

## The 3 Pockets of Partnership

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## The 6 Non-Negotiable of Partnership Development

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

## Attitudes Necessary for Partnership Development

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Notes

## Funds from Individuals Outside Your Church

1. Create a database of \_\_\_\_\_.
2. Build a \_\_\_\_\_ of people you don't know yet.
3. Mail everyone you know a \_\_\_\_\_  
to update them on your progress (see Appendix 1 & 2).
4. Prepare your \_\_\_\_\_.
5. Follow-up your newsletter with a \_\_\_\_\_.
6. Ask a \_\_\_\_\_ to host a dinner to introduce  
you to 2-4 couple friends.
7. Write \_\_\_\_\_ to those who support you.

## Developing Your Script

What Do You Say?

Your Presentation should take about 30 Minutes...10 minutes for each:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Notes

## Funds from Other Churches

1. \_\_\_\_\_ – churches who pick partners based on relationships make the most of their financial commitments based on who they know.
2. \_\_\_\_\_ – many churches decide who they will support heavily based on the place where the church plant will be located.
3. \_\_\_\_\_ – these churches have a more sophisticated selection process. The pastor or leadership will want to know more about the background of the planter.
4. \_\_\_\_\_ – not that picky about background of planter or plant location; however they tend to give valuable resources to individuals who may not be qualified.
5. \_\_\_\_\_ – the key is to get a lead church who can help persuade other churches to join your team.
6. \_\_\_\_\_

