



# Nonprofit Church Leadership Certificate Program (NPCL) 2020 Applied Project Summaries

<b>Name and Type of Project</b>	<b>Overview of Project</b>	<b>Deliverables</b> The impact or anticipated impact of the project
<p><b>Andy Bartel</b> St. John UMC, Anchorage, Alaska</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Leadership Development</li> <li>• Human Resource Management</li> <li>• Strategic Planning</li> <li>• Communications</li> </ul>	<p><b>Restart the Lay Servant Ministry Program in Alaska</b> by offering the Basic and Preaching courses, as well as working with conference leadership to set up the appropriate accrediting bodies to certify United Methodist lay persons as Certified Lay Servants, Certified Lay Speakers, or Certified Lay Ministers. Many of our more rural and smaller churches simply cannot afford a full-time elder. By restarting the Lay Servant Ministries program, we can equip, empower, and certify laity for leadership in the local church and annual conference.</p>	<ul style="list-style-type: none"> <li>• Seven persons completed the Basic Course</li> <li>• Four persons completed both the Basic and Preaching Courses</li> <li>• These four are now eligible for certification as certified lay servants and are equipped to provide pulpit supply to Alaska UM churches</li> <li>• The next cohort who will go through these classes in September has been largely identified</li> <li>• Conference leadership is aware of newly trained (and soon to be certified) leaders for the conference</li> <li>• Each newly trained person’s pastor and lay leader have also been made aware.</li> </ul>
<p><b>Lori Broschat</b> First UMC, Devils Lake, ND</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Faith Formation</li> <li>• Discipleship</li> </ul>	<p><b>Focus on the membership vows of the UMC</b> and how we can achieve greater discipleship and deeper faith by learning what these vows say about faith. We focus on best practices as Christians and approach these vows through the lens of the two great commandments to love God and love neighbor. We will continue learning from each other as our actions become aligned with our vows.</p>	<ul style="list-style-type: none"> <li>• Moving toward a new format for leadership with a single board governance model</li> <li>• Mobilizing members to think like disciples</li> <li>• Our online presence is moving beyond just a website and Facebook page to reach more people</li> </ul>
<p><b>Andrew Buschena</b> Common Ground: A UM Community, Cambridge, MN</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Communications</li> </ul>	<p><b>Do community organizing</b> in the Cambridge area using the values of Common Ground’s mission statement. Long term plan is to extend this work to the congregation as well as the pastor.</p>	<ul style="list-style-type: none"> <li>• Ministry opportunities with community partners</li> <li>• Community partners referring people to Common Ground (not necessarily for worship)</li> <li>• Increased inclusivity and justice locally (difficult to measure, but the ultimate goal)</li> </ul>

## Name and Type of Project

### Nicole Clade

Hope UMC, Duluth, MN (previously at Vermillion UMC)

Type of Project:

- Transition Planning

## Overview of Project

**Lead a visioning process.** During COVID-19, the project shifted to organizing transition plans and resources to help the incoming pastor understand the work that occurred over the past year.

## Deliverables

The impact or anticipated impact of the project

### Henry S. Dolopei

Brooklyn UMC, Brooklyn Center, MN

Type of Project:

- Communication Strategy

**Use practices for effective communication** to engage congregational buy-in around vision, mission, and specific ministries (i.e. Financial Peace University).

