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As you are probably well aware, the need for nonprofit foundations and churches to be at the top of their game is crucial in this modern world. We can't afford for them to be only marginally effective because there is no back-up plan. Our government does not have the resources to help us succeed in a global world with a rapidly aging population base and overwhelmed social service agencies. Effective churches and nonprofit organizations are the key to our future. However, the typical structure and leadership of these organizations is failing, in too many instances, to meet the need.

Pastors have been trained as the spiritual leaders of the church. Their expertise is in ministry, worship, and pastoral care. Executive Directors of nonprofit organizations have expertise in their specific field. However, many organizations rely on the person holding those positions as the sole leader. Unfortunately, a great many pastors and Executive Directors lack the expertise and skills it takes to be effective leaders. Furthermore, a large number of churches and nonprofits simply do not have the resources available to invest in the leadership, management, and organizational structure needed to fulfill their mission. They do not have the momentum to move through the process of successfully accomplishing their vision and becoming more sustainable and fundable due to their impact on the community they serve.

## **CHURCHES**

In the United States alone, there are 320,000 Christian churches. However, membership loss is plaguing mainline churches. "The latest church membership statistics are in, and the trend is clear: declines for Roman Catholics and Southern Baptists, and across-the-board losses for mainline Protestant denominations. Of the nation's 25 largest denominations, only four reported growth."<sup>1</sup> A March 2009 *USA Today* online interactive graph shows "data collected over 18 years from the American Religious Identification Survey (ARIS)... It finds that, despite population growth and immigration adding nearly 50 million more adults, almost all denominations have lost ground since the first ARIS data was released in 1990."<sup>2</sup>

A CNNMoney.com article describes how "smart pastors" are turning around the losses. "Perhaps the most critical need is training clergy in leadership and management. If they don't know how to delegate, pastors can get stuck administering, not ministering. In seminaries, management training is rare." The article states that notable leadership figures have gotten involved in church leadership issues.

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<sup>1</sup> Leslie Scanlon, *The Presbyterian Outlook*, April 5, 2009

<sup>2</sup> USA Today [http://www.usatoday.com/news/religion/2009-03-09-ARIS-faith-survey\\_N.htm](http://www.usatoday.com/news/religion/2009-03-09-ARIS-faith-survey_N.htm)

“As Peter Drucker points out, a church's real books are not kept in this life. That fact makes good management more important, not less. Without it, a church can't carry out its real mission.”<sup>3</sup>

## **NONPROFITS**

Nonprofit boards often consist of top notch personnel who are capable, dedicated, and passionate about the field of their nonprofit. However, many nonprofits are not functioning at their capacity or are not effectively utilizing the physical, human, and social capital of their communities. In addition, nonprofits are facing the fact that they cannot recruit or retain the type of high-caliber leader that would guide them to be more successful. “Nonprofit executive directors are burning out and leaving the sector in alarming numbers. Meanwhile, emerging leaders are thinking twice about stepping into the breach. This is a great shame when we consider the extraordinary vision and values that drew these talented people into our sector in the first place.”<sup>4</sup>

Why does this paradox exist? In a basic overview of nonprofit organizations on the Free Management Library, Sandra Larson describes common problems they often face.<sup>5</sup> The comprehensive list contains a great number of issues dealing with management and leadership.

## **WHY IS THERE A NEED FOR CHURCHES AND NONPROFITS?**

- We are moving rapidly into an aging population base that will need significant assistance. Churches and nonprofits need guidance to find opportunities to assist the aging population base and draw on them to provide:
  - Experience
  - Resources
  - Assets
  - Leadership
- We are a “global society” and emerging nations will need assistance. Churches and nonprofits need guidance to seek partnerships with global organizations to:
  - Learn new approaches to old problems
  - Gain insight and awareness
- Poverty and resultant social ills will continue to be a significant challenge. Churches and nonprofits need guidance and support:
  - As vehicles to global peace and interaction
  - As cultures for moral and ethical communities
- In the United States alone, there are 320,000 Christian churches and 1.5 million nonprofit organizations, both of which are increasing yearly. The “market” need for funding for these organizations has increased due to:
  - Reduced corporate funding

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<sup>3</sup> CNNMoney.com

[http://money.cnn.com/magazines/fortune/fortune\\_archive/1989/09/25/72507/index.htm](http://money.cnn.com/magazines/fortune/fortune_archive/1989/09/25/72507/index.htm)

<sup>4</sup> A National Study Produced in Partnership by CompassPoint Nonprofit Services, The Annie E. Casey Foundation, the Meyer Foundation and Idealist.org.2008

<sup>5</sup>Free Management Library [http://managementhelp.org/org\\_thry/np\\_thry/np\\_intro.htm](http://managementhelp.org/org_thry/np_thry/np_intro.htm)

- Reduced government spending for social programs
- Overwhelmed social service agencies

## **SOLUTIONS**

There are organizations that are envisioning and creating new ways to be effective. LIFE Senior Services in Tulsa, Oklahoma has transformed its organization by using ad revenues from Vintage, a free senior magazine, to subsidize affordable housing and fund other senior services with the strategy provided by Ed Bogle. Park Plaza Church of God in the Tulsa, Oklahoma area is a shining example of churches that work. A major player in developing their vision and leadership was and is Harry Lay. Our founder and CEO, Hugh Ballou, is a prominent figure in leadership training and organizational development. For the past 22 years he has worked with churches, nonprofit organizations, and entrepreneurs on four continents.

