



CHRISTIAN LEADERSHIP  
ALLIANCE



# the outcomes conference

*transform*

Digital Experience

May 4–10, 2020



*Therefore, I urge you, brothers and sisters, in view of God's mercy, to offer your bodies as a living sacrifice, holy and pleasing to God — this is your true and proper worship.*

*Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God's will is — his good, pleasing and perfect will.*

—Romans 12:1–2



Digital Experience   
May 4 - 10, 2020

Share the  
Experience  
#Outcomes20



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# Welcome

## Welcome to the Outcomes Conference Digital Experience 2020!

I invite you to whole-heartedly enter into this precious gift of community and technology we've been given. In such a time as this, you'll have the opportunity, in this space, to invest in one another the best of what God has generously given to you.

Remember, God has graciously entrusted each of you with knowledge, wisdom, and experiences. He brings them all to you so you can sow them into the lives of others. What you have to share during this time may be exactly the answer to what someone has been praying and seeking God to provide.

## Share the Experience #Outcomes20

The Outcomes Conference general session thought leaders, faculty, exhibitors and sponsors have diligently prepared to bring you their real and authentic best. I am grateful for their dedication and desire for God to use them to help you professionally and spiritually transform as leaders.

It's time for you to be present and engage. It's time to renew your mind so you are prepared for what God is going to do next.

I believe what happens within this new ecosystem of community will be of extraordinary value and influence during this defining time in the history of our organizations.

Let's choose to rejoice in the exact places where God has us right now. May the work of our hands bring him glory! Let's enter in with expectancy.

Living to serve,

Tami Heim

President and CEO, Christian Leadership Alliance

## Meet Your Experience Guides!



**Ayanda Khumalo**

Recording Artist /  
Worship Leader

**Worship Leader**



**Marquis Laughlin**

Founder,  
Acts of the Word

**Spoken Word**



**Jim and Martha Brangenberg**

Radio Hosts,  
iWork4Him Radio Broadcast

**Emcees**

# Conference Sponsors

Christian Leadership Alliance Salutes and Thanks the Sponsors for 2020!

## Presidential



## Executive



## Supporting



## Grateful Thanks to the Following 2020 Supporters:

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Historic Agency

InterVarsity Christian Fellowship  
Mission: Leadership  
Ridgecrest  
TWR-Women of Hope  
Virtuous Software  
Westfall GOLD  
WiLD Leaders



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## Digital Experience

May 4 – 10, 2020



## Program Schedule Overview






Use this schedule (pages 6–17) to follow the event in real time so you are able to fully benefit from all the activities and community conversations. Every part of this digital experience has a home inside its designated track. Search for tracks on the event site and you find everything you need **in real time** and **on demand!**

You can sign up for live events from the Conference Schedule on the conference platform or inside the TRACK where it will be live.

**All scheduled release times are in the Central Time Zone.**

*If at any time during this event (May 4–10) you have a desire for prayer, please make those requests known inside the Prayer and Care Track.*



Release Time	Experience	Track
8:30 a.m. CDT	<b>Welcome</b> <b>Tami Heim</b> , President and CEO, Christian Leadership Alliance	<b>A Time of Worship and The Word</b>
	 <b>Worship and The Word</b> <b>Ayanda Khumalo</b> and <b>Marquis Laughlin</b>	
9:00 a.m. CDT	 <b>General Session Keynote: Matt Bird</b> CEO, Cinnamon International	<b>General Sessions</b>
10:15 a.m. CDT	 <b>Zoom Event: Three Questions</b> What did you hear? Why does it matter? What changes?	<b>Three Questions</b>
11:00 a.m. CDT	<b>Inspirational Leadership in a Crisis</b> There is no time like now to demonstrate leadership that makes a difference. This workshop identifies eight action steps you can use today to build and encourage Inspirational Leadership during the current COVID-19 crisis. Includes how Craig Springer, Executive Director of Alpha USA is exercising inspirational leadership during this crisis. <b>Al Lopus</b> , President/CEO, Best Christian Workplaces Institute	<b>Executive Leadership</b> (EL01)
	<b>The Age of Experience</b> The world is changing. Much has been shared how as a society we've moved from commodities, to brands, to experiences. But how does this affect nonprofits? How is fundraising transformed by this Age of Experience? We'll explore trends, where things are headed, and how to respond. <b>Dave Raley</b> , Executive Vice President, Masterworks	<b>Resource Development</b> (RD01)
11:30 a.m. CDT	<b>Onboarding: Crucial Elements for New Hires</b> Your organization can experience 50% greater new hire productivity with this one thing! Come to this workshop and you'll learn when you should begin the onboarding process, the onboarding bottom line, best onboarding practices from Chick-fil-A, and specific takeaways you can start immediately. <b>Chad Carter</b> , Senior Director, Human Resources, The Gideons International	<b>People Management and Care</b> (PM01)
	<b>Global Megatrends That Will Change Ministry</b> As nonprofits build their long-term strategic plans, leaders must keep in mind megatrends which will impact the world over the next decade. This session will describe megatrends in the global economy, technology, labor and demographics, and how ministries should prepare. Evaluate key initiatives for your next strategic plan. <b>Robert Yi</b> , President/COO, Westfall Gold	<b>Executive Leadership</b> (EL02)
12:00 p.m. CDT	 <b>Connection Central Highlighted Exhibitors</b> Monday's featured exhibitors are: Ambassador Services; APS Payroll; CCCU; Church Co+Op; Insurance One; Masterworks; Sky Ranch; TES Energy Services, LP; and We Support Ministries.	<b>Connection Central</b>
1:30 p.m. CDT	 <b>Ask the Experts with Douglas Shaw &amp; Associates</b> COVID-19 Fundraising: How to Endure (and even Thrive!)	<b>Ask the Experts</b>
2:00 p.m. CDT	<b>Engaging, Mobilizing and Retaining Millennials and Gen Z</b> This session will equip leaders with practical, biblical, and cutting-edge best practices on how to engage, mobilize, and retain the next generation (Millennials and Gen Z). You'll learn the different dynamics of generational diversity and how the next generation (Millennials and Gen Z) are different. <b>Paul Sohn</b> , Director, Strategic Career Initiative, Biola University	<b>People Management and Care</b> (PM02)



Release Time Experience Track

**2:00 p.m. CDT** **Accounting and Auditing Update** **Financial Management**

Transform your strategy for what's ahead. Get up to speed on current accounting and financial reporting standards for nonprofits, including FASB standards that will be effective in the current and upcoming year. Clarify how organizations should implement and follow the guidance. Also, plan for how it may affect your organization.

**Junice Jones**, CPA, Partner, CapinCrouse

(FM01)

**2:30 p.m. CDT** **The Transformative Power of Brand** **Communications and Marketing**

When your brand isn't aligned, it creates a disconnect in how your ministry is presented and operates. This workshop will give you tools to assess, develop and implement your brand for greater impact. Examine traditional vs. new strategy: what's changed in the church and ministry landscape and why?

**Ted Vaughn**, Partner/Client Strategy, Historic Agency

(CM01)

**Emerging Trends: Digital Fundraising Growth** **Resource Development**

Cut through the clutter to solidify the website, email and social media foundation for your ministry's online fundraising. We'll discuss topics such as mobile usability, website speed, system/data integration, digital advertising, new communication channels, network growth and more.

**Amy Sewell**, Vice President of Digital Solutions, Douglas Shaw and Associates

(RD02)

**3:00 p.m. CDT** **Leading Remote Teams Without Losing Your Mind** **Executive Leadership**

Does COVID-19 have you working from home? Have you adjusted, but still feel something is missing? Chad Williams has been leading remote teams since 2004. Learn how to lead, manage and work remotely, even with a house full of kids. Get tips for leading remote teams, working productively, and what to do with the kids.

**Chad Williams**, CEO, Five Q

(EL03)

**Successful Leadership Transitions** **Board Governance**

Selecting the next CEO or executive director is clearly board work, yet some boards do not prepare for the transition well. Few boards have any formal succession planning in place. Learn the five types of transitions, and design a succession planning process right-sized for your organization.

**Dr. James Galvin**, President, Galvin & Associates, Inc.

(BG01)

**3:30 p.m. CDT** **Become a Liberating Leader!** **Executive Leadership**

Learn to become Liberating Leaders who cultivate an intentional process of self-awareness and personal growth and then apply that knowledge to fight for the highest possible good in the lives of those you lead. You will discover the characteristics of a Liberating Leader, and how to develop them.

**Holly Moore**, President, Hollis Strategies

(EL04)

**Cost-Effective Accountability for Leaders** **Financial Management**

How can small ministries with tight budgets demonstrate effective financial accountability? Promote financial literacy among leadership? Expensive external audits only detect 6% of financial fraud, and it's time for leaders in ministries of every size to find more effective ways to demonstrate accountability and transparency.

**Jim Cross**, CPA, CFO, Village Missions

(FM02)

**4:00 p.m. CDT** **Zoom Event: One Thing** **My One Thing**



Time to share your biggest take-a-way of the day!

**7:00 p.m. CDT** **Expert Showcase: Clifton Larson Allen** **Special Events**



Cash Management and Cash Modeling for Nonprofits



Release Time Experience Track

8:30 a.m. CDT  **Worship and The Word** A Time of Worship and The Word  
Ayanda Khumalo and Marquis Laughlin

9:00 a.m. CDT **General Session — Big Ideas** General Sessions




**Transforming Teams**  
**Dr. Teresa M. Moon**  
President/CEO, Institute for Cultural Communicators



**Inflection Points that Trigger Transformation**  
**Steve Maegdlin**  
CEO/Founder, Executive Advisory Partners



**Transform Your Messaging**  
**Shannon Litton**  
President/CEO, Institute for Cultural Communicators


10:15 a.m. CDT  **Zoom Event: Three Questions** Three Questions  
What did you hear? Why does it matter? What changes?


11:00 a.m. CDT **Lead Like Jesus Amid Life's Storms** Executive Leadership  
How do we develop the heart, head, hands and habits of a godly servant leader with Jesus as the model? How can we lead like Jesus amid life's storms? We'll examine lessons we can apply from Mark 4:35-41 on Jesus' calming of the storm and interaction with his disciples.  
**Phyllis Hendry Halverson**, President/CEO, Lead Like Jesus (EL05)

**Building a Monthly Giving Program** Resource Development  
The best way to improve your financial outlook is to implement a monthly giving program, or to grow your current monthly donor program. Learn how to start a monthly program the right way, name and brand your program, and implement systems and processes to maximize your efforts.  
**Jeremy Reis**, Sr. Director of Marketing, World Concern (RD03)

11:30 a.m. CDT **Transforming Culture** Executive Leadership  
Transform an unhealthy culture into a healthy, vibrant one. Learn to stay rooted in your organization's cultural foundation during transformational times of innovation and leadership change. And apply ideas that can transform Millennials and Gen Z's from simply employees to culture advocates.  
**Doug Mazza**, International Board Member, Joni and Friends (EL06)

**What is Your Financial Statement Telling You?** Financial Management  
This session will introduce the basics of nonprofit financial statements, and help attendees understanding how to analyze and read them. Attendees will also learn the typical ratios and characteristics for financially healthy nonprofit organizations.  
**Neely Duncan**, CPA, Partner, BKD CPAs & Advisors (FM03)

12:00 p.m. CDT  **Connection Central Highlighted Exhibitors** Connection Central  
Tuesday's featured exhibitors are: AcctTwo; Barnabas Foundation; Christian Healthcare Ministries; Dr. Lewis Andrews; Harbor Compliance; iDonate; Nimble Connect; Quattro Business Support Services; Thrivent; and TSA World Service Office.

