

Development Associates International

Fund-Raising for Ministry

Content Provider: *Rob Martin of First Fruits Foundation*

Workshop Authors: *John Rogers, Colin Rye, Jane Overstreet*

Work Book

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EMPOWERING KINGDOM LEADERS

Introduction to the Workshop

The Purpose of the Workshop: *to give you skills and confidence in raising funds for your ministry*

The Learning Outcomes of the Workshop:

As a result of attending this workshop you will be able to:

- a. state Biblical precedents for fund-raising*
- b. recognise that the world of ministry fund-raising is changing and develop strategies to respond appropriately*
- c. describe why donors give and be able to increase existing and develop new sources of funding*
- d. create a "Case for Support" for your ministry or a project*
- e. increase your confidence and effectiveness in raising local funds*

Workshop Outline:

	<i>Page</i>
<i>Session 1: Introduction to the Workshop</i>	<i>3</i>
<i>Session 2: Building a Biblical Foundation</i>	<i>4</i>
<i>Session 3: The Changing Patterns of Funding of Ministry</i>	<i>7</i>
<i>Session 4: New Approaches to Funding</i>	<i>8</i>
<i>Session 5: Where can I get support from?</i>	<i>9</i>
<i>Session 6: Why People Give?</i>	<i>12</i>
<i>Session 7: Why People Give: Communicating Vision and Need</i>	<i>14</i>
<i>Session 8: Why People Give: Character and Track Record</i>	<i>17</i>
<i>Session 9: Why People Give: Building your "Case for Support"</i>	<i>19</i>
<i>Session 10: Delivering your "Case for Support"</i>	<i>21</i>
<i>Session 11: Reviewing your "Case for Support"</i>	<i>22</i>
<i>Session 12: Using your "Case for Support"</i>	<i>23</i>
<i>Additional Resources:</i>	
<i>Creating a Written Proposal</i>	<i>24</i>

Session 1: Introduction to the Workshop

1.1 How do you feel about raising money?

1.2 How should you feel about raising money?

1.3 How do people and organisations in your setting raise money?

1.4 In terms of percentages, what is the breakdown of your funding according to the following sources?

	Percentage	Value
Local		
National		
International		

Session 2: Building a Biblical Foundation

2.1 What stories from the Gospels tell us about Jesus' attitude towards money?

2.2a Case Study A: Moses

Read Exodus Chapter 25: 1-9 and Exodus 35: 4-29 and answer the following questions:

What did Moses want to achieve (his purpose)?

How did he share the vision?

How did the people respond?

2.2b Case Study B: David

Read 1 Chronicles 28: 1-12 & 29: 1-9 and answer the following questions:

What did David want to achieve (his purpose)?

How did he share the vision?

How did the people respond?

2.3 Case Study C: Paul

Read the following Scriptures:

- 1 Corinthians 16: 1-4
- 2 Corinthians 8: 1-15
- 2 Corinthians 9: 1-8 & 12-15
- Romans 15: 23-29

Then answer the following questions:

What did Paul want to achieve (his purpose)?

How did he share the vision?

How did the people respond?

Paul's Collection for the Poor

While the ministry of the Word continued to be the urgent priority for the apostles, the "ministry" at tables" became the priority for those appointed to that task as their ministry. However, we can see that such priorities were not mutually exclusive. Those how ministered at tables could also preach and evangelize (like Stephen and Philip). And those who were apostles could also carry relief to the needy... It is remarkable, actually, how little attention is given to Paul's collection for the poor in Jerusalem in standard works on Paul's theology or his mission. Yet it occupied years of his life, and he refers to it in three of his largest letters, giving two whole chapters to it in 2 Corinthians.

Jason Hood (in "Theology in Action: Paul and Christian Social Care"), who speaks of "Paul's great passion for the poor", points out that "Paul's collection and other teaching on possessions and generosity occupy more space in his letters than his teaching on justification by faith. Yet Pauline scholars and contemporary church leaders often fail to give the collection the attention it deserves."

Hood goes on to make a point that should be noted by those who allege that the only legitimate priority for the apostles (and their evangelistic successors) was proclamation and church planting. At the end of Romans, Paul postpones his plan to engage in such ministry in the western Mediterranean in order to give priority at that moment to the delivery of the collection for the poor in Jerusalem. Far from regarding this as an interruption or neglect of "gospel ministry", Paul actually saw it as a crucial demonstration of the gospel at work.

