



Business of Ministry

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INTRODUCTION

Disclaimer

Completion of PowerSchool of Ministry (PSOM) is not a guarantee of ordination by PHCC or Free Them Ministries, Inc. Completion of PSOM is not a guarantee of paid employment or volunteer opportunity with this or any other ministry. PSOM is not an accredited education institution. Credits may not be recognized by accredited academic entities. Course information is presented for educational purposes only.

Structure and Fees

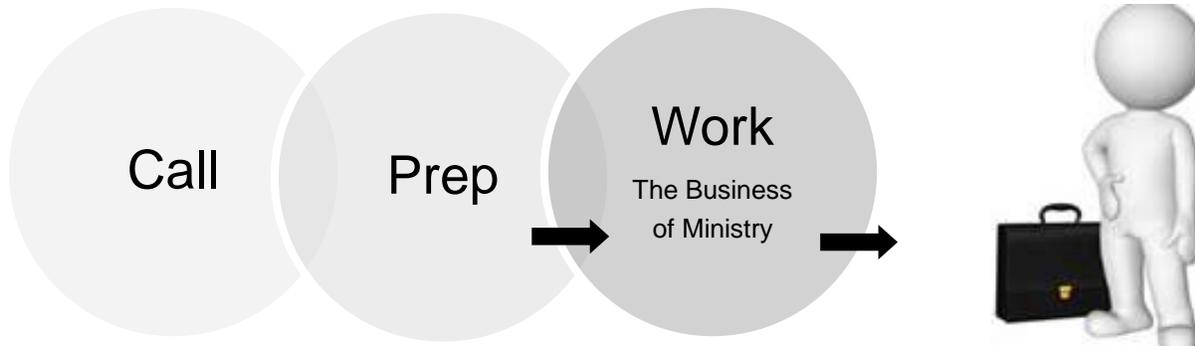
On line courses are presented in Audio form only with a syllabus.

The cost is \$25 per student per section. This is non-refundable.

Materials

Because KJV is public domain, that version will be used for large sections of scripture. Where practical or necessary, other versions will be used and indicated at point of insertion.

Hebrew, Greek and definitions are taken from Strong's Exhaustive Concordance or the same on www.elijah.com.



THE WORK

In this course you will have a reality check. Can you go the distance? Are you in this for the long haul? We will also discuss the professional etiquette of interacting with denominations and ministries. You will learn the business of ministry as you find out how to incorporate, the benefits of ordination, and federal/state/local laws concerning ministries.

Disclaimer

WORKING WITH OTHER MINISTRIES

It is not practical to think you will never have to interact with other ministries. How closely you interact will be determined by the leading of Holy Spirit. There are traditional, accepted protocols, but not everyone follows the norm. Generally you will find ministries that fall into three categories: Those that completely reject you and your ministry, those who acknowledge but only tolerate your ministry, those who respect your ministry and will network with you.

The apostle Paul experienced all three. Jesus experienced all. Paul told Timothy not to let anyone reject him because of his youth.

Galatians 2:11 But when Peter was come to Antioch, I withstood him to the face, because he was to be blamed.

Luke 4:24 And he said, Verily I say unto you, No prophet is accepted in his own country.

Acts 9:13 Then Ananias answered, Lord, I have heard by many of this man, how much evil he hath done to thy saints at Jerusalem: 14 And here he hath authority from the chief priests to bind all that call on thy name. 15 But the Lord said unto him, Go thy way: for he is a chosen vessel unto me, to bear my name before the Gentiles, and kings, and the children of Israel: 16 For I will shew him how great

things he must suffer for my name's sake. 17 And Ananias went his way, and entered into the house; and putting his hands on him said, Brother Saul, the Lord, even Jesus, that appeared unto thee in the way as thou camest, hath sent me, that thou mightest receive thy sight, and be filled with the Holy Ghost. 18 And immediately there fell from his eyes as it had been scales: and he received sight forthwith, and arose, and was baptized. 19 And when he had received meat, he was strengthened. Then was Saul certain days with the disciples which were at Damascus. 20 And straightway he preached Christ in the synagogues, that he is the Son of God.

Luke 9:5 And whosoever will not receive you, when ye go out of that city, shake off the very dust from your feet for a testimony against them.

There will be times when you are just wrong in what you are saying or doing. The correction may come in the form of criticism. Just keep walking out your ministry.

If you have the opportunity to work with denominations with which you are not familiar, do your homework and find out what is acceptable to that denomination and what is not acceptable. BUT, don't paint all denominational churches with the same 'paint brush'. Some operate very autonomously. Some non-denominational churches operate more like a denominational church than they realize.

The key is to *always* respect authority.

PROFESSIONAL ALLIANCE AND INCORPORATING

Although the call to the ministry is divine, the business of ministry really does have to be run like a business. It's *your* business! It's your reputation on the line. It's you who will have to go to court if there is a legal problem.

Don't be lazy about running your business!