### Karen Evenson

Faith Church, Farmington, MN

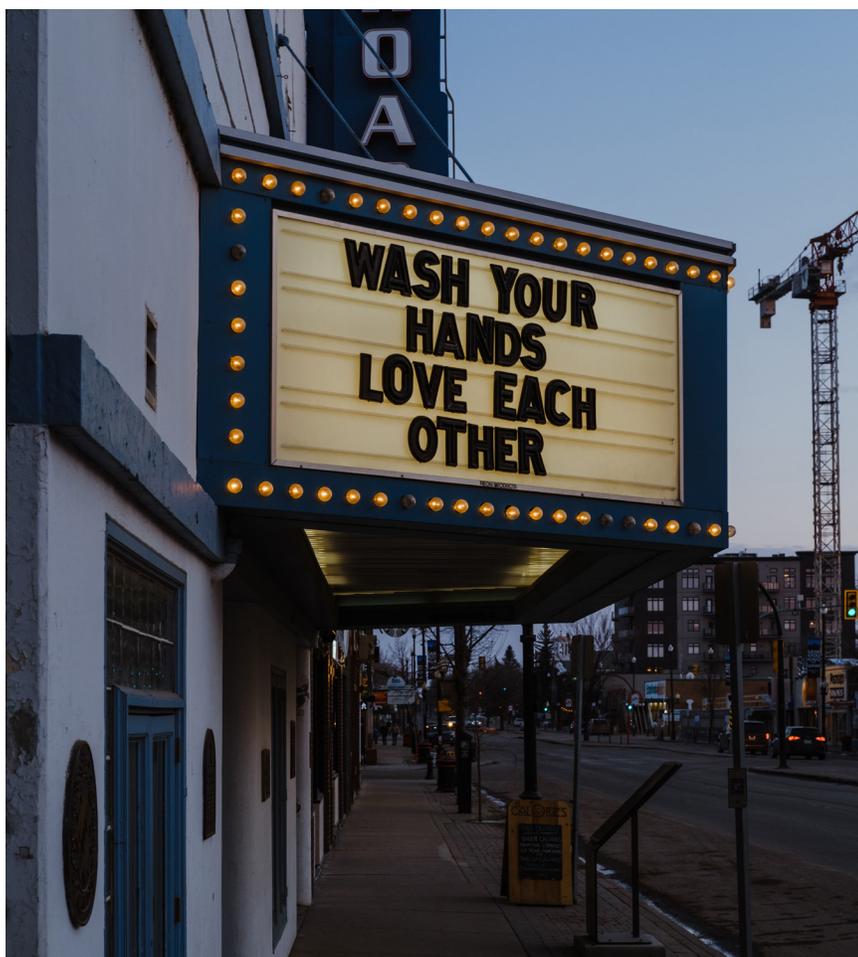
Type of Project:

- Communications

**Develop and improve systems of communications** between lay people, staff, teams, and the congregation in order to foster improved organization and lay the groundwork for the church to focus on its mission.

- Improved communications among church leaders, staff, and members
- Eight people have joined the church since starting online worship
- A calling list of the whole congregation was developed; calls are made every two weeks by the Care team
- Faith Church hosted a grocery drive early in the pandemic serving more than 500 people. Four news stories in local, regional, and denominational and an editorial have been published related to these and other ministries
- The social media presence of Faith Church has increased by 50% (added over 100 subscribers to the YouTube page and started a new Instagram page for FaithYouth); average worship attendance has increased by more than 40% in the same time
- DVDs of the worship services are made for church members who don't have access to online worship.
- A communications plan is being developed by the new communications team; a leadership retreat is being planned for church leaders to focus on leadership and communications.
- There is now a fully functioning kitchen team, with two special events coordinators and a kitchen team leader.

(continued)



(Continued deliverables from Karen Evenson)

- There is now a tech team who are trained to run audio/video needs for worship and events
- Increase from 20 to 25 hours has been granted to the church office administrator
- Since the finance and stewardship teams began working together in 2019 and created a clean and simple budget with three years of planning and narratives, pledge responses to this year's stewardship drive increased by almost 400%
- Time spent in ad council meetings reduced by 50% (from 3 to 1.5 hours)

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<p><b>Peggy Hanson</b> Trinity UMC, Lead, SD</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Discipleship</li> <li>• Program Development</li> </ul>	<p><b>Create and implement in-home discipleship materials to be used beyond Sunday morning.</b> The kit includes an order of worship, daily discussion and study, a response, and prayer. The hope was that they could be used on a daily basis to enhance the Sunday worship experience, and carry it throughout the week.</p>	<ul style="list-style-type: none"> <li>• 40 households receive the kits on a weekly basis (approximately half of average worship attendance)</li> <li>• All recipients surveyed stated that it has helped them grow in their faith or discipleship</li> <li>• Received text messages and calls regarding the worship kits with follow-up, questions, and occasionally following through from the “do something” section</li> </ul>
<p><b>Michelle Hargrave</b> Centenary UMC, Mankato, MN</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Strategic Planning</li> </ul>	<p><b>Move toward being a vital, growing, downtown church and leader in the community.</b> This was the last step in our MCCI program. I created a Feasibility Study Team to work with me on this task. The team was tasked with imagining what Centenary could be and do in the future that would be strategic for the mission of Christ, address specific issues of social justice, and establish Centenary as Mankato's premiere ministry center for spiritual renewal, reconciliation, and hope. We ended up focusing on how to respond to the pandemic and to the cry for racial justice.</p>	<ul style="list-style-type: none"> <li>• The applied project process helped frame my response, gave me resources and provided tools to respond to two historically significant crises in the last three months. While the pandemic and the cry for racial justice were not what I expected my project to focus on, the project framework itself empowered me to use these crises to develop a direction for the congregation.</li> <li>• Created a pandemic response plan and a racial justice response plan</li> <li>• Deliverables will be the number of people involved in small groups (will be inviting entire congregation) and the number of new people reached online</li> </ul>
<p><b>Geoff Hilton</b> Velva UMC, ND</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Financial Stewardship</li> <li>• Human Resource Management</li> <li>• Strategic Planning</li> <li>• Communications</li> <li>• Program Development</li> </ul>	<p><b>Establish written guidelines for the Elf Project at our church.</b> Draft a letter that has a history of the Elf Project and why the recipient is receiving the gift, to accompany each gift that is given in the future. Create an outline for future leaders of the Elf Project.</p>	<ul style="list-style-type: none"> <li>• Generate more ideas for how we can use the Elf Project fund to help more children.</li> <li>• Recruit two or three more people to help with the Elf Project.</li> <li>• Use Facebook Live to recruit at least five families in the community to come to the Elf Project for the first time.</li> </ul>

