

# ACCELERATE

HOW TO GET YOUR MOVEMENT MOVING

## Funding

Definition: Organizational habits that maximize the acquisition and distribution of funds and resources

### Key Building Blocks for a System

- Attitude: What attitude or thinking needs to be fostered or corrected?
  - Everything is fundraising
  - Starting new congregations must be among the highest organizational priorities
  - God is the source. There are adequate resources to carry out His mission.
  - People are the conduit. Obedience and creativity are essential.
  - Failure is not an option
- Behaviors: What are the behaviors that reflect ownership and commitment to the system?
  - The organizational budget will reflect the value the organization places on starting new churches.  
Don't tell me it's important to you if you allocate less than 25% of your budget toward starting new churches.
  - Good systems for finding and disbursing resources
  - Clearly identified champion leaders who keep moving the funding ball forward
- Sequence: How? What are the steps that need to be taken?
  - How can people give?
  - How can planters raise money?
  - How will the money be disbursed in a manner that creates the desired missional impact?
- Clarity: Where? When? Who?
  - What organizational habits do you need to form?
  - How will the funding resources be managed?
  - Who will ensure the system is healthy?
- Execute: How is the sequence working?
  - What are you already doing that can be strengthened, improved or optimized to increase your available funding?
  - What are you not doing that you need to start?
- Results: What are we measuring? (Scorecard)
  - Increasing amount of funding available to support multiplication
  - Increasing the number of diversified portfolios of revenue streams

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- Culture: What is the impact on the attitudes, behaviors and heart of organization?
  - Our money resides where our mouth is
  - The annual allocation of funding toward multiplication will be constantly on the increase
  - Generosity vs. Scarcity
  - Planters and their families will be healthier in every way

### Key Components

- Optimized funding structures that conform to the values of the organization
- Systems that incentivize behavior that leads to success
- Well-structured, easy-to-navigate funding bridge structures (safe place for donations before the congregation is formed, etc.)
- Fundraising support: Make it simple for donors to fund church starters in a manner that has a healthy accountability
- Intentional teams developing revenue categories
- Shared faith practices (might not align with the planter)
- Accessibility to good accounting systems

### Accelerators (Best Practices)

- Matching funds: Maximize the value of raised funds
- Using money to incentivize behavior that leads to success
- Creating leveraged relationships between the organizational spheres
- Flexible funding strategies for different modes of being the Church:  
Traditional vs. Creative
  - Traditional – Mostly dependent on tithes and offerings
  - Creative – Assumes tithes and offerings will never be adequate
- Requiring robust financial plans from church starters early in the approval process
- Five Funding Streams that must be cultivated
  - Tithes and Offerings
  - Fundraising
  - Co-Vocational
  - Non-Profit Partnerships
  - For-Profit Partnerships
- Form organizational habits that maximize revenue from the five core funding streams
- Intentional systems that lower costs of common commodities (electronics, advertising, branding, etc.)
- Fundraising training
- Stewardship development
- Co-vocational development
- Organizational grant writing
- Creative funding research and development (for-profit and non-profit revenue streams)

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## Funding Assessment

**Funding:** Money! Money! Money! Funding is a driving reality for any church, any ministry and especially a church planting movement. My own personal bias is that most ministries or denominational entities have the resources needed to spark a church planting movement. The issue isn't lack of resources, but in the prioritizing and allocation of those resources. For example, if you were to take a look at some stalled church planting movements you might find that there are church plants that have been getting funding for twenty-years. I discovered that a number of our churches were significantly supporting 5, 10 and even 20-year old church plants to the tune of about \$50,000 a year. Hudson Taylor's mantra was, "God's work done God's way never lacks God's supply." The issue isn't a matter of supply, but a matter of stewardship.

### 1. How much can your organization invest in church planting grants in the next five years?

1	2	3	4	5
\$100,000	250,000	500,000	750,000	1,000,000+

### 2. What is your primary source of funding?

1	2	3	4	5
Established Churches	Churches/Individuals	Churches/Individuals	Churches/Individuals	Alternative Funding

### 3. Do you have a set percentage of giving expected from your churches?

1	2	3	4	5
As the Lord leads	Unwritten	Unwritten	Well Defined	Well Defined

### 4. How are you encouraging and tracking the giving of your church plants?

1	2	3	4	5
Rarely	Annually	Annually	Quarterly	Quarterly

### 5. How much of your organization's budget is allocated for church planting personnel and church planting grants?

1	2	3	4	5
0-15%	16-49%	16-49%	50+%	50+%

Funding Score \_\_\_\_\_/25

18-25 Strong

10-17 Average

0-9 Weak

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## Funding Worksheet

When it comes to funding church planting....

What's been a Home Run?

Where are you Striking Out?

Who is Stealing Signs?

Who needs to be in the game?

What is one thing could you do this week to take your funding to a new level?

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## Leader Reflection Worksheet

These are my 3 “must wins” of the week:

- 1)
- 2)
- 3)

What “habit of the heart” am I using this week to connect with God?

What “habit of the mind” am I using to keep my mind healthy and alert?

Who are a few people in my professional life I need to check in on this week?

What is my sense of what God is saying to me right now? What scriptures is he giving me?