



HOW TO PRACTICE WHAT YOU PREACH

Practical Pointers for Effectively and Efficiently Operating a Church

PREVIEW CALL 1

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HOW TO PRACTICE WHAT YOU PREACH

PRACTICAL POINTERS FOR EFFECTIVELY AND EFFICIENTLY OPERATING A CHURCH

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Anne: Are you ready to go, folks? I am! I have been waiting for this all week, trying to get myself all set up for making it easy for you.

I think that a lot of the time, people tell us that running a church is very difficult and give us all of the problems that we can have. There are such easy ways we can get around that. It means working ahead of time.

Let's get started on *How to Practice What You Preach: Rules for Yourself*. You'll see the little flag out to the side. It's essential that you take care of yourself. This is one of the reasons that I feel it's so very important for us to bond together as ministers because we all need somebody to talk to outside of our church. This is really, really important. I'll get into some of these as we're going through the night.

It's essential
that you
take care of
yourself.

Rule number one: Take care of yourself. For a lot of you, what that's going to mean is "turn off your telephones." I don't know about you folks, but living in the central part of the country, I get calls from people on the east coast. They don't realize that I am a little bit behind them and I'm not awake when they are. I get calls from the west coast. They don't realize it's nighttime, I'm going to bed and not ready to talk.

This is something that I was told when I first started, and I believe it. All ministers should have at least a separate code on their phones and machines. We have one that we answer. That gives us one kind of ring. We have a selective ring for others.

We should set ourselves on the kinds of hours that we don't answer. Try to, from the very beginning, get your people into business hours like 9:00 to 5:00, 8:00 to 5:00, 9:00 to 6:00, whatever it is that you want to do. Cut it off at that time so you won't be getting these late night calls.



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Give your family and friends who you want to have your telephone number and that don't abuse their privilege the other phone code for the different tone. It's maybe \$1 or so a month. I don't know exactly how much it is, but I've kept it on my phone a long time.

One night, I got a call at 3:00 in the morning from a gentleman who lost his dog three weeks earlier. He wanted me to do some prayer work that his dog would come home. The next day, I went out and had my phone unlisted. For three weeks, he hadn't been worried. We do have people in the churches that do things like that.

Be aware that you have to train people how to treat you. You may not want phone calls in the middle of the night or very early in the morning.

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The rule for yourself also is to be sure to make friends outside of your church. Never ever discuss church business with them. You don't always know who they know. Sometimes they will say things that will get back to the people. You wouldn't even have thought it would be disturbing to them, but sometimes it is.

For yourself, attend periodic workshops and retreats alone. Don't take your congregation with you. Don't take anybody that you have to nurture or take care of during that time. That's your time.

We sometimes neglect to be careful about ourselves. We also need nurturing from the people who are there and not have somebody hanging onto us, asking questions and putting us into a different kind of mode than the purpose that we went there for.

One of the first things you do when you start a church is to find somebody, locate a person, a speaker, somebody that's in psychology or does motivational speaking, that can give a Sunday lesson. That's just in case you have some kind of crisis.



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If you can't be there for one day, you get some news at night, or you just wake up with a severe headache, you need somebody to take over for you. Therefore, one of the first things is to find a replacement for yourself for a Sunday morning or a nighttime class, someone who can go in and handle it.

The last one on this list is to find a mentor. Find somebody you can go to about things that you have no idea how to handle. I remember when I first started, I was a Unity Village. I was asking questions. Everybody I would ask a question of would respond with, "How do you feel about that?"

I said, "No, no, no, no! You've been in the business for a hundred years." Tell me if there's some way, some method that those in charge here have found that works." They'd say, "Well, tell me again. What is it? How do you feel about that?" There are times that we don't know and don't want to know how we feel about it. We just want a suggestion on how to handle it.

Terrie: Can I summarize this section on the rules for yourself and also ask you a question? The important areas are that we need to take care of ourselves, which applies to everybody not just ministers, but especially ministers because they're so used to taking care of other people.

One of the most important ways to do this is to turn off your telephone or get a separate code on your machine, maybe a separate line. Also try to get yourselves and your people on separate business hours.

My question here is what do you do about people that are in crisis?

Anne: In crisis, we have people that can always get through. They will call somebody that's on the board or somebody who works in the church and say, "I need Anne. Tell her to call me."



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Terrie: You have that mechanism published on your bulletin or in your newsletter?

Anne: Yes. We have people who are on call for emergencies.

Terrie: Those are practitioners?

Anne: Yes.

Terrie: Thank you. Another aspect under the rules for yourself is to have friends outside the church and make sure that you don't discuss church business with them. This kind of means that there's no one you can discuss church business with. That's a confidentiality aspect, even though it's difficult.