It's nice to get input from your peers, but you must do your own homework when it comes to business. Because this can be intimidating, dealing with IRS, State officials, etc., many choose to be ordained and/or incorporated under an existing 501c3.

I have always been very, very cautious in getting associated legally with another work because of integrity issues. If someone in that organization fails to be a good steward or to control themselves, I never wanted that to taint my ministry, my company. Pray, pray, pray before attaching yourself with another ministry or organization.

There are many professional associations you may connect with that won't require a formal commitment and it's good to have those associations where it is a mutual benefit. If taking you under their wings is just a fund raiser for them. . . run, don't walk!

So, should you incorporate and become a 501c3 or not? What authority and requirements does the IRS have concerning ministries, churches, self-employed?

The common thinking is that in order for people who donate to your ministry to get a tax deduction, you must be a 501c3. That is not necessarily the case.

Don't take anyone's work for legal status. Do your homework! Below is an excerpt from a website that quotes attorneys and cites legislation. I try to use information that is verifiable in federal and state agencies.

DO CHURCHES NEED 501(C)(3) STATUS?

By Lee Duigon – BIO

Must churches obtain official 501(c)(3) status from the Internal Revenue Service to be exempt from taxation?

No, churches are automatically exempt from taxation, according to attorney Marcus Owens, Washington, D.C., a former head of the IRS' tax-exempt division, now defending a California church against the IRS (see related story). Must churches be 501(c)(3) for their members' tithes, donations, and gifts to be tax-deductible?

Again, no, according to Owens and to IRS regulations readily accessible to the public.

But even if a church chooses not to be recognized as a 501(c)(3) tax-exempt organization, Owens said, provisions of the federal tax laws prohibiting "intervention in a political campaign" still apply to all churches. If the IRS finds that a church has violated this prohibition, the activities that constituted the violation are subject to an excise tax, according to the IRS.

"A church needs no ruling from the IRS to be exempt from taxation," Owens said. "It is exempt by virtue of being a church. But churches are still bound by provisions of the Internal Revenue Code in regard to intervening in political campaigns."

THE CHURCH'S FREE SPEECH RIGHTS

Regardless of whether a church has 501(c)(3) status, the church always has the right to speak out on the issues of the day, according to Glen Lavy, a constitutional attorney with the Alliance Defense Fund.

Because the question comes up so often, the ADF on its website (www.alliancedefensefund.org) has provided “Guidelines for Political Activities by Churches and Pastors” (<http://www.alliancedefensefund.org/userdocs/GuidelinesforChurchesandPastors.pdf>).

“In regard to churches getting involved in social issues, the IRS rule against intervention in a political campaign doesn’t apply,” Lavy said.

What does apply, then?

“IRS rules have the force of law,” Lavy said. “The government’s administrative agencies, like the IRS, have the ability to enact regulations which have validity, unless they are changed by the legislature. Congress has the right to change any regulation.”

The ADF’s “Guidelines” specify that churches are not allowed to endorse a particular candidate, contribute either funds or in-kind services to a candidate’s campaign, or distribute literature for a particular candidate.

“Issue advocacy, however, may not be limited by government and can be freely engaged in by churches,” the ADF pamphlet says. “As long as one does not use explicit words expressly advocating the election or defeat of a clearly identified candidate, one is free to praise or criticize officials and candidates — this is called issue advocacy.”

Although churches are often threatened with loss of their tax-exempt status — sometimes by anti-church activists, sometimes by the IRS itself — there is no law that restricts churches from defining moral positions and asking people to vote accordingly, according to the ADF.

State laws vary. I have been incorporated in two states and they were very different in each location. International laws vary. Federal laws change. Although a church has certain differences, payroll does not necessarily enjoy unique status because it’s a ministry. Do your homework!

FEDERAL, STATE, LEGAL

Keep detailed records and keep them organized!

If you are a disorganized person by nature, fix it and staff it! The word of God says you are to be a good steward over God's things. Therefore, it's time to grow up and stop being messy and disorganized.

You will be required to provide certain reports to the IRS. If you are itinerant, you are probably going to be considered self-employed and will have to file self-employment taxes and reports. Being organized makes this so much easier. There are agencies that provide payroll and tax services if you can afford that. There are also lawyers who specialize in non-profits or work on a retainer basis to advise you.

If you can't afford these services, you must perform them and stay current on laws and requirements.

For donations, you are required to provide a giving statement to people who donate. This must be done by a certain deadline. Educate yourself about this.

WEBSITES:

State: Every state has a government website that will provide information on filing your non-profit or corporation, filing requirements and laws governing what you do. For example: Texas is www.texas.gov then I go to the section on businesses and then to the section governing my particular business. So yours would be [www.\(yourstate\).gov](http://www.(yourstate).gov). The office that usually handles non-profits, churches and ministries is the Secretary of State.

Federal: The website for federal is www.irs.gov. Then travel to Charities and Non-profits. Then to Churches and Religious Organizations. Also educate yourself on state and federal payroll requirements.