1:30 p.m. CDT  **Ask the Experts with Barnabas Foundation** Ask the Experts  
Planned Giving in Times of Uncertainty

2:00 p.m. CDT **Critical HR Strategies for Successful Ministry** People Management and Care  
Leaders will learn how to recruit and hire qualified staff and volunteers, and position people in jobs according to skill and personality. We will explore strategies for developing and promoting existing employees, and caring for staff. Learn to train employees well and offer feedback to help them increase in knowledge and skill.  
**Vernicia T. Eure**, MA, CT, Client Services Director, Assist Pregnancy Center (PM03)



Release Time Experience Track

**2:00 p.m. CDT** **5 Website Trends for Nonprofit Leaders** **Communications and Marketing**  
 As the gateway to your organization's heart and at times your most important audiences. Your organization's website is key not just from a technical perspective but from a holistic approach. Learn 5 key trends in websites geared specifically for nonprofit leaders. Apply insights on key needs for your organization's website.  
**Mike Farag**, CEO + VP Brand Strategy, Fervor **(CM02)**

**2:30 p.m. CDT** **Encouragement for the All-Day Worker** **Executive Leadership**  
 In this session we will explore parables of Christ, such as Matt. 20:1-16, and the encouragement he gives to those who labor long and hard in the vineyard. Lessons include: 1) Be encouraged, he knows. 2) Be mindful, the authority is his. 3) Be assured, everything of his is yours.  
**Courtney Veasey**, Founder, Brunch Ministries **(EL07)**

**Major Donor Philanthropy in Uncertain Times** **Resource Development**  
 How can we succeed in major donor philanthropy in uncertain times? In this session, Bob Westfall shares insights from the financial collapse of the dot.com era, 9/11, and 2008 financial crisis, and wisdom from a panel Westfall Gold recently hosted featuring business leaders and how they're responding to philanthropy in this season.  
**Bob Westfall**, CEO, Westfall Gold **(RD04)**

**3:00 p.m. CDT** **Transforming Your Executive Compensation Process** **People Management and Care**  
 How does your organization approach executive compensation? During this session, we'll examine the Tax Code standards, explore the benefits and limits of using salary surveys, and discuss challenges in developing independent salary data. We'll also examine criteria that may justify deviating from comparability data.  
**Nathan Salsbery**, Partner & Executive Vice President, CapinCrouse **(PM04)**

**Mindset Transformation for Ministry Protection** **Tax and Legal**  
 From Christian schools, to churches, to homeless shelters, to adoption agencies and more — Christian ministries face religious freedom legal challenges. Alliance Defending Freedom will share on the legal landscape and offer practical tips and a mindset shift to help protect your ministry.  
**Ray Kaselonis**, Senior Counsel, Alliance Defending Freedom **(TL01)**

**3:30 p.m. CDT** **TRANSFORMed Leadership: A process of growth** **Executive Leadership**  
 Transformation is change, and as it is said, "Healthy things grow, and growing things change." How does fear, woundedness or mistrust keep us stuck in patterns of the past? To get unstuck, the TRANSFORMed Leadership model provides a framework for leaders' personal and organizational growth.  
**Noel Bouché**, CEO, pureHOPE **(EL08)**

**Equipping You to Help Your Team Love Their Work** **People Management and Care**  
 We all want to keep talented people on our teams. Our IMPROVleadership coaching strategy will equip you with five core competencies and practical to motivate and develop your team to love their work: Story Mining, Precision Praising, Metaphor Cementing, Lobbing Forward and Going North.  
**David Miller**, Vice President of Coaching, Slingshot Group **(PM05)**


**4:00 p.m. CDT**  **Zoom Event: One Thing** **My One Thing**  
 Time to share your biggest take-a-way of the day!


**7:00 p.m. CDT**  **Expert Showcase: Westfall GOLD** **Special Events**  
 CDO's and COVID: A Candid Conversation



Release Time Experience Track

8:30 a.m. CDT  **Worship and The Word** **A Time of Worship and The Word**  
Ayanda Khumalo and Marquis Laughlin

9:00 a.m. CDT  **General Session Keynote: Dr. Alvin Sanders** **General Sessions**  
President/CEO, World Impact


10:15 a.m. CDT  **Zoom Event: Three Questions** **Three Questions**  
What did you hear? Why does it matter? What changes?


11:00 a.m. CDT **Living a Transformational Lifestyle** **Executive Leadership**  
We are to be transformed into Christ's image and participate with him in the transformation of others' lives. This starts in a leader's heart and soul. This session explores spiritual formation, lament and life rhythms. Learn to practice spiritual disciplines to help us be transformed into the image of Christ.  
**Margaret Fitzwater**, Co-Director, Navigators Church Ministries, The Navigators (EL09)

**Thriving Boards through Transformation** **Board Governance**  
Board governance is foundational to ministry mission and sustainability. Thriving boards constantly learn and adapt (transform) through self-assessment, future thinking and pathways to meet this future. This workshop covers 10 fundamental questions board members should ask every time they gather.  
**Dr. John Reynolds**, President, Los Angeles Pacific University (BG02)

11:30 a.m. CDT **The Five Foundations of Accountability** **People Management and Care**  
Commitment inspires unusual effort, distinguishes the best-of-the-best, and transforms passive people into top teams. But how do you cultivate it? This powerful and practical workshop demystifies the art of building commitment in others. It introduces Five Foundations of Accountability that inspire people to step up their performance.  
**Dr. Andrew Johnston**, Owner/Principal, Johnston Consulting (PM06)

**Raise General Operating Funds Like Never Before** **Resource Development**  
Well-meaning donors expect ministries to allocate nearly every dollar to frontline programs, not realizing that organizations having the greatest, transformational impact require ample funds for equipping and training. Learn key drivers in defining and describing general operating needs to inspire donors to respond generously.  
**Shelley Cochrane**, CFRE, VP, Strategic Partnerships, Douglas Shaw & Associates (RD05)

12:00 p.m. CDT  **Connection Central Highlighted Exhibitors** **Connection Central**  
Wednesday's featured exhibitors are: .Bible (American Bible Society); Cornerstone Management; DBD Group; Donor Direct; Gallagher (AJG); National Christian Foundation; ResourceOne; Stoller Foundation; York College.

1:30 p.m. CDT  **Ask the Experts with DonorDirect** **Ask the Experts**  
What Every Ministry Needs to Know Before Buying a CRM

2:00 p.m. CDT **Effective Succession Planning for Christian Leaders** **Executive Leadership**  
Your leadership succession plan directly impacts your organization's legacy and long-term health. Not only is it necessary, it's also biblical. In this session you'll learn how to prepare yourself and your organization for its next generation of leadership as you transition well, finish strong and build a legacy for the future.  
**William Vanderbloemen**, Founder & CEO, Vanderbloemen (EL10)



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**2:00 p.m. CDT** **The 7 Disciplines of Relationship Marketing Strategy** **Communications and Marketing**

Tragically, every day, organizations underperform as millions are wasted on ineffective marketing. Tired strategies and failing methods are exhausting and discouraging. The 7 Disciplines of Relationship Marketing Strategy is a biblical model with a track record of transforming organizations, cultures and people.

**William Dolan**, TV Director, Author, Speaker, Agency Owner, Spirit Media

(CM03)

**2:30 p.m. CDT** **Working Remotely: Maintaining Healthy Team Relationships** **People Management and Care**

COVID-19 is having an unprecedented impact on us all. Many nonprofits are concerned about financial viability. How should those at nonprofit organizations and ministries respond and adapt in this environment? This workshop will explore how we maintain healthy relationships and organizations when working in a remote work environment.

**Dr. Andrew Sears**, President, City Vision University

(PM07)

**Improving Financial Stewardship**

**Financial Management**

This session will provide a general economic update and review key factors affecting the market in 2020 and beyond, with an eye to future trends. Explore best practices for managing current reserves, gifts, donor advised funds and other asset pools in today's challenging market environment.

**Winters Richwine**, CFA/CPA, Chief Operations Officer, Cornerstone Management Inc.

(FM04)

**3:00 p.m. CDT** **Growing Kingdom Wisdom** **Executive Leadership**

Is your kingdom leadership is founded on the King's wisdom? This session explores the vital leadership topic of Growing Kingdom Wisdom, drawn from Dr. Yeakley's 2019 book of the same title which helps leaders to apply the wisdom of God's Word as they lead, develop and care for others.

**Dr. Thomas Yeakley**, Staff Equipper, The Navigators

(EL11)

**Maximizing Giving by Transforming Souls**

**Resource Development**

Current cultural dynamics, and historical patterns, create pressure to raise more money at any cost. But, there are two different roads in resource development—the common path versus a biblically-based model for steward leaders. Explore a biblically-based model to grow givers hearts and souls, resulting in maximum generosity.

**Dr. Wes Willmer**, Author, *Stuff and Soul: Mastering the Critical Connection*

(RD06)

**3:30 p.m. CDT** **Transforming Culture: Start-Up to Sustainability** **Executive Leadership**

Many organizations are founded by charismatic leaders. To grow, nonprofits must develop a culture that builds on values established by founders with systems and processes necessary for sustainability. This session will explore organizational operating systems, processes and cultural shifts required to move from start-up to sustainability.

**David Collum**, CEO, The Pocket Testament League

(EL12)

**Giving Recognition — Transformational Moments**

**People Management and Care**

Do you want to transform your workplace one employee at a time? This workshop will provide a biblical foundation and key principles for giving employee recognition, creating more productivity and joy for a healthier organization. Get ideas for building a plan that can be immediately implemented to provide behavior-based recognition.

**Joelle Peelgren**, Principal/Consultant, DeGenaro Peelgren Associates

(PM08)

**4:00 p.m. CDT**



**Zoom Event: One Thing**

Time to share your biggest take-a-way of the day!

**My One Thing**

**7:00 p.m. CDT**



**Expert Showcase: FellowshipOne**

Creating Community Amidst Chaos

**Special Events**



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8:30 a.m. CDT  **Worship and The Word** A Time of Worship and The Word  
Ayanda Khumalo and Marquis Laughlin

9:00 a.m. CDT **General Session — Big Ideas** General Sessions




**Transform our View of Work**  
**Bill Hendricks**  
Executive Director for Christian Leadership, The Hendricks Center at Dallas Theological Seminary



**Transforming People Management**  
**Dr. Delphine Fanfon**  
Country Director, LeaderSource Cameroon



**No One's Listening and It's Your Fault**  
**Pam Marmon**  
CEO, Threefold Tribe


10:15 a.m. CDT  **Zoom Event: Three Questions** Three Questions  
What did you hear? Why does it matter? What changes?