# 10 Ways to Ask Churches for Money

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

### Best Times to Ask for Money

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

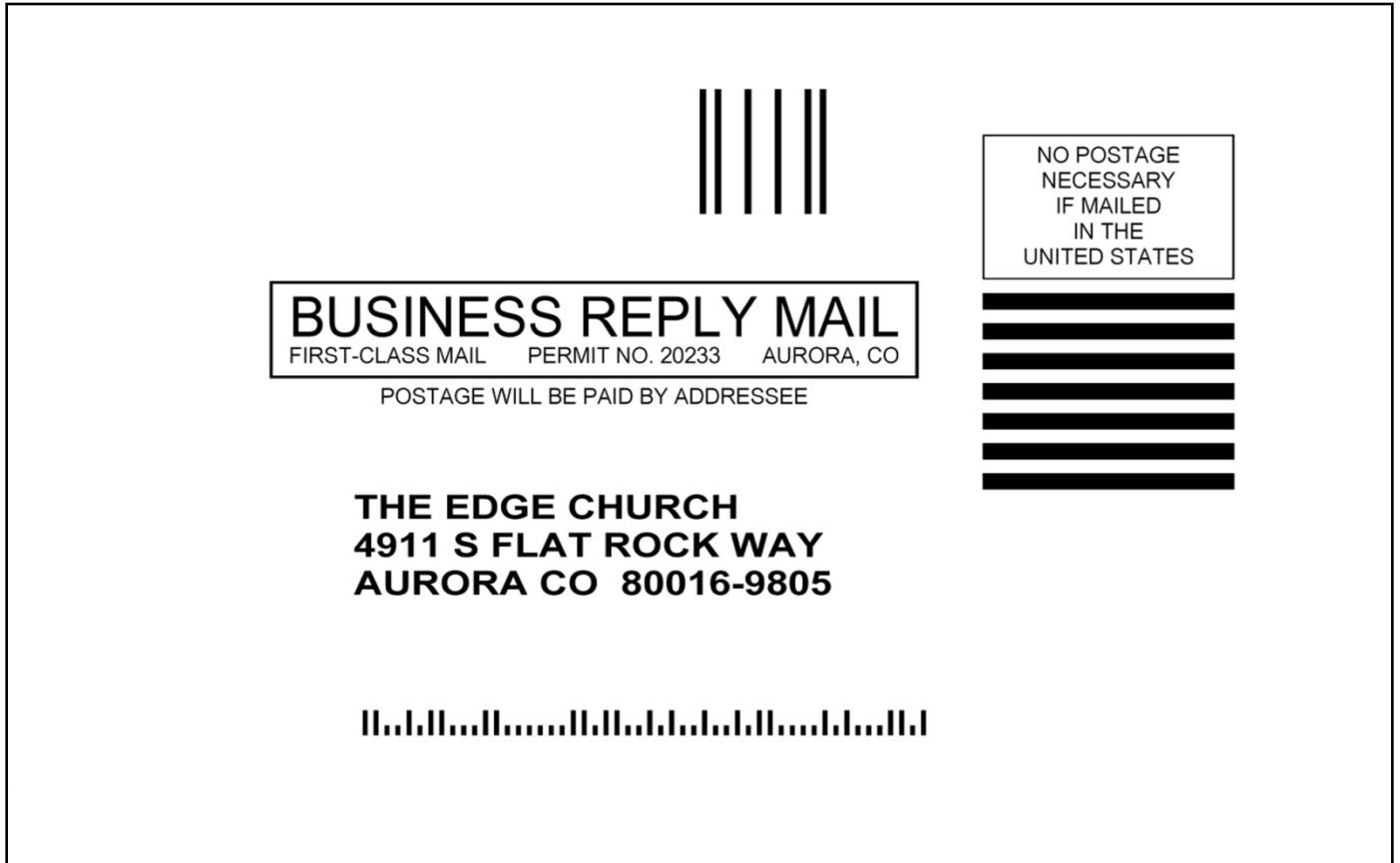
# Notes

## Funds Within Your Church

1. Raising funds begins with \_\_\_\_\_.
2. Preach your vision without \_\_\_\_\_.
3. Preach on \_\_\_\_\_ and the \_\_\_\_\_ of giving.
4. Use giving \_\_\_\_\_.
5. Be \_\_\_\_\_ about your needs.
6. Take up a \_\_\_\_\_ for your special needs.
7. Use \_\_\_\_\_.
8. Use \_\_\_\_\_ envelopes each week.
9. Send out \_\_\_\_\_ statements.

## Notes

# Appendix 1 - Business Reply Envelope



## Appendix 2 – Partnership Commitment Card

*I want to partner with the Edge Church to reach Denver.*

Name \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Primary Phone \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_ I would like to get the semi-regular prayer request updates by email

\_\_\_ I will give a monthly gift of \_\_\_ \$50 \_\_\_ \$100 \_\_\_ \$250 \_\_\_ \$500  
\_\_\_ \$1000 \_\_\_ other amount (\$ \_\_\_\_\_ )

\_\_\_ I will give a start-up gift of \$ \_\_\_\_\_ to help get E.C. off the ground

All gifts are tax deductible. Please make all checks payable to The Edge Church.

*I want to partner with the Edge Church to reach Denver.*

Name \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Primary Phone \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_ I would like to get the semi-regular prayer request updates by email

\_\_\_ I will give a monthly gift of \_\_\_ \$50 \_\_\_ \$100 \_\_\_ \$250 \_\_\_ \$500  
\_\_\_ \$1000 \_\_\_ other amount (\$ \_\_\_\_\_ )

\_\_\_ I will give a start-up gift of \$ \_\_\_\_\_ to help get E.C. off the ground

All gifts are tax deductible. Please make all checks payable to The Edge Church.

*I want to partner with the Edge Church to reach Denver.*

Name \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Primary Phone \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_ I would like to get the semi-regular prayer request updates by email

\_\_\_ I will give a monthly gift of \_\_\_ \$50 \_\_\_ \$100 \_\_\_ \$250 \_\_\_ \$500  
\_\_\_ \$1000 \_\_\_ other amount (\$ \_\_\_\_\_ )

\_\_\_ I will give a start-up gift of \$ \_\_\_\_\_ to help get E.C. off the ground

All gifts are tax deductible. Please make all checks payable to The Edge Church.