You need to learn how to nurture yourself as well as your congregation.

You have to find someone to give a Sunday lesson, not just if you're sick but also if you want to attend periodic workshops or retreats. You should go alone. You don't want to take your congregation with you.

You did say that we all need nurturing. That leads into Marie's talk on Thursday, which perhaps the ministers need more than the congregation. They need to learn how to nurture themselves because most of the time, they're already taught how to nurture their congregation.

The last point that you made is to find a mentor. Is that a pretty good summary?

Anne: That's it, and that pretty well covers what we're going to be talking about tonight in this particular area. These are, I think, the strongest points on taking care of yourself:

- Find somebody who can take over.
- Find somebody that can do other things.
- Be sure you are in charge of some of your private life, that the congregation is not a part of.



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The next one is forming a support group, or a mastermind group.

Most people in New Thought know what a mastermind is. On that one, I'm also going to make a suggestion. This is another one where you form a mastermind, if you so choose, with another minister at a distance. Somebody that you can make your comments to that it won't come back to your congregation.

This also is one where people get so helpful. They want to help you, and they'll make a suggestion that maybe you don't want made.

Form a support
group with
busy people.

I had somebody that came in here one time and made a suggestion that the people all needed to help me do some of the things I was doing, and that I was overworking. They all got the idea that I was just not going to be around very long. It caused a lot of problems with me trying to say, "Hey, I don't know where this is coming from, but I'm okay. I will let you know if I want something."

Be sure that you have a mastermind group outside of the church, that you have a support group. You can do this by telephone with other ministers. You can do it with people who are friends that you've known a long time, but do not go to the church because you want to keep that completely separate.

We have some of the busiest people in the world. If you want something done, if they want to do counseling or if they want to come in and talk to you and they are busy, you know they're not going to stay very long.

In forming a support group or a mastermind group, you don't want somebody who sits at home all day and has nothing else



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to do because they will say, “Let’s meet at a local place for breakfast.” Three hours later, you’re still sitting there saying, “Could we get on with it?”

Form a support group with busy people, because people who are in the business world especially are the ones that are going to be on time. They’re going to keep it as short as possible. It’s not going to be a drudgery type thing where all of a sudden, you won’t know what’s going on with the rest of the world because you’re stuck with them and not able to get out of it.

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Form a group with people who are the person you would like to become, a person that is successful and happy. A support or mastermind group is not for needy people. That is prayer work. That’s practitioner work, not a mastermind and not a support group. Make sure that you are in with uplifting people who will help you and not drag you down when you’re going to these meetings.

Again, it’s outside the church. What happens when you form a group with the people that are in the church is it forms cliques. If you meet at a restaurant, somebody will see you together and they’ll say, “You know what’s going on.”

On a mastermind, I always suggest beginning with a six-week program. That’s meeting once a week for six weeks, making short commitments. At the end of those six weeks, you will know if these are the kind of people that you go in and do the work with, and then you get on about your business.

For me, I don’t have the time to sit around for a two or three hour lunch or a two or three hour breakfast with people. I want to get in and get the business done.

When we teach a mastermind class, we tell the people 30 minutes should be enough for a mastermind. You go in, you



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sit down, everybody's on time, you make your circle, you tell what's going on, you do your work and you leave. That's it. It's not a tea time that you can sit down and play.

Terrie: I just want to make sure I understand. When you're talking about forming this support group or mastermind, it's for the minister. It's not forming masterminds for the congregation. Is that correct?

Anne: Correct.

Terrie: This would be another great use for the teleseminar format because you could get ministers from all over the country. You could pick your own group of people. That might be something we could explore if enough people are interested.

Anne: That would be good.

Terrie: We certainly have enough positive and productive people, which are some of the criteria that you mentioned. They're very busy. They're people that are like what you want to become. They're successful and happy so that you get away from the needy prayer work you were talking about. This is for you, and you don't want to have to do prayer work at that time.

Again, these people would be outside the church on the teleseminar format and make the short commitment of six weeks. This is a good idea because sometimes you think you know people, and you end up not knowing them and not wanting to know them. Six months would be a very long time for that.

Anne: A very long time!

We had some questions come up on what kind of people we need on the board. What do we have to do with the board? How do we set this up? What is the purpose?

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This is a really sensitive topic. I believe that more people leave the pulpit or resign from ministerial work because of a board than for any other reason.

I'll have to explain this a little bit. Board members have usually been in the church for a long time. They get very possessive about a church. If a new member goes in, a new minister takes over, or the minister all of a sudden decides, "You know, I'd like to change the order of service," or, "I'd like to change the night of the class," you have several people saying, "We can't come that night." We've got to look into who, what and where.

