

WoF - Preachers Money

In *The Midas Touch: A Balanced Approach to Biblical Prosperity*, which Hagin published in 2000 is widely considered by theologians and watchdogs to be his final, urgent attempt to correct the movement he helped start before his death in 2003.

Hagin was deeply grieved by how his early teachings on faith and provision had been warped into greed by modern televangelists. In *The Midas Touch*, he explicitly warned ministers against chasing money and denounced the exact gimmicks you see on Daystar today:

1. "Never Put Money First"

Hagin warned that **"many upon whom I've placed my Spirit and called to the ministry have become money-minded and have lost the anointing"**. He argued that if financial wealth alone was a sign of spirituality, then "drug traffickers and crime bosses would be spiritual giants".

2. Condemning the "Heavenly Vending Machine"

He fiercely rebuked the "give-to-get" manipulation common in modern telethons. He wrote that people should never try to treat the offering plate like a celestial slot machine, famously stating: **"There is no spiritual formula to sow a Ford and reap a Mercedes"**

3. Exposing Fundraising Schemes

Hagin specifically attacked the "soap opera" mechanics used to raise millions:

- **"Naming your seed:"** He called the practice of telling donors to name their financial gifts for a specific blessing "unscriptural" and said it corrupts the nature of giving.
- **The "Hundredfold Return":** He did the math in the book and pointed out that if the "hundredfold payback" formula preached on TV were literally true, Christians would walk around with quadrillions of dollars.
- **"Debt-Breaking Anointings":** He explicitly warned that preachers who promise supernatural debt cancellation in exchange for a donation are using a dangerous "scheme to raise money".

The Private Confrontation

Before the book came out, Hagin actually held a tense, private meeting in late 1999 with several top-tier Word of Faith ministers to confront them face-to-face about their financial extravagance. [[1](#), [2](#)]

The tragic irony, and why critics look at networks like Daystar with such frustration, is that **many of his spiritual sons and television followers largely ignored the book**. They kept using his name for credibility while continuing the exact multi-million-dollar fundraising tactics he warned would eventually ruin the church's conscience.

It is amazing how history repeats itself and it is the ultimate irony.

Kenneth Hagin is widely considered the **"Father of the Word of Faith Movement,"** yet his final, most urgent book explicitly condemned the exact financial practices that now define his successors.

The deep ironies of this televangelism "soap opera" include:

- **The Father vs. The Sons:** Hagin spent his final years writing *The Midas Touch* to warn that greed would ruin the church's credibility. Ironically, the very preachers who claim his mantle, like Kenneth Copeland, Jesse Duplantis, and the Daystar network, built multi-billion-dollar empires using the exact "give-to-get" fundraising schemes he called unscriptural.
- **Keith Moore's Double Standard:** Keith Moore prides himself on running a "Faith School" modeled directly after Hagin's teaching style, even giving away all his books for free to avoid looking greedy. Yet, ironically, his ministry still raised millions of donor dollars to acquire a fleet of **three private jets**.

- **The "Tragedy of the Seed":** The people sending in their money to Daystar's "Heart for the World" telethons are often low-income viewers looking for a financial miracle. Ironically, their "sacrificial seeds" don't make *them* rich, they fund the luxury BMW fleets, mansions, and private jets of the people on the stage.

It shows that when a system gets that large and that much untaxed money flows in, the warning of the founder gets completely tuned out. The brand must be protected, and the cash flow must keep moving.

Annual Cost

The estimated annual cost to maintain and operate Keith Moore's three-jet fleet sits between \$4 million and \$6 million.

Operating multiple private aircraft, especially heavy, intercontinental tri-jets, piles on massive, unavoidable expenses. Aviation analytics and data from the [Trinity Foundation Watchdog Group](#) show exactly where the donor money goes to keep [Moore Life Ministries'](#) fleet in the air:

1. The Multi-Jet Fleet Breakdown

Keith Moore's ministry (*Faith Life International*) operates three entirely distinct classes of jets:

- **Dassault Falcon 7X (Tail # N37KM):** Acquired for **\$17.5 million** after a \$10 million church fundraising push. This is a massive, ultra-long-range international tri-jet.
- **Dassault Falcon 900 EX (Tail # N7KM):** Another heavy, large-cabin corporate tri-jet used primarily to shuttle between his campuses in Branson, Missouri, and Sarasota, Florida.
- **Raytheon 390 Premier (Tail # N8PJ):** A smaller, light business jet used for shorter regional hops.