These organizations have been served by key players from the power team of the newly formed SynerVision Leadership Foundation. Although SynerVision is a new organization, we are drawing on the wealth of experience of over 15 highly respected and proven leaders from around the country to staff our board of directors, advisory board, and to provide in-kind services to those we are serving.

SVLF is empowering churches and nonprofit organizations to move beyond scarcity mentality, such that their mission and impact is greatly magnified. We are using transformational leadership to engage members as stakeholders and guide organizations from their existing to their envisioned cultures. SVLF has a unique application process to determine viability and a unique methodology for working with organizations. Our Wayfinders will determine a Solution Map for the qualifying organization and make a long-term commitment to guiding its success.

## **HOW DO ORGANIZATIONS QUALIFY?**

First, SynerVision has allied itself with several high credibility organizations that are able to recommend churches and nonprofits that are motivated and capable but lack the resources to capitalize. The Institute for Clergy Excellence (ICE), The Community Foundation of the New River Valley, and state church judiciaries are already collaborating. We hope to add other church and community organizations as we expand.

Next, SynerVision has developed a unique intake process that determines alignment, viability, commitment and dedication within the first two steps. This is an interactive process that is punctuated with evaluation, reflection, and recommitment from the organization. Before investing resources, SynerVision will ensure that the leadership and stakeholders will be engaged and invested in the process.

## **HOW IS SYNERVISION DIFFERENT?**

Currently there are no known organizations performing exactly the same services in the same manner as SVLF. There are many organizations working under the consultant module that specialize in nonprofit or church organizations.

These consulting organizations have the following in common:

- Their services have fees per service
- They have a limited number of traditional consultants
- They offer a limited methodology, some of which is no longer effective in today's society

SVLF's unique approach to the problems facing churches and nonprofits includes:

- The best in-kind guides (Wayfinders) offering services to organizations without fee
- A variety of best practices establishing a new paradigm for transforming each organization to empower leadership building capacity and long-term sustainability
- Transforming the culture from that of maintenance thinking to that of inspiration driven by a vision of success and a program of evaluation, renewal, and continual improvement

Specifically, the SVLF will ensure that each organization is provided a valuable process through a long-term commitment from SVLF that is based upon these imperatives:

- Training and empowering leadership
  - Engaging stakeholders in a passion for fulfilling the mission
  - Creating ownership by involvement of each member in the planning process
  - Developing strategies by encouraging collective vision
- Creating a clarity of vision
  - Attainable, measurable and relevant
  - Valued by all because each member was involved in the development of each stage of the process
- Creating a specific solution by focusing on the organization's unique roles and attributes
  - Concentrate limited resources available to each organization
  - Reduce redundancy by creating a unifying transformational strategy
- Developing measureable objectives and results
  - That are specific to the organization served
  - That are focused on outcomes, not on activities
  - That enable organizations to be fundable internally and externally

## **HOW WILL SYNERVISION HELP?**

SVLF will deliver the services that the Wayfinders have outlined in the unique Solution Map and pathway to success for the organization in Phase 3 of the intake process. The services will include a combination of capacity building; enhancing board effectiveness; leadership development; building upon existing physical, human and social capital; continuous learning, reflection, and evaluation; and strategizing celebration and renewal. SVLF creates a solution map and pathway to success unique to each organization. The Wayfinder specialists in each area will guide them through the journey.

The process depends upon collaboration between SVLF and the organization and the organization's continuous evaluation, reflection, and re-commitment.

Services will be provided in physical, phone, and online formats:

- 1) Leadership and team systems and strategies offered in books, articles, audios, phone conferencing, and online classes;
- 2) In person training and process facilitation;
- 3) Individual executive coaching;
- 4) Online presentations, teleseminars and webinars;
- 5) Live conferences and workshops.

### **WHAT DOES SYNERVISION NEED?**

In Phase 1 of the 3-Phase Growth Plan, the development stage, SVLF is seeking \$250,000 in seed funding to develop its own Solution Map to include the intake process for qualifying clients, the accountability process for clients in the program, the metrics for evaluation of both the client's work and the work of SVLF. The seed funding will also provide a salary for the Executive Director full-time and a very part-time bookkeeper and grant writer. In addition the seed funding will fund two pilot projects to demonstrate the effectiveness of the process and to gather data for major grant proposals.

In Phase 2 of the 3-Phase Growth Plan, the operation stage, SVLF will seek \$2.5 to \$4 million in funding to launch one project per month.

In Phase 3 of the 3-Phase Growth Plan, the rapid market penetration stage, ongoing funding of \$5 million per year will enable SVLF to launch 2 projects per month. Additional funding will be added from online program fees, donations back to SVLF from successful clients and random donations that will enable SVLF to host live workshops and seminars for connection to the market and ongoing client support.

### **MORE INFORMATION**

Who are we? [http://synervisionfoundation.org/?page\\_id=3](http://synervisionfoundation.org/?page_id=3)

More about our philosophy, goals, and solutions

[http://synervisionfoundation.org/?page\\_id=33](http://synervisionfoundation.org/?page_id=33)

Business Plan available upon request