

FirstSteps for Planting a Missional Church

Coaching Guide #4

Fundraising

Well funded church plants lead to successful church plants! There is overwhelming evidence that church planters who take fundraising seriously tend to plant strong missional churches.

So why is church planting so underfunded? The big issue is our inability to cast a compelling vision and make a direct ask for financial support. Fundraising is one of the challenges that every serious leader will have to face in their ministry; and yet, it fills even the strongest of leaders with all sorts of feelings and fears when the subject is brought up. To overcome those intense emotions one needs to have a strong biblical conviction on the legitimacy of fundraising.

Biblical Insights

- I Corinthians 9:7-14
- I Timothy 5:17-18
- Philippians 4:17-18
- Acts 20:35
- II Corinthians 9:6-11

Checklist

- Potential donor list developed (individuals, churches, organizations).
- Donor list categorized and contacting strategy determined.
- Three year budget determined.
- Compelling vision statement integrated in fundraising materials.
- Fundraising materials developed (appeal letter, commitment card, thank you's).
- Coach has signed off on fundraising materials.
- Receipting, tracking and follow-up plan developed.

Reflective Questions

- What are the obstacles you are facing in your fundraising efforts?
- Who are the family members and friends that will support your work?
- Who are the churches or organizations you will approach to support this new church?
- Who will you not ask to support you and why?
- Who have you tested your fundraising approach with?
- Who will help you administratively?
- Who will help you expand your donor list?
- How much time are you putting into your fundraising efforts?

Conclusion:

The key principle in developing a prospect list is this, "Don't say no for anyone." If you are unwilling to add someone to your list then you are saying no for them and you have no right to make that judgment. Many a church planter is surprised over and over again by those who didn't give and those who gave (and gave sacrificially). Let people say no for themselves.