



The Grapevine

CONNECTING THE CONGREGATIONS OF THE PRESBYTERY OF DETROIT

October 2010

Changing the Scorecard



by the Rev. Dr.
Allen D. Timm,
Executive
Presbyter

I recently read Reggie McNeal's book, Missional Renaissance (San Francisco: Jossey-Bass, 2009). This book is not about the scorecard for the Lions or U Michigan or Michigan State. It is about the scorecard of the church and how to change it.

He writes about a new way of measuring the effectiveness of a church. He believes the church needs to shift their focus in three ways: from internal to external, from program development to people development, and from church-based to kingdom based leadership. If we used to keep a scorecard on church growth and event attendance, based on what happens inside the church, McNeal says we must change our efforts, and create a new scorecard.

Here is a summary of the findings of church leaders who have decided to change the scorecard:

"In the program driven church, the activities and the numbers center on the following:

- Number of people involved, attending, or participating
- People recruited for church services
- Church activities
- Spiritual disciplines
- Money gathered and spent on church needs
- Church turf
- Church centered 'opportunities for growth'
- Staff devoted to program management

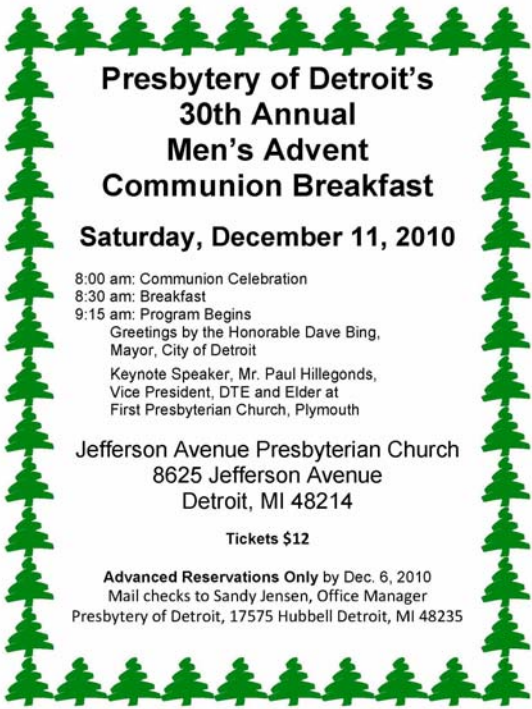
They contrasted this with the scorecard that would be in place to celebrate a people development culture, including but not limited to the following:

- Relationships that people are intentionally cultivating
- People released into service
- Personal life development
- Money spent on people rather than buildings and administration
- Life turf (home, work, school, community and so on)
- Life-centered growth
- Staff engaged in coaching people for their personal development" (McNeal, 112)

McNeal challenges clergy to re-think their strategies toward

equipping the members to serve Christ in the world. If the clergy want to change the scorecard for their ministry, they need to coach folks in the use of their gifts. They will need to serve as "missional strategists," finding mission opportunities for the congregation. They are in a unique position to enter the community to find community needs the church can serve and build service networks of churches and community agencies to address issues. They will help their church members feel comfortable building relationships with folks out side the church with whom they can share their faith and demonstrate the gospel.

I agree with the thoughts of this book, and more than that, believe if the church is to be effective today, we must change the scorecard. Remember, Jesus said, "Go...."



**Presbytery of Detroit's
30th Annual
Men's Advent
Communion Breakfast**

Saturday, December 11, 2010

8:00 am: Communion Celebration
8:30 am: Breakfast
9:15 am: Program Begins
Greetings by the Honorable Dave Bing,
Mayor, City of Detroit
Keynote Speaker, Mr. Paul Hillegonds,
Vice President, DTE and Elder at
First Presbyterian Church, Plymouth

Jefferson Avenue Presbyterian Church
8625 Jefferson Avenue
Detroit, MI 48214

Tickets \$12

Advanced Reservations Only by Dec. 6, 2010
Mail checks to Sandy Jensen, Office Manager
Presbytery of Detroit, 17575 Hubbell Detroit, MI 48235



**Equipping Leaders
for the
21st Century**

- To Ignite
- To Inspire
- To Equip

**Leadership Training
for New & Ongoing Officers,
Leaders, and Pastors**

With Keynote Speaker: The
Rev. Eric Hoey, Director of
Evangelism and Church
Growth for the General As-
sembly Mission Council of the
Presbyterian Church (U.S.A.).

