

# 5/52

## Committed to Starting a New Church

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### Overview

- What is 5/52?
- Power of the 5/52 Plan
- 5/52 is only the Beginning
- 3 Areas 5/52 Can Support
- 4 Ideas for Success
- 3 Tips for Smaller Churches
- 8-Week Strategic Plan
- 3 Things that can Influence Failure

### What is 5/52?

- 5/52 is a stewardship emphasis for Partner Churches (*over and above the tithe*)
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- **\$5** a week for **52** weeks

### 2 Presumptions

- Partner Church has already made a financial commitment at some level
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This stewardship emphasis is ABOVE and BEYOND  
the tithe (*principles of offering*)

## **2 Benefits of 5/52**

- Simplicity
- High Participation

## **Power of Weekly Giving**

- 25 people = \$6,500 in support
- 50 people = \$13,000 in support
- 75 people = \$19,500 in support
- 100 people = \$26,000 in support
- 200 people = \$52,000 in support

## **5/52 is Only the Beginning**

- 5/52 works best as a total stewardship program
- 5/52 weekly giving is amazing but, more amazing are the preparation weeks and 5/52 Commitment Sunday
- Including a cash offering on 5/52 Commitment Sunday

## **3 Areas 5/52 Can Support**

One thing the pastor can do as a lead-up to the **5/52 Kick-Off** is allow the congregation to discover some of the more important financial needs of the new church. **For example:**

- Support Salaries
- Support Start Up Costs
- Support Purchasing Smaller Items

## **4 Ideas for Success**

### **IDEA #1: Planning & Preparation**

- Six week Promotion before 5/52 commitment Sunday
- 1st Sunday, meet with church leaders
- Your members will follow these leaders
- The rule of thumb: include influencers at meeting

### **IDEA #2: Sending Letters**

- First letter
- Second letter
- Third Letter

### **IDEA #3: Keep it Simple**

- Keep theme of 5/52
- On commitment card, give options
  - \$5
  - \$10
  - \$25
  - Other, etc.
- Use *“Stewardship emphasis”* over *“Financial campaign”*
- On Kick-Off Sunday, ask for cash offering with 5/52 Pledge Cards
- OPTION: Print pledge card info on envelopes
- Use a testimony from new church
- Use testimony of Church member who was supportive from beginning
- Recommend a simple *“come forward, drop your gift in the box”* or *“on the altar”*

### **IDEA #4: Express Gratitude**

- Planter sends out thank you notes
- Planter sends an e-newsletter to all supporters
- Print e-newsletter & mail to other supporters
- Remember support comes up for renewal annually

### **3 Tips for Smaller Churches**

1. Build a partnership with other small churches
2. Raise the money annually, put it in a church start fund
3. Send 5/52 funds to your association or state convention's designated church planting fund

### **Why Use 5/52?**

- Members decide weekly to support church planting
- Who can't cut back just \$5.00 a week to grow the Kingdom?
- \$5.00 a week can't do much on its own, but when combined with a mighty number of passionate people, it can change the world

**3 Things that Influence Failure**

1. Partner Church: Inadequate preparation for 5/52 Kick-Off
2. Partner Church - Inadequate follow-through after 5/52 Kick-Off
3. Church Starter – Inadequate monthly communication with 5/52 Supporters

**SUGGESTED 8-WEEK STRATEGIC PLAN FOR IMPLEMENTATION**

*(On Printed Handout)*