The smaller the board we can have, the easier it's going to be.

Select the kind of board that you want, and set it up how you want it set up. One of the things that's set up on a board is that usually there's an odd number- three, five, seven, or nine. The smaller the board we can have, especially at first, the easier it's going to be. This is because they have not yet gotten a fixed state of the way it should run and they're open for leadership.

What we have to look at are the professionals. They really know more about running a church in a spiritual way and also looking at the church from the facts of what's going on out in the world. It's very important as to whom and how we begin a board.

I went to several of Jack Boland's workshops at his place many years ago. One of the things he always said was to make sure that the people on your board make more money than you do. Of course, we all looked at him a little strange when he said that!

What he said was if you have people come in that either don't work or work in a lower paying job and you're asking for money for some purpose, they have no idea at all of what things cost. Our telephone bill, for example, costs us \$300 to \$400 a month. To a person who's paying \$15, \$20, \$30 or anything under \$100,



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this is a phenomenal sum. They don't understand what it takes for a church to run or the expenses that we have.

One of the first disagreements that I had when we started a church was with a gentleman who was on the board. We formed a board of seven people. He wanted me to drive 20 miles downtown to get printing done because I could get it done at \$.06 a sheet instead of \$.08 a sheet. This was a long time ago.

I said, "No. I'm not going to drive twenty miles to save \$.02 on a sheet of paper when we're having maybe 100 a week done." He said, "Well, I go right by it every day." I said, "That's fine. You take it and have it done." He said, "No. There's no parking there." I was disobeying what they wanted me to do.

I wasn't getting paid at the time. It was a new place. You understand how I sort of rebelled at him telling me to drive 20 miles there and 20 miles back. These are some of the very insignificant things that can cause a disturbance.

When you're forming a board, you want to select professionals in different areas. This is one of the things that Jack Boland also taught in the building of a team. Find someone who is in finance, someone who is in building, someone who is in a school system, an attorney, in the medical field, or computer experts.

Any of these things that can be then put into place so that whatever the need was or is at the time, you have somebody that can give you advice on it. That instantly gives an answer of whether you can have this, whether you can do it, whether you can put it together and in what way without having to go out somewhere, find somebody, and have another conference with them.

Some very insignificant things can cause a disturbance.



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If you have somebody that's sitting in on a board meeting and they'll say, "Let me explain this," that makes it much, much easier.

Terrie: Is one reason you want a medical person on there so that when you get into disagreements, they can treat your high blood pressure?

Anne: That's true. We used to have a medical person on our staff. In San Antonio, we have a lot of turnovers here because it's a military town. People would come into town and have no knowledge of where to find a doctor that would be in whatever area they needed one in. We had him on the staff just to tell people, "Call this doctor. He's close to you and in the best location."

It's simple things like that that makes people's lives easier when they come to church. It's finding somebody that they trust.

Terrie: That's a great idea.

Anne: The other one is to have people that are team players. When we have people who are very, very opinionated and there's more than one on the board, there's going to be a problem. Each one that knows everything about everything is going to be telling the rest of us how smart they are and how not smart the rest of us are.

We find people that are team players. We find people that are willing to listen and not be so opinionated, unless it's something that we request of them like, "What would you do in this case? Is this a sound advice? How do we explain this?"

The other thing that's very important is that they have to have good personalities. They have to be kind and loving. These people represent you. When they represent you, if they hurt

Have people that are team players and have good personalities.

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someone's feelings or they get short with someone, you have to go take care of it. You have to tend to it. You have to say, "I apologize. I regret this happened. Let me talk to you and see what's going on." You have to settle it.

You want to make sure these people realize that this is also for the professional people who have been in the business world. They have to have some of the structure of how to handle them. When we're working with volunteers, you can't order volunteers around and say, "You can't do it that way because I said so."

You have to be nice to volunteers. That's one of the strongest points we're all taught, especially in our summer school. Be kind to your volunteers, even if they're not always doing the exact thing that you want them to do. What I say is it's easier to explain it to a volunteer than it is to do it yourself.

Keep that in mind if you have somebody that's willing to come in. If they don't do it the exact way you do, that's okay. They're doing it.

You want people that are going to be diplomatic. When somebody comes to them and they have a problem or want to make a suggestion, the good team player will say, "Let me find out more about this," instead of, "That shouldn't have been," or, "I'll have to go talk to them to tell them they can't do that." You never do that until you hear the other side of the story.

Being diplomatic is, "I'll talk to the board. I'll talk to the minister. I'll talk to the janitor if the place is not clean enough for you."

