

7 Reasons Why Your Church Should Create an Annual Report



Through our region's continuing partnership with the Auxano organization, we are pleased to share with you an abridged article written by Will Mancini, Founder

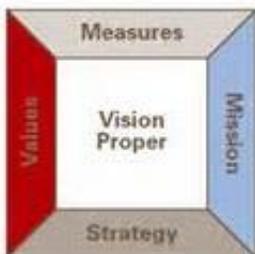
and Team Leader of Auxano, keynote speaker/presentator at each of our last two regional biennials and creator of the materials we use in our year-long co::labs. We hope it will give you some food for thought and spark some action on your part.



You've heard of annual reports, but have you thought of creating one for your church? The point of course is not to imitate a common corporate practice, but to leverage every opportunity to cast vision.

As we scan a few reasons why you should do this, let's start with a definition. According to Wiki: An **annual report** is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. The details provided in the report are of use to understand the company's financial position and future direction.

Why should you leverage this communication tool in your congregation?



#1 An annual report creates a great "excuse" to cast vision. Most people know what an annual report is, but don't expect their church to provide one. Why not leverage the "placeholder in their mind" to make a positive impact?



#2 An annual report utilizes a natural rhythm for reflection and refocus. Remember, God created the cycle of a year. Since you use the year to define everything else in your life, why not use it to nourish the vision for people in the church?



#3 An annual report is a great tool to retell your best stories. Hopefully you've been sharing stories of life change throughout the year. Now tell them again. As a leader, it's important to know your "folklore" - the stories of God that are worth sharing over and over and over.

dear GOD,, Thanks...♡

#4 An annual report is an act of gratitude toward God. What if you saw the process like writing a thank you note to God? Even if your church didn't have the best year, you have something for which you can express gratitude to God. Use the report to honor God and point people to Jesus.



#5 An annual report is a helpful accountability mechanism. I get the fact that accountability is not always fun. Sometimes you don't like preparing sermons. But this Sunday keeps you accountable. Chances are, no one is going to wake up and bug you for that 2014 annual report. That's what makes this point a big deal. You can initiate the commitment and hold yourself and your leaders accountable to this kind of vision casting.



#6 An annual report builds credibility with people. While an annual report is not everyone's "love language," some people will take a giant step forward because you took the time to provide this tool. It shows the leadership's willingness to be honest with financial information and communicates the deeper "whys" behind ministry decisions and direction.



#7 An annual report is a perfect project to experiment with some new talent and creativity. Since this communication tool is not weekly or urgent, you can recruit some people who are new or uninvolved and see what they produce. If you haven't done a report, you have nothing to lose by trying. Ask some people for something fresh and different. Here's an example of a report to get the creative juices flowing: <http://www.lifechurch.tv/giving/> Check it out. Oh, instead of just admiring the branding or strategy of this cool church, isn't it time to feel good about your own?

Did you notice LifeChurch's strategy has three components: worship, missions, and evangelism? What components does your strategy contain to make fully committed followers of Christ?



A consultation with our region staff and/or participation in our co::lab can help your church discern who you uniquely are and then discover how best to live that. If you are interested in learning more about Co::Lab, please contact Rev. Dr. Jeff Johnson, ABCOPAD Regional Pastor with Congregations. jjohnson@abcopad.com.

You can submit your church's **2014 Cooperating Church Annual Report online at <http://annualreport.abcis.org>**. To do so, you will need your congregation's Church PIN and Leadership ID. They appear on first page of the hard copy of the Annual Report mailed to your church. If you don't have access to that information, please contact the ABCOPAD office at 1-888-687-0883 / 412-687-3940 or dveselicky@abcopad.com.



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