11:00 a.m. CDT **GRACE vs. GRIT: Developing Followers' Potential** Executive Leadership  
Our role as leaders is to develop our followers. This presentation discusses finding the balance between showing GRACE (mercy and love) and GRIT (accountability and resiliency) to produce well-rounded, strong followers (for their future and for the viability of our organizations.)  
**Dr. Kathleen Patterson**, Professor, Doctoral Program Director, Regent University (EL13)

**Technology Empowers Ministry Collaboration** Internet and Technology  
Ministries want to collaborate but that requires common ground and a starting point. Technology can be that starting point because it is expensive, complex and usually not the focus of most ministries. Technology can be shared with others. In doing so, it can be a testing ground for partnerships in other areas of ministry.  
**Joseph Vijayam**, CEO, Olive Technology, Inc. (IT01)

11:30 a.m. CDT **Nonprofits (in Crisis, and to the Year 2030): How to Survive and Win!** Resource Development  
What does the next 10 years hold for the nonprofit world? This session will address the demographic, institutional and socio-economic issues in our world today, and how they will positively and negatively impact the nonprofit world. It will also provide direction for the wise nonprofit on how to thrive with major donor fundraising.  
**Bill High**, CEO, The Signatry (RD07)

**Legal/Regulatory Challenges in International Work** Tax and Legal  
This session addresses legal and regulatory challenges of international work. We will cover key topics, and help you discern the pros and cons of different entity structures or other contractual/MOU relationships when facilitating work abroad. We will also discuss the legal and regulatory landscape for funding international ministry work.  
**Josh Heidelberg**, Executive VP and General Counsel, Wycliffe Bible Translators (TL02)

12:00 p.m. CDT  **Connection Central Highlighted Exhibitors** Connection Central  
Thursday's Featured Exhibitors are: Arrowhead Conferences and Events; Colorado Christian University; ECFA; FellowshipOne; Martus Solutions; Masterworks; Stewardship Technology; VOMO; and Wiland.

1:30 p.m. CDT  **Ask the Experts with Masterworks** Ask the Experts  
Fundraising in Light of COVID-19

2:00 p.m. CDT **Leadership is Lonely, Leaders Shouldn't Be** Executive Leadership  
Leading is a high-stakes endeavor but we often fail to equip leaders with relational support to stand strong, serve, thrive and flourish. We'll revisit how we surround, support and stretch



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leaders. Map out a strategic network of support that includes mentors, role models and others providing feedback and emotional support.

**Dr. Daniel Hallak**, Chief Commercial Officer, WiLD Leaders (EL14)

**2:00 p.m. CDT** **Consider the Shift: Mission vs. Missionary Fundraising** **Resource Development**

We will explore “missionary” and “mission” approaches to fundraising. Recognize where your organization falls on the “missionary” versus “mission” funding continuum, and understand the nuanced strengths and weaknesses of both models of resource development. Learn how to best re-align your organization on this continuum.

**Nathan Jones**, Associate Vice President for Development, Youth For Christ USA (RD08)

**2:30 p.m. CDT** **Today's Disrupted Workforce** **People Management and Care**

Our employees are our most valuable resource. However, the dynamics of today's rapidly changing workplace culture, employee demographics and external pressures present complex challenges not seen before. Learn how many leaders today are adjusting and caring for their employees through strategic well-being initiatives.

**Jason Brown**, Chief Marketing Officer, Marketplace Chaplains (PM09)

**Launching Your Boardroom Revolution** **Board Governance**

Governance. What could be more boring? Today's philanthropic organizations require new leaders, new skills and new structures. Understand the underlying causes that make boards ineffective. We will dismantle well-intentioned, well-established, but failed boardroom practices and explore fun new alternatives that actually work!

**Kent Stroman**, CFRE, President, Stroman & Associates (BG03)

**3:00 p.m. CDT** **What's your Five-fold Gift?** **Executive Leadership**

The Apostle Paul in Eph. 4:11–12 provides a dynamic, God-given leadership framework for the church and ministry. We will explore this framework, and how it impacts roles and functions of leaders and organizational structures. Value and understand the contribution of each gift as it affects leadership and organizational culture.

**Dr. Daniel Poff**, President, Relational Synergistics, LLC (EL15)

**So You're Thinking of a Capital Campaign?** **Resource Development**

Many organizations consider a capital campaign, but don't know where to begin. Learn where to begin, including what to do right now in today's challenging fundraising environment, in terms of campaign readiness. We'll discuss other key topics like a feasibility study, creating a gift chart, and different phases of a campaign.

**Paul A. Dunne**, Senior Vice President, Catapult Fundraising, Inc. (RD09)

**3:30 p.m. CDT** **Transforming from Storing to Sowing** **Financial Management**

Being good stewards often yields a mindset of protection and risk aversion. Yet our calling is to live generously and share what the Lord provides. Imagine a transformed view of the finance function as a strategic partner instead of roadblock. Learn to balance accumulated wealth/organizational health with using wealth as vessels for the kingdom.

**Melodi Bunting**, CPA, CMA, CGMA, Training Manager, Wegner CPAs (FM05)

**CARES ACT and Families First Overview** **Tax and Legal**

This session will provide an overview of recent federal legislation in response to the COVID-19 pandemic, including the Families First Coronavirus Response Act and the CARES Act. The goal of this session is to familiarize the listener with the array of benefits Congress has authorized for nonprofits, small businesses, and individuals.

**Ted Batson**, Partner & Legal Counsel, CapinCrouse (PM05)

**4:00 p.m. CDT**  **Zoom Event: One Thing** **My One Thing**

Time to share your biggest take-a-way of the day!


**7:00 p.m. CDT**  **Special Event: Zoom Prayer Gathering** **Special Events**


National Day of Prayer event hosted by Marketplace Chaplains.



Release Time Experience Track

8:30 a.m. CDT  **Worship and The Word** A Time of Worship and The Word  
Ayanda Khumalo and Marquis Laughlin

9:00 a.m. CDT  **General Session Keynote: Beth Guckenberger** General Sessions  
Co-Executive Director, Back2Back Ministries


10:15 a.m. CDT  **Zoom Event: Three Questions** Three Questions  
What did you hear? Why does it matter? What changes?


11:00 a.m. CDT **Weary or Well?** People Management and Care  
The stress of rapid changes, challenges, and competing priorities can derail the best of healthy intentions. Making progress in positive daily health habits involves taking small, smart and strategic steps toward good health. Identify, apply, and balance biblical principles associated with four key areas of health: Eat, Move, Cope and Rest.  
**Ginger Hill**, Wellness Speaker, Coach & Consultant, Good Health for Good Works (PM10)

**Major Donor Engagement** Resource Development  
Major donors are crucial to every successful annual, capital, or endowment campaign. Learn to identify, cultivate and solicit key donors with a practical six-step moves management strategy: Research, Romance, Request, Recognition, Recruitment and Report. Explore effective strategies for identifying and engaging major donors.  
**Pat McLaughlin**, Founder and President, The Timothy Group (RD10)

11:30 a.m. CDT **Our Iceberg is Melting** Executive Leadership  
Managing change is one of the most difficult challenges facing leaders. If transformation is the goal, then change management must be the skill set applied. Learn to set the stage, decide what to do, make it happen and make it stick. We'll discuss developing a change vision and strategy.  
**Nicholas Wallace**, Dir., Higher Education Services, BKD and Trustee at Taylor University (EL16)



**Get Ready: AI and Business Process Transformation** Financial Management  
Become a strategic digital leader in your ministry. Rapid transformation is occurring in business process automation and AI is beginning to impact the finance function. We will explore these trends and their implications for CFOs, including the internal controls needed to address risks these tools create.  
**Jeff Roberts**, CPA, Director, CliftonLarsonAllen (FM06)

12:00 p.m. CDT  **Connection Central Highlighted Exhibitors** Connection Central  
Friday's Featured Exhibitors are: Alliance Defending Freedom Ministry Alliance; AM Digital; Buckeye International; Christian Healthcare Ministries; Great Commission Foundation (GCF); iDonate; Lead Like Jesus; Positive Alternative Radio; ReModel Health; and SAGU - Harrison Graduate School.

1:30 p.m. CDT  **Ask the Experts with BKD** Ask the Experts  
Has Your Iceberg Melted? Surviving and Thriving Through Crisis.

2:00 p.m. CDT **The Greatfulness Project** Executive Leadership  
Learn a five-point, Christ-centered system to better lead your team and time. We will review the pyramid of organizational success, and how the impact of God's AGAPE love can transform your life and your business. Understand the four primary parts of a successful organization: passion, purpose, people and profit.  
**Greg Bianco**, Chief Visionary Officer, author, True Advisory Group (EL17)



Release Time	Experience	Track
2:00 p.m. CDT	<b>Win the Internet with your Website Presence</b> If your faith-based nonprofit website is not producing leads or donors, it's time to re-visit digital strategy for online engagement. We will walk through ways to use content publishing on your website, and other media outlets, to increase engagement and cultivate supporters online. <b>Kenny Jahng</b> , Marketing Strategist, American Bible Society	<b>Internet and Technology</b> (IT02)
2:30 p.m. CDT	<b>Designing a Strong Retirement Plan</b> As a plan sponsor, the decisions you make today will either improve or hinder the retirement readiness of your employees. Come and experience this workshop to explore specific actions that you can take today regarding plan design, employee education and the utilization of analytics to track progress and success. <b>Stephen Osborne</b> , Senior Relationship Manager, GuideStone	<b>People Management and Care</b> (PM11)
	<b>Prospect Research on a Shoestring Budget</b> Whether ramping up a major gifts program, launching a capital campaign, or shoring up an annual fund; effective prospect research is essential in maximizing fundraising (ROI). Learn tips to catapult your fundraising beyond wealth screening alone. Master the tools and analytic techniques used by the most effective prospect researchers. <b>Michael Brown</b> , Associate Director, Philanthropic Service for Institutions	<b>Resource Development</b> (RD11)
3:00 p.m. CDT	<b>Recent Developments from Capitol Hill, the Courts, and Beyond!</b> Transformational leadership begins with understanding today's ministry environment. In our fast-paced, ever-changing world, it is difficult to keep up with the latest trends impacting ministries—from new legal issues to evolving political dynamics and more. This session will help. Get up to date on policy issues that may Christian nonprofits. <b>Stuart Lark</b> , J.D., Attorney, Sherman & Howard	<b>Tax and Legal</b> (TL04)
	<b>Inclusion 201 — Intersectionality</b> When ministries tackle diversity and inclusion, they tend to focus on single aspects of identity (e.g., sex, race, ethnicity, able-bodied status, etc.) However, people can't be reduced to a single aspect of identity. Their lived experience is an interplay between multiple identity markers within changing contexts. What strategies can help? <b>Phil Bowling-Dyer</b> , Sr. Fellow for Diversity Training, InterVarsity Christian Fellowship/USA	<b>Executive Leadership</b> (EL18)
3:30 p.m. CDT	<b>Transformational Engagement through Visionary Campaigns</b> Donors increasingly view their philanthropic endeavors as investments rather than charity. As such we must provide them with a return on their investment (ROI). This means inviting the investor to journey with you. A visionary campaign will help set a long-term view for your ministry and benchmarks for success. <b>Zack Aspegren</b> , Chief Development Officer, Pine Cove	<b>Resource Development</b> (RD12)
	<b>Build Your Brand on Purpose</b> Gain insights on building your brand, culture and marketing strategy to increase donor and employee loyalty, and grow your donor base. Discover the power of infusing your WHY into your culture, branding and marketing. Change your branding and marketing story from WHAT you're doing, to a meaningful conversation that drives loyalty. <b>Aaron McClung</b> , Founder and Principal, AM Agency	<b>Communications and Marketing</b> (CM04)
4:00 p.m. CDT	 <b>Zoom Event: One Thing</b> Time to share your biggest take-a-way of the day!	<b>My One Thing</b>
7:00 p.m. CDT	 <b>Special Event: Movie Watch Party</b> 7:00 pm CDT — The Frontier by FAI Studios 8:45 pm CDT — Sheep Among Wolves: Volume I by FAI Studios	<b>Special Events</b>



Release Time Experience Track

8:30 a.m. CDT  **Worship and The Word** A Time of Worship and The Word  
Ayanda Khumalo and Marquis Laughlin

9:00 a.m. CDT **General Session — Big Ideas** General Sessions




**Transform Your Donors**  
**James D. Wise**  
Sr. Partner/Director of  
Ministry Services,  
Ronald Blue Trust



**Transforming Communication  
in Today's Culture**  
**Carmen Laberge**  
Radio host, The Reconnect  
with Carmen



**Transformational Leaders**  
**Dr. Albert Reyes**  
CEO/President, Buckner  
International


10:15 a.m. CDT  **Zoom Event: Three Questions** Three Questions  
What did you hear? Why does it matter? What changes?