The next one is there need to be term limits. In the term limits, as you're setting up a board, set up different times so



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Have people who are willing to accept responsibility for the ideas and thoughts that come up at board meetings.

that there's good rotation. One-third of the people go off each year. It's usually for a three-year period.

Take your time so you have time to select people and ask them to run for the board. Prior to the date that you're going to ask them, find out about them. Do a resume for them. Introduce them to people and make sure that they get along with the people. That's probably the most important thing. Have people that keep everything in the boardroom private, rather than going out and talking about it. If anybody's to make an announcement, it should come from either the minister or the board president.

Have people who are willing to accept responsibility for the ideas, the thoughts and things that come up during these board meetings, and say, "I can handle that. That comes under my guidelines."

Terrie: Let me summarize. I also have some questions for you. When you're looking at making your board, you want to have an odd number and a small number initially. Does that odd number include the minister?

Anne: The minister usually acts as a tiebreaker.

Terrie: So you would have, let's say five board members or four board members and you're the fifth.

Anne: Right.

Terrie: You want to have an odd number of people, a small number of people, which would be three to five initially.

Anne: That's fine. The way our bylaws are set up is we say "between three and five." The reason for that is if somebody resigns,

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moves out of town, or dies, you don't have to immediately say, "Without five people, we can't have a board meeting."

Terrie: So the bylaws give you that leeway.

Anne: A little bit of flexibility in having to find somebody immediately.

Terrie: Is that the quorum concept, too?

Anne: Yes.

Terrie: You want to choose professionals because they have a lot of experience. They're busy. They usually make more money, which is another characteristic that you want. They have a lot of different backgrounds that can help you. For instance, the medical that you gave is a great example. Real estate people if you're looking to expand. If you're in a military town, they might be able to help people find or sell their houses.

You want to choose professionals because they have a lot of experience.

These people would be team players. That's something you're going to have to find out as well, if they have good personalities, because they represent you. They need to be diplomatic. Now I know why I'm not on the board!

You need to set term limits. If you're starting a board, how do you set them up with different times so that they rotate differently?

Anne: To start off with, it needs to be pretty much hand-picked. "These are the people that I'd like to have." Then we have a vote, and the one with the most votes gets the longest term.

Terrie: Great. Obviously, you want people that have integrity, who respect privacy and confidentiality. They have a good attendance



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record at the board meetings and church functions, as well as church services. They have a great degree of responsibility.

We're not always taught how to handle a board.

I have an interesting point. When you talked about how the phone bill could be between \$300 and \$400 a month, that probably includes having an 800-number as well. Sometimes these are things that people don't think of. If you're new to ministry, I would think that's also why you'd want a mentor early on, to let you know so these things aren't a shock to you and then to the board.

I think one of the most important things you talked about is how you can have a little disagreement with the board members, but that could end up building up and building up. It's like leaving a toothpaste cap off. How to handle these disagreements, and bylaws and things like that, those are the topics that we would discuss in the actual course when it comes along. Is that correct?

Anne: Right. We'll get much more into detail with that because there's so much in there. Realize that in the New Thought movement, approximately one-third of the ministers leave before two years are up after they're out of ministerial school.

Terrie: Why is that?

Anne: I think a lot of it is because they go into a board. They're not always taught how to handle a board. They go into a new place, and they don't know that they cannot go in immediately and start making changes. Everybody that is there is there because of the prior minister.

I once knew a minister who was very new. He walked into the church. Within the first two or three weeks I happened to be in his office, he said, "I'm going to purge this church of every

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bit of that prior minister.” I said, “You can’t do that because everybody’s here because of that minister.” He said, “I’m going to purge it.” He didn’t like her. Within six months’ time, we went from a 400 member church to about 30 members because he purged them.

Terrie: It also seems that, like some of the other professions, it’s not enough to just study the ministry and spiritual items. You need to have a certain degree of business background, which is another reason to have a mentor.

Tell us about changing the board’s structure now that we’ve got it established.

Anne: Very gently. Do it easily, gently, if you want to change the board’s structure or you want to add somebody else. Right now, I think there are a lot of churches that select people that just happen to be there, because they’re friends and you get along with them.

Getting along with people as a friend and getting along with people on the board are not always the same thing. I’ve seen a lot of friendships broken up because of some kind of disagreement that was really very minor.

When we begin to make changes on a board, to change the structure of the board, people get very resistant. It has to be done with a lot of praise, a lot of appreciation and gratitude for the service they’re giving, because they are giving a service. They’re helping you out.

Sometimes in a new church, especially when it starts off, there will be people that if it weren’t for them, you wouldn’t be in that particular situation. You would have no help whatsoever. When you make a change, it’s difficult.

