

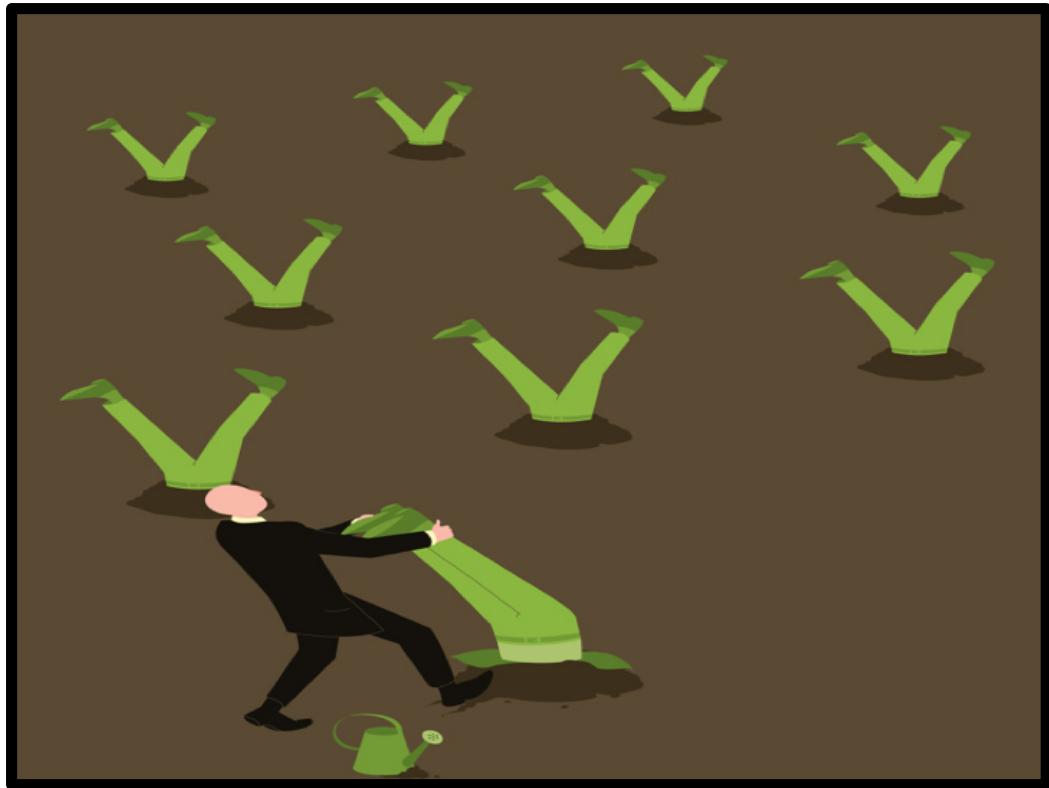
## *Made, Not Born: Cultivating Leaders in Our Congregations*



General Assembly 2018  
June 21, 2018

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Marie: [marie@fvuuf.org](mailto:marie@fvuuf.org)

Marie and Mark introduce themselves.



Mark: Our premise is this. Leaders don't just walk into a UU congregation and start leading.

Marie: They need to be carefully grown,

Mark: cultivated,

Marie: nurtured,

Mark: warmed by the sun,

Marie: enriched by the rain.

Mark: Oh wait, these are instructions on how to grow tomatoes.

Marie: Even an experienced leader must learn how to be a

leader in a UU congregation.

Mark: Because UU congregations are not like the real world. And we can't recruit leaders like the real world. Why then is it so difficult to recruit leaders in our UU congregations. Well the answer is largely a matter of perception...and history.



Mark: People don't want church to be like work...and leading others seems like too much work. Especially if they see themselves as leaders in their professional lives....or if they hate their jobs.

*Leadings just another word  
for...  
no one else to do.*



Marie: Leadership in our congregations has a bad rap. With apologies to Janis Joplin, people truly believe that leading is just another word for one who does everything. And in some congregations, that is exactly what happens.



