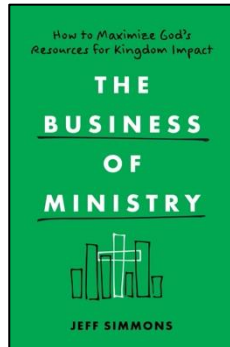


## ***THE BUSINESS OF MINISTRY***

### ***How to Maximize God's Resources for Kingdom Impact***



**Nashville, Tennessee:** Our greatest joy is found when we are living fully committed to God and utilizing our gifts, opportunities, and influences for His glory.

When Jeff Simmons started in ministry, he never expected the business and finance principles he studied in college would be valuable to ministry and nonprofit. Most people in ministry receive little or no training in the areas of goal setting, research and development, financial management, and performance evaluations.

Over 20 years ago, Jeff and his wife, Lisa, started a church in Franklin, Tennessee, a suburb of Nashville. What started with fifteen people in an apartment clubhouse, God has grown into a church of over 3500 attendees and ministries of five campuses, over 80 full-time church staff, 55 international staff, and 70 learning center teachers including the ministry Justice and Mercy International.

In *The Business of Ministry: How to Maximize God's Resources for Kingdom Impact* (Moody Publishers), pastor and entrepreneur **Jeff Simmons** equips readers with the training to have the greatest kingdom impact. When pastors and nonprofit leaders understand the business side of their ministry, more people can be blessed and supported. Some of the topics that Jeff offers guidance on include:

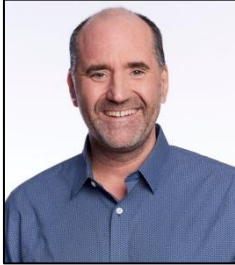
- **The Tension between Faith and Business:** We must decide if our trust is in God or money? Money is vital to ministry. While we should depend on God to meet our needs, wisdom is needed to manage finances properly. Growth requires taking steps in faith even when it's difficult to consider the cost from a human or business perspective. (2 Cor. 5:7)
- **Financial Transparency:** Churches and nonprofits have a fiduciary responsibility to an extreme degree of accountability to eliminate the misuse of finances. Despite your position, handling finances with integrity, transparency and accountability is essential to protecting God's finances and long-term ministry success. (Matt: 25:34-40)
- **Vision Versus Resources and Buildings:** The church building is a tool that helps accomplish a God-given vision. We must effectively use God's resources to create a vision for others by asking them to join and invest in God's work. When considering a church building, we should pray, ask others and be innovative. (Matt. 17:20-21)
- **Find the Right People:** Hiring the right people on your team is essential but it requires finances, interviews, and potential relocation. The three C's to hiring, recruiting or monitoring include character, competency, and chemistry. As your team grows stronger in their leadership, they further their influence, impact, and the organization's growth.
- **Growing the Ministry:** People want to invest in God's work and see the results. To stay relevant as a ministry, leaders should learn the advancements of social media, online ministry, and marketing. Developing leadership and passionate investors is essential for the long-term sustainability and success of a ministry. (Matt. 28:19)

Other topics Jeff discusses include how to keep your ministry thriving, raising revenue, protecting your church family, finding passionate Christ followers, employee compensation, and passing your ministry and outreach passion on to the next generation.

“We desperately need thriving churches, ministries, and spiritual influences. Money, power, and success will never completely satisfy. The only true answer is Jesus,” says Jeff. “If ministries can learn and apply transferable business principles, it will help them grow and maximize their impact for God’s kingdom.”

In *The Business of Ministry*, Jeff reminds that for churches and nonprofits to be effective and wise stewards in ministry we need to be entrepreneurial in our calling to help, love, and serve others by sharing Christ and making a difference in our neighborhoods, cities, and around the world.

### **About the Author:**



**JEFF SIMMONS** is the founding and senior pastor of Rolling Hills Community Church, which he and his wife, Lisa, planted twenty years ago. The church has grown from 15 people meeting for a Bible study in an apartment clubhouse to several thousand people and five campuses around Nashville, TN.

Jeff is a husband and father of three children. He is the President of Justice and Mercy International, offering mission work in the countries of Moldova, the Amazon Jungle, and Eastern Europe.

Jeff studied finance at Baylor University. He oversees ministry work with over 80 full-time church staff, 55 international staff, 70 learning center teachers, and multi-million-dollar budgets. His web site is [www.jeffsimmons.org](http://www.jeffsimmons.org) Facebook: @PastorJeffSimmons Instagram: @\_JeffSimmons

### **About Justice and Mercy International (JMI)**

JMI has two primary areas of focus, the Amazon region of Brazil and Moldova in Eastern Europe. Their mission is to make justice personal for the poor, the orphaned, and the forgotten people of the world.