## Appendix 3 – Annual Statements Cover Letter

January 28, 2010

Dear

Thank you so much for your giving to The Edge Church in 2009. God has blessed our congregation in amazing ways and I am thankful for your support. In January of last year five people gathered in my living room for the first Edge Church Bible study. One year later more than 100 people are attending our weekly services, 55 people have accepted Christ and 17 have been baptized.

From a practical perspective, it takes resources from people like you to get a church started. Thank you for making The Edge Church a priority in your giving in 2009.

The Edge Church has grown rapidly the past five months since our Grand Opening and it's a great time of excitement. However, the influx of people has presented new financial challenges while still trying to meet the needs of our young church. Your ongoing support will help The Edge Church continue to mature and expand in 2010.

If you have any questions about your attached 2009 Contribution Statement, please feel free to contact our accountant, Judy Ortega, at [judyortega@comcast.net](mailto:judyortega@comcast.net) or 303-929-1730.

Blessings,



Ryan Heller

Lead Pastor



6140 – K6 S Gun Club Road . 139 . Aurora . CO . 80016 . 720-371-4272

## Appendix 4 – Credit Card Withdrawal Form

**The Edge Church**  
Automatic Deduction Form

I (we) authorize The Edge Church to deduct from our card the following amount per month (check the box that applies):

\$150  \$200  \$500  \$1000  Other \$\_\_\_\_\_.

Please indicate what date each month you would like to have your donation deducted from your account: \_\_\_\_  
10<sup>th</sup> 15<sup>th</sup> 25<sup>th</sup> 30<sup>th</sup>

**Please provide the following personal information:**

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

**Please provide the following information:**

Type of Card: \_\_\_\_\_

Card Number  
\_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

**Please sign and date your authorization below:**

\_\_\_\_\_  
Signature Authorizing Deduction

\_\_\_\_\_  
Date Signed

*Thank you for your willingness to become a partner with The Edge Church!*

## Appendix 5 – First Time Giver Letter

January 8, 2010

Jerry and Margaret  
5045 S. Elk Street  
Aurora, Co 80016

Jerry and Margaret:

I wanted to personally thank you for your financial gift to The Edge Church

Thank you for your support, and for honoring God through your giving. You will receive quarterly updates, as well as an end-of-the-year giving statement in January, to keep for your records and for tax reporting purposes. If you have any questions about your giving, please contact us at 720-371-4272, or [judyortega@comcast.net](mailto:judyortega@comcast.net).

Faithful giving is the mark of a fully developing follower of Christ. To help you remain committed in giving, here are a few different ways to make it more convenient for you:

- You may give online through Pay Pal at [www.edgecommunity.net](http://www.edgecommunity.net) and clicking on *Online Giving* and following the easy instructions.
- You can give using your bank's online bill pay and arrange for a check to automatically be sent to The Edge Church when you specify. (This is usually a free service offered by your bank.)
- If you forget your checkbook on Sunday, you can put your check in the mail during the week. Checks can be made out The Edge Church and can be mailed to the church mailing address 6140 K6-S. Gun Club Rd. #139 Aurora, CO 80016.
- You can give through our Automatic Debit service. This service allows you to set up monthly or bi-weekly gifts.

God is really working in our new church, and you have a big part in what He is doing. Our church is supported by its regular givers.

Thank you for investing in eternity!

Pastor Ryan  
Lead Pastor  
The Edge Church

# Appendix 6 – Monthly Newsletter

## the edge church

ISSUE 16

April 2010

AURORA, CO

RYAN HELLER  
LEAD PASTOR



Ryan Heller  
Lead Pastor



Join **The Edge Church** Facebook group and stay instantly updated on our prayer needs and praise reports.