(Christopher J H Wright, The Mission of God's People, 2010, Page 215)

2.4 Application: What new things have I learned about raising funds for ministry from the examples of Moses, David and Paul?

Session 3: The Changing Patterns of Funding of Ministry

3.1 The four periods of western ministry involvement in mission funding

1.

2.

3.

4.

3.2 What are the implications of these changes for the funding of ministry globally?

3.3 What are the implications of these changes for the funding of your ministry?

Session 4: New Approaches to Funding

4.1 Thinking about the "New Funding Model" that we have discussed, why does increasing the number of small and local donations make our funding model more sustainable?

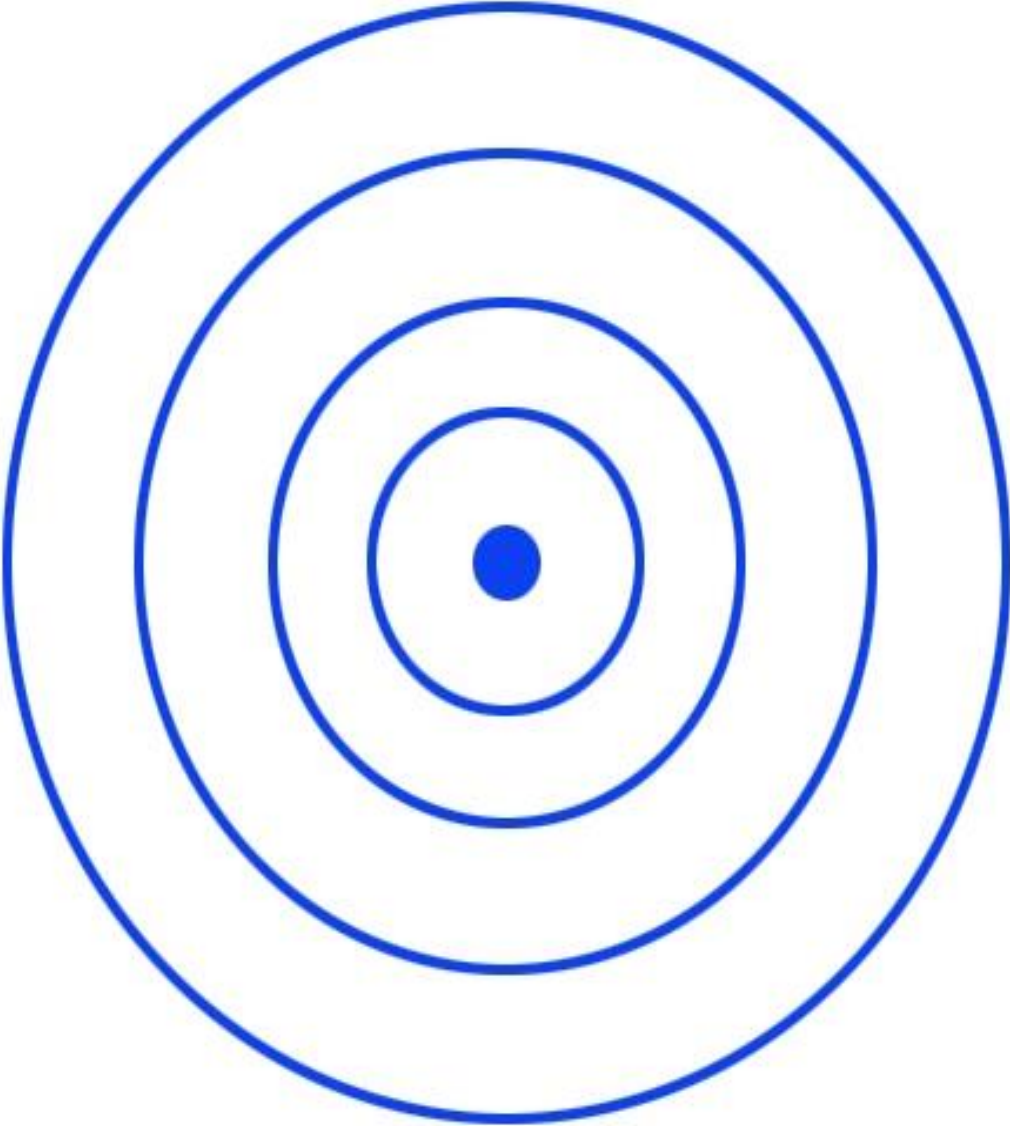
4.2 Think about the video we saw about Bishop Hannington's approach. What are your reflections on the video?