Their programming reflects their desire to make lasting and tangible change for the world’s most vulnerable. By addressing physical, economical, and spiritual poverty, they have seen life changing human trafficking prevention, crisis and family care, pastoral training, vulnerable child and teen care and church mobilization.

Justice and Mercy International (JMI) is a faith-based, non-profit 501(c)(3) organization that works through programs that have the Good News of Jesus as their core. More information is available at [www.justiceandmercy.org](http://www.justiceandmercy.org)

### **Suggested Interview Questions for Jeff Simmons:**

- 1) Jeff, give us an overview of your book and the intended audience?
- 2) What are some business principles that can help achieve greater ministry impact?
- 3) What are the 5 “R’s” that are important for every ministry?
- 4) Why is it important to know basic business principles in doing ministry? Are business and ministry mutually exclusive?
- 5) Did Jesus teach about money and business principles? Did the early Church use business principles to do greater ministry?
- 6) What are some ways for a ministry or nonprofit to stay relevant?
- 7) What are the three “C’s” that a leader should look for when searching for the right people to join a ministry or nonprofit team?
- 8) How can Christian colleges and seminaries better train pastors and leaders for the Gospel ministry?
- 9) What do you wish someone would have advised you on before you went into ministry?
- 10) What does every Christian long to hear from Jesus when we pass from this life to the next?
- 11) Where can we find out more information about you and your church ministries?

## **Notable Quotes from *The Business of Ministry*:**

There is a difference between wisdom and knowledge. Wisdom is the practical application of knowledge. It's where the real power of godly leadership comes from. Wisdom comes through our relationship with God, through prayer, reading God's Word, and hearing from other godly leaders. We all need wisdom to lead the church, nonprofit, or ministry area God has entrusted to us. Listen to what God is saying to you about how you lead. Trust and follow Him. Wisdom is where great leaders receive their power and influence. (p. 10)

The purpose of ministry is to build up the body of Christ and to serve others. In churches, nonprofits, and other ministry organizations, the needs of others are met through the gifts and actions of staff and volunteers in the organization. The purpose of business is to provide the economic exchange of goods and services. Not everyone is called to go into full-time vocational ministry, but if you are a Christ follower you have a call to ministry. We need more Christian men and women in business. This is where godly leaders become salt and light. We also need Christian business leaders living out their calling by serving in their local churches and non-profits. This is where the kingdom of God grows. (p. 13)

God values His created order, and He desires for His church to be rightly ordered and organized as well. We can do greater ministry when we are organized and structured for sustained success. We should study well-run businesses and learn how they operate. Business is simply the practice of bringing together resources in a system to accomplish a successful result. This is a system, and God's church can learn so much in this area of business. In fact, we should be doing the ministry better than any for-profit business because what we do has both present and eternal ramifications. (p. 25)

As the ministry grows, you need to add volunteers and staff. Effective volunteers are essential to any ministry and church. Recruiting, training, and mobilizing volunteers are the responsibilities of any good leader. As an organization, you must constantly be moving toward finding and keeping the right people. Once you begin having volunteers and staff, the organization then needs to keep moving people into their areas of strength. A mix of full-time and part-time paid staff along with trained volunteers is how ministries succeed. None of us can do everything. (p. 70)

Every church must think and plan for how to raise up the next generation through ministries for children and students. As culture tries to take religion out of the schools, it is incumbent upon parents and the church to invest in giving the next generation a spiritual foundation. The heartbeat of a church or ministry is not about amassing more money and stuff. These are important, but they can never take the place of our ultimate goal in ministry—serving people. (p. 84)

Every leader and every organization has the opportunity to make a unique contribution to the world. You are gifted, called, and unique. The problem is that many leaders and organizations lose their focus. Whether they end up copying others around them or the busyness of ministry becomes too consuming, they end up moving away from their unique calling. Mission statements and core values help leaders and organizations stay focused. You learn from others, but you must keep the unique calling that defines you and your ministry. The goal is not to always be the greatest, but to always be who God called and created you and your ministry to be. (p. 122)

You are leading and serving in God's ministry. He calls us, and we serve Him. We must always remember that He is sovereign over all. He has called us to steward His work, but He is the One who will make it grow. So many times, we feel the weight of trying to make everything happen. Because God is sovereign, He can redeem every situation. Whatever you face in your ministry, always remember that God is greater. Often when we are out of ideas, this is where God does His best work. This way, only God receives the glory. (p. 163)