Do what is right in the sight of God, not just enough to get by.

MARKETING

DID JESUS MARKET?

Yes!

Luke 1:65 And fear came on all that dwelt round about them: and all these sayings were noised abroad throughout all the hill country of Judaea.

Acts 2:6 Now when this was noised abroad, the multitude came together, and were confounded, because that every man heard them speak in his own language.

The term 'noised abroad' was the marketing of the day. Word of mouth is still a very powerful marketing tool, but people only talk about two things: what they like and what they hate. If your ministry is handled well and glorifies God, people will talk about it because they love it. There will *always* be people that talk about you because they hate you. Jesus warned us of this and said what they really hate is Him.

Consistency and reputation are the way to develop a good word of mouth following. Think of some of the successful businesses in the world. Businesses like McDonalds restaurants and Coca-Cola are successful because people know what to expect from them and they are consistent in what they provide.

The day of Pentecost in Acts was noised abroad because there was something unusual happening.

Today, we are blessed with a variety of marketing tools. Some are free, some are very expensive. None are guaranteed. There are a lot of scams out there. Walk by the Spirit of God.

BRANDING, PROFESSIONAL IMAGING, GRAPHICS

I have an extensive background in advertising and graphic arts so branding is second nature to me. I have met a few old timers who don't want to be bothered with marketing. They say, 'God will promote me.' The Bible does say that promotion comes from God. That passage is not talking about marketing, but about divine appointments like the one David had in being promoted from shepherd to king almost overnight. It is talking about examples like Joseph who was placed over the pharaoh's goods and home.

Jesus and the apostles would go to places like Mars Hill and the temple courts to get out their message. These places were the marketing tools of the day. Jesus preached at the city well to the woman of Samaria. That is networking!

Being professional is free. Look good, smell good, improve your public speaking, learn your profession.

Branding is simply putting a recognizable and consistent image to your ministry. All the larger ministries we all follow have a look, a brand. It is so subtle you may not have realized it, but it's there.

We see branding every day. Nike has a checkmark. Coca-Cola uses red script typefaces for classic Coke. Car makers have a trademark. Twitter has a little bird white on blue. Facebook has their fB.

Naming your ministry:

I have to laugh at some of the awful names people come up with for churches.

Here are a few and I'm not making these up. I have seen the pictures of the church signs!

- Beaver Lick Christian Church
- The Church of I Am that I Am
- Flippin Church of God
- House of God Inc
- Boring UM Church
- Half Way Baptist Church
- The "Exciting" Singing Hills Baptist Church
- Original Church of God
- Run for Your Life Int'l Chapel
- Accident Baptist Church
- First Church of the Last Chance. . . .
- Hell Hole Swamp Baptist Church

Of course we should pray and ask God about the name. Beyond that, answer whether you should name it after yourself, is it too Christiany, is it too churchy, can it be taken to mean something else not intended, if you change location, does it still work?

Image/Logo

Next you want a 'look' for the ministry. Budget comes into play here. Printing in black and white with shades of grey is always the least expensive and you can do it yourself with some decent office equipment.

Again, you want something that you can keep consistent and recognizable. The obvious elements are doves, crosses, rivers, but even if it's your initials or name, pick a typeface you can stick with.

Keep it simple! Weird shapes can be hard to reproduce. Will the size work on a business card as well as stationary?

Get a good set of photographs for yourself. Get black and white and color. Have a digital copy that can be emailed or inserted into files.

Later, you can reproduce the exact same imaging in color if you need to and you will still keep the consistent look of your ministry.

COMPUTER

Desktop Publishing

There are many great templates available today that are absolutely free. You can produce newsletters, syllabus, PowerPoint presentations, bulletins, etc., on your own equipment. Be mindful of copyright laws!

Library of Congress – Your books and recordings can be copyrighted through the Library of Congress. See www.loc.gov.

Video

With the invention of digital recorders, iPhones that record and other devices, we can produce High Definition video very easily and inexpensively. There are also free editing softwares available for download on the internet that are user friendly. Then you can take those videos, convert them to the proper format (or the website may do it for you) and you can place them on your own YouTube account or other free internet video placement sites. You can place them in your website as well.

MP3 (Audio)

We use a free program called Audacity by SourceForge to record, but there are others available. We then edit and convert to MP3 and upload to our website, and iTunes and other sites. We produce our own CDs for sale at our events. (Producing the CD covers ourselves on our office equipment)

INTERNET

NOTE: Keep up to date lists of every place you put your ministry information so if there are changes, you can update completely. It's too hard to remember all the places you can list your ministry.

Social Media

Example: fB, YouTube, Twitter, LinkedIn

Newletters and Emails

Beware of purchasing email lists. There is a Spam Act law that governs the use of such lists. They generally are not usable legally and are often not 'clean' meaning there are a lot of false emails and incorrect or obsolete emails in them. Always use an opt-out or unsubscribe feature and keep your email lists up to date.

Website

Domain Name , Free Website, PayPal