

Get Fully Funded!

The Concepts & Principles of Personal Support Raising

1

About me....

- Missions Coordinator
- 2 years - church planting ministry in Prague, Czech Republic
- Mobilizer for missionaries
- Coach for pre-fielded missionaries
- Fundraising Training for ministries
- Fundraiser, Author & Article Writer
- Director of Operations & Mobilization

2

Why Talk About Financial Fundraising?

➤ Christina's Story

➤ Silas' Story

Because.....

- Almost all missionaries & organizations are required to do it
- It's one of the main reasons people leave their ministry
- It's a reason many won't consider full-time ministry options (locally or globally)
- It has changed from how it happened years ago (churches vs individuals)
- Most are reluctant to fundraise, even for the ministries God has called them to
 - They believe God will work in their ministry but not in providing their finances
- Asking for money is a fear of most people, and our culture doesn't help (but Jesus is different)

3

What Does Scripture Say?

It's like appealing to major donors!

Nehemiah 2:1-8

His city had been destroyed. He had a call, a passion, and an urgency to rebuild it when he saw the need, but he needed help as he couldn't do it alone

- The king asked what he was specifically requesting
- Nehemiah prayed to God about what to ask and how to ask
- Nehemiah asked the king "if it pleases the King...send me to Judah so I can rebuild it". The need was permission to leave and go.
- The king asked some clarifying questions
- Nehemiah also asked the king for clear passage of travel
- The King gave all that Nehemiah had asked for specifically to do what He was called to do

4

1 Kings 17:8-16

A poor Widow and her son give what was needed, even though it was their last morsel of food before they died. They had faith in God and gave generously, and God blessed both the giver and the receiver.

- God told Elijah to go to a town even though he didn't know where his next food or drink would come from
- God said he had commanded a widow in that town to feed him
- He found the widow in the town and asked for bread and oil so he could eat
- The widow told him that she only had a little flour and oil left and she was preparing it for her and her son's last meal.
- Elijah understood her situation but asked if she could give just some of what she had left and reminded her that God provides and will not let her go without what she needs
- She made the bread and oil and gave some to Elijah through faith in God
- From that day on the flour jar oil jar never went empty

5

Matthew 10:5-11

Jesus sends out the 12 disciples to minister to the people throughout the area and tells them.....

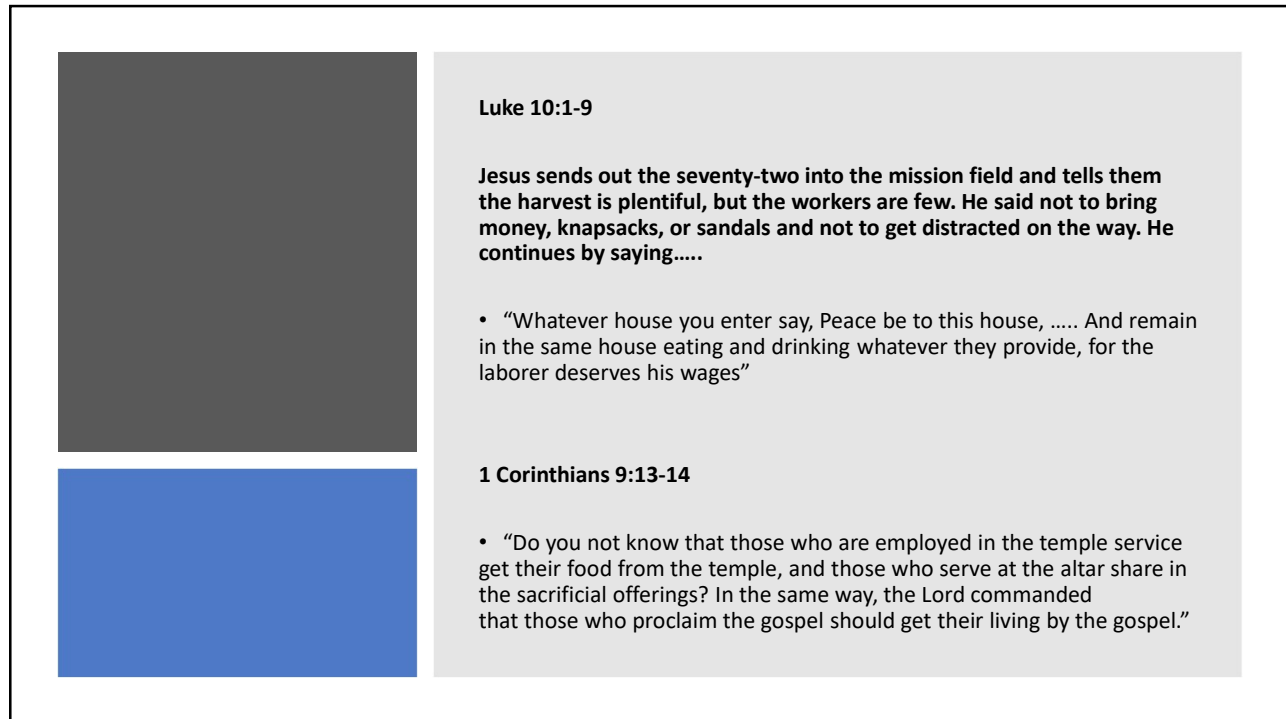
- "Acquire no gold or silver or copper for your belts, no bag for your journey, or two tunics or sandals or a staff, for the laborer deserves his food. And whatever town or village you enter, find out who is worthy in it and stay there until you depart"
- (Luke 9:1-6, Mark 6:7-13 mention the same thing)