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<p><b>Shawna Horn</b> Fairmount Avenue UMC, St. Paul, MN</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Strategic Planning</li> <li>• Communications</li> </ul>	<p><b>Come through the pandemic stronger in faith, service, and community connection.</b> I continued some of the work of my original project, which was to do leadership development and strategic planning with staff. But my focus shifted on communication, stewarding staff and community, and strategic planning.</p>	<ul style="list-style-type: none"> <li>• More people are connecting through faith formation programs, responding to worship, and leading worship.</li> <li>• We are re-imagining why we serve and creating strategic and safe ways to serve.</li> <li>• We are getting to know each other and be in community with people we didn't connect with previously, as well as increasing our connection to neighboring churches.</li> </ul>
<p><b>Erica Koser</b> Centenary UMC, Mankato, MN</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Governance and structure</li> </ul>	<p><b>Create an advisory board</b> and develop new team cooperative processes during COVID.</p>	<ul style="list-style-type: none"> <li>• Launched an advisory team to oversee work of Holy Grounds, the church's community breakfast ministry.</li> <li>• Developed new ways to recruit community volunteers during COVID-19 volunteer shortage</li> <li>• Created COVID-19 protocols and safety measures</li> <li>• Launched an online fundraiser</li> </ul>
<p><b>Karl Kroger</b> McCabe UMC, Bismarck, ND (previously at Grace UMC, Piedmont, SD)</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Change Management</li> <li>• Strategic Planning</li> <li>• Communications</li> </ul>	<p><b>Create and carry out an effective transition</b> so that Grace UMC is best positioned to remain vital, and carry out its mission well. In these times of great change in society and the church, continuity and momentum can be difficult to hold onto during pastoral changes. This project enabled me to further explore and work toward helping Grace thrive into the future.</p>	<ul style="list-style-type: none"> <li>• Best first half of the year balance sheet for the general fund</li> <li>• Finished June 2020 in the black</li> <li>• New persons invited into leadership and leading</li> <li>• New families more integrated into the life of the church.</li> <li>• Young persons embracing the bigger picture of pastoral changes</li> </ul>
<p><b>Jeff Lathrop</b> Wesley UMC, Grand Forks, ND</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Financial Stewardship</li> <li>• Strategic Planning</li> </ul>	<p><b>Create a strategic plan for Wesley.</b> Examine the trends concerning giving units, attendance, and building expenses. To begin looking toward the future and examining all the areas we can leverage for that future.</p>	<ul style="list-style-type: none"> <li>• All of leadership has had a role in providing data and contributing to meaningful conversations.</li> <li>• Will present our plan and inform the congregation, have a vote, and move forward—in this building or beyond it.</li> <li>• The membership and finances are trending in the wrong direction and hoping it will get better is merely maintaining the status quo.</li> </ul>