11:00 a.m. CDT **Discover Major Donor Opportunities** Resource Development  
In our fast-paced, on-demand, app-based culture, people seek more than a place to give. They want to connect. Learn to apply the dynamics of a major donor conversation. Major donors consider issues of family, ministry, legacy, and the list goes on. You can minister to major donors, grow relationships, and raise more money.  
**Kristin Hammett**, Director of Ministry Services, The Signatry (RD13)

**10 Essentials for Accounting and Financial Reporting** Financial Management  
Finances are vital to an organization's ability to operate. Wherever money is involved, there needs to be proper accounting and reporting. The reputation of the ministry and the trust of donors depend on properly handling funds. Start with these 10 essentials from ECFA to lay the groundwork within your ministry.  
**Michael Martin**, JD, CPA, President, ECFA (FM07)

11:30 a.m. CDT **Marketing and Fundraising Game Changers** Communications and Marketing  
Risk-averse, optimization-based growth strategies have taken us a long way. But for many organizations, they're running out of steam. It's time to take up New Audience and New Experience Development strategies for growth. Learn to reduce innovation risk through the disciplines of human centered design and portfolio management.  
**Allen Thornburgh**, Vice President, Strategic Innovation, Masterworks (CM05)

**Transformation through a Prodigal Journey** Executive Leadership  
This session will introduce the basics of nonprofit financial statements, and help attendees When you love a prodigal, you live on a wilderness journey. But it is also a transforming experience. This session will provide help for navigating the heartbreak of a loved one's destructive choices, as well as surprising gifts of help and hope for you.  
**Judy Douglass**, Cru Speaker, author, Director of Cru Women (EL19)

12:00 p.m. CDT  **Connection Central Highlighted Exhibitors** Connection Central  
Saturday's Featured Exhibitors are: Church Mutual; Donor Direct; Gateway Communications; Innovairre; Integrity Furniture; Intervarsity Christian Fellowship Institute; Masterworks; ProNPO: Non-Profit Organization; Cloud ERP; The Timothy Group; Virtuous CRM (extended time on Saturday in Connection Central).

# Saturday, May 9 (continued)



Release Time Experience Track

2:00 p.m. CDT **Transform Your Board's 990 Review** **Board Governance**

This session is designed to help board members better understand the information presented in IRS Form 990. This includes information that is key to organizational governance, donor usage, watchdog and press inquiries, and other interested parties. Distinguish between what is required of the board and what is a best practice.

**Ted Batson**, Partner & Tax Counsel, CapinCrouse

(BG04)

**The Power of Purpose**

**Executive Leadership**

Discover how to transform your organization by harnessing the power of your purpose. The Information Economy is over. We are now in the Purpose Economy. Hear bestselling author Robert McFarland explain how organizations harnessing their true purpose will thrive, but how those that don't will be left behind.

**Robert McFarland**, President, Transformational Impact LLC

(EL20)



2:30 p.m. CDT **Outcomes Conference Podcast**

**Podcast**

Featuring: **Shannon Litton**, President/CEO, 5by5

(OP01)

3:00 p.m. CDT **Outcomes Conference Podcast**

**Podcast**

Featuring: **Dr. Nathan Mellor**, President, Strata Leadership, LLC

(OP02)

3:30 p.m. CDT **Outcomes Conference Podcast**

**Podcast**

Featuring: **Commissioners David and Sharron Hudson**, National Commander, and National President of Women's Ministries, The Salvation Army USA

(OP03)

4:00 p.m. CDT **Zoom Event: One Thing**

**My One Thing**



Time to share your biggest take-a-way of the day!

7:00 p.m. CDT **Special Event: Movie Watch Party**

**Special Events**



Sheep Among Wolves: Volume II by FAI Studios

# Sunday, May 10



Release Time Experience Track

8:30 a.m. CDT **Worship and The Word**

**A Time of Worship and The Word**



**Ayanda Khumalo** and **Marquis Laughlin**

9:00 a.m. CDT **General Session Keynote: Ken Harrison**

**General Sessions**



Chairman & CEO, Promise Keepers

10:15 a.m. CDT **Closing Thoughts / Preview 2021**

**Tami Heim**

President and CEO, Christian Leadership Alliance



#Outcomes20

# Tracks Overview

**Follow the TRACKS and discover all the places you'll want to go.**

You'll notice that everything that is featured on the Daily Schedule will point you to the TRACK where each experience is taking place. Think of TRACKS as the rooms where you'll gather with others in real time for learning, robust discussions and collaboration.

TRACKS are places where you can return to find everything you want on demand after it is released. All live events will be recorded and uploaded within 24 hours of release.

Each track has a library and there you will find your presenter handouts and other valuable resources related to that specific TRACK.



## The Tracks

### A Time Of Worship and The Word



In this track you will experience worship, guided prayer, and the reading of God's Word from Paul's letter to the Romans. This is a place to anchor your mind and heart as you prepare to learn, engage, and grow.

*Track Sponsor: Cru Women's Resources*



### General Sessions

These sessions are designed for full community engagement. Monday, Wednesday, Friday, and Sunday, a featured keynote speaker offers wisdom and insights. Tuesday, Thursday, and Saturday, three different thought leaders present dynamic big ideas.

*Track Sponsors: Positive Alternative Radio, Best Christian Workplace Institute, WaterStone, Masterworks, The Navigators, CliftonAllenLarson, and B&H Publishing*



# Tracks Overview (continued)

## Three Questions



This is a live event that will allow you to think more deeply about the presentations in the General Sessions. It will be a time of community sharing as we lean in and listen to what leaders heard, why it matters, and what will change because of it.

## Connection Central



This is the home of subject matter experts who are ready to hear about your needs and offer their best to advice and serve you. This is a deep well of wisdom, services, and resources that could impact you as a leader and the organizations where you serve.

## Come Ask the Experts



Sometimes you just have a lot of questions. In this live exchange, you will have a chance to come and ask them. In this track, you'll find leading experts willing to answer your questions on anything that falls within their core areas. This can also be the place where you will hear many of the questions you may have never thought to ask!

## Workshops — Board Governance

This track offers proven insights on the roles and operations of nonprofit boards, and how to pursue Christ-honoring excellence and accountability in this vital governance function.

## Workshops — Communications and Marketing

This track offers successful practices and trends related to communications and marketing for Christian nonprofit organizations. Strengthen your brand and motivate your key audiences. *Track Sponsor: Historic Agency*



**HISTORIC**

## Workshops — Executive Leadership

This track offers wisdom in developing a leader's knowledge, skills and acumen. It provides today's leaders with insights to strengthen their ability to lead with Christ-

honoring excellence. *Track Sponsor: Mission: Leadership*

**MISSION: LEADERSHIP**

## Workshops — Financial Management

This track offers leading-edge knowledge in the wise stewardship of finances for Christian nonprofit organizations. Understand the latest changes, and how to lead the finance function well. *Track Sponsor: CapinCrouse*



## Workshops — Internet and Technology

This track provides innovative thinking in harnessing today's technology to advance kingdom purposes of Christian nonprofits. Learn the latest trends, and strengthen your organization. *Track Sponsor: Olive Tech*



## Workshops — People Management and Care

This track addresses our most vital stewardship responsibility as Christian nonprofit leaders — our staff teams. Learn insights for recruiting, retaining, equipping and growing your team. *Track Sponsor: Christian Healthcare Ministries*



## Workshops — Resource Development

This track explores successful practices and ideas in resource development for Christian nonprofit organizations. Get ideas you can apply immediately to strengthen your funding. *Track Sponsor: Food for the Hungry*



# Tracks (continued)

## Workshops — Tax and Legal

This track appraises today's Christian nonprofit leaders with vital changes and current trends in the legal and tax arena that will impact the way they lead their organizations. *Track Sponsor:*

*Alliance Defending Freedom*

ALLIANCE DEFENDING FREEDOM  
**MINISTRY ALLIANCE**

## Outcomes Conference Podcast

In this track you will get a sneak preview of the podcasts that will be release in the upcoming year.



You will learn from leaders how God is leading their organizations, their most transforming leadership experiences, and what they believe matters most to lead with excellence. *Track*

*Sponsor: iDonate*

**iDonate**

## My One Thing



These live sessions allow leaders to process, as a community, the one thing that was most valuable from the day.

It's a wonderful time to share, encourage, sow into the lives of others that ONE THING that impacted you the most.

## Special Events



In the evenings there will be a variety of special events that are designed to educate, add value, and provide another opportunity for a shared experience as a community. Look to the daily guide for what's being planned each evening.



## Special Event: Movie Watch Party

Your 2020 After-Hours Experience includes three movies directed and produced by FAI STUDIOS.



We selected "Sheep Among Wolves" (Volumes I and II) and "The Frontier" because all three exalt the worth of Jesus Christ (see more info on page 45). *Track Sponsor, Friday: Bible League*



*Track Sponsor, Saturday: The Salvation Army*



**DOING  
THE MOST  
GOOD®**

## Prayer and Care

The heart of the leader is where real transformation happens. The Marketplace Chaplains will be on hand to pray over posted requests, to take personal ones, and if needed, connect with people individually on pressing issues. Their qualified team of chaplains are here to minister to you! *Track Sponsor:*

*Marketplace Chaplains*



## Alliance Programs and CE Credits

Alliance leaders are life-long learners. In this track you will find out more about Christian Leadership Alliance's professional development programs, how to earn professional credits for engagement during this event, and if you are not already a member, we will be able to help you with that as well!

# Earn Professional Credits/Points

The Outcomes Conference 2020 — Digital Experience offers you the opportunity to earn professional credits/points to advance your career.