Mark: And it also doesn't help when someone says....



Marie: We Unitarian Universalists tend to rebel against authority. We don't want to be told what to do, how to believe, what to think.

Leadership in our congregations is often confused with being in authority. In a bad way. In a dark way. And we don't want to be seen as imposing our will on others or going to the dark side.



Mark: In many congregations, we recruit people to lead out of a sense of desperation. We need a savior to rescue us. We imagine someone riding in on a white charger to rescue us or to fix a broken system. This scares many people away.



To achieve great things, two things are needed; a plan, and not quite enough time.

(Leonard Bernstein)

[izquotes.com](http://izquotes.com)

Mark: I don't have enough time. I would love to take a leadership role, but I am so busy with other things in my life that I could not do justice to it. This congregation deserves someone who is able to commit the necessary time required to do this job right.



Marie: So now its your turn. Which of these reasons most resonate with you and your congregation? Have we left anything out. Please turn to a neighbor or two and take about three minutes to discuss the issues you are having concerning the cultivating of leaders in your congregation.

Following discussion, ask a few attendees to share an additional issue or insight from their conversation. Allow no more than five minutes.

IT'S TOO MUCH LIKE WORK

I'LL WIND UP DOING EVERYTHING

IT'LL BURN ME OUT

I DON'T WANT TO TELL PEOPLE WHAT TO DO

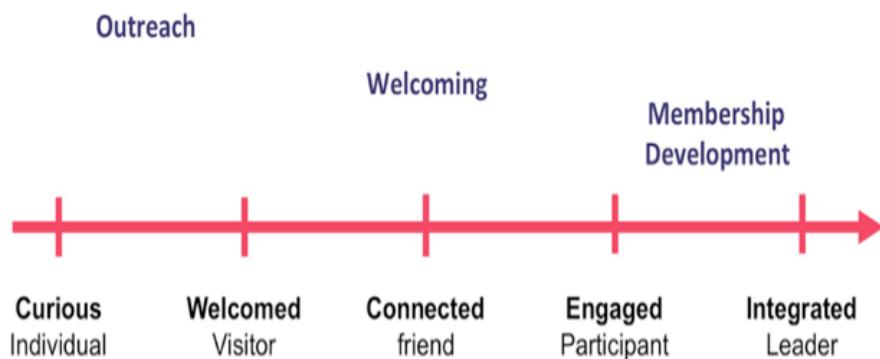
I CAN'T FIX EVERYONE'S PROBLEMS

I DON'T HAVE ENOUGH TIME



Marie: So we want to talk with you about a couple of models that can be effective in nurturing leadership in our congregations; in making the path to leadership easier, smoother, more compelling and less threatening.