Follow Ryan on Twitter

twitter: RyanHeller

### Follow Ryan's Blog

[www.RyanHeller.org](http://www.RyanHeller.org)

#### Inside this issue:

- Life-Change...Crossing Religious Boundaries* 1
- The Edge Prepares for First Easter* 1
- Giving to See Lives Changed* 2
- Life-Change...Crossing Religious Boundaries -continued-* 2

### LIFE-CHANGE...CROSSING RELIGIOUS BOUNDARIES

Over the past year one of the people God has put in our life is our hairstylist named Stephanie. Through building a relationship with her, we learned she grew up Jewish but was quite curious about Jesus. This led to many spiritual conversations over the past year. Stephanie, like Gena and I, has gone through some pretty heartbreaking fertility problems. Because she wanted to get pregnant so badly one of her friends gave her a copy of *The Secret*. If you are

not familiar with the book or video, the basic premise of *The Secret* is good things only happen to positive people and bad things only happen to negative people. In other words, it puts life's circumstances in human hands instead of recognizing the sovereignty of God. Stephanie fully embraced the idea that she would have children if she would think more positively.

A short time later she conceived triplets. Stephanie

knew she had been able to get pregnant because she had become a more positive person. However, in spite of her positivity she miscarried after 24 weeks anyway. Stephanie struggled to understand how something so bad could happen to her in spite of her positive thinking. She was devastated, confused and even angry with God. After losing her babies she determined *The Secret* was not all it was cracked up to be.

- continued -

### THE EDGE PREPARES FOR FIRST EASTER

In just a few days The Edge Church will host our first Easter services. On this special day we are adding a second worship hour to accommodate everyone who wants to attend. Services will be held at 9:45 and 11:15 a.m. I can't wait for April 4 because over the past month our church has been working extra hard to reach as many people as possible with the good news of Christ's resurrection. Here are 11 reasons Easter at The Edge will be incredible:

1. We distributed about 3,500 door hangers with info about

our church and Easter.

2. We prayer-walked key neighborhoods in our community.

3. We challenged all of our regular attenders to bring at least one guest.

4. We sent out a 21,000 piece mailout.

5. We have special drama and music.

6. We mailed a special invite letter to everyone who has attended our church.

7. We are calling every attender.

8. We are hosting an Easter Egg hunt between Easter services (10:45 a.m.).

9. We added a second worship hour at 11:15 a.m.

10. I began a new message series called "Doubters Welcome" to discover how to overcome doubt.

11. We are fasting and praying together as a church on April 2nd-3rd.

Please pray for us to see many people come to faith this Easter.

## Appendix 7 – Special Offering Business Reply Envelope

### Inside



Reach Out  
Offering **Special Offering**  
**(Goal: \$3,500)**

NOW THROUGH JANUARY 31, 2010

- Write the amount on the line marked Tithe & Offering.
- Place this envelope in the basket when the offering is given.
- Drop it in the mail during the week.
- Give online at [www.EdgeCommunity.net](http://www.EdgeCommunity.net).

CHILDREN'S MINISTRY, EQUIPMENT, OUTREACH,  
CHURCH PLANTING, AND BENEVOLENCE MINISTRY

Write the amount on the line marked Reach Out Offering.

\$ \_\_\_\_\_ Tithe & Offering  
\$ \_\_\_\_\_ Reach Out Offering  
\$ \_\_\_\_\_ Other \_\_\_\_\_  
\$ \_\_\_\_\_ Total

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_

The Edge Church discourages the irresponsible use of credit cards. We offer the opportunity to donate by credit card as a convenience to those who manage their finances in a God-honoring way. Phone \_\_\_\_\_

\_\_\_ Please check if new information

**METHOD OF PAYMENT:** \_\_\_ Check (payable to The Edge Church) \_\_\_ Cash \_\_\_ Visa \_\_\_ Mastercard \_\_\_ American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Amount to Charge to Credit Card \$ \_\_\_\_\_ Signature \_\_\_\_\_

# Outside

Reach Out  
Offering  
NOW THROUGH JANUARY 31, 2010  
Please prayerfully give over and  
above your regular tithing and offering.

the edge church  
www.EdgeCommunity.net  
showing the life-changing  
grace of Jesus Christ



