



PLANTING PITFALLS



Momentum stealers to avoid

7. The Fear of Fundraising:
Getting comfortable at
resourcing the mission



The graphic features a dark, textured background resembling weathered wood or stone. The words "Support" and "Raising" are written in a white, elegant serif font, stacked vertically. Below them, the number "101" is prominently displayed in a large, white, sans-serif font, enclosed within a thin white rectangular border.

Support Raising

101

[Support Raising 101 – London Church Planting
Academy \(londonplantingacademy.org\)](http://londonplantingacademy.org)

Shocking reversals

He has brought down rulers from their thrones
but has lifted up the humble.

He has filled the hungry with good things
but has sent the rich away empty (Luke 1:52-53)

Seven kinds of money

For	From	How
Regular costs	Congregation, proportion of income	Present to church, teach on giving, membership, cultivate culture
Lasting legacy e.g. new building	Congregation, savings, inheritance, housing	Present to church, give examples of what is possible
Project e.g. new post or strategy	Business people, professionals	Senior pastor approaches 1-4 individuals, presents project vision
Crisis	Congregation, extra 1% of this year's earnings	Present church 1% to fix the problem, not every year!
Seeding building, project or post	Christian trusts	Research, apply and be willing to report
Mission	Partner churches	Develop relationship, explain clearly, apply as mission partner
Social care	Government, charities	Research thoroughly, apply and be willing to comply

Different sorts of giver: discern

- Giving to the individual
- Giving to the place/project
- Giving to a wider vision
- Giving for legacy
- Giving for leverage
- Giving because they need to

Different levels: segment

4 partners at £100 per month

10 partners at £50 per month

10 partners at £10 per month

£12,000 per year

Fears and defeaters

- Shame
- Rejection
- Dependence
- Reputation
- Manipulation
- Anti-evangelistic
- Legalistic
- Distraction
- Ineffective
- Unnecessary

Philippians 4 – I didn't need your money yet...

¹⁴ Yet **it was good of you to share** in my troubles. ¹⁵ Moreover, as you Philippians know, in the early days of your acquaintance with the gospel, when I set out from Macedonia, not one church **shared with me in the matter of giving and receiving**, except you only; ¹⁶ for even when I was in Thessalonica, you sent me aid more than once when I was in need. ¹⁷ Not that I desire your gifts; what I desire is that **more be credited to your account**. ¹⁸ I have received full payment and have more than enough. I am amply supplied, now that I have received from Epaphroditus the gifts you sent. They are **a fragrant offering, an acceptable sacrifice, pleasing to God**. ¹⁹ And my God will **meet all your needs** according to the riches of his glory in Christ Jesus.

Reflect on a recent experience of approaching an individual, church or trust for funding?

- What went well?
- What didn't go so well?
- How did you feel – before, during and after?
- What did you learn?

Cultivating a generosity culture – Why?

<https://youtu.be/h5ZEHY0y4r8>

- Commitment versus fence sitting
- Clear teaching versus assumptions
- Challenge idols versus accommodation
- Counter-culture versus world

Cultivating a generosity culture – How?

1. Preach the Word (plus drama and comedy?)
2. Have different cultures preach the Word
3. Make regular committed giving as easy as possible
4. Demonstrate integrity
5. Be generous as a church
6. Be generous yourself
7. Have high expectations
8. Encourage range of giving
9. Cast bold gospel visions
10. Provide help (e.g. CAP)

