

LEADER CONVERSATION GUIDE

3 Key Financial Strategies for Your Church in the New Reality - Episode 178

How to Build a Hybrid Church (Part 3)

What should churches invest in financially? While four out of 10 churches experienced a decline last year, six out of 10 churches are financially healthy and many are doing better than before.

As we dive into part 3 of our series on How to Build a Hybrid Church, Tony Morgan and Amy Anderson walk through three key investment strategies for churches.

Invest in Savings

- Save for a rainy day. 2020 was a lot of rainy days!
- Your goal should be to have two to three months of cash reserves to cover operating expenses.
- The Unstuck story in 2020: Revenue was down, but having cash in the bank gave us time to:
 - Adjust expenditures
 - Make pivots
 - and Avoid drastic cuts (especially key staff)
- It's appropriate for churches to tap into reserves for this season—this is a rainy day.

Invest in Vision

- If you had a surplus, how could you expand your vision?
- Dream, pray, and discuss with your leadership team and then write it down.
- How does God want you to expand our Kingdom impact?
- Choose goals that are bold enough that you have to lean on God but not so bold they're de-motivating.
- Keep that vision in front of your team and your church.

Invest in Your Community

- Make a difference in people's lives in your community. It's the mission field where God has placed your church.

- What are the urgent needs in your community and how can you help meet those needs?
- There is strength in partnerships. Do what you do well and let partner organizations do what they do well.
- More “goodwill” is established when churches invest in other community partners rather than trying to do it all themselves.

Next Steps

- [Register for our upcoming Masterclass](#) on February 4th to dive deeper into how to balance both in-person and online ministry strategies.
- If you’re looking for help navigating this season, check out our [Unstuck Leadership Coaching options](#).

Listen to the episode on iTunes or at theunstuckgroup.com/episode178.