## *Spectrum of Faithful Relationship*



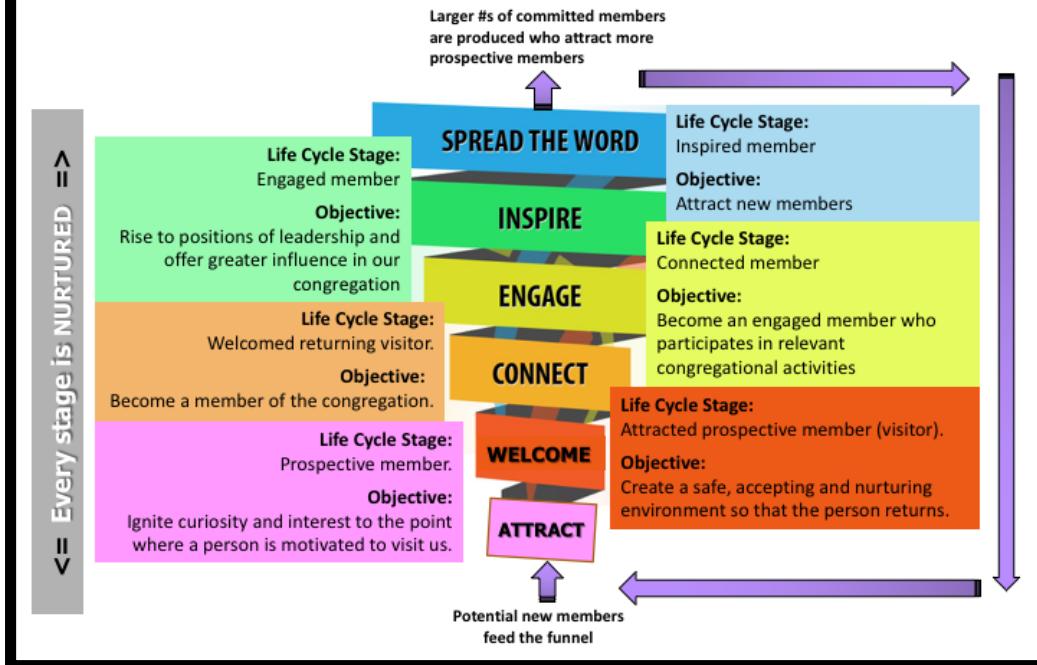
## Fox Valley UU Fellowship

*Developing the Power of Spiritual Leadership*

To provide emerging leaders with an opportunity to explore the theory and practice of what it means to be a spiritual leader; and get a more systemic overview of the Fellowship as an institution; and form deep relationships with fellow participants.

