger, garlic, and crushed red pepper.
3. Add the zest and juice of the lime and pour in the soy sauce. Add the maple syrup and brown sugar and cook for 1 minute or until reduced and sticky.
4. Meanwhile, pan-fry the pieces of salmon in olive oil for 2 minutes on each side in a cast-iron skillet
5. When the sauce is reduced brush some on top of the salmon and place salmon in the oven at 350° for 12-15-minutes until it reaches 165° internal temperature.
6. Cook the noodles.
7. Continue cooking the remaining sauce - thicken with cornstarch as needed.
8. Plate the noodles. Place the salmon on the noodles and drizzle with the sauce and sesame oil.
9. Sprinkle the toasted sesame seeds, with chopped cilantro on top, and add lime juice
10. Serve while hot with a vegetable – you might want a second glass of wine to celebrate