4.3 What could 'Buhfai Tham' look like in your local context?

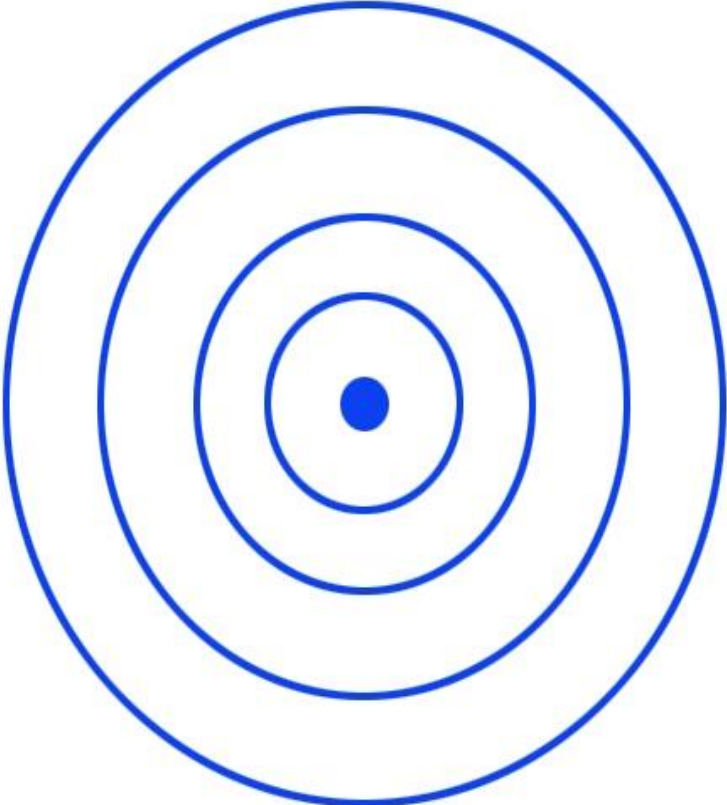
4.4 Read 2 Kings 4:1-7. What similarities do you see between the story of the widow in this passage and the examples we've shared?

Session 5: Where can I get support from?

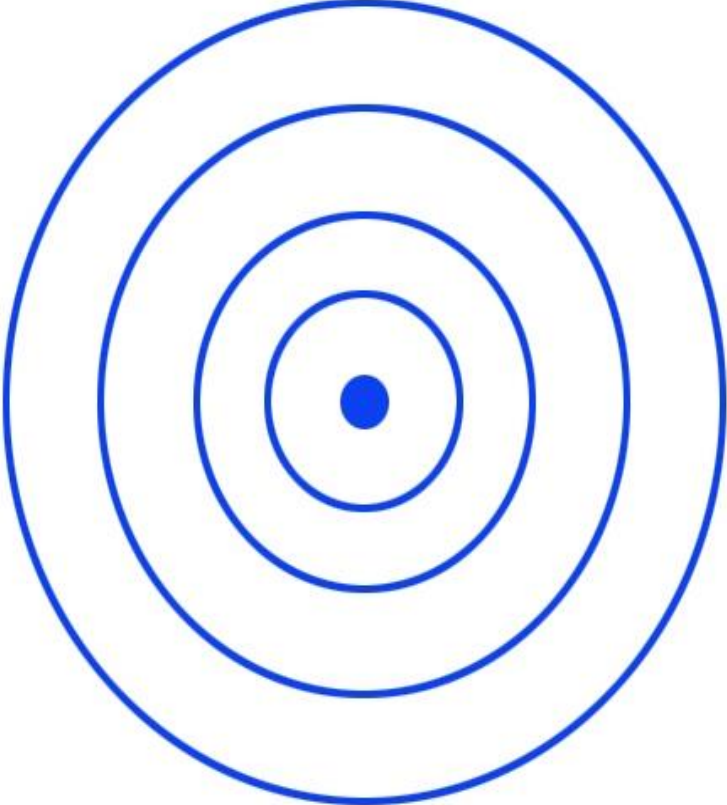
5.1 Introducing the Orbit



5.2 Your Personal Orbit:



5.3 Your Fund-Raising Orbit:



5.4 Who is in your Orbit that you've never asked for support or received support from?

5.5 What can you do to draw them closer to the centre of your Orbit?

Session 6: Why People Give?