## 1. CCNL: Credentialed Christian Nonprofit Leader (CCNL)

These educational experiences offer points towards CLA's professional credential for Christian nonprofit leaders. Learn more, or register for this program, at [www.ChristianLeadershipAlliance.org/CCNL](http://www.ChristianLeadershipAlliance.org/CCNL).

To earn up to 40 of the 100 required points for a CCNL credential at The Outcomes Conference 2020 — Digital Experience, you must be registered for the CCNL program prior to attending sessions. (*Proof of completion required for points to be issued, see below.\**)

### CCNL Points Offered at The Outcomes Conference 2020 — Digital Experience:

You will receive 1 CCNL point for each ½ hour of training you attend (in full) — up to 40 points:

- ▷ Each **General Session** is worth: **1.5 points**
- ▷ Each **Workshop** is worth: **1 point**

*(On CCNL reporting form you will also be asked to answer (required) three key questions: What did I hear? Why does it matter? What changes because of it?\*)*

To acquire **40 points** you can attend any combination of these sessions. We encourage you to attend all sessions offered in The Outcomes Conference 2020 — Digital Experience, but you are able to acquire CCNL points through a combination of selections from among our learning experiences.

*We also strongly encourage anyone in the CCNL program to participate in the interactive discussions within our learning experience platform, throughout the event.*

### YOU MUST ATTEND SESSIONS IN FULL TO RECEIVE CREDIT.

**\*Proof of Completion:** To receive credit for your 40 CCNL points please fill out your CCNL Reporting Form and return it to coordinator Heather Martin. On it you will note all sessions you attended in full (and respond to the three required questions on the form.) Email completed CCNL Reporting Form: [heather.martin@christianleadershipalliance.org](mailto:heather.martin@christianleadershipalliance.org).

Questions: Contact Heather Martin at (949) 487-0900, ext. 118.



## 2. CFRE: Certified Fund Raising Executive International Points

Full participation at The Outcomes Conference is applicable for more than **20 points** in Category 1.B- Education of the CFRE International application for initial certification and/or recertification.



## 3. SHRM: Society for Human Resource Management Professional Development Credits

Christian Leadership Alliance is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP® or SHRM-SCP®. This program is valid for up to **22 PDCs** for the SHRM-CP® or SHRM-SCP®. For more information about certification or recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org).

Contact [Suzy.West@ChristianLeadershipAlliance.org](mailto:Suzy.West@ChristianLeadershipAlliance.org) for important details on earning CFRE and SHRM points and obtaining reporting forms.

# Exhibitors Alphabetical Index (As of April 19, 2020)

## Preferred Sponsors

### AcctTwo

Delivering the future of finance and accounting, AcctTwo is a leading consulting firm and provider of Managed Accounting Services. Our sophisticated systems solve the issues growing middle market companies and nonprofit organizations face today. AcctTwo is also a reseller of cloud-based accounting, ERP, Financial Planning and Analysis (FP&A), and Corporate Performance Management (CPM) software. We provide the people, processes, technology, and office facilities to perform these functions while allowing clients to collaborate interactively through an online portal. AcctTwo is headquartered in Houston, Texas and has been named Sage Intacct's overall Partner of the Year from 2014 through 2018.

### AM Digital

All organizations face the challenge of making your branding, marketing and technology relevant and aligned with your purpose. We come alongside your team to provide scalable solutions that fit where you are right now, and can grow with you.

### .Bible (American Bible Society)

Learn about the new .BIBLE website URL extension available to all Bible-inspired websites today. Discover how this new Internet resource made available by the American Bible Society will help you to increase brand visibility, establish instant association with your mission and provide better recall by target audiences. [www.get.bible/cia](http://www.get.bible/cia)

### Ambassador Services, LLC

Ambassador's mission is to have a positive impact on everyone who walks into your space by keeping things clean, sanitary, and neat. We serve as an extension of your maintenance team, seamlessly integrating into your day-to-day operations. Whether you manage a business, church, school, hospital or government institution, we know that things get messy. We keep things in order.

### APS Payroll

APS has a mission: to make payroll and HR easier. We offer more than just intuitive HR and payroll technology, we are your workforce partner who understands your business needs. From the first conversation, we have a vested interest in understanding your payroll and HR needs as well as how our system can best solve those

issues. You'll collaborate with APS experts who understand your business, your challenges, and your goals to maximize the usability of the platform. You'll also work with our award-winning support team who is just a phone call, email, or support ticket away from answering any questions you may have. We have a responsibility to help you realize your return on investment, strategizing with you to ensure efficiency and adoption of the APS platform. Our automated system works to keep you focused on your church's mission and future growth. We are APS, your workforce partner.

### Arrowhead

Arrowhead Conferences and Events is a non-profit, 501c3 ministry, and is a subsidiary of Cru (Campus Crusade for Christ, International). It is the largest nonprofit Christian meeting planning company in the world. With over 30 years of religious conference planning experience, Arrowhead services local, regional, national and global clients with excellence in religious conference planning services. Arrowhead also has a state-of-the-art internet registration and housing reservation site.

### Barnabas Foundation

Barnabas Foundation offers comprehensive, full-service planned giving support to more than 200 Christian ministries and a network of 800-plus churches. We provide turn-key solutions in the areas of planned giving marketing, administration and management of complex gifts, estate planning, and staff training. Learn more at [BarnabasFoundation.com](http://BarnabasFoundation.com).

### Buckeye International

Founded in 1844, Buckeye is the leading manufacturer of cleaning and maintenance products. Buckeye International has 30 company-owned distribution centers nationwide. Buckeye Cleaning Centers offer the complete line of high quality cleaning and maintenance products including Buckeye Hard Floor Care products, Eco Proportioning products, Buckeye Reflections Wood Floor products, Symmetry Hand Hygiene products, and a wide assortment of custodial supplies to support all church and school needs. Whether your facility is looking to Go Green, Implement a Hand Hygiene Program, Protect Your Floors, or become more efficient, Buckeye reps are there to train and provide solutions.

# Exhibitors Alphabetical Index (continued)

## CCCU

Looking for a financial partner who understands your needs and shares your values? Christian Community Credit Union shares your vision for ministry growth and expansion. Whether you need to remodel a worship center, purchase property or refi your loan, we offer affordable loans and banking services. We make banking simple, affordable, and God-honoring. Our mission is to partner with members and ministries to help them become better stewards and achieve their financial goals. Visit [myCCCU.com/ministry](http://myCCCU.com/ministry).

## Christian Healthcare Ministries

Christian Healthcare Ministries has empowered believers to serve one another by sharing each other's medical bills since 1981—using a definable, accountable and dependable framework. CHM is health cost sharing and an eligible option under the Affordable Care Act.

## Church CO+OP

For over 30 years, the CO+OP has been helping churches, private schools and faith-based non-profits save time and money on products and services. We have a national reach with vendor categories such as: office supplies, HVAC, furniture, promotional products, lighting, custodial supplies and services, and much more. We also offer an educational component. The CO+OP produces the Texas Ministry Conference, which is one of the largest one-day ministry conferences in the country. It has workshops for virtually every area of your ministry.

## Church Mutual

For over 120 years, we've insured religious nonprofits. Church Mutual Insurance Company, S.I., is not only the nation's top insurer of religious organizations, we've also been insuring faith-based nonprofits since 1897. Our dedicated Nonprofit + Human Services team lives and breathes the Church Mutual mission: Protecting the Greater Good®. As a specialty insurer, we understand all nonprofits are unique; we offer a specialized understanding of your needs rather than a one-size-fits-all approach. We build on that with tailored coverages, value-added services and award-winning customer service. Our focus remains steadfast on protecting organizations that strive to help others. By serving homeless shelters, food banks, thrift stores, child daycare centers and more, we honor our founders' desire to support organizations that improve the lives of others and elevate the human condition.

## Clients First

ChurchView Management System is an end to end business software solution for church management. ChurchView was built for the Cloud in HTML5 and needs only an Internet browser to access the system. ChurchView enables large and medium sized churches to have the best accounting and operations management system within reach of all your staff and congregation. Without per user license fees, ChurchView is a very affordable cloud solution for your entire community. The Many Locations, One Church Solution. ChurchView Management System, by Clients First Business Solutions

## Colorado Christian University

Colorado Christian University's College of Adult and Graduate Studies offers online Associate, Bachelor's, and Master's degree programs designed for adult learners. Courses are flexible and accelerated, helping students to complete a degree as quickly as possible and on their own schedule. Courses are also taught from a Biblical worldview, emphasizing how your personal values and ethics can impact your education, your life, and your work. A degree from CCU transforms students to impact the world with grace and truth. Your business can also partner with CCU to offer tuition discounts to your employees who may be considering further education. Visit the CCU booth to learn more about online degree options and partnership opportunities.

## Cornerstone Management

Cornerstone Management Inc. was founded over 25 years ago as a solution to the Christian non-profit community facing the challenges of the investment landscape. Today, Cornerstone serves approximately 60 Christian organizations across the country by providing investment consulting, planned gift administration, and planned gift consulting services. Our turnkey solution for the management of planned gift programs allows our clients to focus on their mission and vision while we act as a co-fiduciary of the assets God has entrusted to them. Cornerstone currently advises its clients on approximately \$800 million and serves in an advisory capacity on Endowment funds, Charitable Trusts, Gift Annuity Programs, Donor Advised Programs, and other split interest gift pools.

# Exhibitors Alphabetical Index (continued)

## DBD Group

DBD Group (formerly Donor By Design) helps faith-based and nonprofit organizations secure the resources they need to thrive. As a team, we have more than 100 years of experience working with and for local, regional and national organizations. That experience translates into strategies, messages and materials that are tailored for you, but have also been road tested through successful campaigns totaling more than \$3.5 billion in raised and pledged funds. Through a variety of services including capital campaign counsel and feasibility studies, as well as strategies to create a culture of generosity in your congregation or community, DBD helps both staff and volunteers secure resources, lead with passion and make a positive impact in the world.

## DickersonBakker

DickersonBakker has an unbroken track record of providing professional consulting services to nonprofit clients for more than thirty years. DickersonBakker has helped hundreds of organizations raise hundreds of millions of dollars through capital campaigns and major gift development programs. The consultancy works with a wide variety of nonprofits, faith-based and secular, small to large, across the spectrum from those seeking to simply meet individual needs in their local communities to those hoping to make a global impact for eternity. Learn more at [Dickerson-Bakker.com](http://Dickerson-Bakker.com).

## DonorDirect

Don't let your software stop you from changing the world. DonorDirect has the software you need to be successful, backed by an organization that believes in your ministry. We were founded in 1999 with the vision to help ministries thrive by providing the most advanced donor management software. We've been creating, implementing, and supporting software for major ministries around the world ever since. Our DonorStudio Suite offers an enterprise-wide set of donor management and CRM tools to help engage your supporters and maximize your productivity. StudioEnterprise with Advanced CRM is the backbone of our DonorStudio Suite and gives users access to a variety of features that will provide more control over meeting goals and driving positive results. StudioOnline is the fully-integrated, donor-facing front end of StudioEnterprise and provides real-time interactions with your constituents through your website. Find out why DonorStudio is the solution your ministry has been searching for.

