

Church Planting

Planting and Finances

- Morgan Malone

Recently I visited with a pastor who confided that when he planted his church he chose not to talk about finances in the pulpit. His reasoning was that unchurched people do not want to hear about finances. After a year, the church plant was in crisis financially. Looking back he knew he should have taught financial giving from the beginning.



In their book *Ten Most Common Mistakes Made by New Church Starts*, Bill Easum and Jim Griffith write: "Too many planters have bought into the *myth* that unchurched people don't attend church 'because they're always talking money.' In all our interviews we've never heard any unchurched person say they failed to attend or return due to the issue of money. The complaint 'the church is always talking about money' owes its origins to a

vocal group of 'church people' who many years ago didn't agree with some financial decision in their church and yanked their pledge, putting the church in financial jeopardy. Only then did they become tired of hearing the leadership plead for money."

Easum suggests that you make up a weekly *disclaimer* about finances and share it verbatim. "Making a disclaimer during the time of collection can actually be a 'teaching moment' to all attending." He states, "Here is what you should say."

We've come to that time in our service when we collect the financial offerings. For those of you who are visiting with us, please feel no obligation. But for those of you who call (church name) your church home, your financial commitment is very important to sustaining this ministry. P.84

What do you think as a church planter? When should you teach about stewardship? When should you encourage people to give to the plant? Let me know what you think.