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One of the things that I believe especially that new churches should be doing is when new ministers go in, they need to rotate people in their churches. When we have ideas and situations, it's good when we can move people around so nobody gets really stuck in their job and claims ownership.

When people claim ownership and you say, "You know, I'd like to have you doing something else for a while. You'd be really good at _____," that means giving up this thing that they have nurtured and loved and blessed. It's hard for them to make that kind of move. It really needs to be done with a great deal of finesse, ease, comfort, and a lot of praise.

Terrie: That's why you would recommend using the advisory person, to take the one you want to move on and perhaps make them realize that this next job is just as important, if not more important.

Anne: It's a promotion. I like to keep people that I call an advisory board around because there are so many different areas that could be handled very easily by a person who is in that particular area.

I like to keep an advisory board around because there are so many different areas they can handle.

For example, if we wanted to start some kind of group on health activities, we would want somebody in that particular group that we could say, "How do we set up going into a hospital and acting as grey ladies?" pink ladies or whatever they happen to be at the different hospitals.

"How do we set this up? Would it be worthwhile? Would they want us to come in and do that?" Sometimes we try to go into a place and they already have a structure there that they're not ready to make any kind of changes on. If we start with an advisory person in that particular area to

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bring in someone who is experienced in this, it makes it a lot easier.

Terrie: Your advisory person or board would be separate from a board of directors.

Anne: Right.

Terrie: You could also have them ad hoc, in the sense that if you only need to know about how to go into the hospital, that person doesn't need to be on the board forever.

Anne: It's always good to have some attorney that's in the congregation as an advisor if you ever need a lease signed or to sign some papers. Have somebody there who could tell you about an attorney in the field, that's not necessarily an attorney but can give a recommendation.

Terrie: That person would be an advisory person, not just to the minister but to the board, to avoid some conflicts.

I can imagine that in the course later on, you'll talk about conflicts between A, the minister and the board and B, the advisory people and the board, and conflict resolution. Once more, that's a much broader subject and will take longer. In fact, an entire class would probably be devoted to the board of directors.

Anne: Absolutely. Keep the numbers small. I'll repeat that. Start off with a smaller board. Meeting too frequently sometimes turns into a "happy session."

I have a lot of people that I use as advisors in particular things. This occurs with a lot of ministers. We don't have the wherewithal to say, "I was thinking about this, and this is the feeling that I get. We should be looking in this direction."

We don't all enter a new church knowing what to do and how to do it.

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Rather than going in and saying, “Okay folks, this is what I’m going to do. I’m going to make this change,” before you get to that point, let the people who are going to be involved understand that there are changes coming up that you are going to be making. You need somebody that can give you expert advice on it.

Terrie: Let’s move from the unstable board structure to problem church members. This must be a really tough one for ministers!

Anne: Remember that when you’re starting a church, you are not at the consciousness level that you hope to be at a few years from now. We don’t all enter knowing what to do and how to do it. Sometimes we make mistakes.

Because of that and because of what we have attracted in the past, we’re not always able to be selective as to what’s coming into the church. We open the door and we want to fill the seats, so we have people come in that we would rather have a different kind of personality. Does that make any sense?

We’re not always able to be selective as to what’s coming into the church.

I know one person who said they wanted to “heal the hurts of the people.” They wanted to find those who were hurt and have them come in. You can’t have a strong church if that’s your goal. If your goal is to heal hurts, everybody that comes in is going to be sick. They’re going to have hurt feelings. They’re going to be very sensitive to what you say.

I’ve had people that I’d be talking about something and I’d see one of them nudge the other one. Afterwards they would say, “You were talking about me. You’ve been reading my mail.” I had no idea what they were talking about or what they said.

These super-sensitive people come into the churches. If they’ve been in for counseling, then they think that you’re using them

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as an example to tell people what to do or what not to do. It never happened that way.

Even before you start, do a lot of praying that the people who come in are harmonious, loving, kind and easy to get along with, and they will accept your word as the authority of the minister. You have the board members and you have the volunteers that stand around, and they give you feedback on it. When someone has a problem in there, they can tell you so that you can take care of it before it actually erupts into something bigger.

Before you start, do a lot of praying that the people who come in are harmonious, loving, kind, and easy to get along with.

We've put our ushers in different places in the church. We have two, one that's on either side of the front. Their job is to watch the people in the back to see there's a problem. If somebody starts coughing, they get up and get them water or provide a cough drop. If they don't feel well, they find them an aspirin. They do something for them.

Sometimes when we give classes, especially in grief situations, people will have tears rolling down their face. Somebody will go talk to them, either a practitioner that's available or one of the ushers. They will come and see what the need is.