## Dr. Lew Andrews

For nearly three centuries — from the founding of Harvard to the First World War — nearly every American college president was a Christian minister and almost all gave a popular student seminar on how to express one's faith in the wider world of work, family, politics, and social service. Dr. Andrews has written the first-ever book, *Living Spiritually in the Material World*, which summarizes the presidents' world-shaking teachings and shows how their wisdom is reemerging in modern psychology.

## ECFA

ECFA enhances trust in Christ-centered churches and ministries. by establishing and applying Seven Standards of Responsible Stewardship™ to accredited organizations. Founded in 1979, ECFA provides accreditation to leading Christian nonprofit organizations that faithfully demonstrate compliance with established standards for financial accountability, transparency, fundraising, and board governance. Collectively, these organizations represent over \$25 billion in annual revenue. ECFA accreditation entitles a ministry to use the ECFA seal and receive other Accreditation Benefits. The continuing use of the seal depends on the ministry's good faith compliance with all of the ECFA Standards.

## Gallagher

Gallagher specializes in serving the faith-based sector — and has been since its founding in 1927. Our Religious Practice focuses on what matters so much to you and your ministry — preserving the right of religious freedom as a cornerstone of your organization. In the brokerage world, we do not have a peer that encompasses the world footprint we have or the breadth of our services: Insurance Brokerage; Benefits and Human Resources Consulting; Claims Administration and Advocacy; ERM (Enterprise Risk Management); Investment Advisory and Fiduciary Services; Unemployment Insurance; Alternative Risk Financing and Underwriting; Risk Management; International Mission and Travel; and Retirement Plan Consulting. We are a company that is recognized across the world for its ethics and has a Chief Ethics Officer, with a Divinity Degree, as a corporate director (Tom Tropp). Gallagher was named by The Ethisphere Institute as one of the World's Most Ethical Companies,<sup>1</sup> for the fifth consecutive year. This designation is awarded to companies that conduct business at the highest standards. Arthur J. Gallagher and Co. named one of the World's Most Ethical Companies for 2016. Ethisphere Institute, March 2016.

# Exhibitors Alphabetical Index (continued)

## Gateway Communications

For over 25 years Gateway Communications has served Christian ministries through telephone fundraising and print/mail production. Gateway strives to develop true partnerships with its ministry clients. Whether through a beautifully printed mailing delivered on time and on budget, or a warm, inviting request for support over the phone, our goal is to be a valuable and trustworthy extension of your ministry. We look forward to meeting and learning how we can serve your ministry in 2020 and beyond.

## Great Commission Foundation

Got Canadians? As a registered Canadian charity the Great Commission Foundation is a great solution for U.S. organizations with Canadian donors. Not only can we provide full donor services, including official tax receipts for your Canadian supporters, we also open the door for your organization to expand its donor base in Canada. The process to gain charitable status in Canada takes up to two years and can be costly. With the Great Commission Foundation you can be receiving donations from Canadian supporters within a few weeks. We work exclusively with Christian ministries and projects in a dynamic cooperative relationship. Your ministry can thrive, while our staff provides essential administrative and accounting expertise to enable you to focus on outreach activities and fulfilling the great commission of Jesus Christ.

## Harbor Compliance

Through dynamic data, advanced software, and expert service options, we empower organizations to reach their goals at every phase of their life cycles. We help nonprofits and religious organizations register for charitable solicitation nationwide, obtain corporate income and sales tax exemptions, secure licensing for commercial co-ventures, manage professional solicitor and fundraising counsel licensing, form entities, and achieve 501(c) tax exemption. Join us and find out how we can help find solutions for your organization

## Harrison Graduate School- SAGU

The Harrison Graduate School strategically maintains a high-quality educational standard while effectively integrating a biblical foundation. Individuals pursuing their masters or doctoral degrees are fully prepared to impact their area of expertise. Operating from a biblical framework, they are powerfully equipped to facilitate the advancement of God's Kingdom in their chosen career path. With degrees ranging from Theological Studies, History, and Education to Behavioral Sciences and Business Administration, a place in the Harrison Graduate School awaits you.

## iDonate

iDonate is the leading fundraising software provider that exists to grow nonprofits and create a more generous world. Through giving channels such as website, peer-to-peer, text, and events, nonprofits are able to empower donors with the personalized experiences they are accustomed to online. The digital giving system uses integrated payment applications, performance analytics, and success coaching to ensure immediate and enduring growth. Launched in 2012 and headquartered in Plano, Texas, iDonate represents the top nonprofits in faith, education, human services and healthcare. Through a commitment to generosity and innovation, iDonate is becoming the world's standard for donation processing technology.

## Innovairre

Innovairre, is your Fundraising Partner. We are the number one solution provider for both Fundraising agencies and charities all across the world. We specialize in Innovative, complex, fully personalized direct-mail campaigns. We produce 1.5 billion packs a year that we deliver in 25 countries; and we are qualified as a group of committed fundraising and philanthropy lovers and our vision is none other than to impact, change lives and somehow help the world to become a better place. Are you struggling with your direct-mail campaigns? Do you need to grow and sustain your donor database quickly? We can help you!

## Insurance One Agency

Insurance One is recognized as one of the leading independent agencies insuring the needs of churches, Christian schools and other faith-based ministries, we are uniquely qualified to help you. It is not about insurance, it's about protecting your ministry. It's not a saying, it's just who we are. By our dedication to your needs, Insurance One provides coverage to over 20,000 policyholders with over \$100 million in premium. We have a Risk Management department that specializes in training and providing resources to better serve our clients. Building relationships is very important to us at Insurance One. As we partner with your organization we will provide you with the information and tools necessary to protect your assets while understanding the importance of both cost and coverage. Come see us at our booth, we would love to see how we can assist your team!

# Exhibitors Alphabetical Index (continued)

## Integrity Furniture

Since 2000, Integrity Furniture has supplied church, school, business and non-profit community with furniture. Integrity Furniture represents over 200 suppliers of furniture and can fit any style and budget. Furniture categories of worship seating, classroom furniture, office furniture, lounge and foyer furniture, café and outdoor furniture are just a few ways Integrity can assist your furniture needs. In many instances, we can also provide complete installation services, where we meet the trucks, unload, assemble, and place the items where they belong.

## InterVarsity Christian Fellowship Institute

Want to engage a diverse mission field or retain a diverse workforce? The InterVarsity Institute offers ministries, churches, and denominations training experiences and consulting insights gleaned from working with next-generation leaders on the most diverse communities in our country: the university campus. We currently offer services in five focus areas: (1) a week-long training program and six-month coaching experience which equips women and people of color to thrive as organizational leaders; (2) assessments, coaching, and management consulting which enables organizations to become more diverse and inclusive; (3) training and coaching to help men and women partner in mission more effectively; (4) executive team/board consultation around SOGI issues; and (5) certification programs for worship leaders serving in diverse contexts. Our programs are grounded in Scripture and the evangelical theological tradition. For more information on any of these programs, email: [Institute@InterVarsity.org](mailto:Institute@InterVarsity.org).

## Lead Like Jesus

Lead Like Jesus is a global leadership development organization that helps individuals, nonprofits, churches, universities, faith-based and faith-led organizations lead more effectively by following the model of Jesus. Our mission is to glorify God by inspiring and equipping people to lead like Jesus. We believe that God is glorified when Jesus is lifted up and we allow Him to work freely in and through us. We are filled with a holy anticipation as we watch Lead Like Jesus' reach expand around the globe. To us, Lead Like Jesus is an international movement, not just another leadership program. We offer a wide variety of resources and solutions to help you become the effective Jesus-like leader God created you to be.

## Mama Bear Legal Forms

Mama Bear Legal Forms helps non-profit organizations increase charitable bequests by offering their donors a free and easy way to create an online will. Your non-profit organization is highlighted throughout the will creation process. Donors can easily include a bequest to your organization and notify you of their gift. Mama Bear Legal Forms is nationally endorsed by Dave Ramsey.

## Martus Solutions, LLC

Martus provides smarter budgeting and reporting software that is ready to use within minutes after connecting to your accounting system. Immediately start entering budget numbers into pre-built budget worksheets with current year budgets and activity as a reference, analyze in-progress budgets as they are being built and create multi-scenario personnel budgets as well as multi-year forecasts. Easily include your leadership team in the budgeting process without dealing with cumbersome spreadsheets. These same leaders can also monitor their budget to actual performance with flexible reporting that even allows them to drill down to the transaction level to answer their own questions. Automated updates from your accounting system ensures that reports are always up to date.

## Masterworks

Masterworks is a full-service agency serving Christian nonprofits. We help amplify the generosity of donors to our clients through an integrated approach to marketing, fundraising and branding.

## Ministry Brands

We strive to empower all churches, ministries, and faith-based organizations with leading technology solutions, so that they can carry out their Biblical mission with excellence, relevance, and efficiency. With this always at the forefront, we are giving our customers of every size the most holistic software solutions possible. Through our work we envision the leaders we serve will worry less about running an organization and focus their passion more on building stronger Christ-centered communities in the 21st century.

# Exhibitors Alphabetical Index (continued)

## National Christian Foundation

For almost four decades, the National Christian Foundation (NCF) has come alongside charities and ministries to provide their major donors tax-wise solutions for non-cash giving. Through our 30 local teams across the U.S., we help nonprofit leaders create a strategy for receiving major non-cash gifts such as business interests, real estate, and other appreciated assets. For the latest stories, news, and charity resources, visit [ncfgiving.com/stories](http://ncfgiving.com/stories) and sign up for our Saturday 7 email digest. Or connect with your nearest NCF team today at [ncfgiving.com/locations](http://ncfgiving.com/locations).

## Positive Alternative Radio

What would happen if ministries came together over the next five years to impact 1 billion lives through the Gospel of Jesus Christ? Learn more about the ENCW Project (Easy Never Changed the World) and how your organization can participate in this free service project developed by Positive Alternative Radio. Also at selected times, meet Author-Speaker Brian Sanders whose new book, *Leadership Endurance* is an Amazon #1 Best Seller and is in its third printing.

## Nimble Connect

Great development leaders know the power of quality donor appreciation. Nimble Connect allows your organization to show deep and personal gratitude to ALL of your donors, within days of giving. Prayerful, heartfelt phone conversations and personalized pen-written notes create relationships that make your organization the donor's favorite. You'll find our simple and cost-effective solutions are the missing piece that you've always known you needed, but never thought possible. You have thousands of individual donors - appreciate and pray over each one.

## Remodel Health

Remodel Health is the benefits platform designed for faith-based organizations. Our innovative benefits solution can help your organization better steward the resources you have been given and better serve your employees. Our mission is to help you regain and repurpose resources from your health care budget and steward them back into growing your vision. Our team consists of trusted experts and thought leaders in the industry seeking to equip the church and faith-based organizations with better benefits. Let us focus on your health care so you can focus on your ministry.

## Resource One Fundraising Group

ResourceOne Fundraising Group was created because our clients asked. They were looking for something more. More insights. More strategy. More analytics. More innovative creative communications. More integration across every channel. More effective direct response fundraising solutions. Our difference comes from how we think. Having been steeped for more than 20 years in the printing business, we know what it takes to execute direct mail and integrate digital and media strategies with it to raise more net income. We're not limited by technology. We strongly believe that technology does not drive creative design; rather creative design inspires innovation in direct mail production and digital technologies. And we offer you a world of possibilities. We're a part of the largest direct response fundraising company in the world — The Moore DM Group. That means that you can draw on expertise from across the entire enterprise when you need it.

