

# BUDGETING FOR EVANGELISM

## Principles

One of the seven core shifts recommended in our latest resource *How to Nurture an Evangelistic Church Culture* is having a line for the ministry of evangelism in your annual budget. Rick Warren suggests four principles to help us approach this in a healthy way.

When thinking about budgeting for evangelism, Rick Warren, pastor of Saddleback Community Church, suggests that rather than asking ‘How much will it cost?’ a better question is ‘Who will it reach?’

He also identifies four principles for budgeting for evangelism.

### 1. MONEY SPENT ON EVANGELISM IS BEST SEEN AS AN INVESTMENT, RATHER THAN AN EXPENSE

Jesus speaks of investing in treasure that is laid up in heaven rather than on earth (Matthew 6:19-21). Setting aside money to resource the sharing of faith is just such an investment. And of course there are a variety of things that could help with such faith sharing:

- Resources to help people pray for five.
- Materials to give away.
- Events to which people can be invited.

Take some time to look at your budget and see what you are investing in evangelism, to equip the people of your church to show and share the faith in their circle of influence?



### 2. GENERALLY, PEOPLE GIVE TO VISION, NOT NEED

Part of the role of leadership is to discern and communicate a compelling vision that includes your people seeing their neighbours, colleagues, contacts, friends and family becoming followers of Jesus.

Sharing this vision consistently and creatively over time will inspire people to want to give to make it happen. The two primary ways to do this are through stories and celebration (see chapter 3 of the book for more on this).

### 3. WHEN YOU SPEND PENNIES ON EVANGELISM, YOU GET PENNY RESULTS

Jesus taught us that we reap what we sow, but also that we reap in proportion to what we sow. So how is the sowing going? It isn't actually about the amount in and of itself, but about the generosity towards this area of ministry within your overall budget. Some churches spend more on flowers than they do on evangelism. How proportionate is your investment in the ministry of evangelism in comparison to other items in your budget?

### 4. REMEMBER: GOD'S WORK DONE GOD'S WAY WILL NOT LACK FOR GOD'S SUPPORT

Jesus invites us into God's mission in the world. This is his mission not ours. He longs for people to come to know him, and longs to use the church in the process. Whilst of course we need to be wise in our budgeting process, we can also step out in faith trusting him to be at work

### OVER TO YOU

You may or may not agree with these four particular principles. But it is good to think through what are your principles when it comes to budgeting for the ministry of evangelism in your context,. How will you discern those principles? How will you ensure you apply them to your budgeting process?



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