These are the people that you want to help you. This is part of the volunteer work and part of the board members' work. You give them the direction and handout materials when you get a new person on board.

Terrie: What do you do when someone's unstable because they're in a crisis situation? What if you heard they're going to threaten suicide?

Anne: We find somebody that will talk to them a lot and keep in touch with them.

I had one woman that would tell me she was going to commit suicide. I would tell her, "You can't do that this weekend.



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I'm not going to be available." She would put it off for another weekend. For two years, I kept telling her that I wasn't going to be available. I was going to be out of town, so she'd have to wait. What she wanted me to do was tell her daughter.

During that time, we managed to also get her to a professional who gave her some medication and helped her get through this stage. It was a crisis for her. She didn't know what to do. For those kinds of people, we need to send them to a professional.

Terrie: That gets into the next subject, which is establishing your authority. How do you do that?

Anne: When you go in, you are the authority. One of the best ways I know of is to not create circles, where you're doing small classes or small groups for the people to sit in. Circles that you form invite people to disagree, argue and debate. You stand at the front. This is something that people don't think about a whole lot.

They rarely realize that sometimes they're sitting by people they don't want to blend auras with.

Especially if people come to classes and want a discussion group, they want to be able to talk. You have to have someone in charge. If one of the people wants to talk all the time, you have to be strong enough to say, "Let's give somebody a chance that hasn't had a chance yet tonight."

One of the things I do is to keep them separated. This is one of my fun things that I do. When people come in for a class, their tendency is for a husband and wife to sit close together, or two good friends sit close together.

I immediately begin to separate them and say, "Okay folks, you're here to expand. You're sitting so close that your aura and the person's aura next to you are going to erupt together. You need to separate yourself because your aura is going to expand." They rarely realize that sometimes they're sitting by people they don't

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want to blend auras with. They will laugh about it and separate themselves.

That has two purposes. First of all, people who sit side by side are going to whisper. They will think of something else. If they don't get to talk about it immediately, they'll start whispering. That disrupts the class. One will think of something and start mumbling to themselves. You'll end up hurting somebody's feelings when you say, "Folks, let's pay attention now." They don't want to hear that. If you separate them and put a chair between them, you don't have that kind of conflict.

Set an appointment for them to come in if they want to debate or argue, or if they just don't understand.

This is preventive. As we learn this prevention, we realize we have people that are long-winded. They don't know how to ask a question. They want to tell a story. These are the ones that we have to be able to slow down, stop a little bit and say, "Wait a minute. We only have another 15 or 20 minutes to go. This is the way it's going to be."

They will listen to you and be more careful the next time because they want to hold a bit of the information that you have to give for them. That usually establishes your authority.

The other one is that you are the leader. If they're not listening to you, and especially if they're people that think they know more, it has to come from you. "I can appreciate. Why don't you come in and talk to me about that during the week?" You can set an appointment for them to come in if they want to debate it, if they want to argue, or if they just don't understand what you're trying to say.

Terrie: That's a great idea because it not only puts them off, but it gets them out of the way so other people can have access to you either after the service if it's on a Sunday or after class.



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Make sure
that people
respect your
privacy.

Anne: Yes. I have staff members, volunteers and the people who are in charge at the church, watch me. Folks, you should all have somebody that watches you very carefully. If somebody what I call “pigeonholes” you and you can’t get away and it’s not the time, it’s not appropriate.

You’re there on Sunday to do the work, to be with everybody, to give them a chance to say, “Hello. How are you? Can I make an appointment?” or anything that comes up that they need to say to you, instead of letting one or two people take 10 or 15 minutes at a time. When you realize and understand this, you’ll have either your ushers, volunteers, or someone on the board of directors watch you.

This is the way we handle it. They will come and stand by me and just wait. If I need to get away from them, if I’ve been in there too long and I have other people that need to talk to me, I’ll say, “Do you need to see me?” They will say, “Yes. Then I can say, “Excuse me, I have to go and take care of this.”

The person doesn’t feel like I’m leaving them alone. I can say as I’m leaving, “Why don’t you call and make an appointment?”

Terrie: That’s a great idea. The next subject is privacy or “at home time,” which we talked about briefly before. There are some items you have listed here that are not ones we talked about.

Anne: Your office hours at home are very, very important. Again, I suggested you all get distinctive rings for those that are family and you want to get through. Don’t give it to anybody else.

The most important thing, I believe, is to make a return call at your convenience. If someone calls and leaves a message, you have things that you can say when you call them back like, “I’m just getting ready to leave, but I wanted to get in touch

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with you before I left. I'm on my way." That way, they don't expect a long conversation.