## UUCDC Member Journey A life cycle strategy to **grow** membership

**Note:** Member life cycle starts at the bottom of funnel; potential to lose members at any stage of funnel.



## **CONNECT**

**WELCOME**

**Life Cycle Stage:**  
Welcomed returning visitor.

**Objective:**  
Become a member of the congregation.

**Life Cycle Stage:**  
Attracted prospective member (visitor).

**Objective:**  
Create a safe, accepting and nurturing  
environment so that the person returns.

## **ATTRACT**

**Life Cycle Stage:**  
Prospective member.

**Objective:**  
Ignite curiosity and interest to the point  
where a person is motivated to visit us.

## **SPREAD THE WORD**

**Life Cycle Stage:**

Inspired member

**Objective:**

Attract new members

## **INSPIRE**

**Life Cycle Stage:**

Engaged member

**Objective:**

Rise to positions of leadership and offer greater influence in our congregation

## **ENGAGE**

**Life Cycle Stage:**

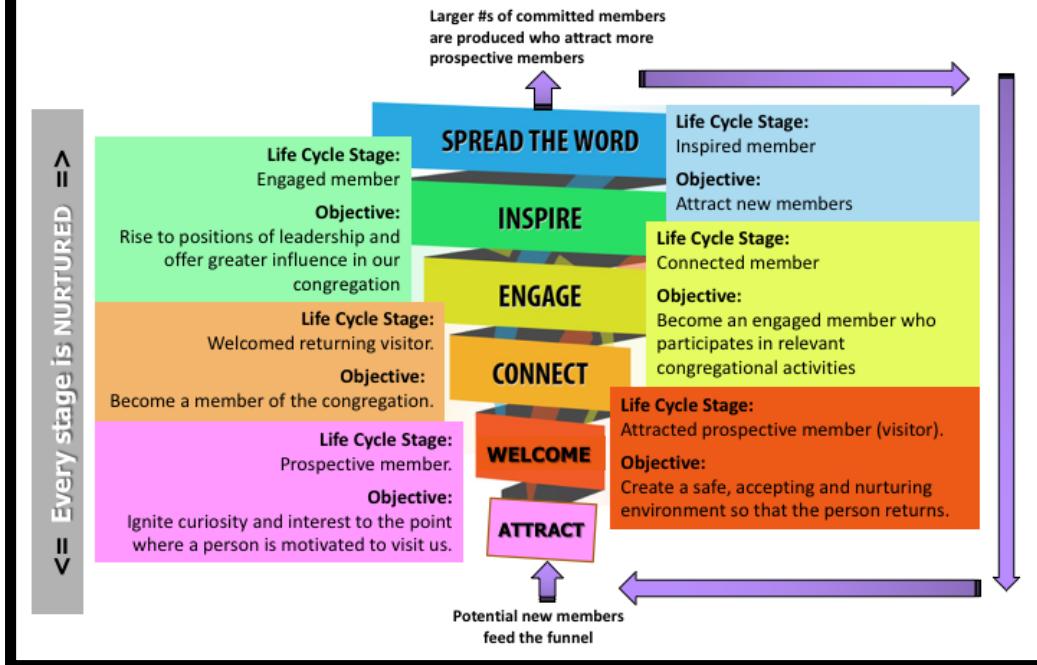
Connected member

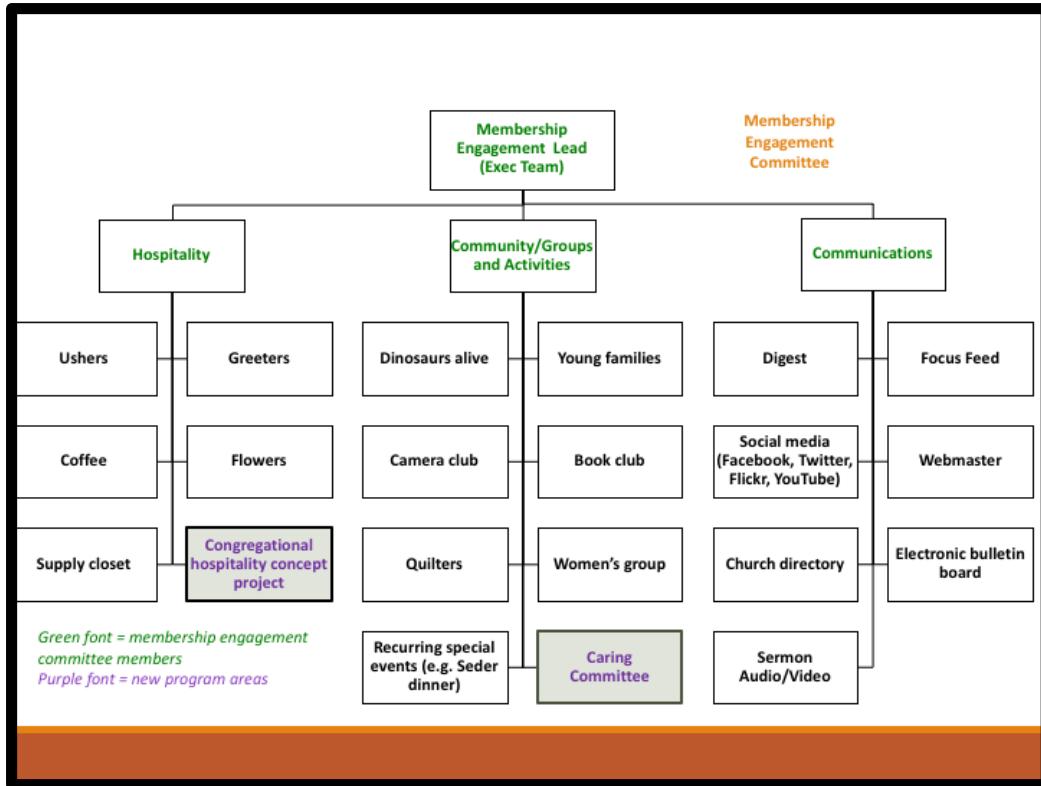
**Objective:**

Become an engaged member who participates in relevant congregational activities

## UUCDC Member Journey A life cycle strategy to **grow** membership

**Note:** Member life cycle starts at the bottom of funnel; potential to lose members at any stage of funnel.





## UU Church of Delaware County Leadership Recruitment Dinner Concept

- Provides context for the role
- Shows how the position fits into the larger church ecosystem
- Demonstrates why the position is important to the success of the church
- Clarifies what the area this leadership role oversees is doing to contribute to the health of the congregation

