



# *Cultivating a Culture of Service In Your Congregation*

UU Church of Delaware County  
[uucdc.org](http://uucdc.org)

**General Assembly 2014  
Providence, Rhode Island  
Friday 6/27 5:00-6:15 Program #349  
RICC Ballroom D**

# The 'Volunteer' Challenge



"We don't have enough volunteers."

"It's always the same people."

"Don't ask him. He's burnt out."



# What We'll Cover Today

- The philosophy behind GTS
- The GTS model
- GTS today in our church life
- What's next for us
- Designing culture change
- Top 3 takeaways
- Questions and comments



# Instead of Why *DON'T* We Serve, We Asked: Why *DO* We Serve?

Because we live out our faith.



Because we are changed.



This is what congregants from UUCDC said....



# Our Envisioned Outcome Was Based on a Culture Change Where...

Everyone seeks to serve.

Everyone seeks to be changed.



The OFFER to serve is a gift.



# Statement of Theological Grounding



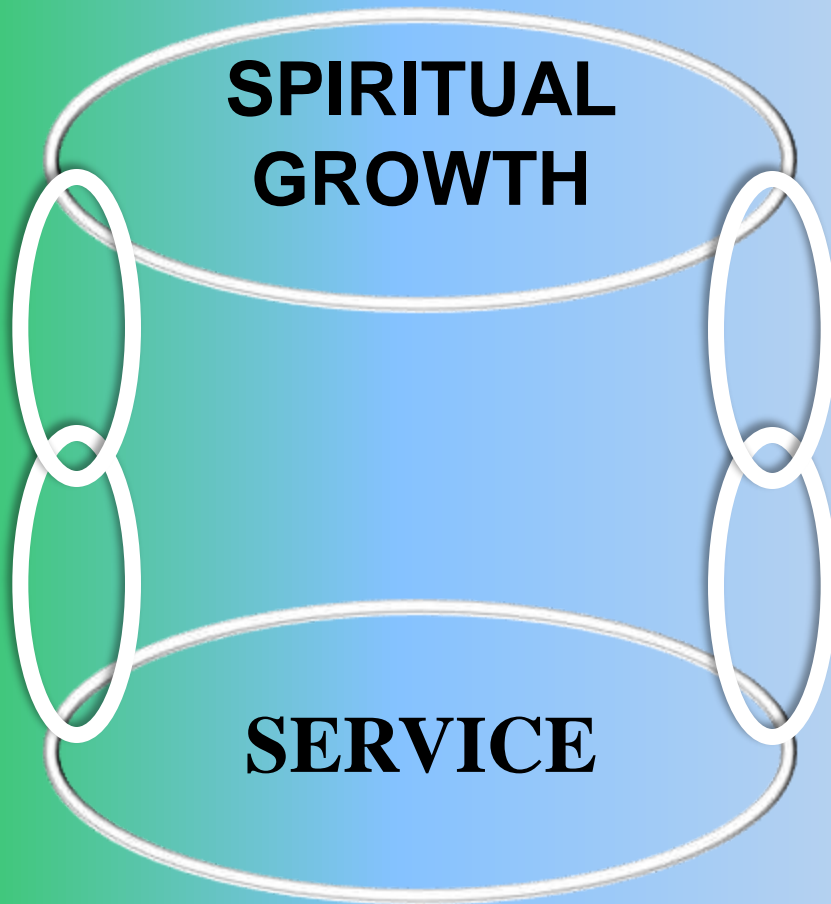
*As Unitarian Universalists, we live out our faith through our service to others.*

*True spiritual growth, in ourselves and in our congregation, often arises through our connectedness with others and through serving a higher purpose that is greater than our own individual needs.*

*In this context, service to our church community becomes a sacred experience, one in which our relationships are defined by a sense of caring, respect, commitment, and responsibility.*