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 20233 AURORA, CO

POSTAGE WILL BE PAID BY ADDRESSEE

**THE EDGE CHURCH  
4911 S FLAT ROCK WAY  
AURORA CO 80016-9806**



## Appendix 8 – Developing Partnerships and Raising Funds

Most church planters do not consider asking people for money their favorite task. In fact many church starters dread raising funds more than any other aspect of church planting. Pastors generally feel much more comfortable sharing the gospel, preaching a sermon or praying for the sick. Even though developing partnerships and raising funds remains a difficult task, no church plant will survive without financial stability. If a church planter excels at developing partnerships, he will enable his church to greatly advance the mission of leading people to Christ.

### Build The Prospect Base

The most effective way pastors can begin raising funds is simply by making a list of every pastor or church leader he has ever known. By organizing all names and contact information into a database, pastors will be able to quickly and efficiently utilize the information in many creative ways. Listing names, addresses, phone numbers, emails and interest level enables the church starter to access any pastor at any time and is imperative to effective communication in fund raising.<sup>1</sup> By using the latest social networking tools online, such as Facebook, the church planter can increase his prospect base. Every friend found on Facebook is a potential partner—former staff members, high school and college friends, seminary friends, and anyone the planter has led to Christ.<sup>2</sup> Two principles are crucial for every church starter to be successful with his prospect base—it should constantly be growing and the planter should constantly communicate through blogs, newsletters, emails and phone calls.

### Communicate Your Vision

There are several promotional pieces church starters must put together to cast the vision of the new

---

<sup>1</sup> Cornelius, a seasoned church planter, started his church with no people and no money. Ten years later he is averaging almost 6,000 attendees per weekend. Bill Easum and Bil Cornelius, *Go Big: Lead Your Church to Explosive Growth* (Nashville: TN: Abingdon, 2006), 111.

<sup>2</sup> Smith Sanchez and Watke, *Starting Reproducing Congregations*, 151.

congregation. One of the most important resources to develop is a full-color monthly newsletter. In each newsletter, list ministry highlights of the previous month, prayer requests and latest financial needs.<sup>3</sup> Consider using a template or a graphic artist to make the newsletter look interesting and appealing. The planter who puts time and energy making his letter professionally sharp and engaging will see stronger results in his efforts to develop partnerships.

In addition to a top-rate newsletter, many partners prefer to look at the ministry prospectus. An effective prospectus outlines important information about the pastor and his family, the demographics of the area surrounding the church, its values, and mission statement, the first-years budget, a list of partners, and a strategic action plan of how and when the new work will launch.<sup>4</sup>

Church planters should consider developing a promotional video sharing the pastor's vision.<sup>5</sup> Video allows a church planter to share his vision in a way that cannot be expressed by words alone. Potential partners will have the opportunity to hear and see firsthand the church starter's passion and excitement for getting his new church started and learn how they may partner. The video allows partnering churches and potential supporters to experience a face-to-face taste of the planter's heart which can be more compelling than written communication alone.

### **Three Avenues of Partnership**

Partners can participate on three levels—prayer, sending missions teams and giving.<sup>6</sup> In a perfect world every church partner would want to participate at all three levels of partnership, but, in reality, different churches want to offer support in a variety of manners. Some churches do not have the resources to support the new church financially, but they would be willing to pray. Even though prayers plus finances would give the church more support, prayer alone is still extremely important. Church starters need scores of people praying for them on a daily basis. Some congregations may not give financially but they would be willing to send a mission team. While other churches cannot

---

<sup>3</sup> Easum and Cornelius, 111.

<sup>4</sup> Ed Stetzer, *Planting Missional Churches*, 220-221.

<sup>5</sup> Dave Howeth serves as the Mile High Baptist Association Church Planting Team leader. Dave Howeth, Promotional Video, e-mail message to Ryan Heller, December 23, 2008.