## Salmon Sims Thomas CPAs

Salmon Sims Thomas is an accounting firm providing tax, audit and business advisory services to nonprofits, such as churches and ministries, health and welfare agencies, associations, and K-12 private schools. Our mission is to create success by serving others through trusted partnerships, and we provide strategies and solutions that add value through trust and expertise. Over the last 25 years, we've established a reputation and legacy of personal service, collaboration, and professional excellence. Our Client Accounting and Advisory Services team provides virtual, outsourced CFO, accounting and business advisory services. Outsourced virtual accounting is a great way to increase efficiency without increasing costs. We can deliver services at a fraction of the cost of a conventional approach, which translates into a substantial return on investment for your ministry. If you need an audit, review, compilation, Form 990, or if you're interested in outsourcing accounting, please allow us to provide a proposal.

# Exhibitors Alphabetical Index (continued)

## Salvation Army World Service Office

For over 40 years, The Salvation Army World Service Office (SAWSO) has been delivering a proven approach to engaging individuals, families, and communities in evaluating their needs, creating transformational action plans, implementing effective strategies, and understanding how and why their actions can create positive change. Through funds entrusted to us, SAWSO is engaged in more than \$56 million worth of projects throughout the world. Programs, projects, and activities provide tools and structure, but the real investment is in people. Our projects emphasize local ownership and community involvement as keys for lasting success. In all our work, we employ a holistic approach to meet the physical, emotional, social, and spiritual needs of those served. With a presence in over 130 countries, The Salvation Army's global footprint is SAWSO's map for engagement.

## Sky Ranch

Sky Ranch is leading youth and families to know and follow Christ. Specifically, our retreat and conference centers create life-changing experiences by facilitating dynamic community, providing unforgettable memories, and offering an unparalleled level of service. We will tailor your experience to meet your specific purpose as our well-trained, servant-minded staff handles even the most minute details. We would be thrilled to partner with you and help you accomplish your goals at one of our four retreat locations.

## Stewardship Technology

Stewardship Technology is a community of people who care. Through our mission, we strive to make a difference for our members by providing custom technology solutions that fund and fulfill their missions. Stewardship's seamless, easy-to-use processing platforms support the philanthropic needs of today's fundraising landscape. With more than 15,000 members and nearly two decades of delivering smart, easily-integrated solutions, Stewardship has a proven track record and a purpose of serving members. Visit us at [www.stewardshiptechnology.com](http://www.stewardshiptechnology.com) to learn more about our solutions.

## Stoller Foundation

Stoller Foundation supports Christ-centered ministries that share the good news of Jesus Christ and mobilizes volunteers to serve others as they become sustainable organizations. Our desire as a Foundation is to fund and empower Christ-centered ministries that have a vision

for all nations to be reached with the gospel. The Foundation prioritizes in funding start-up ministries or new projects and develop them to the point self-sustaining activity. We partner with organizations that foster building relationships with their beneficiaries along with providing services to their community. Investing in relationships fulfills Jesus's command to not only go and proclaim the Gospel to others, but to make disciples of all nations. Our goal is to help ministries be successful by creating long-term relationships to address capacity needs, pursue solutions to critical issues, and help create volunteer opportunities.

## Tenaya Lodge at Yosemite

Elevate your meetings and retreats to a new level by meeting in the High Sierra at Tenaya Lodge. We're a meeting destination with inspiration included! Tenaya Lodge at Yosemite is an all-seasons, full-service destination resort and conference center located in Central California; just two miles from the world famous destination, Yosemite National Park. Our indoor meeting space includes 14 meeting rooms and a 10,000-sq. ft. ballroom with banquet seating of up to 850. We offer a wealth of flexible space for breakout sessions and exhibits. And, if you choose to take your events outdoors, choose from unique venues including our Grand Terrace, perched above towering Sugar Pines and Incense Cedar trees. Tenaya Lodge is the premier mountain meeting resort in the region. With 350 guestrooms, suites, cottages, and cabins, the resort features an array of on-site amenities, four restaurants, our world class Ascent Spa, and unique activities galore!

## TES Energy Services, LP

Our predecessor company, Teague Industries, LP, has been involved in the electric and utility construction industry since 1949. The most recent venture, TES Energy Services, LP (TES) began in 2002 to serve residential and commercial customers with the passing of electricity deregulation. We are headquartered in Dallas, TX and now in our third generation of family management. Over the years, TES has expanded its footprint to serve both electricity and natural gas commercial customers in all eligible deregulated U.S. and Canadian markets. We also provide consultant services for power factor correction, recovering utility rebates, lighting retrofitting and more. Because we review market pricing every morning, we know the current rates depending on your tier of energy use. At no cost to you, we can let you know if you are paying more than you should. Please visit us online at [www.tesenergyservices.com](http://www.tesenergyservices.com) and come by our booth for more details today.

# Exhibitors Alphabetical Index (continued)

## Timothy Group

The Timothy Group advances Christian organizations by implementing fundraising and capacity building strategies through vision, experience, and leadership. We have worked with more than 1,600 ministries since 1990. Our consultants have over 100 years of combined experience with missions, Christian colleges/universities, seminaries, K-12 schools, and churches. A Timothy Group designed solution will generate enthusiasm, enhance your public image and develop new donor relationships.

## Thrivent

Thrivent is a membership-owned diversified financial services organization that serves Christians and their families, helping them be wise with money so they can live more content, confident and generous lives. To learn more go to [Thrivent.com](http://Thrivent.com)

## Virtuous CRM

Virtuous is the Responsive CRM and Fundraising Automation Platform helping nonprofits build lasting donor relationships at scale. Virtuous is the responsive nonprofit's growth partner. We work side-by-side with nonprofit leaders and equip their nonprofits with an integrated responsive CRM, marketing automation, and giving platform built by fundraisers for fundraisers. Plus, provide modern fundraising playbook designed to build lasting relationships with today's donor and hands-on support and on-going insights delivered by real people who deeply care about your success.

## VOMO

VOMO is a radically simple volunteer engagement platform empowering businesses, nonprofits, and faith-based organizations to easily connect good people to good causes. VOMO is uniquely built with organizers and volunteers in mind, powering meaningful collaboration and positive brand experiences in the communities they serve. Leaders can activate volunteers, initiate projects, and connect to local organizations for impactful serving opportunities. Connect your favorite management tools, background check providers, and giving portals with frictionless integrations. Customize your account with logos, campaigns, and local serving opportunities that you're passionate about. Robust analytics provide tangible data for celebrating the wins and rewarding your team. Users can connect to specific opportunities to use their passions and skills to make a difference. VOMO's built-in Volunteer Resume™ collects all service hours and clearly displays how your organization is actively impacting the community, even down to the economic impact. Find out more at [vomo.org](http://vomo.org)

## We Support Ministries

Spend Less — Reach More. Hire new team members who are university educated and have English as their first and official language and save on your current staffing costs. Through our center in Harare Zimbabwe, we provide team members for such things as: Data Entry; Accounting; Video Production; Website Design; Customer Service; Social Media Production; Marketing; Graphic Art; Administrative Support; and much more. Through We Support Ministries, not only will you get a great employee, you will also be giving the people of Zimbabwe, where unemployment is at 80%, the opportunity to rise out of their non-working status and provide for their families. Additionally, when you partner with We Support Ministries, we give a portion of the proceeds to other Christian ministry organizations around the world. For more information, please visit our website: [wesupportministries.com](http://wesupportministries.com).


## Wiland

Wiland is the best predictor of donor response. With brand-unique audiences of donors that drive superior campaign results, Wiland brings the future of people-based marketing to organizations in all categories across all addressable channels—including digital—by equipping fundraisers with the most accurate media targeting possible. Since 2005, Wiland has assembled the brightest minds, the best technology, and the most donor giving and spending data to create audiences that are ready to respond to an organization's appeals and give to them more frequently. Wiland's track record of connecting organizations with their ideal donors is unsurpassed. The proof is in its success: a 97% retention rate of top 500 clients.

## York College

The mission of York College is to transform lives through Christ-centered education and to equip students for life-long service to God, family and society.





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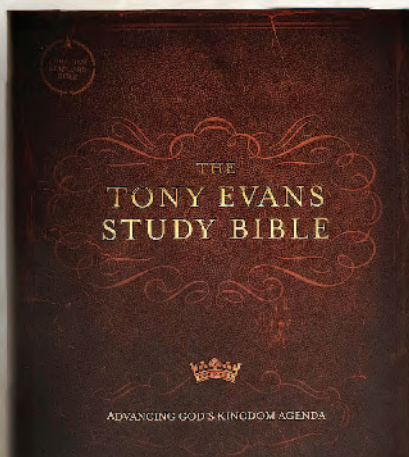
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Cary E. Vaughn, CCNL, CEO/President  
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## **PATHWAY 4** **INSPIRATION** Ongoing Growth and Development

Accountability is a powerful tool which God designed to keep us from wandering away from his best for our lives. This pathway focuses on your ongoing growth and development. Go to the website and subscribe to receive inspiration from Lead Like Jesus each week:

- ▶ Lead Like Jesus Devotions
- ▶ Lead Like Jesus Blog
- ▶ Lead Like Jesus Podcast

[www.Leadership.Bible](http://www.Leadership.Bible)



# 2020 LEADERSHIP COMPENSATION REPORT FOR CHRISTIAN ORGANIZATIONS



**Christian Leadership Alliance** and **Compensation Resources** are teaming up once again to deliver compensation data to Alliance member organizations. For 2020, we are restructuring the survey to focus on **leadership and other key management positions**. We are excited to introduce this survey to our members as a resource to help you design appropriate compensation packages for these specific roles.

The Survey is open! The link to participate in our 2020 survey can be found on our [website](#). **Sign up now** to receive an Early Bird discount when you take part in the survey *and* order the Report! This Early Bird discount is only in effect until June 1, 2020. Use the Order Form on our [website](#) to pre-order your copy!

**New Survey,  
New Pricing  
for 2020**

## Report Features and Highlights:

- ▶ For leadership roles, annual incentive pay, deferred compensation, and the value of nontaxable benefits and other supplemental benefits and perquisites.
- ▶ Policies and practices specific to leadership roles.
- ▶ Job titles covered:
  - ▶ CEO/Executive Director
  - ▶ President/Chief Operating Officer
  - ▶ Chief Financial Officer
  - ▶ Top Fundraising Executive
  - ▶ Top Human Resources Executive
  - ▶ Top Marketing Executive
  - ▶ Top Programs Executive
  - ▶ Top Information Executive
  - ▶ Top Development Officer
  - ▶ Controller
  - ▶ Human Resources Manager
  - ▶ Information Systems Manager
  - ▶ Office Manager


















**Contact us to learn more and to register for the survey.**  
Use the form on our [website](#) to pre-order your 2020 copy!