Luke 8:1-3

Jesus and the disciples are going out and preaching the gospel in cities and villages. Some women who Jesus had ministered to and healed were also with them and it says that.....

- "Mary, called Magdalene, from whom seven demons had gone out, and Joanna, the wife of Chuza, Herod's household manager, and Susanna, and many others, provided for them out of their own means"

6



Luke 10:1-9

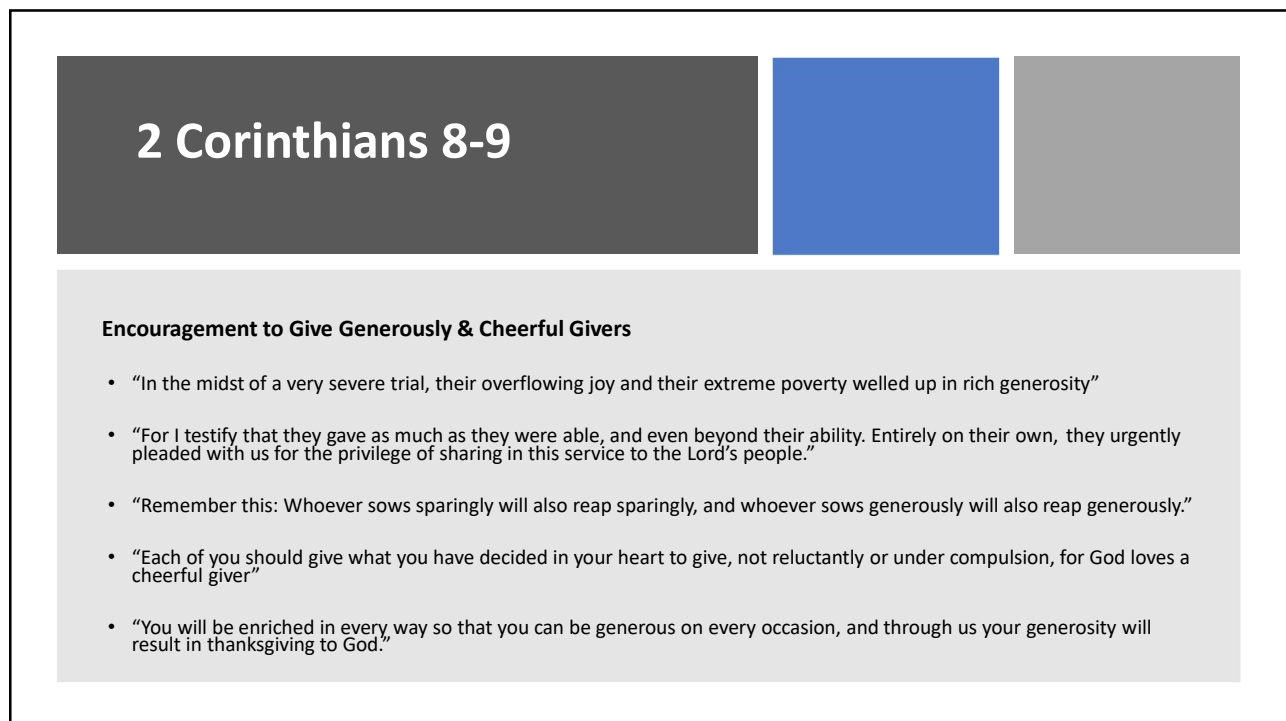
Jesus sends out the seventy-two into the mission field and tells them the harvest is plentiful, but the workers are few. He said not to bring money, knapsacks, or sandals and not to get distracted on the way. He continues by saying.....

- “Whatever house you enter say, Peace be to this house, And remain in the same house eating and drinking whatever they provide, for the laborer deserves his wages”

1 Corinthians 9:13-14

- “Do you not know that those who are employed in the temple service get their food from the temple, and those who serve at the altar share in the sacrificial offerings? In the same way, the Lord commanded that those who proclaim the gospel should get their living by the gospel.”

