



Stan Reiff  
Partner, CapinCrouse



Ken Tan  
Partner, CapinCrouse



Joe Park  
CEO, Horizons

# Money and Ministry: Budgeting, Annual Giving, and Financial Management



# Learning Objectives

---

- Identify and overcome the most common ways money can limit your ministry
- Build a flexible framework to inform strategic conversations and future financial decisions
- Learn how to engage non-financial leaders in meaningful financial conversations

# Budgeting, Annual Giving, and Financial Management

---

- The benefits of a clear 12-month ministry funding plan
- The role of 90-day budget conversations
- What has changed — and what hasn't

# Budget Management Is Evolving Beyond Income and Expenses

---

- The nature of technology and finance operation is changing
- Strategy and budget must be aligned

# Budgeting for the Year, But Re-Evaluating Every 90 Days

---

- Exhibiting agility learned by experienced CFOs
- Not having a “set it and forget it” mentality
- Case study: What did March 2020 look like for your church?

# Changes in What's Measured Affect Budgeting

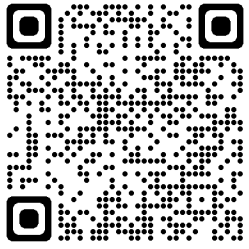
---

- Giving is not necessarily tied to attendance anymore
- Considerations for in-person and online expansion
- Using engagement as a predictive budgeting metric

# Risks of Inaction and Benefits of Action

---

- Any number of events could nullify your existing budget
- Being proactive is essential for strategic decision-making



# giving365

Member Login

Webinars/Presentations eBooks Books Videos Podcasts Articles  
Blogs Horizons

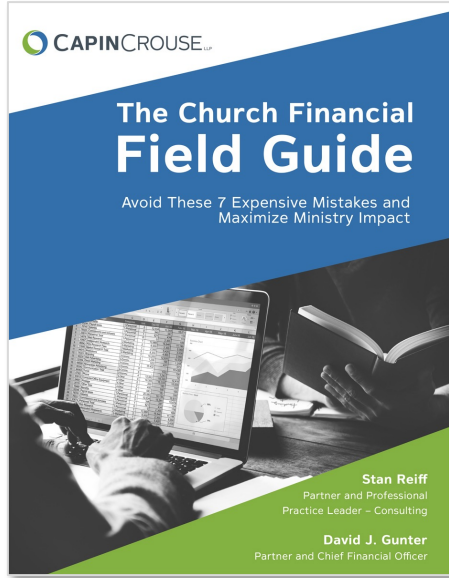
Your On-Demand Resource Library to Help You  
Grow Disciples and Fund Ministry

Join now! It's FREE!

[www.giving365.com](http://www.giving365.com)



# New e-Book Available Soon!



**Sign up for your free copy!** Scan this QR code or visit [capincrouse.com/church-financial-field-guide](https://capincrouse.com/church-financial-field-guide)

# Thank you!

Stan Reiff, Partner  
CapinCrouse LLP

---

 sreiff@capincrouse.com

 505.50.CAPIN ext. 1306

Ken Tan, Partner  
CapinCrouse LLP

---


 ktan@capincrouse.com

 505.50.CAPIN ext. 1323

Joe Park, CEO  
Horizons Stewardship

---

 jpark@horizons.net

 501.454.0603