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<p><b>Clay Lundberg</b> Canton UMC, SD (previously at United in Faith Parish, Burke and Herrick, SD)</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Strategic Planning</li> </ul>	<p><b>Develop and improve systems of communications between laypeople, staff, teams, and the congregation</b> to foster improved organization and lay the groundwork for the church to focus on its mission. Faith has begun to develop systems, created a communications team, has made updates to the website and plans to continue updates to the website and social media (involving lay people—youth and adults). We have continued connections with local and regional media and increased communicating with the community in Farmington, which we serve through a weekly meal ministry. We will continue improving communications.</p>	<ul style="list-style-type: none"> <li>• Worship attendance during the COVID-19 crisis was about 85% of our normal attendance despite having no in-person gatherings from March 15 until June 7</li> <li>• Three new techs have been trained on Easy Worship, OBS, and Facebook Live Producer</li> <li>• Weekly giving dropped 10% rather than 100%, despite not having in-person worship</li> <li>• Weekly worship services reach as far as North Carolina and Arizona</li> <li>• The First Baptist Church of Lucas, SD, and the Union Baptist Church of Burke, SD, also have weekly livestreams of their worship services using OBS, PowerPoint, and Facebook Live</li> </ul>
<p><b>Scott McKirdy</b> Spearfish UMC, SD</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Discipleship</li> </ul>	<p><b>Implement phase two of a discipleship pathway plan</b>, using a more intentional team approach.</p>	
<p><b>Kris Mutzenberger</b> Superintendent of the Northeast District (previously at First UMC, Fargo, SD)</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Communications</li> </ul>	<p><b>Update church website</b> with the proper information and create a plan to keep it up to date.</p>	<ul style="list-style-type: none"> <li>• The website was updated</li> <li>• Created a maintenance plan for keeping the website up to date</li> <li>• Spent time training our new office manager in website software so she is able to maintain</li> <li>• Created a form for requesting updates/changes to the website that will be a link in weekly e-news</li> </ul>
<p><b>Laura M. Nordstrom</b> Stewartville UMC, MN (previously at Glenwood United Parish, MN)</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>• Adaptive Leadership</li> </ul>	<p><b>Create and implement an accessible, invitational, and engaging, online worship ministry</b> so that the new pastor and church leadership would be better equipped to support the mission and ministries of Glenwood United Parish during the COVID-19 pandemic and beyond.</p>	<ul style="list-style-type: none"> <li>• Utilized Zoom to provided an accessible platform for both worship leaders and worshippers.</li> <li>• Social media posts engaged viewers as an invitation to weekly worship and ministries of GUP.</li> <li>• Created and lead worship that is engaging through opportunities for worshippers to respond in real-time; created an engaging worship experience through the use of PowerPoint and The Work of the People videos</li> </ul>

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<p><b>Kyle Reinhiller</b> Harrisburg UMC, SD</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>Leadership Development</li> </ul>	<p><b>Explore a simple governance model</b> and use an assessment process to develop a workshop for ministry leaders.</p>	
<p><b>Becky Sechrist</b> Minnehaha UMC, Minneapolis, MN</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>Governance</li> <li>Program Development</li> </ul>	<p><b>Create job descriptions</b> for each of our committees and volunteer positions.</p>	<ul style="list-style-type: none"> <li>Make recruiting for various positions easier and more effective. People would know what a committee did and needed, and those who agree to be on committees would be more engaged. Won't see this impact until next year.</li> <li>Writing the job description helped gain clarity, and replacing our sound coordinator, live streaming coordinator, and projection coordinator went much better because of it.</li> </ul>
<p><b>Rachael Warner</b> UMC of Anoka, MN</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>Governance</li> <li>Strategic Planning</li> </ul>	<p><b>Lead to the development of a strategic plan for the church.</b> Due to the pandemic, we made adjustments along the way and are learning how to live into our strategic priorities, even without setting a plan in stone as we adapt to changing realities.</p>	<ul style="list-style-type: none"> <li>Five strategic priorities identified, along with metrics for measurement and key performance indicators</li> <li>Measurable steps taken toward priorities, even during pandemic</li> </ul>
<p><b>Teresa Whetsel</b> First UMC, Miller, SD</p>	<p><b>Implement processes for tracking impact of online worship</b> that includes both quantitative and qualitative measures.</p>	
<p><b>Lou Whitmer</b> North Highland UMC, Aberdeen, SD</p> <p>Type of Project:</p> <ul style="list-style-type: none"> <li>Church Identity</li> </ul>	<p><b>Engaged StrengthsFinder</b> and other assessments to help bring a more cohesive identity to the congregation and toward team and ministry development (doing much of this work online due to COVID-19).</p>	



The Dakotas-Minnesota clergy in this class of the Nonprofit Church Leadership Certificate Program.