Not everybody can say, "You know, I'm really in a rush. Can I get back to you later?" That's one of the things we are in the process of learning, how can we be polite but say, "I need to get back to you later." The most important thing, I believe, in getting your privacy at home is making sure that the people respect your privacy. That's something that has to be taught.

Terrie: And practiced.

Anne: The other question that we had more of was, "How do you attract more people?" We have ways and means. What we've used here is what we call "give-away cards." It's an affirmation card with our name, address, and all of the information. We give them out. We call them their hall passes and tell them they have to bring them back next Sunday to get in the front door. It's a joke that we've had for several years.

*Affirmation
cards help to
attract more
people.*

They'll have a short affirmation on the front that says in bigger letters, "This week, you are in divine order. All of your life is in divine order." Or it will say, "You're the sunshine that makes people happy," something of that sort. "The Christ in you is alive and well." "The Christ in you helps people who are inspired." Anything you can think of. We have at least 52. I'm not sure how many we have, but it's a different one for each Sunday.

That has probably done more publicity for us because people will take a half a dozen or a dozen of them. We also make plenty. We always have extras that are left over that they can pick up and take. Sometimes we'll put them in envelopes and send them to people. The active congregation will put them on their desk at work or hand them out to somebody. If they



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hear of somebody with a problem, they'll have just the right one they need.

Terrie: Anne, you said the affirmation is on the front. Is there something on the back?

Anne: We don't put it on the back right now. At first, we put it in Spanish on the back because we have a heavy Spanish population here. Then we realized that most of the Spanish people also speak English, so it wasn't necessary.

Terrie: You make those at the church. You don't have to go out and have those made professionally, right?

Anne: We make them, but we have them run off at a printer. We have them cut at the church and put together.

Then we do classes on current, popular books. This is one way. If you happen to have any AA groups or if people in your population belong to AA, for goodness sakes give the Emmet Fox workshops. Those are really tremendous. When you have an AA person, they talk and tell people about it.

What you need is a couple of cheerleaders that will go out, tell everybody, and get them in there.

What you need is a couple of cheerleaders that will go out, tell everybody, and get them in there. They'll come into your place to buy books and to just talk to you about the Emmet Fox works.

One of the things I had suggested earlier to our members, and what I do frequently, is whatever the popular book is of the month in the bookstores is, tell the people to take that book to one of the local places. They can go in several places where everybody will congregate at lunch or breakfast.

Take one of these books and lay it face up on the table so people can read it as they go by. Invariably, there will be two

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or three people that stop to make a comment on it. We did one once on near death experiences. We had a professional come in and oversee that one and talk about it.

People are curious. They want to know about it. Marie Simpson is going to do a lesson for us in a few weeks. I believe next Sunday in church she's going to be doing the Sunday lesson. Not only does she bring people in who have been to her, but people she has taught will come and find our church and say, "I didn't know churches did things like this."

People don't know that we're there. They have to be in some way enticed. Curiosity is one of the best ways to get them in.

Terrie: You should look in your local areas and get guest speakers for either classes or services.

Anne: Yes, professionals.

One of the other questions is about running a church on the internet, if people had ever had success on the Internet as a church. I know of only three people who have tried that. Two of them didn't work at all. They were too expensive to put out because the gentlemen both had full-time jobs. It just didn't work.

One of the men ended up traveling because people would make calls to him. He liked to do this. I can't imagine traveling 500 miles to go to a wedding and having to spend two or three days of my time to go there, get it done and come back!

He was traveling probably close to over 300 days of the year. He would go do weddings. He would go do a workshop. None of it was paying very well, so he really was going in the hole in

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The children will get the parents if you have a good Sunday school.

the method that he had selected to help people. I'd have to talk to more than the three people that did this to give a good answer to that.

The dial-a-prayer, of course, is a good way to attract people. There was a joy line that we had a few years ago for children. We gave away cards. We had cards made and took them to the kindergarten. We took them to dentists. They gave them to their children when they did a child's day at the dentist. Instead of giving them a lollipop after he'd checked their teeth, he would give them a card and let them go to his office and use his phone and call the joy line that we had.

That was a three minute call. It said, "If you'd like to hear more stories like this, come to the church on Sunday." It was a way to get to the children. The children will get the parents here if you have a good Sunday school.

Terrie: Anne, we're running close to the end here.

The next preview call will be on February 28 at this time. It's 5:00 p.m. Pacific, 7:00 p.m. Central and 8:00 p.m. Eastern. You'll have to register for that.

These are some of the subjects that are going to be included in the actual course when we give it. They're not in any particular order.