**Saturday,
February 5, 2011**

Check-In begins 8:30 A.M.

The First Presbyterian Church
600 N Brady
Dearborn, MI 48124
(313) 274-1313

Friday evening February 4, 2011, 7:00 pm ALL Presbytery Worship with the Rev. Dr. Jin Kim, Pastor, Church of All Nations, Minneapolis, MN preaching.

There will be an invitation to join other choirs to sing during worship with a rehearsal at 6:00 pm on Friday 2/4/11.

Register by one of the following methods:

On-line: <http://www.pbydetroit.org/mLeadershipTraining.htm>

Mail: Presbytery of Detroit
17575 Hubbell
Detroit, MI 48235

Fax: (313) 345-7250

Registration Deadline: January 31, 2011

Cost \$15.00 (Lunch provided and Partial scholarships are available)

Pay at the door by check to The First Presbyterian Church, Dearborn or exact change.

Do not send the money to the Presbytery Office.

Brochure is available on-line at
<http://www.pbydetroit.org/F.Y.I/Announcements/Church Leadership Development/2011 Church Leadership Brochure.pdf>

Clergy Ordination Anniversaries

October

Bolt, Kenneth	20	
Denton, Gretchen	20	
Rike, Jennifer	15	
Rogers, Melissa Anne	15	15
Shipman, Judy	20	

The Parish Paper

Our organization's purchase of photocopy rights for The Parish Paper INCLUDES

1. Permission to provide copies to our staff and the congregations within our constituency in any of the following ways: E-mail, Postal, newspaper, newsletter, meetings, training events, and our Website.
2. Permission for each congregation within our constituency to (a) photocopy or electronically distribute for local use as many copies as it needs, (b) post them on its Website, and (c) quote sentences and paragraphs.

Your congregation does NOT have permission (a) to delete the copyright notice on page 2; (b) to re-write, paraphrase, or change the wording of sentences and paragraphs; or (c) to give ANY THIRD PARTY—other than your staff and constituents—permission to photocopy or reprint (in any quantity, no matter how small, whether for free distribution or for sale).

Presbytery of Detroit

Presbyterian Church (U.S.A.)
17575 Hubbell Ave, Detroit, MI 48235
313-345-6550
866-345-6550 (toll free in Michigan)
313-345-7250 (fax)
Info@detroitpresbytery.org
<http://www.detroitpresbytery.org>
<http://www.PbyDetroit.org> (for documents)
<http://www.synodofthecovenant.org>
<http://www.pcusa.org>

Staff

Executive Presbyter
The Rev. Dr. Allen D. Timm, ext. 203
Stated Clerk
The Rev. Edward H. Koster, ext. 201
Director of Outdoor Ministries
Richard Grant, 517-546-0249
Executive Director Second Mile Center
Ruth Azar
Resource Center Director
Joanne Higgins, ext. 215
Hunger Action Coordinator
Artheillia Thompson, ext. 207
Executive Assistant
Beverly Knox, ext. 204

Office Manager

Sandra K. Jensen, ext. 220
Accounting Manager
Bev Auger, ext. 209
Office & Bookkeeping Clerk
Rhonda Barley, ext. 200
Consultants
Hands-on Mission
Mary Lloyd, 313-247-0792
Transformation of Congregations
The Rev. Estelle Aaron, 216-280-1338
Youth Hands-on Mission
Charon Barconey, 313-770-5822
Interfaith Ministries
The Rev. Wm Gepford, 313-933-4086

THE PARISH PAPER

IDEAS AND INSIGHTS FOR ACTIVE CONGREGATIONS

Coeditors: Herb Miller, Lyle E. Schaller, Cynthia Woolever - www.TheParishPaper.com

October 2010 - Volume 18, Number 10

Copyright © 2010 by Herb Miller

Why Are Worship Visitors Important?

Question: Someone told me that *only one in ten* first-time worship visitors return a second time, a third time, and eventually become members. We don't want our church membership to keep shrinking during the next few years. But does that formula mean we must have 100 first-time visitors in order to add 10 new members?

