

[Plus, How much church cash reserve is enough?](#)

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Leadership Network *Advance*

November 28, 2017

Dear Dianne,

I can't decide which of our three outstanding stories to highlight, so please take a look at all three! —Dr. Warren Bird

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The Next Landscape Shifting Movement in Churches

by Jenni Keller

See below for the most important webinar you'll attend this year.

If you could identify every single person in your community who would respond favorably to an invitation to your church, would you? Now you can. We live in a time when the question is no longer if you can access this information, but what your church will do with it. "Big data" makes all of this possible...



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Church Cash Reserves - How Much Is Enough?

by Warren Bird

How much cash should our church have set aside in reserve?

If you've ever been guilty of asking this question (and you should be!), you'll love this short blog from our friends at ECFA (Evangelical Council for Financial Accountability).

Read more for some great insights on building cash reserves, and also be sure to get your free Book, *9 Essentials to Church Cash Reserves* at ChurchEXCEL.org—ECFA's new free resource community to help manage your church's finances with excellence.



[Read More](#)



PODCAST: Focusing on the Heart More Than the Wallet

What does it take to develop generous givers in your church, and address people's hearts more than their wallets?

Churches need to shift the conversation from obligatory tithing and meeting budgets to giving and generosity being part of the full picture of spiritual development. While we're at it, we can also make it easier for people to exercise this act of the heart by providing up-to-date options such as text and mobile giving.

In the latest generosity podcast from Leadership Network, Chris Willard and generositylabs.org founder Kenny Jahng discuss how to make it happen.



[Listen](#)

Features You May Have Missed

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- [New Release - *Together: A Guide for Couples Doing Ministry Together*](#)
- [Leading Effectively When You Inherit a Mess and Other Articles Church Leaders Should Read](#)
- [Christmas Eve Is on Sunday This Year! Make the Most of It!](#)

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