- Selecting volunteers
- Advertising
- Webpage design, web persons, and content
- Finances and mistakes made in church
- Struggling, whether that's the people, the ministers or the board of directors, with problem people, which we touched on tonight
- Music and musicians
- The board of directors and bylaws. If you'll notice, we spent over twenty minutes just on touching the surface on the board of directors. As Anne said, that can and will be a topic just by itself.



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- Employees and staff members
- Fundraising
- Building a church from scratch
- Growing a church
- Sunday school
- Parking
- Bathrooms
- What turns people away
- Newsletters, email, email groups, and bulletins
- Topic selection, and what to do when you get stumped in your topic selection.
- Mailing lists, giveaways, products to sell
- What to do if you want a bookstore or don't have a bookstore
- Salaries
- Tithing
- Special services
- Extra income from weddings
- Counseling
- Legal items and advice, including lawsuits and ethics
- Hospital visits
- Funerals
- Putting on conferences or the INTA congress
- Classes
- Fee determination
- And anything else that we get from questions from you on.

Our hour is just about up. I can open this up for a couple of minutes. If you have any questions, you can ask us.

Again, the bonus code is "7755." The next preview call for *How to Practice What You Preach* is the 28th of February. It's a Tuesday.

I'm going to open up the lines now. Anybody there?

Terrie: You're shy people, huh?

Participant: You just covered it, Anne.

Anne: I think we had one question that I didn't answer yet. I'll go ahead. That is how to attract more people and grow the attendance,



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which was covered a little bit in the last one about getting people there. That's by having the special activities.

We just had the *Indigo Children* movie. We bought, about a year ago, a big television set so that we could open it up. We had people that really came in interested. We probably picked up about 20 or 30 new people who just came in to see that movie. They have all called and asked to get on the mailing list and find out what else was going on. That's one of the ways.

The little card giveaways will bring in new people.

The giveaways, the little card giveaways, will bring in new people. The "Have a Friend Day," bring a friend. There are all sorts of things that we can have. I want to get into that more much later on. That's also another hour of our time to get into the different ways that you can get publicity out.

Terrie: Alright, ladies and gentlemen. Its 8:00. We've gotten a lot of information from Anne. As you can see, there's plenty more to come. Right now, we're going to close up and say goodnight. We hope that we see you all on the 28th of February. Have a wonderful night!

Anne: Goodbye.

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ABOUT ANNE AND TERRIE



Dr. Anne Kunath is an ordained minister, a doctor of divinity of Divine Science, a published author, lecturer and a gifted speaker. She has appeared on television and radio in connection with her books and seminars. As founding minister of the Divine Science Church of Today in San Antonio, TX, she regularly conducts seminars throughout the U.S. on a variety of subjects dealing with prosperity, relationships, and success in every area of life.

Anne was assistant to Dr. Catherine Ponder, the “First Lady of the New Thought Movement.” Her training covers all New Thought denominations which include Unity, Religious Science and Divine Science. Anne’s effervescent spiritual energy is shared by all as she teaches the power of love, joyful attitudes and spiritual growth.

Anne’s dynamic personality is a reflection of her power and intelligence which shows forth in her membership in American Mensa, Ltd., The World Who’s Who of Women, and the Directory of Distinguished Americans. Anne is also the past president of the Divine Science Federation General Council, Past District President of the South Central Texas International New Thought Alliance. She serves on the Executive Board of International New Thought Alliance and has hosted two INTA annual congresses and one INTA district congress. She is the 2006 recipient of the INTA Lifetime Achievement Award. She is President of the United Divine Science Ministerial School.

Anne has the unique ability to cut out the extraneous and get right to the heart of the matter. She keeps her audience’s attention with her practical stories and heart warming examples, yet at the same time takes them to the center of their being with words of profound truth.

Anne has started doing New Thought Teleseminars in an attempt to reach as many people as possible.



Dr. Terrie Wurzbacher is an Emergency Department Physician who recently retired from the U. S. Navy after 29 ½ years as a Navy Doctor.

Terrie was stationed in San Antonio, TX in 1984 and met Anne at the Church of Today “by accident.” Knowing that there are no accidents, she knew that it was her destiny to return to San Antonio after her tour with the Navy was up. So, in 2004, Dr. Wurzbacher returned to her “home” and has begun two businesses (Getting Unstuck, LLC and Echoes of Your Life). It is her hope to use these businesses to reach as many people as possible and help them “Get Unstuck” in whatever aspect of their lives they are stuck in. Echoes of Your Life is a business that records a person or a family’s memories as an MP3 which can be put on a family’s website as a “virtual family reunion” and be placed on a CD and passed down through the generations.

Her work with Dr. Anne Kunath has been to organize New Thought Teleseminars that help to disperse Dr. Kunath’s knowledge to people far and wide. She organizes and participates as an active member of New Thought.