



Strengthening charitable causes to change the world through generosity

Congregational Revitalization Pilot

A partnership between GSB Fundraising and the Southwestern Minnesota Synod

Who: *This two-part journey is for congregations that know in these post-COVID times ministry has changed. Old patterns no longer have the expected impacts. Congregations recognize that something needs to happen to change the trajectory. Hope comes as they rethink their identity, plan for mission with intentionality, and begin to resource themselves for renewed and revitalized mission. This process involves the entire congregation, with a small team of pastors and lay leaders (councils and occasionally special teams) guiding intentional work between presentations/conversations.*

What: *This eleven-session journey focused on congregational revitalization comes in two parts.*

Part 1: The Identity/Purpose/Planning Module

- Session 1: Why Identity? Why action with purpose?*
- Session 2: Our congregational purpose. We are here to...*
- Session 3: What makes us, us! The things we value...*
- Session 4: Identifying internal and external opportunities for mission...*
- Session 5: Building a basic strategic plan*
- Session 6: Deploying the strategic plan*

Part 1 Outcomes – Clarity, direction, and hope. Congregations will discern their identity (via a clearly written purpose statement as values statement). They will build on that identity to clarify and implement specific next action steps that will impact their ministry.

Part 2: The Supporting Mission Module (built on the foundations of Building A Culture of Generosity)

- Session 1: Introduction and Outcome Stories*
- Session 2: Inspiration*
- Session 3: Generosity*
- Session 4: Response*
- Session 5: Follow Up*
- Session 6: A Culture of Generosity*

Part 2 Outcomes – The initial phase will identify actions that may require financial support to implement. Congregations will identify the foundational elements that lead to a congregational culture of generosity, and conduct an effective annual appeal aimed at supporting and living into the identity work done earlier in the year and funding the new strategic priorities.



When: *This pilot will launch in March of 2023. Part 1 will occur between March and June. Part 2 will occur between August and November.*

Where: *This is an online cohort model. The consultants will meet with the cohort for an hour each session **via Zoom**, training the content, engaging questions, and facilitating thinking on the work that needs to be done by the congregation between each session.*

Process: *Congregational teams will receive practical instruction, shaping the activities the team will accomplish between sessions. Each session will include both training and reflection time, keeping congregations accountable to the timeline and allowing them to learn from one another.*

Theological Grounding: *Congregational revitalization is a discernment process that begins with listening: listening to God through Scripture, through prayer, and through congregational conversation. Utilizing tactics from organizational development and nonprofit fundraising, the process will remain rooted in God's activity.*

Investment: *\$1,500/congregation for all 12 sessions and the resources that come with the journey, and tactical support and coaching from the consultants as needed.*

Contact: *Please contact Pastor [Troy Pflibsen](#), the Director for Evangelical Mission of the Southwestern Minnesota Synod to register!*

About: *Our facilitators and content creators for this journey are Pastors Pete Reuss and [Nathan Swenson-Reinhold](#), both partners with GSB Fundraising.*

Rev. Peter Reuss exudes a passion for God's work in the world, trusting the Spirit to guide the church and ministry organizations to live into God's future. Through the death of his mother as an 8-year-old and the death of his wife in 2015, Peter remains convinced that nothing, even death, can stand in God's way. If God has a vision for the church, God will raise up the leaders and the funds to make it happen. All things are possible.

Pete, an ELCA Pastor and partner at GSB, serves God by guiding congregations, synods, and other ministries to discern God's vision and encourage the generosity to make that vision a reality. He has led hundreds of congregations across the country to grow in clarity of mission and generosity. Pete is a contributor to Luther Seminary's Faith+Lead Stewardship Leaders Newsletter.

A graduate of Northwestern University and Luther Seminary, Pete's experience includes ten years in synodical leadership in his twenty-four years of ordained ministry. His synodical role began as the Mission Director and then transitioned to Director for Evangelical Mission. As DEM, he worked with GSB as the synod set a clear vision and mission for the future. This work led to the synod beginning an annual fund, with over \$600,000 raised in the first three years.

His congregational experience includes rural ministry at St. Paul Lutheran Church in Benson, Illinois and Mission Development / New Start ministry at Peace Lutheran Church in Eyota, Minnesota. In his time in Eyota, the congregation grew from \$40,000 in annual giving to the capacity to build a first church structure.

He lives in Rochester, Minnesota with his wife Danielle, who serves as a hospice social worker at Mayo Clinic. His son Ben just began a master's program at Michigan Technological University, studying Environmental Engineering.

Pete holds a Certificate in Fund Raising Management from the Lilly Family School of Philanthropy at Indiana University.



Rev. Dr. Nathan Swenson-Reinhold, PCC is driven by a ravenous curiosity about people and organizations with a passion to help both midwife their mission and kingdom dreams. With nearly two decades as a lead pastor in larger congregational systems and a partner at GSB, he understands from the inside of the organization the needs for clear strategic process and planning, and the need for strong and healthy generosity to support congregational purpose and vision.

With a doctorate in leadership and cultural architecture from Portland Seminary at George Fox University, he also holds a professional coaching certification through the International Coaching Federation and is a certified DISC behavioral consultant.

If he has superpowers, he has two of them:

- Coaching Leaders and Teams
- Facilitating Group Process

He is a husband to Erin (who is also an ELCA pastor) and a father to Sam, Ephraim, and Emma. In his downtime he enjoys yard work, detailing the family cars, reading sci-fi novels, photography, and fly-fishing.

More about GSB Fundraising:

For more than 40 years, GSB has provided effective counsel to a wide array of non-profit entities, including congregations, camps, healthcare systems, colleges, and other agencies. We have established a formidable reputation for ethical work and consistently meeting or exceeding fundraising goals. Our approach is custom designed to the needs of the client as well as to the culture of the client organization and constituency. Learn more at www.gsbfundraising.com. In 2020, we launched the Center for Generosity to equip nonprofit leaders with best practices and resources that grow generosity to enhance their mission. It includes a toolbox and support network with quality programs, videos, templates, and one-on-one attention from our experienced consultants. Learn more at www.centerforgenerosity.com.

Part 1 Suggested Session Dates:

Session 1– March 21, 930am

Session 2 – April 18, 930am

Session 3 – May 9, 930am

Session 4 – May 30, 930am

Sessions 5 and 6 – June 20, 930am (2 hour session)