# It's a Spiritual Connection



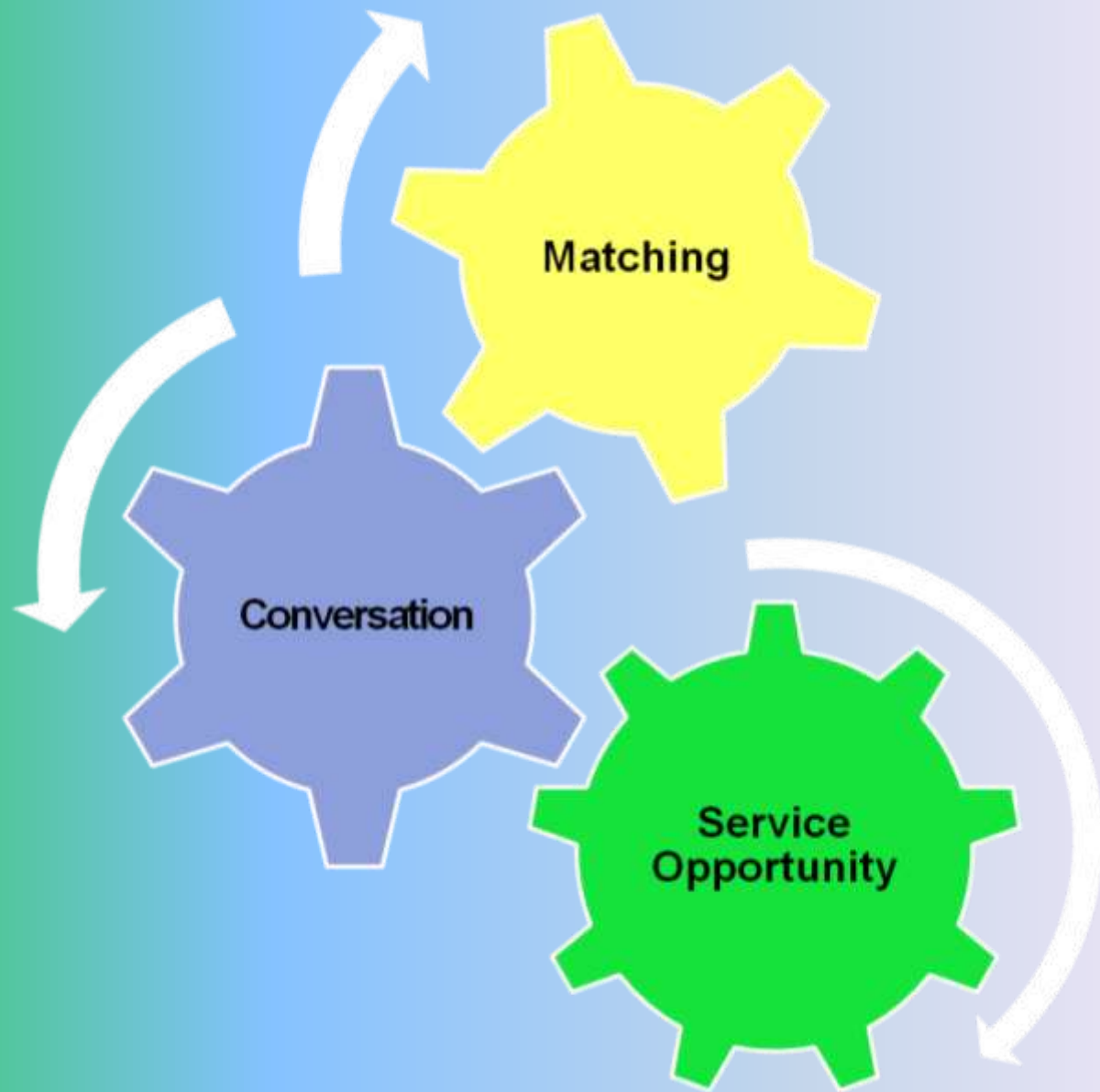
==





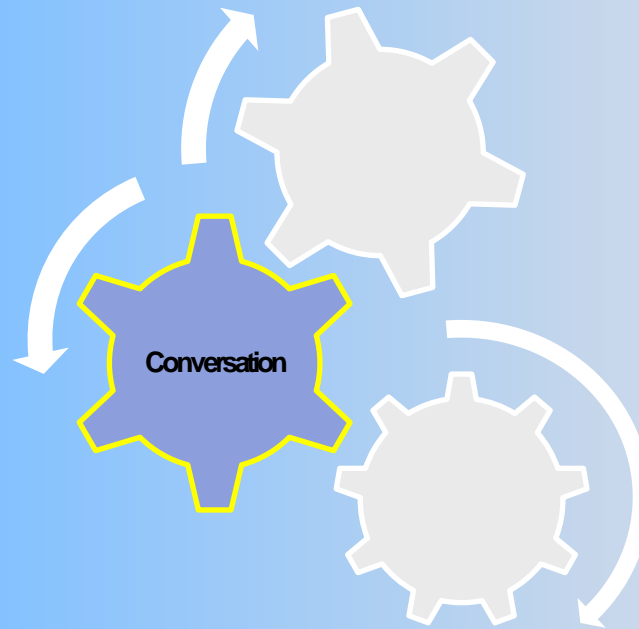
## *The GTS Model*





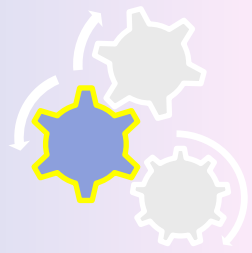


# CONVERSATIONS





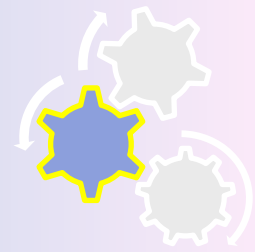
# A GTS Conversation



How is service part of your story?



# Conversation Structure



Tell me what you've experienced

- Your journey
- Meaningful service

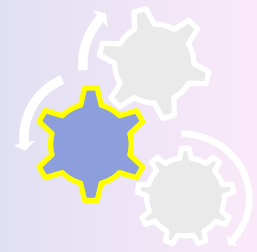


Together we will

- Define what meaningful service means to you
- Agree to work together to find meaningful service opportunities for you



# Conversation Roles



## Interviewee:

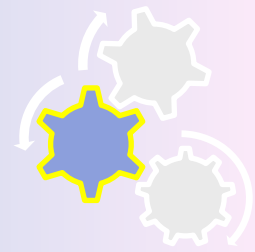
- Tell their story

## Interviewer:

- Practice *Active Listening*
- Focus on *Characteristics*
- Summarize, discuss and possibly suggest service opportunities



# Experience a Conversation



## Part 1 (5 min): The Story

Interviewer asks:

*Thinking back on how you have served:*

- *Tell me about a role that was particularly fulfilling.*
- *Why was it meaningful?*

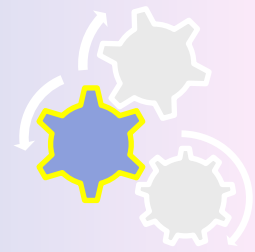
Interviewee answers

Interviewer listens and takes notes

*CHARACTERISTICS of Meaningful Service*



# Experience a Conversation



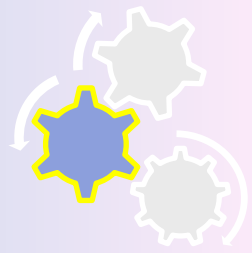
## Part 2 (3 min): Discern and Discuss

Interviewer leads discussion

- summarizes characteristics heard
- asks interviewee to validate
- provides opportunity for interviewee to identify other characteristics



# How Was The Experience?

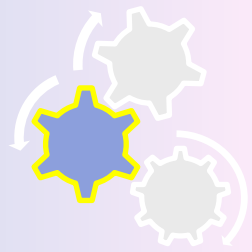


- Was it easy to come up with a story?
- Did you feel heard?
- Were you able to identify characteristics?
- Could you see how characteristics can lead to matching?





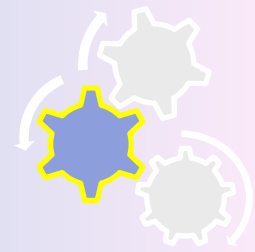
# Conversation Logistics



- Conversations take 1-1½ hours
  - 1:1
  - Couples
  - Within a group (multiple, simultaneous)
- General sign ups and targeted groups
- Results entered in system - confidential



# The Power of the Conversation



**Individual journey**



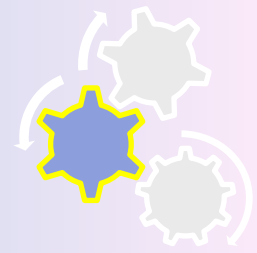
**Relationships**



**Covenant**



# It's a Continuous Process

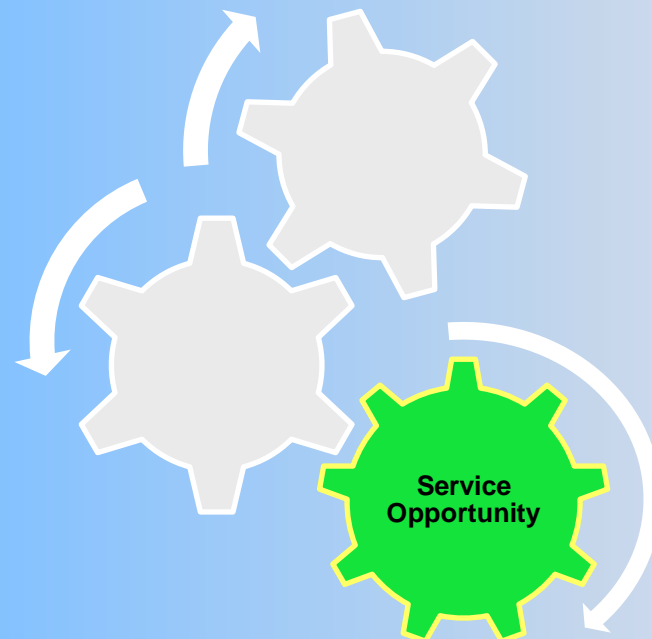


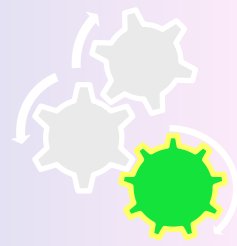
- Conversations take place every two years





# SERVICE OPPORTUNITIES

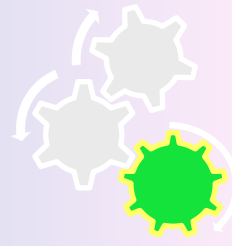




# Service Opportunities

- More than a job description
- Springboard for spiritual growth

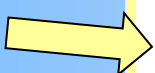




# Example Service Opportunity



- Title
- Description
- Service term
- Skills needed
- Training, assistance & safety requirements
- Enables you to...



## Music Ministry Committee Member

Work collaboratively with the Music Director and Minister to carry out the music ministry, monitor the program's health and vibrancy, and advocate for appropriate resourcing.



### Detailed Information:

The Music Ministry Committee will work collaboratively with and support the Music Director and the Minister to carry out the music ministry of the church in both Sunday service and non-service related activities by supporting an inspiring, vibrant and innovative program for worship music that is spiritually fulfilling as well as aesthetically pleasing; monitoring the health and vibrancy of the music programming against that mission and vision; and advocating for appropriate resourcing of music programming within the church. Specifically, the Committee will collaborate with and support the Music Director in arranging music for all Sunday and other special worship services during the Church Year, has primary responsibility for scheduling and recruiting non-Chorus musicians to provide music in worship throughout the year (including summer services); and working with the Music Director will coordinate and communicate music needs and programs to the staff of the church and to other church committees as appropriate.

### Service Term:

2 years

### This opportunity will enable you to:

...nurture and encourage the spiritual growth of church members through use of music in worship. You will have the opportunity to use your talents and passion for music to help shape, build and proclaim the identity of the church community. In your efforts with other like-minded committee members to ensure that music can serve as a spiritually fulfilling component of our church, you are likely to expand your perspectives and knowledge of music while deepening the number of people you know at the church and your understanding of the depth and breadth of the church's activities.

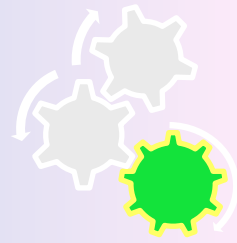
### Skills Needed:

There are a few skills that will be helpful to enable the most successful committee contribution:

- Specific knowledge of music, both vocal and instrumental, is very helpful but an appreciation of music is essential;
- The ability to understand the connections between genres of music and meaningful worship and to engage in creative programming;
- Willingness to hear and incorporate feedback from the congregation regarding programming; and
- Enthusiasm to help organize opportunities for congregational participation in music in and out of worship services.

### Training, assistance, and safety requirements:

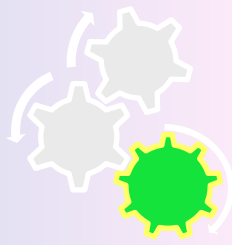
The committee is assisted by our Minister and Music Director as well as representatives from the Lay Leadership Council and Worship Associates who provide valuable insights to the music programming.



# This Opportunity Will Enable You To ...



- Expand perspectives and knowledge of music by learning from other committee members
- Deepen relationships at church
- Help shape, build and proclaim the identity of the church community through music as ministry
- And through this, their service nurtures their **spiritual growth**



# Service Opportunities Online

- Repository of open and closed service opportunities
- Available for all to see
  - Can seek for themselves
  - Don't wait to be asked
  - Don't have to be "in the know"





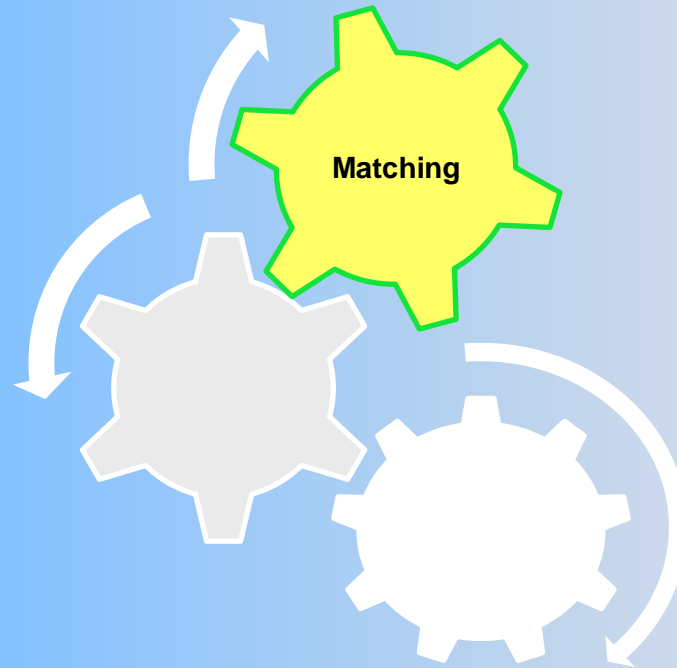


# *Opportunity* For Much More!

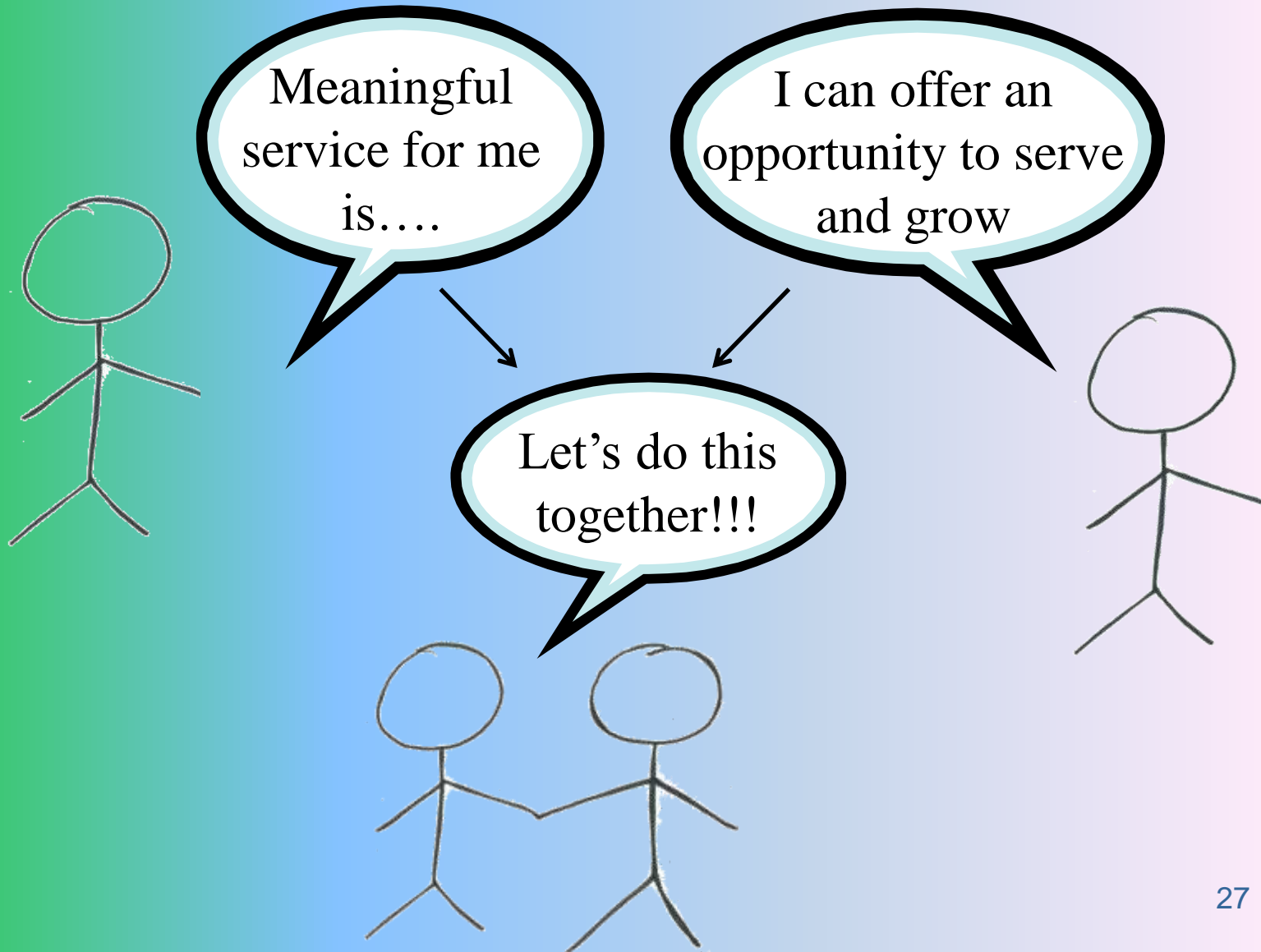
- Capture open and filled opportunities
- The power of the service opportunity is the opportunity to:
  - Ask questions:
    - how will I grow?
    - what training do I need to be successful?
    - is this how we really want to do this?
  - **Reimagine how our church operates**



# MATCHING

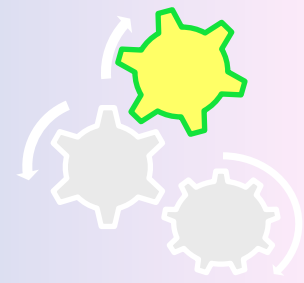


# What is Matching?



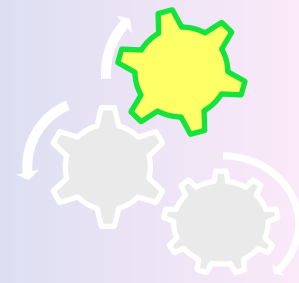


# Multiple Paths



Matches have a variety of sources:

- Member
- Church leader with an opportunity
- GTS team



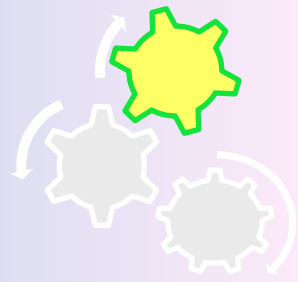
# Making the Ask

The “Ask” is when the team leader has a conversation with another church member and describes the service opportunity and why they are the best person for the role.

- GTS member shares match with the leader
- The Leader always makes the “ask”
- GTS Team supports leader to choose



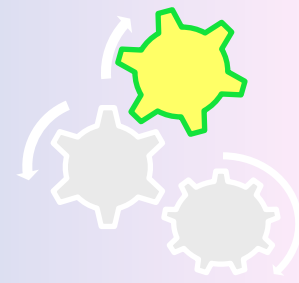
# GTS Matching Meetings



- GTS team meets monthly
- Recent conversations + service opportunities
- Use reports from the system
- Assignments for follow up with SO leader
- Once matched, member's record updated
- SO moved to website filled list



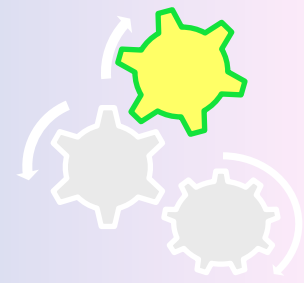
# Succession Planning



- Important to think ahead
- Mentoring prepares members for upcoming roles and supports current role
- GTS conversations probe for leader's readiness to move on
- Setting term limits provides assurance



# Success Story Examples



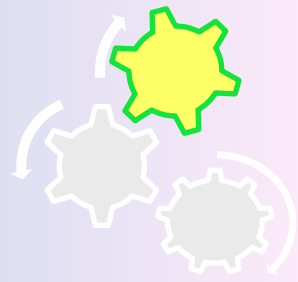
- Property chair
- Single event support







# Outcome!



## Joyful Service

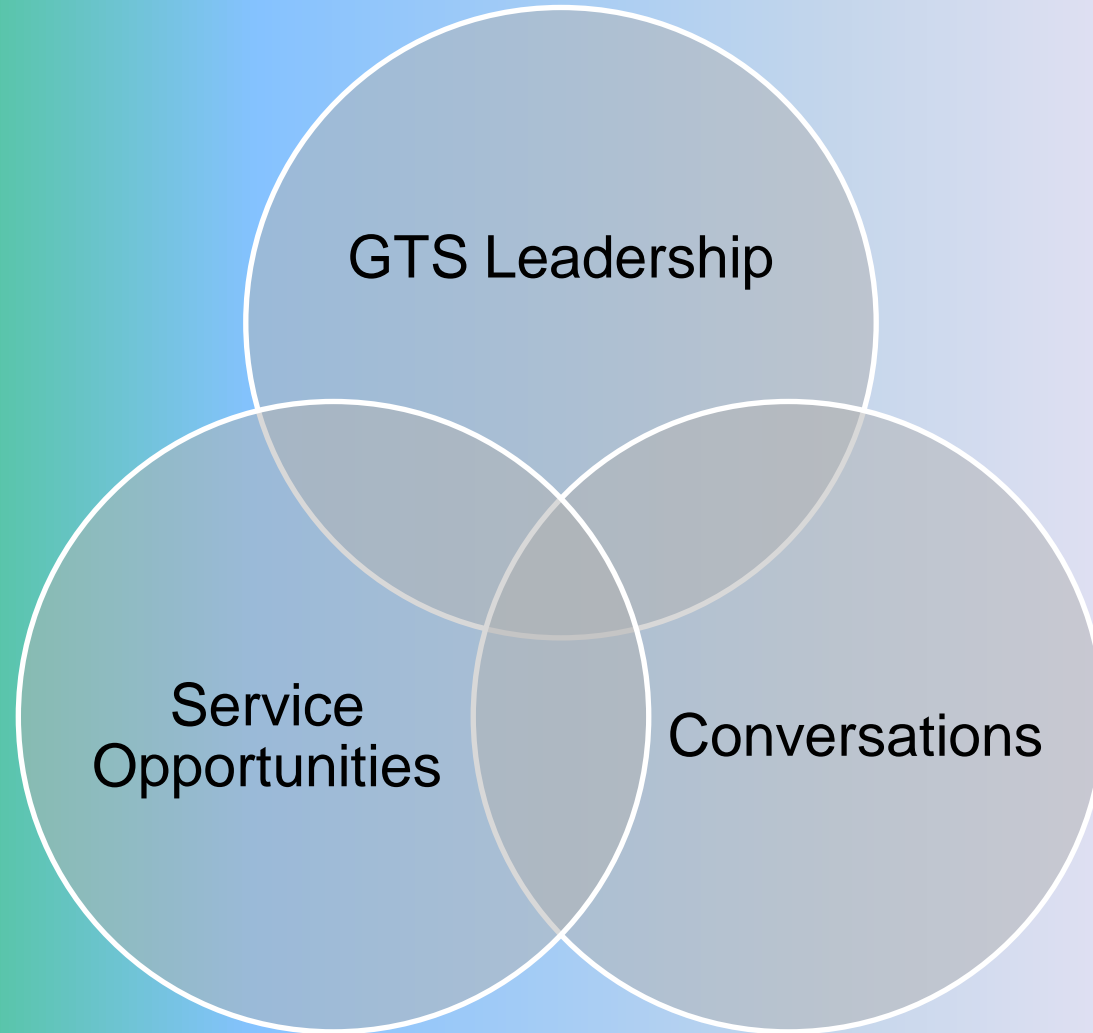




*GTS Today  
In Our Church Life*



# GTS Team Structure





# Conversation Team

- 5 Conversation Team members
- Schedule and conduct conversations
- Capture notes online via church website
- Participate in monthly Matching meetings
- Pull reports from conversation database
- Circle back to members with potential service opportunities and to check in
- Enter information into Conversation record



# Service Opportunity Team

- 5 Service Opportunity Specialists
- Assist leaders to define service opportunities
- Review for clarity and spiritual growth description
- Participate in monthly Matching meetings
- Pull reports from online SO repository
- Circle back to leader with potential matches
- Move SO to closed list once filled with date and who filled the role



# Leadership Team

- 2 Leaders drive the process
- Divide responsibilities across 2 teams
- Lead, mentor and train team members
- Interface w/ Board of Trustees and Minister
- Drive the monthly matching meetings
- Manage the communications:
  - Drive newsletter articles
  - Communicate to congregation



## *What's To Come*



# What's Next For Us

- Leadership development training and additional succession planning support
- Streamline technology
- Measure, assess and improve!







# *Designing Culture Change*



# BE INTENTIONAL

Design with culture change in mind

- Processes
- Procedures
- Teams
- Communication





# Tell the Story



Through story, create an understanding of the need for the culture change

- We told a story they had likely experienced
- We told it over and over again, in many different ways
- We asked many different congregation members to tell their success stories



# Focus on Our Faith



- Examine the challenge from the perspective of living our faith
  - Principles, Mission Statement
- Create a clear and concise link between the change and living our faith
  - Statement of Theological Grounding



# Engage Leaders → Early Adopters

- Minister, Board, Leadership Council
- Concept document
- Leaders on the design team
- First conversations with leaders





# Build Relationships

- You and your experience are important to me
- We can do this together – Covenant
- Be inclusive





# Create Different Points of Entry

- New member through Board President
- At any point in the service life cycle
- Self-initiated versus invited





# Build Sustainability

- Continuous process
- Full life cycle of service
  - Are you still finding meaning?
- Create space to take risks and experience success
  - Term limits, training, manageable work load
- Use Service Opportunity form as catalyst to “re-imagine” roles





# Designing for Culture Change Takes Time!

- Concept phase – 6 months
- Design phase – 6 months
- Testing phase – 6 months

Communication and education  
throughout all phases





## *Takeaways*



# Top 3 Takeaways for this Workshop

Embrace and employ:

1. The opportunity and challenge of culture change
2. Theology as basis for culture change
3. The power of reframing our stories



# Love Reaches Out





*Questions  
&  
Comments*



# More Information

**Website: [www.uucdc.org](http://www.uucdc.org)**

Look for the GTS logo on the homepage  
to take you to the GTS webpage

For the resources listed on your handout:  
<http://www.uucdc.org/gts-development>

Unitarian Universalist Church of Delaware County  
145 W. Rose Tree Road, Media, PA 19063  
E-Mail: [churchoffice@uucdc.org](mailto:churchoffice@uucdc.org)