6.1 Why do people give to ministry?

6.2 What are the reasons why people give?

1.

2.

3.

4.

6.3 What we can learn from the Apostle Paul and his collection for the church in Jerusalem?

Read the following passages:

1 Corinthians 16:1-4

2 Corinthians 8: 1-15

2 Corinthians 9: 1-8 & 12-15

Romans 15: 23-29 and answer the following questions:

1. What was Paul's "vision" for this "project"? Try to describe it.
2. What was the need that Paul saw? (or what was God showing Paul?)
3. What was God telling Paul to do about this need?
4. How does Paul communicate the need?
5. How would Paul know if the need was met? (What would have changed in the world if he was successful)
6. Why were some of the people willing to give to Paul's collection?

Session 7: Why People Give: Communicating Vision and Need

7.1 What do we need to do to apply what we have learned from the Apostle Paul? (Creating your "Case for Support")

- What is your vision?

- What is the need that you see?

- What is God telling you to do about this need?

- How will you communicate this need?

- How will you know if this need is met? (What will have changed in the world if you are successful?)

7.2 Giving Feedback on a “Case for Support”

	<i>Column A: First Presenter</i>	<i>Column B: Second Presenter</i>
1. Was the vision and the need communicated clearly and passionately?		
2. Was there a clear explanation of the plans proposed to meet the need?		
3. Was there a clear explanation about what is expected to change as a result of what is proposed?		
4. Would you support this financially? a. If so – why? b. If not – why?		

7.3 Receiving Feedback on my “Case for Support”

	<i>Column A: My First Presentation</i>	<i>Column B: My Second Presentation</i>
1. Was the vision and the need communicated clearly and passionately?		
2. Was there a clear explanation of the plans proposed to meet the need?		
3. Was there a clear explanation about what is expected to change as a result of what is proposed?		
4. Would you support this financially? a. If so – why? b. If not – why?		

7.4 Revising my “Case for Support” based on the feedback I’ve received.

Session 8: Why People Give: Character and Track Record

8.1 Assuming you have good Character and Track Record, how could you communicate these to your existing and potential supporters?

8.2 In what ways could your board help with your fund-raising?

8.3 In what ways could your board hinder your fund-raising?

8.4 What would make it possible for a local supporter

- to increase the number of gifts they give

- to increase the size of their gifts

- to tell others about the good work you are doing?

Trust & Accountability

8.5 What can you do to help potential donors trust you?

8.6 What are some of the reasons why potential donors might NOT trust you?

8.7 How can you lose the trust of a donor?

8.8 How can you demonstrate accountability?

8.9 Identify at least 3 things which you can do to increase your trustworthiness in the eyes of possible supporters:

1.

2.

3.

Session 9: Why People Give: Building your "Case for Support"

9.1 Main Elements of a "Case for Support"

What is God showing you?

Your Vision and the Need – Tell a Story

What is God telling you to do?

The Task – what you are going to do to meet the need

What is your approach to meeting this need?

Your Plan, the costs and how the funds will be used

How will you know if the need is met?

The Outcomes

Your Track Record

Your Story, what you've done in the past, the difference you've made

9.2 My "Case for Support"

Session 10: Delivering your "Case for Support"

10.1 What I thought was particularly good about some of the other presentations:

Session 11: Reviewing your "Case for Support"

11.1 Reviewing your Presentation:

- What did I do well?

- What aspects of my presentation need to be improved?

- What am I going to do to improve my presentation?

Session 12: Using your “Case for Support”

12.1 Identify three people, churches or organisations that you can arrange to meet with and share your vision and needs.

1.

2.

3.

12.2 Review and Revise your “Case for Support”

12.3 If you wish you may write up your “Case for Support” based on the process you have learned in this workshop in no more than a single side of A4 or letter-sized paper and submit it to your Workshop Facilitator for comment and feedback no later than 2 weeks after the close of this workshop

Additional Resources

Creating a Written Proposal (by Jane Overstreet)

There are lots of ways to write a proposal. A proposal is simply asking for help, or “proposing” to someone that they help you accomplish something you feel called to do. Therefore you are trying to convince them that what you want to do is important and worth doing, that you know how to do it, that you’ve thought about how to do it, and that with their help wonderful results will happen.

