



*Rev. Dr. Katina Sharp  
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# *Small Church,* **BIG IMPACT**

For where your treasure is,  
there your heart will be also.

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Matthew 6:21

# *The Facts*



2/3 of PCUSA Churches have  
fewer than 100 members\*

1/5 of PCUSA Churches have  
fewer than 25 members\*



*\*<https://pres-outlook.org/2022/06/2022-general-assembly-to-consider-pressure-on-small-churches-and-presbyteries/>*

# *The Facts*

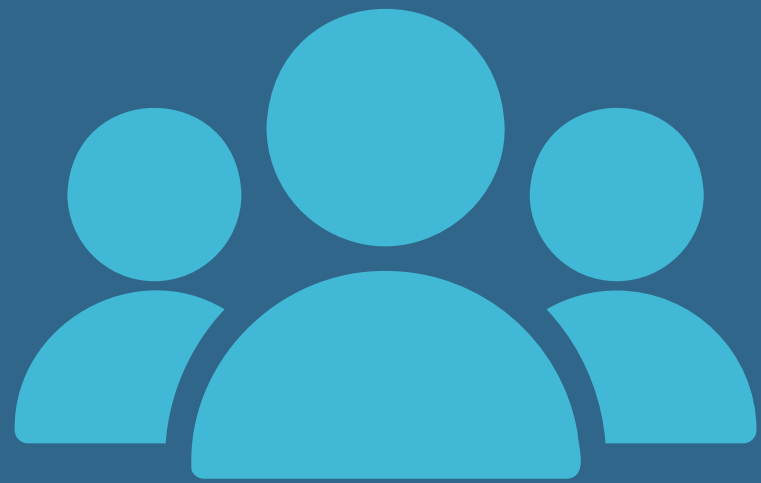
Churches with fewer than 100 members typically operate with an annual budget under \$100,000\*

10% of churches operate on an annual budget of less than \$50,000\*



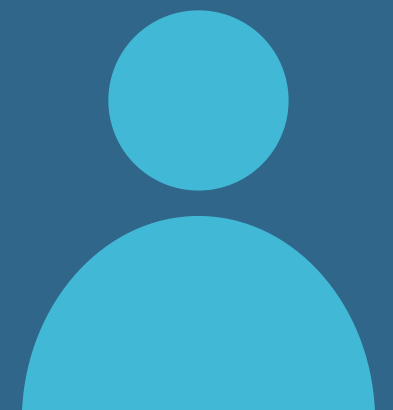
*\*<https://gitnux.org/church-budgets-statistics/>*

# *Typical First Cuts*



Youth directors, Christian Education directors, associate pastors, secretaries, bookkeepers, musicians, custodians, lawn service

Part-time pastor or lay leadership







*And...*

Programming cuts

Reuse and/or borrow curriculum

Volunteers provide their own supplies

Cut denominational giving

Stop using parts of the building to avoid heating/cooling  
and maintenance in those areas

Reduce mission and outreach giving

# *Assumptions...*

You are utilizing tax exempt forms for all purchases, large and small

Budget has been examined for places to cut

Stewardship is talked about regularly,  
and congregation is participating in a  
healthy way



# *Where Does Income Come From?*

On average, US churches rely on the congregation for 85% of income

This statistic has not changed much in the last 20 years (80% in 2000)

The remaining 15% is generally from investment revenue



# *The Opportunity*

Common church assets:

- a physical building
- a manse
- land
- volunteers with varied skills
- community relationships
- history in the community



Assets are potential opportunities, not just resources!



# *Asset Mapping*

- What property do we own?
- Do we have access to other spaces?
- What is on our property (or our borrowed spaces)?
- What are our financial reserves?
- What are our skills?
- What are our connections?

How can these assets be used  
creatively as sources of income?