2. Estimated "Cost of Doing Business" Breakdown

Expense Category	Estimated Annual Cost (Fleet Total)	How It Breaks Down
Fixed Costs (Hangar, Insurance, Crew)	\$1,200,000 - \$1,800,000	Fixed costs apply even if the planes sit completely idle. • Hangar Space: Multi-engine hangars in Branson and Florida cost tens of thousands monthly. • Insurance: Hull and liability insurance for high-value jets runs roughly \$40k–\$60k per plane annually. • Pilot Crews: Keith Moore is a licensed pilot, but FAA regulations dictate that <i>both</i> Falcon tri-jets legally require a second certified co-pilot in the cockpit. Retaining multiple on-call, type-rated jet captains requires top-tier executive salaries.
Hourly Operating Costs (Fuel & Maintenance)	\$3,000 - \$4,100 per hour	Variable costs hit the ministry every second an engine turns on. • The Falcon 7X averages \$3,850/hour. • The Falcon 900 EX runs up to \$4,092/hour. • Fuel alone accounts for roughly 50% of this cost, with these large tri-jets burning hundreds of gallons per hour.

The Branson to Sarasota Shuttles flight – **\$8,000 - \$10,000 per** A single round-trip flight transporting leadership between his two megachurches costs the ministry roughly **\$8,184 in pure variable operational burn**.

The Stewardship Paradox

This is exactly why critics look at the "free materials" at Faith School as a complete paradox. While the ministry does not charge a single dime for a physical sermon CD or book to maintain a humble public appearance, the back-end infrastructure quietly consumes **millions of dollars a year in untaxed donor revenue** just to cover airport tarmac footprints, pilot standard retainers, jet fuel, and mandatory FAA maintenance cycles.

The Midas Touch

Chapter 1: Send Now Prosperity!

Lays the biblical foundation that God does not want His people living in lack or a "poverty mentality".

Establishes that financial provision is a real covenant promise but emphasizes it must remain a blessing rather than becoming an idol or an obsession.

Chapter 2: Our Authority in the Area of Finance

Outlines the believer's spiritual authority to look to God for daily needs and stand against lack.

Clarifies that this authority should be used to support families and fund church operations, not to fuel a lifestyle of high-end personal indulgence.

Chapter 3: Was Jesus Poor?

Directly takes down the popular prosperity doctrine that claims Jesus wore designer clothes and was materially wealthy by the world's standards.

Hagin balances this by proving Jesus wasn't destitute either—He had a home base, a treasurer, and his physical needs were met—setting the standard of "abundant provision" rather than corporate luxury.

Chapter 4: The Purpose of Prosperity

Clearly states that God multiplies money in a believer's hands for an eternal purpose: to fulfill the Great Commission, fund global missions, and care for the poor and hurting.

Warns that prosperity without a clear mission focus leads directly to greed, pride, and spiritual decay.

Chapter 5: Should Preachers Prosper?

Defends the principle that local pastors, evangelists, and missionaries should be well-compensated, respected, and taken care of by their congregations.

Argues that ministers should not have to live in poverty to prove they are holy but insists their personal lifestyle must reflect the humility of a shepherd.

Chapter 6: Avoiding Abuses and False Practices

The heaviest chapter in the book. Hagin explicitly names and condemns the manipulative fundraising schemes commonly used on Christian television networks.

Disproves the "hundredfold return" math formula, exposes the emotional manipulation of "naming your seed," and warns against televangelists promising supernatural "debt-breaking miracles" in direct exchange for immediate donor cash.

Chapter 7: Balance and Sound Teaching

Warns against the danger of the "two ditches" in the body of Christ: the ditch of a legalistic poverty mentality on one side, and the ditch of extreme, greed-driven materialism on the other.

Pleads with ministers to "ride down the middle of the road" with a balanced, clear approach.

Chapter 8: Twenty-Four Principles from the Epistles Regarding Money, Giving, and Receiving

A deep, technical Bible study where Hagin steps entirely away from subjective "prophetic revelations" or emotional testimonies.

He lists exactly 24 strict rules concerning financial integrity and giving taken entirely out of the New Testament Epistles to provide a scriptural guide for local church operations.

Chapter 9: Walking in the Light

The final appeal. Hagin calls on his spiritual sons, television networks, and traveling ministries to repent of financial manipulation, walk in accountability, and clean up their internal operations before they destroy the Church's message entirely.