In this section I am going to do three things:

1. explain the basics of what goes into a proposal,
2. remind you of the four questions that you should be able to answer in order to create a good “Case for Support”, which is the basis of a good proposal,
3. explain an on-line application process which is becoming a typical method of applying to Western Foundations for funding rather than proposal writing.

1. Proposal Basics

Proposals are all about communicating clearly in writing. Generally speaking what you are trying to communicate is simply:

- What is the need or problem you are trying to solve? (The Need)
- Why are you qualified to respond to that need? (Back ground of the organization, the leader’s background, track record, expertise, experience)
- What are you going to do about the problem? (Project Plan)
- What do you expect to accomplish? (Measurable Outcomes)
- What is this going to cost? (Project Budget)

Often communicating all this information can take several pages, so to make this simple for the reader you begin by telling him what you are going to say. This is called an “Executive Summary” because it summarizes all the information, in just two or three paragraphs or up to one page of writing.

Also it is important to provide all the administrative information (usually at the beginning) for the proposal, including: the project name, the organization’s name, the director’s name, who is asking for this money, who is directing the project, the whole organization’s budget, the project budget, the contact information. For Example:

Project Name: *Developing Christ-like Leaders for the Church in Russia*

Requester: *Jane Overstreet*

Org. Annual Budget: *\$4,672,720*

Amount Requested: *\$25,000*

Contact Information:

*Jane Overstreet, President/CEO
Development Associates International
PO Box 49278
Colorado Springs, CO 80949*

*Tel (719) 598-7970
Website: <http://www.daintl.org>
Fax (719) 884-0668
Email: joverstreet@daintl.org*

2. Sharing your “Case for Support”

The most important thing in enabling others to give is to communicate vision. You want to assume the person you are communicating to knows very little about your ministry and what you do. Therefore you need to share with them the “Case for Support” that you have developed in this workshop, or if you are seeking funding for a different project, then create your “Case for Support” for that project.

You want to tell them all about what you are seeing and what God is telling you to do about it and how the world will be different if you do this. Therefore, if you can answer these following questions, you have all the basic information for your “Case for Support” and all you need to write a good proposal.

1. What is God showing you?
 - *What is your vision?*
 - *What is the problem or need? What is wrong that needs to be set right?*
2. What is God telling you to do about it?
 - *What is it that you are called to do?*
3. What is your approach to meeting this need?
 - *What is your plan for accomplishing this? What is your strategy? What are you hoping to do?*
4. How will you know when you have done it?
 - *How will the world be different and better as a result of you succeeding?*

3. Applying to a Western Foundation On-Line

Many foundations today require you to follow a process they have created on-line in order to apply to them for funds, rather than simply submitting a written proposal. Each foundation requires something slightly different. The only way you know what each foundation requires is to go to their website and learn about their requirements.

Letter of Inquiry

Most usually start by asking you for some type of simple letter of inquiry. Their goal is to find out who you are and if what you are going to be asking them about is something they might fund. They want to save you the trouble of writing them a whole proposal and save themselves the trouble of reading a whole proposal, if you do not fit what they are interested in and the type of group they might fund. They will tell you what information to include and how long the letter can be. If they don't give you any guidance, base your Letter of Inquiry on your Case for Support and make sure you limit it to no more than a single side of A4 (or Letter-sized) paper.

Invitation to Submit Proposal

If your letter of inquiry proved interesting, or if they somehow know about your work and are interested, they invite you to take the next step and fill out the on-line form to submit a proposal. This will include detailed questions about your finances, your board of directors, prior grants you have received from them (if any), who else gives to you and then a number of questions about your request.

The following is an example of what you are likely to find when you are on-line and when you move into the section on your request:

Please provide an executive summary that concisely answers the following five questions (in approximately 600 words):

- *What need or opportunity are you seeking to meet?*
- *What is your project plan to meet this need/opportunity?*
- *With whom will you collaborate or partner in this project?*
- *What are your projected outcomes and how will you measure them? (be specific)*
- *How much does your organization require to complete this project?*

Please elaborate on your project plan in more detail than described above in your executive summary. (Please limit to approximately 300 words)

Please state your organization's mission/vision statement

What is your plan for accomplishing this? What is your strategy? What are you hoping to do?

Please provide a list of your projected specific and measurable outcomes for this project. (Please be specific with your projections, as these projections will serve as the basis for any required post grant reporting.)