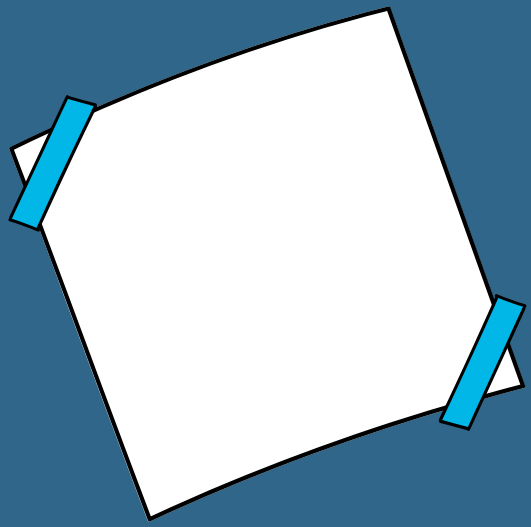
# *Powell Presbyterian Church*

*2018*

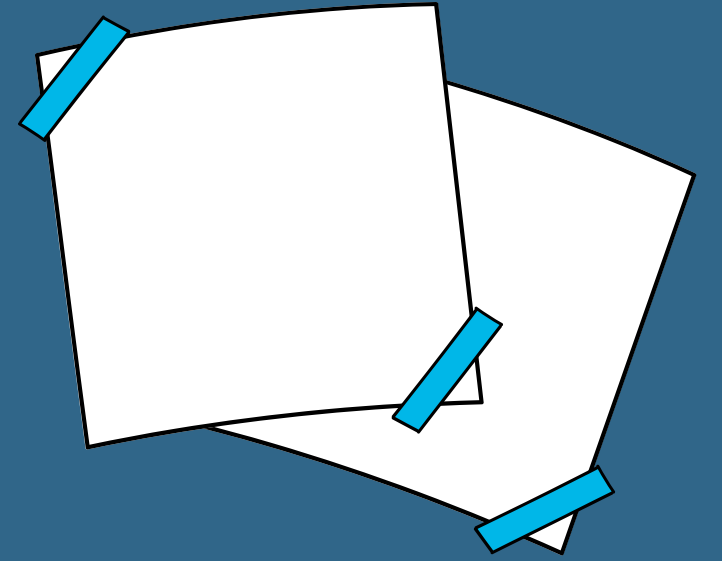
- Average weekly attendance: 35
- Annual budget: \$100,000
- Deficit budget for over 15 years
- Missional giving: 4%
- 1 full-time pastor: paid Presbytery minimum
- 1 pianist: paid to play 1 hour/week
- Goal: balanced budget with a 10% tithe



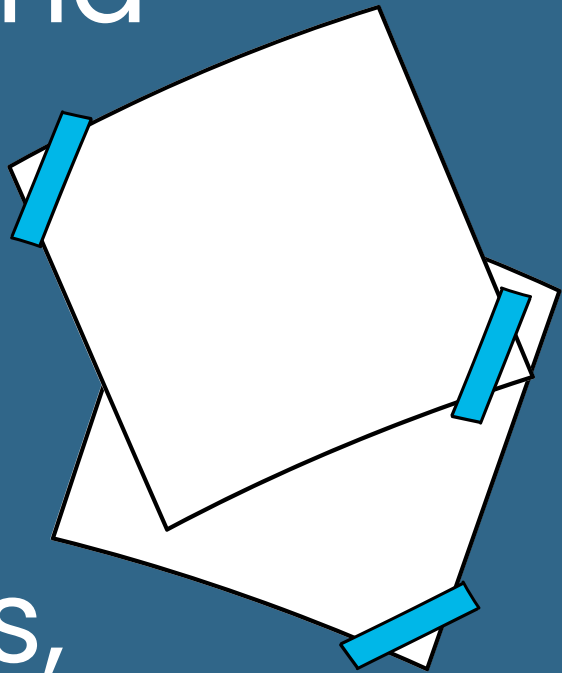




# *PPC Asset Mapping*



- 5 acres of property (4 are wooded)
- back yard is fairly flat and consists of a parking lot and half-acre field.
- grounds include a covered pavilion
- located directly across the street from a very large neighborhood.
- middle school and high school in opposite directions, both within walking distance.
- congregation includes former director of the Relay for Life event and a member of the board of the Knoxville Track Club



# *The Blackberry Festival*

- 1-day event including a community festival and 5k
- Very low overhead (banners, a facebook ad)
- Income from vendors, food trucks, carnival ticket sales, 5k registrations, sales of baked goods

The Second Annual  
Powell Presbyterian Church **JUNE 28, 2025**

## **BLACKBERRY FESTIVAL**

5k, inflatables,  
food trucks, live  
music, vendors,  
and more!









# *Year 1 Takeaways*



- Don't be afraid to ask for what you need!
- Have many eyes look at the plan
- Stumbles are opportunities for growth!
- Involve the insurance agent!
- Check zoning laws, permit requirements, etc. early
- Use income opportunities as community outreach!
- Share information about the church and its mission
- Post event (or post opening) debriefing is essential
- Celebrate success
- Practice gratitude
- REST. It's not only good for you, it's commanded by God.

# *Current State*

- Budget is balanced
- Tithing more than 10%
- New community partnerships
- Hired a very part-time music director
- Congregational growth
- Looking for ways to expand



# *Replicable Strategies*



- Asset Mapping
- Brainstorm how to utilize assets
- Find out what the needs are in the community (and what is NOT needed)
- Decide if you are looking for a short-term idea or an ongoing project
- Decide if you are looking for heavy volunteer efforts or if you need something less intense for volunteers
- Create a feasible plan
- Give it a try
- Debrief, make a plan for improvement, and try again



# *Possibilities (endless!)*



- Festival
- Farmer's Market
- 5k or other race
- Coffee Shop/Restaurant/Bakery
- Thrift Store/Speciality Store
- Daycare/Mother's Day Out
- Renting part of the building, manse, or parking lot (check local tax and zoning laws)
- Event venue (weddings, parties, etc.)
- Fitness classes
- Art studio space with gallery
- Cell tower rental
- Concert series

*Questions?  
Ideas?  
Discussion?*