Answer: Like so many generalities, that formula contains some truth, but not enough! Review the following list of additional and equally important factors. Decide which of these predict your church's future.

1. What percent of its members does your church lose each year (deaths, transfers to other churches, moving out of town, or becoming inactive)? To stay the same size, a church must break even (replace its membership losses with new members). The average congregation across the U.S. loses 7 percent of its members each year. But many churches near military bases lose 15 percent. Many small-town churches in rural areas lose only 2 percent. Your church's annual losses illustrate the importance of first-time worship visitors to its future!

2. What percent of your worshippers are visiting for the first visit? On average, 2 percent of worshippers in churches across the U.S. have never previously attended that congregation. Without that 2 percent of first-time visitors, most churches grow smaller each year.

3. What percent of worshippers previously attended this church but are not yet members? On average—in addition to the 2 percent that have never previously attended that church—another 8 percent of each week's worshippers in churches across the U. S. are *not* members of that congregation.

4. What percent of first-time visitors return a second time, a third time, and eventually—after several months or years—become members? On average, the answer is 10 percent. But a few congregations achieve 20 percent. And in a micro-list of fast-growing congregations, 30 percent of first-time worship visitors eventually become members. That percent is more important to your church's future than its number of first-time visitors.

Example: What if your church averages three first-time worship visitors per week (106 for the year) and 10

percent of those first-time visitors became members each year? That translates into *sixteen* new members per year. But if 20 percent of those first-time visitors became members, your church receives *thirty-two* new members per year!

Note: In addition to those new members resulting from first-time worshippers, a few children and youth join through pastor's class each year. But most of them leave town after graduating from high school; thus, nullifying that statistical growth.

5. What causes an increase in first-time worship visitors? A major cause is your congregation's positive reputation in the community. When that is the case (a) members derive significant spiritual meaning from their church, (b) more members spontaneously invite, and (c) more people respond to those invitations.

More than 75 percent of new members in churches across the U.S. visit a worship service the first time because they were invited by someone who worships in that congregation. If you are skeptical about this statistic, conduct an opinion poll. Ask the last twenty people



"Please don't put that in, Sir. We ask our first-time visitors to take out what they intend to put into the offering plate for the next three Sundays."

who joined your church this question: “Through whom, or by what means, did you first visit our church? What got you on the property the first time?” The results of your survey will reveal that more than 75 percent of your new members say that they came the first time because someone invited them.

Therefore, motivating more members to adopt the habit of inviting increases the number of invitations they extend and increases the number of first-time worship visitors. The following methods have increased the volume of inviting in countless churches.

The Personal Delivery Invitation: Two Sundays before a Christmas Eve candlelight service, print on church stationary a bulk of invitations to this special service. (Three times the number of morning worship attendees is usually a sufficient number of cards.) Place each invitation in a business-sized envelope. Print in large letters on the front “Personal Delivery Invitation.”

At an appropriate time in the worship service, the pastor asks worshippers to invite to the Christmas Eve candlelight service people they know who do not regularly attend church. The pastor says, “Tell them that our church is having a special Christmas Eve Service. Then say, ‘I thought you folks might enjoy it. Here is a Personal Delivery Invitation. I hope you can attend.’”

Following or during that explanation, the pastor asks the ushers to come forward and distribute the bundle of invitations to each pew. Invite each worshiper to take three of the envelopes and hand them to people during the next few days.

Christmas-Card Reach-Out: Some churches prefer the following variation of the above method. The pastor urges worshippers to take three special Christmas cards and either (a) hand-carry them to people or (b) address and stamp the cards and put them in the mail. Some members prefer to deliver them to friends’ front doors. When no one is home, they slip the cards into a plastic doorknob hanger that pictures the three kings with these words above them: “Peace be with you always!”

For a dozen other ideas that can increase first-time worship visitors, download, free of charge, *Church Effectiveness Nuggets: Volume 8, How to Attract First-Time Worship Visitors* at the www.TheParishPaper.com Web site.

6. What causes an increase in the percent of your church’s first-time visitors who eventually become members? Begin by recognizing that neither church members nor churches *do* evangelization. God does! Transforming people’s lives spiritually *begins* with Grace. God’s Spirit raises their consciousness of spiritual need, sometimes totally apart from any kind of human effort. After that initial spark, spiritual transformation *continues* when people connect with Christ through the ministry of a congregation.