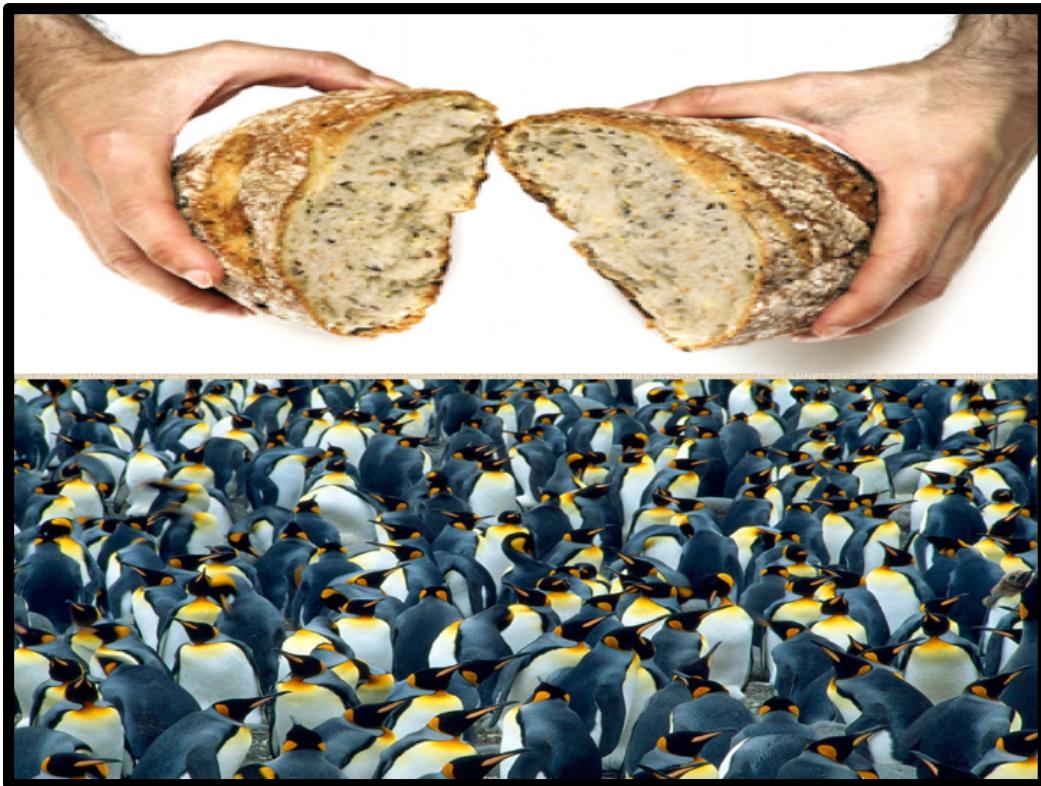
When recruiting for leadership roles, we need people to have the context for the role; how it fits into the larger church ecosystem, why it's important to the success of the church, what the area this leadership role oversees is doing to contribute to the health of the congregation,

## UU Church of Delaware County Leadership Recruitment Dinner Concept

- Details what the benefits are to the individual
- Elaborates on the people they would be working with
- Ensures that they're not going to get "stuck" in that role for the next ten years



most importantly what the benefits are to the individual, the people they'd be working with, and that they're not going to get "stuck" in this role for the next 10 years.