**Questions? Call Peter Trumbo at (949) 487-0900, ext. 116**  
**or email Sean Gimpel at [sgimpel@compensationresources.com](mailto:sgimpel@compensationresources.com)**

# Platinum “Founders Council” Members

Christian Leadership Alliance Platinum “Founders Council” Members organizations serve as the most influential voices within the Alliance. These members play a significant role in providing critical knowledge resources that support the vision and mission of the Alliance.

<p><b>5BY5 AGENCY</b></p>  <p>Shannon Litton, President/CEO Brentwood, TN Phone: (615) 595-6391 slitton@5by5agency.com www.5by5agency.com</p> <hr/> <p><b>AZUSA PACIFIC UNIVERSITY</b></p>  <p>God First Andrew Barton, Ed.D., Chief of Staff Azusa Pacific University Azusa, CA Phone: (626) 857-2460 abarton@apu.edu www.apu.edu</p> <hr/> <p><b>BEST CHRISTIAN WORKPLACES INSTITUTE</b></p>  <p>Creating Flourishing Work Places Alfred Lopus, President Mercer Island, WA Phone: (206) 230-8111 alopus@bcwinstitute.org www.bcwinstitute.org</p> <hr/> <p><b>CAMPUS CRUSADE FOR CHRIST</b></p>  <p>Helping Fulfill the Great Commission in This Generation Mark D. Tjernagel, CFO – US Orlando, FL Phone: (407) 826-2000 mark.tjernagel@cru.org www.cru.org</p>	<p><b>CAPIN CROUSE LLP</b></p>  <p>Audits, Reviews, Tax, Consulting, Cybersecurity Stan Reiff, Partner and Director of Marketing &amp; Business Development Atlanta, GA Phone: (678) 518-5301 sreiff@capincrouse.com</p> <hr/> <p><b>COMPASSION INTERNATIONAL</b></p>  <p>Releasing Children From Poverty in Jesus's Name Santiago “Jimmy” Mellado, President Colorado Springs, CO Phone: (719) 487-7000 jmellado@compassion.com www.compassion.com</p> <hr/> <p><b>CRISTA MINISTRIES</b></p>  <p>Loving God by Serving People Jacinta Tegman, President/CEO Seattle, WA Phone: (206) 546-7481 jacintat@crista.net www.crista.org</p> <hr/> <p><b>DOUGLAS SHAW &amp; ASSOCIATES</b></p>  <p>Specializing in Donor-Focused Communications Douglas K. Shaw, Chairman/CEO Naperville, IL Phone: (630) 562-1321 dshaw@douglasshaw.com www.douglasshaw.com</p>	<p><b>ECCU</b></p>  <p>Partner with Christ-centered ministries, businesses, individuals, and families to protect, grow, and share their financial resources. Mark Middlebrook, SVP, CMO Brea, CA Phone: (714) 671-5700 mark.middlebrook@eccu.org www.eccu.org</p> <hr/> <p><b>GALLAGHER</b></p>  <p>Insurance   Risk Management   Consulting Serving the Faith-Bashed Community Since 1927 Peter A. Persulitti, Managing Director, Religious Practice Chicagoland, IL Phone: (888) 285-5106 religiouspractice@aig.com www.aig.com</p> <hr/> <p><b>JONI AND FRIENDS</b></p>  <p>Laura Gardner, Executive Vice President/CFO Phone: (818) 707-5664 lgardner@joniandfriends.org www.joniandfriends.org</p> <hr/> <p><b>THE NAVIGATORS</b></p>  <p>To Know Christ and to Make Him Known Doug Nuenke, President Colorado Springs, CO Phone: (719) 598-1212 doug.nuenke@navigators.org www.navigators.org</p>	<p><b>THE SALVATION ARMY USA – NATIONAL HEADQUARTERS</b></p>  <p>DOING THE MOST GOOD</p> <p>David E. Hudson, National Commander Alexandria, VA Phone: (703) 684-5500 c/o vickie_sledge@usn.salvationarmy.org www.salvationarmyusa.org</p> <hr/> <p><b>SHERMAN &amp; HOWARD L.L.C.</b></p>  <p>John W. Wylie, Esq. Stuart J. Lark, Esq. Robert J. Skinner, Esq. Phone: (719) 475-2440 slark@shermanhoward.com www.shermanhoward.com</p> <hr/> <p><b>WESTFALL GOLD</b></p>  <p>Accelerating major donor relationships through one extraordinary, transformational experience. Robert Yi, President/COO Atlanta, GA Phone: (678) 730-0844 robert.yi@westfallgold.com www.westfallgold.com</p> <hr/> <p><b>WORLD VISION, INC.</b></p>  <p>The United States Arm of the International Word Vision Partnership Edgar Sandoval, President Federal Way, WA Phone: (253) 815-1000 esandova@worldvision.org www.worldvision.org</p>
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**Contact:** Peter Trumbo, Membership Coordinator,  
at (949) 487-0900 ext. 116 or by email at  
Peter.Trumbo@ChristianLeadershipAlliance.org

# Leadership Salute

## 2020 National Board of Directors

As an organization focused on providing higher thinking for today's Christian leader, Christian Leadership Alliance is particularly thankful for the dynamic leaders who provide wise governance and strategic counsel through service on our national board of directors.



**Chairman**  
**Mark Tjernagel**  
CFO, Campus  
Crusade for  
Christ



**Commissioner**  
**David Hudson**  
National Commander,  
The Salvation Army



**Dr. Arthur L.  
Satterwhite III**  
Vice President of  
Multiethnic Ministries,  
Young Life



**Treasurer**  
**Nathan Salsbery**  
Partner, Executive  
Vice President,  
CapinCrouse LLP



**Pat McLaughlin**  
President and  
Founder, The  
Timothy Group



**Dr. Jerry White**  
President Emeritus and  
Chairman Emeritus,  
U.S. Board of Directors,  
The Navigators



**Secretary**  
**Beth Guckenberger**  
Co-Executive  
Director, Back2Back  
Ministries



**Abel Pomar**  
President and  
CEO, ECCU



**Michael Wong**  
CFO,  
Open Doors USA



**Josh Heidelman**  
Chief Legal Officer,  
Wycliffe



**Laura Gardner**  
Executive Vice  
President/CFO,  
Joni and Friends



**Robert Yi**  
President/COO,  
Westfall Gold



**Tami Heim**  
President/CEO,  
Christian  
Leadership  
Alliance



**Dave Raley**  
Executive Vice  
President,  
Masterworks

# Leadership Salute (continued)

## 2020 Advisory Council

Christian Leadership Alliance provides the best in practical, biblically-based training for today's Christian leader. We salute our national advisory council members for their faithful service in providing advice and support for the lifelong learning initiatives. The Advisory Council is comprised of thought leaders and subject matter experts who represent each of our eight lifelong learning tracks.



**Jerry White,**  
Advisory Council  
Chairman

President Emeritus  
and Chairman Emeritus,  
U.S. Board of Directors,  
The Navigators



**Tami Heim**

President/CEO,  
Christian  
Leadership Alliance



**W. Scott Brown**

Vice President  
Leadership  
Experiences and  
Resources, Christian  
Leadership Alliance

### Board Governance



**Mark Stevenson**

Practice Leader,  
Clarity for Christian  
Leaders / MK  
Stevenson, LLC

### Resource Development



**Griff Freyschlag**

VP Development,  
Denver Rescue  
Mission



**Wes Willmer**

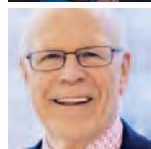
Principal, Wes  
Willmer Group LLC

### Executive Leadership



**Al Lopus**

CEO, Best  
Christian  
Workplaces  
Institute



**Ed Morgan**

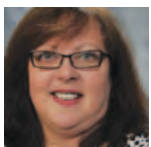
President Emeritus,  
The Bowery Mission  
and Founder and  
Principal, Inspirational  
Leadership LLC



**Cary E. Vaughn**

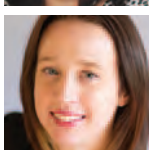
President and  
CEO, Love Worth  
Finding

### Financial Management



**Laurie Dingeldein**

CFO, ABWE Inc,  
ABWE Foundation  
and ABWE  
International



**Jennifer Bridges**

Co-Owner, Bridges  
Accounting  
and Consulting



**Vonna Laue**

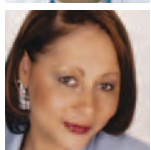
CCNL, Financial  
Management  
Consultant

### People Management and Care



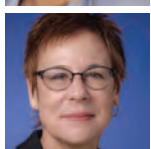
**Chad Carter**

Senior Manager  
of Human Resources,  
The Gideons  
International



**Dr. Vicki Harris**

Sr. Vice President,  
Global Human  
Resources, Our Daily  
Bread Ministries



**Christine Talbot**

Senior Vice President  
of Human Resources,  
World Vision US

### Internet and Technology



**Jeremy Reis**

Sr. Director  
of Marketing,  
World Concern



**Steve Reiter**

CEO, DXM360  
Advisory &  
Integration Systems



**Brenda Long**

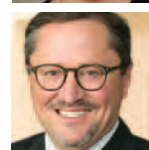
Sr. Director Ops & IT,  
Food for the Hungry

### Tax and Legal



**Elizabeth Gibson**

General Counsel,  
Health Care  
Ministries



**John R. Wylie**

Member/Attorney,  
Sherman & Howard



**Peter A. Persutti**

Managing Director,  
Global Religious  
Practice/Nonprofit  
Practice, Gallagher

### Marketing and Communications



**Georgia Joseph**

Founder and Owner,  
Content Strategy  
Solutions



**Shannon Litton**

President and  
CEO, 5by5  
Agency



**Michelle  
Beckham-Corbin**

Director of  
Marketing &  
Communications,  
American Heritage  
Girls, Inc.



# the outcomes conference

April 27 - 29, 2021

## thrive

Hyatt Regency Jacksonville

[www.outcomesconference.org](http://www.outcomesconference.org)

### Thought leaders ...

**Edgar Sandoval Sr.**  
President,  
World Vision US



**Nona Jones**  
Founder,  
Nona Jones Ministries



**Dr. Nathan Mellor**  
Founder and President,  
Strata Leadership



**Joni Eareckson Tada**  
Founder and CEO,  
Joni and Friends



with more to come!

## thrive

### What does it look like when every Christian leader thrives?

We believe Christian leaders thrive as they passionately steward their lives for Christ-honoring excellence, influence and impact.

- We witness Christ-honoring **excellence** as leaders pursue continuous improvement and seek outcomes that bring honor and glory to God.
- We experience Christ-honoring **influence** as leaders apply a biblical worldview to shape and transform the way others think and lead.
- We celebrate Christ-honoring **impact** as leaders allow God to work through them to achieve his purposes in our world.

The Outcomes Conference is the premier equipping event of the year! This is where you'll learn and sharpen necessary skills, discover innovative best practices, and encounter thought leaders who are willing to invest the best of what they know into you!

**Join us for The Outcomes Conference 2021 in Jacksonville, Florida.** It's time for you to grow professionally, collaborate in community, be inspired, and become a leader who leads like Jesus.



Register now through June 1, 2020 for The Outcomes Conference 2021 for the best rates of the year. Members can save **\$300 off** full registration for the three-day experience!

Booths and sponsorships available: [sponsorships@christianleadershipalliance.org](mailto:sponsorships@christianleadershipalliance.org)