7



2 Corinthians 8-9

Encouragement to Give Generously & Cheerful Givers

- “In the midst of a very severe trial, their overflowing joy and their extreme poverty welled up in rich generosity”
- “For I testify that they gave as much as they were able, and even beyond their ability. Entirely on their own, they urgently pleaded with us for the privilege of sharing in this service to the Lord’s people.”
- “Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously.”
- “Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver”
- “You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God.”

8

What about Working?

Paul describes certain times and situations in which working might be of benefit for his ministry, but not because he can't ask for support. He worked when he needed to be an example for the sake of his ministry.

2 Thessalonians 3:6-12

"For you yourselves know how you ought to imitate us, because we were not idle when we were with you, nor did we eat anyone's bread without paying for it, but with toil and labor we worked night and day, that we might not be a burden to any of you. **It was not because we do not have that right, but to give you in ourselves an example to imitate.** For even when we were with you, we would give you this command: If anyone is not willing to work, let him not eat. For we hear that some among you walk in idleness, not busy at work, but busybodies."

9

How Does it Really Work?

Fundraising is not just about asking others for what they have. It's about relationship, care, and love for the potential ministry partner and their family. It's about presenting your God-given mission and vision, while providing the opportunities for working together to accomplish it. This is a 2-way God pleasing beneficial act, not a sales pitch to convince someone of something they don't need while one person walks away with the profit.

Fundraising works by.....

- Showing us that our donors have needs too, and we can care for them as Christ does
- Gives our donors a way to be involved and participate with you
- Encouraging thankfulness, generosity, and faith on both sides
- Giving donors who are waiting to be asked and who are looking for options, the opportunity to give
- Giving individuals in our churches who make decisions on what they give their money to everyday, an option of giving and investing in our ministry in order to accomplish the vision God has given me in order to see how He will use it for His glory.

How would you feel if someone approached you to share their ministry and ask for financial partnership and investment?

10

Training Elements

- A Biblical Perspective
- Seeing Fundraising as Ministry – a change of mindset & understanding
- Overcoming Fears & Processing what God is leading you to do
- Levels of Giving Chart
- Phone Calls & Setting up Appointments (texting, social media)
- In-person Appointments (face-to-face)
- Answering questions and responding to responses

11

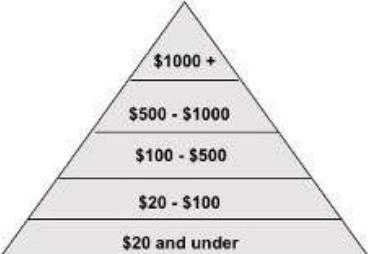
Training Elements

- Presentations as Conversation
 - faith story
 - Experiences & Passions
 - Path to Mission and Ministry Vision
 - Your Story with your Ministry and Organization
 - Who, What, When, Where, and Why of your ministry**

“Before you describe the how of your ministry, explain the why! Use statistics, quotes, or charts to connect your listeners emotionally with the problem” –Scott Morton
- Personal mission statement
(People invest in the ministry vision they can understand)

Stop and ask for questions. Ask how they feel about it before continuing to financial partnership
- The Need – what’s needed to make the ministry possible?
- The Ask for partnership
 - Monthly
 - Special Gifts
 - Be specific about what you’re asking for
 - Don’t blend this with other information
 - Stay quiet and let them answer first with their response

12



Example #1

\$3,000 monthly goal
You are not looking for 30 donors at \$100/month or 60 donors at \$50/month. Set a table of gifts similar to this:

Supporters	Monthly	Total
2	\$ 500	\$ 1,000
4	\$ 250	\$ 1,000
6	\$ 100	\$ 600
8	\$ 50	\$ 400
20 Supporters needed		\$ 3,000

Example #2

\$6,000 monthly goal
You are not looking for 60 donors at \$100/month or 120 donors at \$50/month. Set a table of gifts similar to this:

Supporters	Monthly	Total
1	\$ 1,000	\$ 1,000
3	\$ 500	\$ 1,500
6	\$ 250	\$ 1,500
15	\$ 100	\$ 1,500
10	\$ 50	\$ 500
35 Supporters needed		\$ 6,000

Example #3

\$9,000 monthly goal
You are not looking for 90 donors at \$100/month or 180 donors at \$50/month. Set a table of gifts similar to this:

Supporters	Monthly	Total
2	\$ 1,000	\$ 2,000
5	\$ 500	\$ 2,500
10	\$ 250	\$ 2,500
15	\$ 100	\$ 1,500
10	\$ 50	\$ 500
42 Supporters needed		\$ 9,000

- Ask for one thing at a time (monthly, special gift, prayer, referrals, etc)
- Typical responses: Yes, No, Maybe (let me think and pray about it, look at my budget, talk to my spouse)
- Be creative and intentional with the LOG chart o potential donors can see the options and see how their partnership makes an impact
- Explain giving options clearly after they give a yes answer (online, check, etc)
- Sample Ask Statements:

GoTEN has determined that I will need \$3,000 per month for all of my ministry expenses. I hope to start ministry by January. I have just started building my financial support team and I'm already at 10% of my goal.

