



# Leader Care and the Impact on Trust

**Michael Martin**, President and CEO, ECFA

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*“Let us hold unswervingly to the hope we profess, for he who promised is faithful. And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another—and all the more as you see the Day approaching.”*

**Hebrews 10:23-25 NIV**



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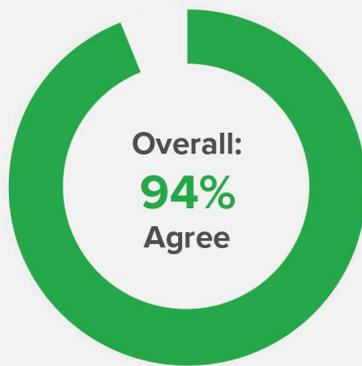
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To what extent do you agree with the following statement:

“Integrity failure of Christian ministry leaders (i.e., the CEO, senior pastor, or equivalent) has a negative impact on donor trust”?



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**74%** Strongly Agree  
**20%** Agree

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*“What good will it be for someone to gain the whole world, yet forfeit their soul?”*

Matthew 16:26 NIV



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## Saved but Dying



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**What is one of the biggest challenges you are facing right now in your role?**



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**What are you doing to care for your soul in the midst of this challenge?**



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*“Nothing conflicts with the love of Christ  
like service to Christ.”*

– Henri Nouwen

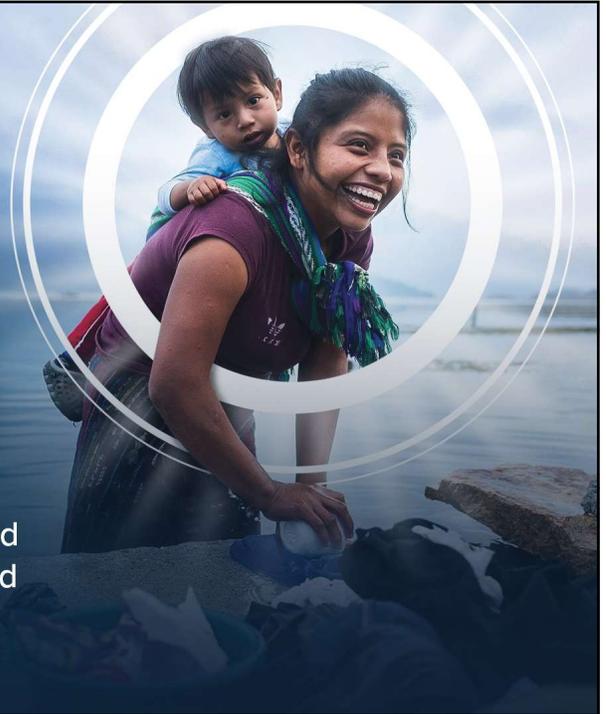


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## Why ECFA Cares About Healthy Leadership.

ECFA helps Christian nonprofits and churches maintain a healthy and trusted reputation to effectively reach the world for Christ.



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## ECFA's Approach to Healthy Leadership

- Multi-year research and discernment process.
- Focused on supporting healthy leadership through the board's proactive care for the holistic well-being of the senior leader.
- Gives members much latitude to implement a process that is best suited for their context, and meets the spirit of the standard.



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## How do we Ensure Healthy Leadership?

- Psalm 139:23-24.
- Make it a priority...too often it isn't a priority until crisis hits.
- Asking the question: Is it possible the soul of the CEO is being neglected?
- Boards and CEOs should engage on topics around soul care.



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# Leadership is hard—especially in ministry.

But it doesn't have to be that way. ECFA's Excellence in Leader Care Standard is a game-changer.

Learn more at [ECFA.org/LeaderCare](https://ecfa.org/LeaderCare).



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What is the board currently doing well to care for you as the top leader?



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**What would you need from your board to feel cared for?**



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**Learning along the way**



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*“I’ve watched too many young adults walk away from faith because they’ve seen too many Christian leaders lead poorly and fail spectacularly. Therefore, I’ve always invited our board to ask me hard questions about my life and my leadership. These are tangible ways they support me and fulfill their stewardship responsibility to the ministry. ECFA’s Leadership Standard is a gift to leaders and to the ministries they serve.”*



**Tom Lin, Intersarsity**

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*“Too often boards and organizations neglect the well-being and accountability of their leaders until issues arise. This can be detrimental to both the leader and the organization. That’s why I’m grateful for ECFA’s focus on Leadership Standards, which brings this critical issue to the forefront. By setting proactive leader care standards and practice in place, organizations can ensure that their leaders not only survive but thrive in their roles.”*



**John Chesnut, Wycliffe Bible Translators, USA**

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## Ways to engage



## Innovations

Successful rollout of the revised Excellence in Leader Care Standard!

### Resources to Get Started with Leader Care



**7 Questions a Board Can Ask the Senior Leader**



**How to Identify Burnout in a Leader**



**How to Pray for Your Leader**



**Adopt a Board Policy**



## 7 Questions to Ask

1. What are your biggest prayers right now, and how can we join in praying for you?
2. What has God been teaching you during your worship or devotional times?
3. How can we help you have margin in your schedule for health check-ups?
4. How are we doing honoring your time at home? (Bonus question, if applicable: What do your spouse and kids think?)
5. What did you do with your vacation days this year?
6. What is your favorite “third place”?
7. If we were to help make a way for you to experience a spiritual retreat (or similar experience) this year, what would be a few of your top choices?



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## Signs of Burnout

1. Declining Motivation
2. Declining Productivity
3. Emotional Exhaustion
4. Physical Exhaustion
5. Cynicism



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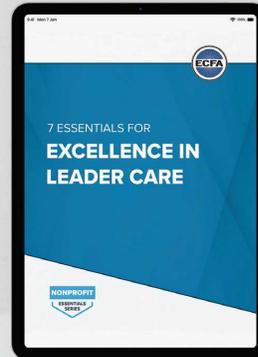
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## Leader care is ministry care.

This resource will help ministry boards and their executives explore and engage in seven practical essentials for an effective leader care strategy.

For a **FREE** download, go to [ECFA.org/EBooks](https://ecfa.org/EBooks) and use promo code: **LeaderCare**.



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SEASON 3 • EPISODE 1

## BURNOUT TO BREAKTHROUGH WITH MINDY CALIGUIRE

New episodes every  
1st and 3rd Thursday  
wherever you get  
your podcasts.



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Governance



Financial  
Management



Legal  
Compliance



Fundraising/  
Stewardship



Leadership

Over 900 sample policies, procedures and resources in our Knowledge Center

[ECFA.org/KnowledgeCenter](https://www.ecfa.org/KnowledgeCenter)



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**Discussion:** ECFA's board and leadership will continue to engage with those who provided feedback and evaluate potential improvements to the standard.

**Education:** During 2025, ECFA will continue to educate and equip members through conferences, webinars, sample policies, and other resources.

**Prayer:** Please join us in praying for the impact that proactive care can have on not only senior leaders but also the entire organization.

Learn more by visiting [ECFA.org/LeaderCare](https://www.ecfa.org/LeaderCare)



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