<sup>6</sup> Searcy and Thomas, *Launch*, 80-81.

send a team but they are able to send a start-up gift or monthly support. Church planters should not get discouraged when churches do not commit immediately to all three levels of partnership. Some may send a mission team and later decide to give financially after experiencing the church's ministry first-hand. The Holy Spirit will prompt some praying churches to later write a check. New pastors should encourage churches to get involved in church planting at whatever level they are willing to participate and pray like crazy that they catch the excitement of the mission. The more they know about the new church, the more excited they will become and the more likely they will begin supporting the church financially.

Raising funds takes time. The church plant should allow plenty of time to raise funds. Partnering churches tend to move slowly when it comes to mission partnerships.

As a church starter talks with potential partners, asking them when their new budget year begins and when they finalize their next year's budget is vital information. While most churches start their new budget year in January, not all do. The planter should update his spreadsheet and list when a church's fiscal year begins. Listing when each potential partnering church's budget year begins will remind him what times of the year he should follow up the most. The more information gathered about how a church determines who they partner with, the more effective church starters can follow up. Church planters should start talking with potential partners up to a year in advance even though decisions are typically finalized two to four months before the new budget year. In the final months of a church's fiscal calendar, church planters should increase their contacts. In addition to asking questions about budgets, church planters should also ask if the potential partner has partnered with other church plants. If the answer is yes, it may be more difficult to get them interested. However, if they are not committed to other church starts, they may choose to partner with the one church who dares to ask.

Church starters should also inquire about who makes the final decisions on partnerships. Does the Senior Pastor, Missions Committee, Elders, Missions Pastor or other people have authority to determine mission partnerships? Each partnering church will have their own way of deciding how partnerships will be established. The more information known about how partnership decisions are made the better job church planters can do in communicating their needs.

After church planters have secured several known partners, such as friends and acquaintances, he should begin reaching out to churches who do not know him personally. Potential partners often want to know who is already involved in helping the church. The more partners a new church can share, the more likely he is to develop new partners. Therefore church starters should secure known partners first to show less familiar partners a firm foundation of commitments from other partners.

### **Who Can Fund A New Church**

Anyone can participate in supporting a new church. First, what can the church planter contribute to the new church? Could he use part of his savings towards starting the new church? Could he work bi-vocationally while beginning the church?<sup>7</sup> While he may not have all of the time he would like to designate directly to his new church, having another job will relieve financial pressure and validate his passion for church planting to his partners and launch team.

Partnering churches, denominations and church planting networks will also have money to give. Money from denominations, networks and some local churches generally comes with strings attached, so the planter should make sure he is fully comfortable with the expectations they place before him. A church planter should also talk to his friends and family members. Many of a planter's friends and family will want to invest in God's kingdom. One of the resource groups often overlooked is the new church's launch team and the early attenders and members.<sup>8</sup> While the funds of other churches, denominations and friends will run out, the gifts of the people who attend the new church have the greatest potential to continue. A church planter should challenge his launch team to give even in the early days of the church start.<sup>9</sup>

---

<sup>7</sup> Moore writes a whole chapter about bivocational church planting pastors. See also chapter 19 of *Spin-Off Churches* by Harrison, Cheyney, and Overstreet. Moore, *Starting a New Church*, 99-106.

<sup>8</sup> Chapter 2 gives an outstanding outline of developing donors in the church. See also George Barna's *How to Increase Giving In Your Church* for more information about developing donors. Aubrey Malphurs and Steve Stroope, *Money Matters in Church* (Grand Rapids:MI: Baker Books, 2007), 29-42.

<sup>9</sup> Griffith and Easum consider waiting too late to talk about money one of the greatest mistakes of church planters. Griffith and Easum, *Ten Common Mistakes Made by New Church Starts*, 81-82.

By seeking support from himself, other churches, denominations, networks and the launch team, the church planter will build a well-rounded group of financial supporters. Church starters should talk to every possible candidate about being a part of his exciting new church start.