

# Financial Strategies for a Church Launch

Jerry and Melanie Stone

As you pursue planting a church, we suggest that you prepare to launch on opening day as a church ready to go! With leaders positioned to serve, a stage fully equipped, children's ministry resourced, a bright foyer with friendly faces and helpful information – your first service presents your new church as a place that people want to be. When you start with momentum, people will want to grow with you.

Your first impression is a lasting one, so you want to start your church with excellent service. To do that, you will need people to serve and money to spend. In this article we have listed a financial strategy to use as a guide for a church that wants to launch with momentum.

## I. Supernatural side to provision

You do your part to act in the dependency of faith, and God will do His part. We should do our part to know what money we will need. We should do our best to do the research to find the best purchase prices and the best quality. However, thank God for His grace that goes way beyond what we could ever do! As we work hard to do our best, we should always be leaning on the Lord and our covenant with Him, believing Him to go over and above and beyond our limitations! Nothing is impossible with God!

*Ephesians 3:20 “Now to Him Who, by (in consequence of) the action [action of Him] power that is at work within us, is able to [carry out His purpose and] do superabundantly, far over and above all that we [dare] ask or think [infinitely beyond our highest prayers, desires, thoughts, hopes, or dreams]”*

## II. Natural side to provision

### A. \$75,000 is the suggested minimum for a church launch.

#### General Launch Budget

- \$2,500 lawyer for incorporation
- \$20,000 for sound equipment, instruments
- \$5,000 for video projector and screen
- \$2,500 for production notebook computer and software
- \$2,000 for CD duplicator and supplies
- \$5,000 for truck or trailer and portable cases
- \$10,000 for a launch postcard
- \$5,000 advertising (radio, television, signs, newspaper, shirts)
- \$6,000 for first two to three months rent, liability insurance
- \$2,000 Welcome Center
- \$1,000 interior and exterior signage
- \$4,000 website development
- \$3,000 design and printing of promotional materials (visitor brochure, letterhead, business cards, offering envelopes, connection cards, etc)
- \$2,500 Office administration computer and software
- \$1,000 office equipment
- \$2,000 cell phone, traveling, launch team reception dinner
- \$1,500 children's curriculum, resources, nursery equipment (Find new or gently used nursery items at consignment shops)

#### Additional expenses to consider

- Salaries
- Chairs
- Pipe and drape
- Giveaway promotional items
- Dinner on the grounds on Launch Sunday
- Musicians

#### Note: What not to spend money on right away

- Office space (use a home for admin, use coffee house for meetings)
- Anything that isn't portable. Keep everything on wheels.

## **B. How to raise funds for a church launch**

### **1. Personal investment**

Savings, investments, jobs, spouse's income, selling personal property, fundraising, etc.

### **2. Launch team giving**

As soon as people move to your city and join your team, give people the opportunity to tithe, give offerings, pray and commit to what they can contribute financially. Regularly include your team on the budget and your status in reaching financial goals.

### **3. Send a letter to people you know**

Send a letter to friends, family, business owners, community leaders, and other churches for partnership

Let them know your budget, how much you have, and how much you will need.

When they partner with you, send out regular communication for prayer, testimonies, and financial status reports.

Hold partner meetings for those who can attend, and make them enjoyable. Invite partners who might be interested in hearing more. Include spouses so decisions for partnering can be made together. Include results from their giving, including people's stories. Ask for commitment.

### **4. Partner with a church planting organization for a partial loan**

There are organizations that will partner with you to loan you money interest free with a commitment to support the organization in planting other churches to reach more people for the kingdom of God.

## **5. Fundraisers**

Dinners, events, etc.

## **6. Develop a launch plan for potential supporters**

Contents for a Church Plant Proposal

- Cover with your logo and church name
- Introduction: Launch date, about you and your calling with photo, church contact information, Web address
- Mission statement, vision statement, paragraph about the opportunity to meet a spiritual need in your area
- Core values
- Overseers, associations
- Strategy for reaching people, what you will offer them, how you will develop leaders and ministry
- About your community and your meeting location
- Timeline
- Projected launch budget, first year budget, attendance goals, self-supporting goals
- Partnering request, list of existing partners for reference, personal contact information
- Commitment form and envelope