



Ideation Imagination Webinar

Clergy Wellbeing Initiative Workbook

A Four-Movement Guide for Organizations Supporting Clergy

This interactive workbook is designed to help you create a blueprint for high-impact, context-specific wellness programs tailored to the unique realities of the clergy you support. Using a practical design thinking frameworks, this workbook will equip you with empathy mapping, ideation, and capacity discernment tools to design meaningful initiatives that align with your organization's needs.

Movement 1 | Listen Deeply

Begin with empathy, context, and curiosity before creating a program.

Choose one specific clergy population your organization supports. Use this page to listen for their lived reality, not to jump too quickly to solutions.

- Pastors in financially stressed churches
- Rural clergy serving multiple congregations
- Bivocational pastors
- Newly ordained clergy
- Clergy of color
- Women in ministry
- Clergy nearing retirement
- Clergy serving congregations in conflict

Context Snapshot

1

The clergy group we are focusing on:

2

Their ministry context is:

3

What we already know:

4

What we still need to learn:



Clergy Empathy Map

What are they carrying?

Burdens, pressures, responsibilities, griefs, expectations

What are they saying?

Words, concerns, questions, repeated comments, silence, indirect signals

Clergy Empathy Map

1

What are they needing?

Rest, support, tools, advocacy, relationships, resources, care

2

What gets in the way?

Time, shame, money, culture, access, theology, trust, logistics

3

What would help them feel seen, supported, and strengthened?

Concrete supports, practices, spaces, relationships, changes, or resources

Movement 2 | Name the Need

Move from broad concern to a clear, specific clergy wellbeing challenge.

A strong initiative begins with a clearly named need. Use your listening work to focus the problem, the people affected, and the desired change.

Need Statement

The clergy we support are experiencing

_____, which is affecting
_____.

Desired Change Statement

Because clergy are experiencing _____, we
want to create _____ so that they can
_____.

Test the Need

Question	Yes / No	Notes
Is this need specific enough to guide a program?		
Is this need grounded in clergy experience, not only our assumption?		
Does this need connect to our organization's mission?		
Is the desired change clear and realistic?		

Movement 3 | Discern Capacity

Identify what your organization can faithfully and realistically carry.

Capacity is not only about limits. It is about designing something your organization can do with integrity, partnership, and sustainability.

Capacity Discernment Grid

Capacity Area	Guiding Question	Score 1-5	Notes / Next Step
Mission Fit	Does this align with who we are and what we are called to do?		
Clergy Need	Is this responding to a real and specific need?		
Trust	Do we have relationship and credibility with this clergy group?		
Staff Capacity	Do we have the time and people to manage this well?		
Financial Fit	Does this fit the likely grant size and budget?		
Partnerships	Who could help us do this with excellence?		
Sustainability	Could this continue or create lasting value beyond the grant?		
Evaluation	Can we measure or describe the difference it makes?		

Discernment Questions

Where are we strongest?

Where do we need partners or support?

What needs to be simplified?

What would make this more sustainable?

Movement 4 | Design the Blueprint

Turn insight and discernment into a practical, context-specific program plan.

Use this page to draft a first version of your clergy wellbeing initiative. It does not need to be perfect. It needs to be clear enough for the next conversation and strong enough to shape a grant application.

Clergy Wellbeing Blueprint

Clergy Population	Who specifically are we supporting?
Core Need	What wellbeing need are we addressing?
Desired Change	What transformation do we hope to see?
Program Idea	What are we proposing to create?
Key Activities	What will participants actually experience?
Support Team	Who will lead, facilitate, partner, or advise?

Clergy Wellbeing Blueprint

Resources Needed	What funding, space, tools, people, or partnerships are needed?
Timeline	What could happen in 3, 6, or 12 months?
Signs of Impact	How will we know this helped?
Next Faithful Step	What is one action we need to take after today?

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