I wanted to ask if it would be possible for you to partner with me in ministry at the \$100/month level. Could that work for you?

Our ministry organization has been growing recently and we have seen many lives impacted. We truly feel God leading us to do more.

In order to reach our goal of \$80,000 for our ministry to be able to continue reaching the community this year, May I ask you to partner with us and support this ministry by giving at the \$10,000 level?

13

Training Elements

- Following Up
- Giving Instructions
- Saying Thank You
- Prayer Support
- Referrals
- Meeting with Churches
- Speaking to groups
- Communication with Partners

14

Donor Ministry – Stay Thankful & Organized

- **Stay Organized** – use an excel doc, donor management software, calendar, etc
 - Donor Elf – www.donorelf.com
 - TnT (free) – www.tntware.com
 - MPDX – get.mpdx.org
 - Cloze – www.cloze.com
 - Karani – www.karani.co
- **Keep accurate records of donors**
 - Birthdays, Anniversaries, prayer requests, address, emails, phone numbers, holidays, etc
- **You never say Thank You enough!**
 - Handwritten thank you cards, or personal calls are the most meaningful
- **Keep Donors Updated**
 - Make sure to inform donors of news and updates from your ministry and organization. Let them know how their partnership is helping make an impact

15

Something to Consider:

Are there different approaches?

(key advocates, combined effort, business cash flow, professional fundraisers, etc)

“Why individuals give to a particular person or cause almost always points to one main reason: they were asked”

– Steve Shadrach, The God Ask

16

Fundraising Wisdom

- **Spiritual Warfare starts in fundraising**
- **What you face during fundraising is similar to what you will be faced with in your ministry**
- Coaching and fundraising during Covid
- Telling Czechs I have a team behind me
- God provides in ways you don't expect (those who give and those who don't)

17

Training

Training is a highly suggested first key to success

- Your own in-house training
- Support Raising Solutions Bootcamp
Supportraisingsolutions.org
- Kingdom Come Training
Kingdomcometraining.com
- I can work with you
The Coaching Corner

18

Coaching

Coaching is the highly suggested second key to success

Benefits of Coaching & Accountability in Support Raising

- Accelerates & Improves your progress
- Helps you measure your success
- Keeps you engaged & focused
- Keeps you responsible
- Provides feedback
- You won't feel alone

- My book "Coaching Financial Support Raisers in Ministry: A Guidebook" – Amazon
- Support Raising Solutions Network Coach Training – supportraisingsolutions.org
- Develop your own team of coaches in house
- Tailored Fundraising Coaching
tailoredfundraising.com
- I can work with you or those in your organization
Fundraising Training & The Coaching Corner

- Graedy's Story
- CBM's Story

19

Global Church Impact

"Fundraising is also always a call to conversion. And this call comes to both those who seek funds and those who have funds. Whether we are asking for money or giving money, we are drawn together by God who is about to do a new thing through our collaboration" – Henry Nouwen

Philippians 1:3-6

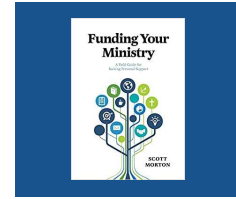
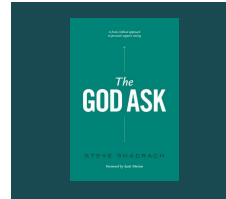
Paul Says....."I thank my God every time I remember you. In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now, being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus"

- Scripture shows that the church played a huge role in providing for Paul and the Disciples
- The church might hear, but never take part unless they are given an option (financial, prayer, housing, transportation, etc)
- The fundraising missionary is an extension of the local church and brings the topic of global evangelistic ministry to the forefront

20

Resources

- The God Ask by Steve Shadrach
- Funding Your Ministry by Scott Morton
- Blindspots by Scott Morton (organizational)
- People Raising by William Dillon
- Friend Raising by Betty Barnett
- A Spirituality of Fundraising by Henry Nouwen
- Futurefundraisingnow.com
- Coaching Financial Support Raisers in Ministry: A Guidebook by Jordan Smith



21

Questions?

Don't Forget:

Let's connect if you want to talk about personal Fundraising Training or Coaching options with me for you, those in your organization, or others you might know.

Jordan Smith
Jordan@goten.org
 319-217-0073

22