Leaders of non-declining churches do not confuse their efforts and methods with God’s power. They know

that they are assistants to, not creators of, peoples’ spiritual transformation. But those assistants recognize the important role that three methods play in the evangelization process:

- *Methods that encourage people to visit their worship service for the first time.* Few people join a church until they have visited it at least once.

- *Methods that encourage people who visit their worship service to return a second and third time.* Visitors base their decisions to return on a different set of reasons than those that brought them the first time. Most people attended the first time because someone invited them. People who attend a second and third time base that decision on their own impressions of and experiences with that congregation.

- *Methods that encourage people to (a) connect with Christ and (b) become fully devoted disciples.* Without meaningful spiritual, fellowship, and program participation, few visitors continue to attend.

Effective leaders use all three methods.

7. What other factors increase the number of first-time visitors? Inviting people is an essential. But by themselves, methods are like an airplane without an engine. First-time worship visitors result from a mixture of numerous factors within four major influences:

God’s Spirit: What God does by the Spirit’s interaction with the flow of each individual’s life, circumstances, and needs is the invisible influence without which no inviting methods work.

The Congregation’s Actions: What the congregation does to help meet the spiritual, psychological, emotional, and relational needs of individuals increases their receptivity to the influence of God’s Spirit.

The Staff and Governing Board’s Theological Motivation: If the pastor, staff, and governing board members have a strong spiritually based motivation to help people connect with God, they will find and continue to use effective methods. If, however, a church’s leaders are motivated only by the need to balance the budget or reach a membership-growth goal, they soon stop using effective methods—even when they see that those methods work.

Power of Prayer: If you want your congregation to find and retain the use of effective methods, influence your members to pray for God’s Spirit to touch the lives of people who need God’s presence.

The Bottom Line: God provides the spark of Grace for spiritual transformation. But God expects assistance from assistants.

Presbytery of Detroit Calendar of Events

To have your Churches event posted please send the information to sandy@detroitpresbytery.org.

October 2010	
26	Presbytery Meeting at Wyandotte, First Pre Presbytery event Through My Eyes; Pre Presbytery event Mission in Haiti Click here for Papers
26-28	GLAPCE meeting at Weber Center in Adrian, MI Click here for more information
30	Month of Mission Breakfast hosted at Royal Oak, Starr 1717 W. Thirteen Mile Rd., Royal Oak \$3 9:00 am - Noon Click here for flyer
30	Howell Conference & Nature Center Wildlife Photography Click here for more info
30-Nov 7	Katrina XII Mission Trip to New Orleans, LA
November 2010	
1	Planting Seeds for the Future: Helping One Another Plan Our Generosity 10 a.m.-12:30 p.m. at the Kirk in the Hills Click here for more info
2	Taizé Worship 7:00 pm at Dearborn, Littlefield
3	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
3	PWPD Gathering at First Ypsilanti 300 N. Washington St. Ypsilanti, MI 48197 734-482-1525
6-14	Texas I Mission Trip to Port Neches, TX
7	Daylight Savings Time Ends - set clocks back one hour
9	Faith Communities Coalition on Foster Care meeting at Birmingham, First 1669 W. Maple Rd at 7:00 pm
12	Presbyterian Villages of MI <i>It's A Wonderful Life Gala</i> More Info
12	Samaritan Counseling Center of SE Michigan is co-sponsoring Dr. Ken Pargament, a nationally known speaker, presenting "Spirituality in Psychotherapy". At Madonna University, Livonia, MI Click here for flyer.
12-14	Alma Youth Mix Click here for Registration Packet
12-14	2010 National Tentmakers Conference Click here for more information
13	Clerks Training 9:00 am to 12:00 pm at the Presbytery Office 17575 Hubbell, Detroit, MI 48235
14	Redford, St James invites you to worship at 10:00 am followed by dinner with entertainment by the St Andrews Bagpipes Click here for flyer
17	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
18	Taizé Worship 7:00 pm at Troy, Northminster
19-21	Camp Skyline hosting a Women's Retreat Click here for brochure
23	Presbytery Meeting at Grosse Pointe Memorial
25	Detroit Westminster 28th Annual Thanksgiving Day Dinner Click here for Flyer
25	Presbytery Office Closed Thanksgiving Holiday
December 2010	
1	PWPD Gathering at Allen Park 7101 Park Ave. Allen Park, MI 48101 313-383-0100
1	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
7	Taizé Worship 7:00 pm at Dearborn, Littlefield
11	Men's Advent Communion Breakfast at Detroit, Jefferson Avenue beginning at 8:00 am with guest speaker Mr. Paul Hillegonds and greetings from Detroit Mayor Dave Bing Click here for Flyer
15	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
16	Taizé Worship 7:00 pm at Troy, Northminster
22-23	Presbytery Office Closed Christmas Holiday
29-30	Presbytery Office Closed New Year Holiday