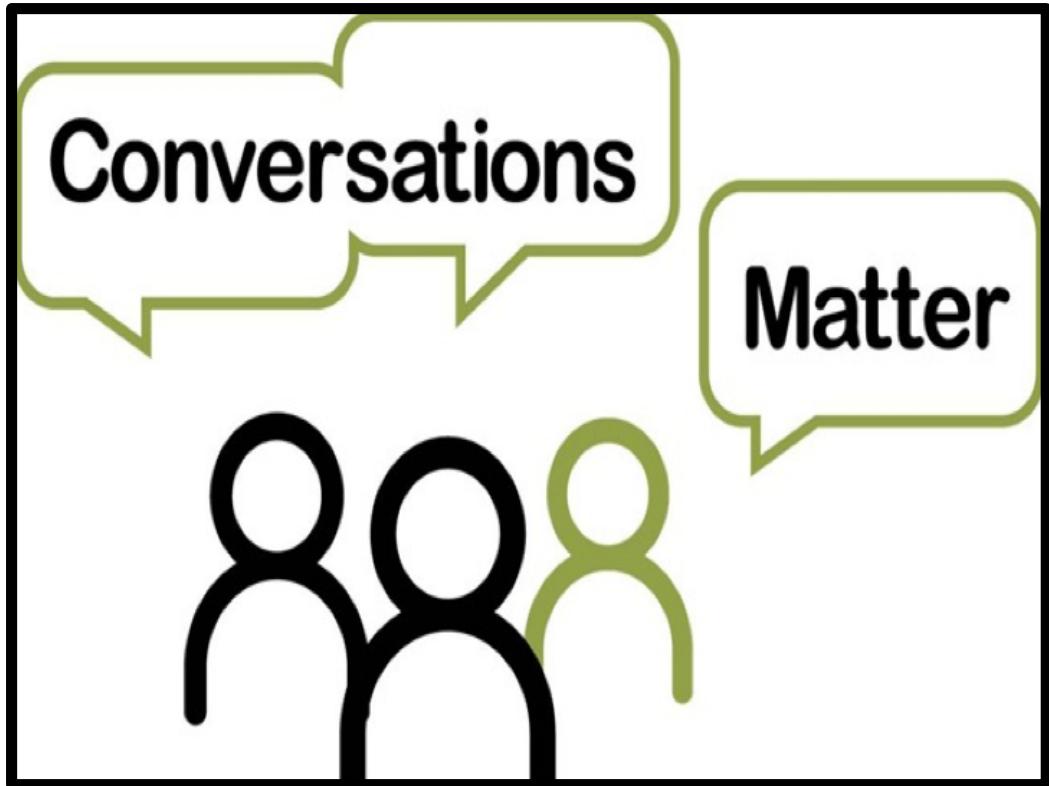


So why a dinner? There is also a human connection that happens when people break bread together and connect on a deeper level. And finally, there is a safety in numbers (you're not being singled out) and a level of competition when others are signing up for roles. This is why we created the concept of a leadership recruitment dinner.

