

rebuilt

REBUILT CONSULTING SERVICES

Overview

One in three people raised in the Catholic Church has walked away from it, making “former Catholic” the third largest religious designation in the country. The most acute problem in the Church today is with its culture. There are cultural problems that parish churches – large and small, old and new, growing and declining, urban, suburban, rural, northeast, southwest, and everywhere in between, Spanish-speaking, multi-cultural, Asian, African American – all seem to share. These problems will most certainly be exacerbated by the seismic changes increasingly rocking the Catholic Church in this country that, among other things, are leading in some regions to massive parish closings, consolidations, and restructuring.

In the past 15 years, since Fr. Michael White and Tom Corcoran began to rebuild their parish, more and more pastors and parishioners have come to the realization that the Church needs to be transformed. Part of that transformation is changing the culture for the people who are currently in the pews. Rebuilt has addressed this by launching small groups, delivering radical hospitality, creating children’s programs, playing contemporary music, and so much more. But Rebuilt is more than just tinkering around the edges. Rebuilt is committed to make churches appeal to the un-churched. The Rebuilt team is spreading its belief and model to other Catholic parishes in order to make transformative change.

Unlike a traditional product business, the Rebuilt initiative is not driven primarily by the total size of market, or potential market share and penetration. Instead, Rebuilt is creating a model that can build exponentially on itself through the ministry of successful Rebuilt parishes. This calls for bringing a mentoring model and approach to the market. Rebuilt has chosen to approach the market using a hub-and-spoke model. Rebuilt will establish “Rebuilt Hubs” in key geographies and then leverage those parishes to transform other parishes in their region. This approach will leverage resources and will combine a direct sales approach with grassroots adoption.

Rebuilt Consulting Offering and Services

Rebuilt has created a proven, compelling consulting product based on the experiences from their own parish. The key differentiator for the Rebuilt offering is the fact that Nativity is an ongoing laboratory for ideas, trials and results for more than 15 years. The Rebuilt team is continually building and evolving ways to make church matter, from the platform of a healthy, growing parish. They understand the challenges of working in a local parish and they are uniquely qualified to help other parishes on their journey. Over the years, the Rebuilt

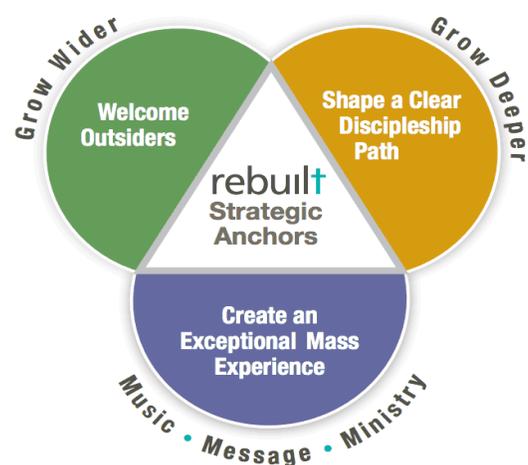


Figure 1 Rebuilt Model

team has created, tested and proven the approach and resources needed to build a healthy parish. Their approach creates a culture that welcomes outsiders and makes the Mass accessible to all. It encourages parishioners to grow deeper as disciples of Jesus by providing a clear discipleship path. At the center of this model is growing deeper and wider through the weekend Mass experience.

The Rebuilt consulting offering is delivered as a multi-year process that guides a parish as they create a solid foundation, launch and build programs, campaigns and volunteers and establish an irresistible Catholic community that is making disciples. The Rebuilt team understands the necessary steps and the sequencing of those steps, in order to build healthy, growing parishes.

Rebuilt delivers impact to parishes in five areas:

- **Giving** – better understanding of financials, tools and advice to launch stewardship campaign, increase giving
- **Attendance** – increased skills and tools to help grow weekly Mass attendance over time
- **Ministers/Volunteers** – develop leadership metrics, increase number of volunteers
- **Infrastructure** – help build support systems and structures to drive results, including core team, technology, database
- **Bold Moves** – coaching toward the necessary next steps to move the parish forward

The Rebuilt Consulting Offering is delivered in three stages over three years. Each Rebuilt Consulting team has a Lead Consultant and Team Consultant who have expertise in the Rebuilt Consulting Offering. This team leverages other members of the Rebuilt and Nativity staffs and of the Rebuilt volunteer cohort. These volunteer ministers have been trained to support the parish with subject matter expertise such as accounting, team dynamics, marketing, and volunteer engagement. The Rebuilt team hosts bi-weekly conference calls with the parish client and facilitates one off-site meeting with the parish team each year. The Rebuilt team walks with the parish core team throughout the engagement and guides them as they establish a strong foundation, launch initiatives and measure success.

Rebuilt Consulting Offering

- Built on proven, real-life experience at Church of the Nativity
- Multi-year engagement designed to impact specific metrics
- Consultants commit to long-term partnership with parish core team
- Volunteer ministers augment team with subject matter expertise to deepen the learning and enhance implementation
- Bi-Weekly video conference calls, one off-site retreat each year

Year One Consulting Program includes:

- Conduct an audit of parish financials
- Conduct an audit of website and social media
- Define the parishes “Tim” (the quintessential unchurched person in the community)
- Pick and plan an initial parish “experiment”, focusing on one Mass
- Assist with planning and executing on two (2) message series
- Launch a spiritual campaign with accompanying message series and help host a stewardship weekend
- Create a dashboard to track key parish metrics
- Facilitate an off-site retreat for the core team at mid-year
- Offer complimentary tickets to the Rebuilt Road Show or Rebuilt Conference
- Conduct assessment of impact for Year One / Create a “Wish List” for Year Two

Figure 2 Rebuilt Consulting Offering

Year Two Consulting Program includes:

- Launch a Children’s program
- Launch a limited Small Groups campaign
- Enhance website and social media presence
- Expand Year One learnings to other Masses
- Execute on the “Wish List” items selected in Year One
- Implement a message series four (4) times a year
- Participate in a workshop at a Rebuilt Road Show or Conference to share impact with others
- Conduct assessment of impact for Year Two

Year Three Consulting Program includes:

- Implement giving as a part of discipleship path
- Implement a message series six (6) times a year
- Launch a second spiritual campaign with accompanying message series and help host a stewardship weekend on another topic
- Coaching for consistent, enhanced experiences at all Masses
- Enhance website and social media presence to improve interactivity and engage volunteers to help
- Host a Rebuilt Road Show
- Participate in a peer-to-peer cohort with other Rebuilt parish pastors (optional)
- Conduct assessment of impact for Year Three

Rebuilt Consulting Delivers Impact

The Rebuilt Consulting offering is developed on an approach and model used at Church of the Nativity. The offering is both iterative and proven, delivering measurable results and impact to consulting clients. Rebuilt delivers measurable results and impact to consulting clients.

	Year One	Year Two	Year Three
Giving	<ul style="list-style-type: none">• Better understanding of parish’s financials• Completed one stewardship season with all supporting tools, templates	<ul style="list-style-type: none">• Conduct a Stewardship Campaign aimed at increased giving using Year One as a benchmark• Use money from increased giving to pay for item on the Wish List	<ul style="list-style-type: none">• Pastor/Pastoral Team determine based on Year 1 and 2 baselines
Attendance	<ul style="list-style-type: none">• Clarity on the target audience• Develop baseline data for measurement	<ul style="list-style-type: none">• % increase in Mass attendance• Establish a clear, accurate count for Mass attendance	<ul style="list-style-type: none">• Pastor/Pastoral Team determine based on Year 1 and 2 baselines
Minster/Volunteer	<ul style="list-style-type: none">• Increase in number of volunteers	<ul style="list-style-type: none">• Develop a leadership metric	<ul style="list-style-type: none">• Pastor/Pastoral Team determine based on Year 1 and 2 baselines

	<ul style="list-style-type: none"> • Develop baseline data for measurement 		
Infrastructure	<ul style="list-style-type: none"> • Evaluate a tool/process to track donors and trends in fundraising • Set up structure to drive results • Electronic giving set up and processing payments 	<ul style="list-style-type: none"> • TBD informed by parish need 	<ul style="list-style-type: none"> • Team and culture firmly established
Bold Moves	<ul style="list-style-type: none"> • One bold move to drive radical change 	<ul style="list-style-type: none"> • Two bold moves to drive radical change 	<ul style="list-style-type: none"> • One undeniable success from which to build

Figure 3 Rebuilt Impact