January 2011	
4	Taizé Worship 7:00 pm at Dearborn, Littlefield
5	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
11	Faith Communities Coalition on Foster Care meeting at Birmingham, First 1669 W. Maple Rd at 7:00 pm
17	Presbytery Office Closed - Dr. Martin Luther King, Jr Birthday Observance
19	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
20	Taizé Worship 7:00 pm at Troy, Northminster
25	Presbytery Meeting at Detroit, Westminster - Installation of Moderator & Vice Moderator
February 2011	
1	Taizé Worship 7:00 pm at Dearborn, Littlefield
2	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
2-5	APCE Conference in Albuquerque, NM
5	Leadership Training at Dearborn, First 8:30 am, Eric Hoey, GA Director of Evangelism, keynote speaker
16	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
17	Taizé Worship 7:00 pm at Troy, Northminster
22	Presbytery Meeting
March 2011	
1	Taizé Worship 7:00 pm at Dearborn, Littlefield
2	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
8	Faith Communities Coalition on Foster Care meeting at Birmingham, First 1669 W. Maple Rd at 7:00 pm
13	Daylight Savings Time Begins - set clocks ahead one hour
16	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
17	Taizé Worship 7:00 pm at Troy, Northminster
April 2011	
5	Taizé Worship 7:00 pm at Dearborn, Littlefield
6	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
9-10	Ann Arbor, First will be having Diana Butler Bass as a guest speaker. More info to follow.
20	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
21	Taizé Worship 7:00 pm at Troy, Northminster
26	Presbytery Meeting
May 2011	
3	Taizé Worship 7:00 pm at Dearborn, Littlefield
4	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
10	Faith Communities Coalition on Foster Care meeting at Birmingham, First 1669 W. Maple Rd at 7:00 pm
18	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
19	Taizé Worship 7:00 pm at Troy, Northminster
30	Presbytery Office Closed Memorial Day
June 2011	
1	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
7	Taizé Worship 7:00 pm at Dearborn, Littlefield
15	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
28	Presbytery Meeting

July 2011	
4	Presbytery Office Closed for Independence Day
5	Taizé Worship 7:00 pm at Dearborn, Littlefield
6	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
20	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
August 2011	
2	Taizé Worship 7:00 pm at Dearborn, Littlefield
3	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
17	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
23	Presbytery Meeting
September 2011	
5	Presbytery Office Closed Labor Day
6	Taizé Worship 7:00 pm at Dearborn, Littlefield
7	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
15	Taizé Worship 7:00 pm at Troy, Northminster
21	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
October 2011	
4	Taizé Worship 7:00 pm at Dearborn, Littlefield
5	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
19	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
20	Taizé Worship 7:00 pm at Troy, Northminster
25	Presbytery Meeting
November 2011	
1	Taizé Worship 7:00 pm at Dearborn, Littlefield
2	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
6	Daylight Savings Time Ends - set clocks back one hour
16	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
17	Taizé Worship 7:00 pm at Troy, Northminster
22	Presbytery Meeting
24	Presbytery Office Closed Thanksgiving
December 2011	
6	Taizé Worship 7:00 pm at Dearborn, Littlefield
7	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
10	Men's Advent Communion Breakfast
15	Taizé Worship 7:00 pm at Troy, Northminster
21	Taizé Worship 6:30 pm at Bloomfield Hills, Kirk in the Hills
22-26	Presbytery Office Closed Christmas Holiday
29-Jan 2	Presbytery Office Closed New Year Holiday