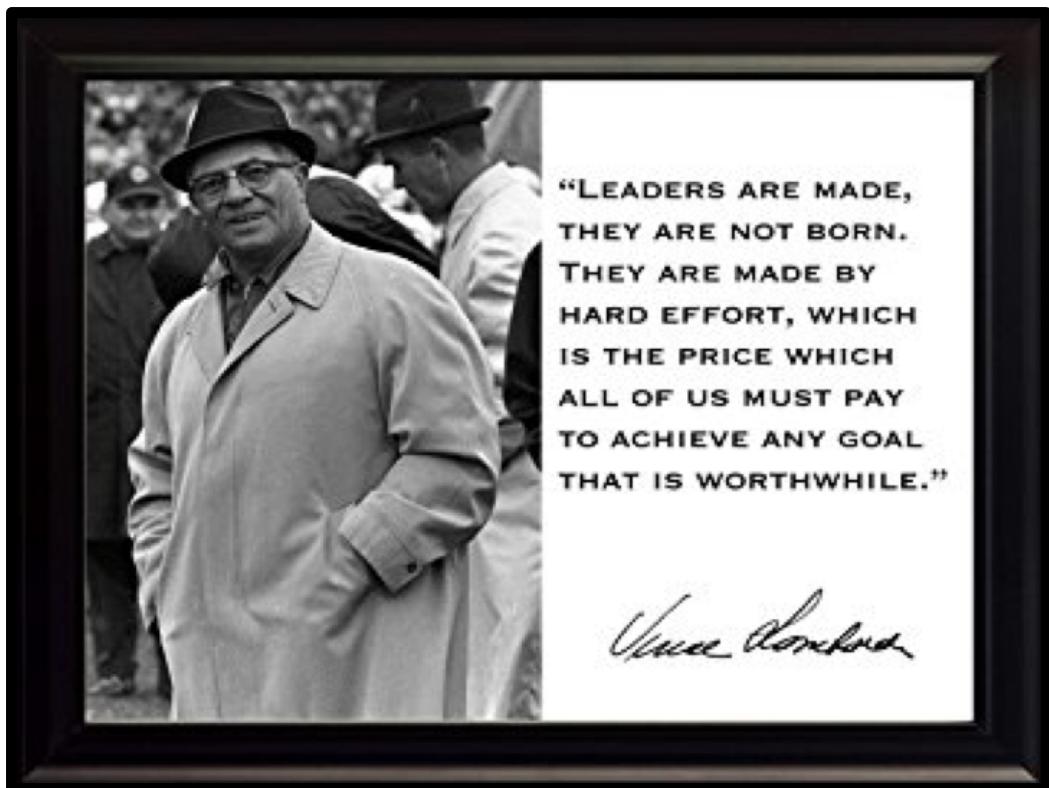
Agenda topic	Speaker	Timing	Impact/Goal
Arrivals, drinks & nibbles	--	6:30-7:00pm	Chance to get to know each other. Settle in living room by 7pm.
<b>Start session</b>		<b>7:00pm</b>	
Welcome and review agenda	xx	3 mins	Address our target to close the evening (e.g. 8:30pm)
Highlights of what the board has accomplished	xx	5 mins	Focus on the top 3 successes only that show meaningful impact so we don't come across as a hard sell; get people psyched about the impact this role has; Hear from the ministers perspective as to what leaders can bring to our congregation/mission.
What serving on the board means to you	xx	7 mins	Each volunteer talks about what their board role meant to them personally and professionally; touch people's hearts and minds & give them ideas about what this experience <i>could</i> mean to them; then summarize common benefits

What it's like to serve on the board	xx	5 mins	Cover the basics (time commitment, how mtgs run, etc); Demonstrates this is all in place, the existing board members will welcome you in and it isn't that big a time commitment
Transition; what happens next	xx	2 mins	Explain how to get dinner and break into 3 small groups around the house (assign groups before breaking for dinner)
Get dinner	--	10 minutes	Allows for more intimate discussion; chance for invited guests to speak
<b>Phase 1 complete</b>			<b>7:30pm</b>
Discuss what they just heard	xx	30 mins	Give guests time to ask questions about what they heard/didn't hear that they expected to hear; proactively address potential concern areas (see below)
Get dessert	--	5 mins	Regroup in living room

<b>Phase 2</b>		<b>8:15pm</b>	
<b>complete</b>			
Reactions: ask each person to share thoughts about evening and a board role	xx	15 mins	This is the time to nail down who is in for a board role now, wait a year, not for them. We should be supportive regardless of what they say.
Thank you for your service & close out	Rev.	3 mins	Congratulate yourselves
<b>Phase 3</b>		<b>--</b>	
<b>complete</b>		<b>Just past 8:30 so slack time to ensure completion by 9:00pm</b>	



Marie: So in the time remaining we would like to open it up for questions, comments, reactions, additional ideas, requests for refunds, etc.



"LEADERS ARE MADE,  
THEY ARE NOT BORN.  
THEY ARE MADE BY  
HARD EFFORT, WHICH  
IS THE PRICE WHICH  
ALL OF US MUST PAY  
TO ACHIEVE ANY GOAL  
THAT IS WORTHWHILE."

*Vince Lombardi*

# Thank You!

Resources Link:  
<https://goo.gl/oR7u4D>

Marie: