**GMHC OUTLINE for “The Talk”** October 28, 2022

**Goal of our time together** - help you become more comfortable with raising your support and if you are already comfortable, provide some new ideas that will help you in the future

My hope is that your head spinning with ideas by the end of this talk.

These are time tested principles, trust them.

1. **Why listen to me?** 21 years of experience
   1. It was about 8.30 p.m. in a small church parking lot, having held a meeting to help me host a dinner but no one showed up . . .
   2. Board had met earlier considering letting me go
   3. Told Lord “I am done,” sensed Him saying “ok, now we can get to work.”
   4. $14M later . . .

**Ia. Basic giving** 101

1. Look at your own heart – are you generous? You have much to learn Luke Sky Walker
2. God is the ultimate giver; grace is at the core of true giving
3. Giving is a fitting response to God’s gift. Why should we give? we have nothing to give back
4. Giving brings joy – it is as much about our wellbeing as it is the recipients “great joy”

Ps 41.1, 112.5, 11.24 – 25 Tim 6.18, 2 Cor 8.3-4 **Mark Dillon**

1. A significant benefit of raising your support – exposure to people who model generosity
2. **When you give to a ministry or a church, what are your personal expectations in return?**

**WRITE THESE IDEAS DOWN**

* 1. I don’t like too many emails, additional appeals, hearing from President asking for more
  2. Keep your updates short but timely and tell me how to pray (I value time)
  3. Let me share in your victories, feel your losses
  4. Your report doesn’t have to always be positive, but realistic
  5. Believe in the power in prayer!
  6. Most don’t respond to “tyranny of the urgent,” they respond to vision

1. **Why is it most of us are not comfortable asking others for money?**

why should someone give their hard-earned money to me? Wrong perspective

Most would rather do ministry self-funded if that were an option but is that God’s way?

**IV. Where to start?** it is essential to have **a biblical foundation**. If you don’t have the view that support raising is modeled in the Bible and appropriate, it will always feel like you are dependent on the donor and not of God. There are tons of Scripture that can be used to model this one point alone. But starting with the Bible allows participants to reframe their thinking and move forward with less weight on their shoulders.

V. **What is God’s perspective on fund raising, or in money in general?**

Giving begins to heal the world of greed.

No one thinks they are greedy, Colossians 3 – to covet is idolatry

Money is a way to find who your real idols are (not suggesting you open with this w donors)

What is your identity tied to? Pull out your check book, there you will find who your idols are

VI. **GRACE – God’s riches at Christ’s expense (Tim Keller)**

Every other treasure will enslave you, treasures will ruin your life

Jesus is the one treasure that died for you, all the other treasures demand from you, not Jesus.

Why did Jesus come? He lost everything, we are more valuable than His glory which He set aside

VII. **What fundraising is not**

Begging for money

Talking people out of their money they don’t want to give

**VIII. Fundraising Fallacies that Hold you Back** by Mark Dillon

Fallacy One: If our mission is clear and compelling, people will give.

Fallacy Two: Asking is invasive of a person’s privacy.

Fallacy Three: We are a high priority in the giving of this donor.

Fallacy Four: The reason this person gives is his or her love of me.

Fallacy Five: I’m sure they’ve remembered us in their will.

Fallacy Six: Their kids will love us as much as they do.

Fallacy Seven: Our future is in great grant-writing.

Fallacy Eight: If we need more money, let’s do a campaign.

Fallacy Nine: Of course our mission is relevant to today’s giver.

Fallacy Ten: We’ll reach millennials with social media.

Fallacy Eleven: Galas and golf tournaments are a great investment.

Fallacy Twelve: I’m a friend-raiser, not a fundraiser.

Fallacy Thirteen: I’m the CEO. I have a Development office to raise money.

Fallacy Fourteen: We just need to raise more money next year than last.

Fallacy Fifteen: With our ideas and your money, we can go a long way

**IX. What fundraising is?**

Matching the giver’s vision for ministry with your need and mission (it is the FUEL)

1. **Why are fund raisers unique?** American’s more likely to talk about sex than money. Though the person you are talking to may not realize it, it says much about their own philosophy

American church are very poor givers, most give between 2 to 3% if that

Do you know of many people who give generously and enjoy it? Seek them out and observe

What does it tell you when someone is offended and defensive when you ask them for support?

**Famous fund-raising maxim** – best strategy for fundraisers is to get in line, stay in line and move to the front of the line; build trust

**Ex. The Gathering** – wrote for at least 15 years asking for our ministry to be highlighted, THIS SEPTEMBER IT HAPPENED!!!!!

XI. **Tips as you think about prospects/donors**  Abby Larzelere | Appointee Coach, African Inland Mission (AIM)

* 1. Thinking of potential donors as partners changes the way you interact with them. It elevates them from money distributors to truly being part (and partners) of your ministry. It’s also biblical.
  2. Depending on the approach one takes to ask for partnership, language may differ. However, using language of invitation to join (as partners) in the work and ministry is a beautiful and appropriate way of speaking and thinking. If you are asking for partnership, it can feel like begging or again dependent on you to ask correctly for a desired result. In contrast, inviting people to join is participatory and honoring. It also leaves the results with God.
  3. Tying these two together, emphasize the differences between **transactional** and **relational** interactions or even frame of thinking about support raising. If you’re building relationships, you will approach it entirely differently than simply making a monetary transaction.
  4. Two practical tips:
     + - 1. Have a system and work the system. Know who you’re going to contact and how and what you will say. Know how you will track people on a spreadsheet and how and when you will follow-up with people.
         2. Budget time for follow-up. I repeatedly hear how much time follow-up takes in partnership development. So figuring that in ahead of time and knowing how you will follow-up will make it all a bit smoother**.** Abby Larzelere | Appointee Coach, African Inland Mission (AIM)

**More Tips on Raising Support– from Pioneers** Steve Richardson - Pioneers

**Authentic Relationships**:

* 1. Build them long before you need their help, if possible.
  2. Start early the practice of regular communication (during Bible college I started sending out newsletters. When it came time to raise support, it was easy.)
  3. Keep a growing list of friends and contacts.
  4. View this as a ministry and blessing, not a burden. Your posture/attitude is very important.
  5. Make a compelling case for why should a person support you.
  6. Why are you doing this (going on this trip, what is YOUR motivation)?
  7. Why is this a good investment, what are they joining that is unique/making difference?

**Thank people immediately and frequently**

a. “I support Steve & Arlene because they thank me.” (direct quote from 1 of our supporters to someone else)

b. My wife sends hand-written “thank you note to every supporter (~70) at least every 2 months

c. You sending a small gift goes a long way (under $25). We sent them a gift at least once a year. (I send $15 McDonald’s gift cards for ice cream cone on their birthday)

d. Show a genuine interest in them! Know about their families and pray for them.

e. Over communicate (NOT SURE I AGREE)

f. Use text messages and social media to reinforce whenever possible

g. “Out of the blue” messages or post cards from various locations let them know they are important share-holders in what God is doing. Steve Richardson - Pioneers

XIII. **What is number 1 reason donors become "one-time" instead of "recurring"?**

1. \*Jeopardy music begins to play... One-two on the timpani...\* And, time's up!

The way I was treated by the charity, not being thanked, an avalanche of needy appeals.

1. You need a thank-you message that says to your donors, "you matter," and, "let's start a conversation."
2. old marketing adage: It's cheaper to keep a customer (supporter) than to find a new one.

**XIV. Pitfalls to avoid:**

1. *You have no strategy*
2. *You commit the random request sequence*
3. *You have a weak rationale*
4. *You have done inadequate research*
5. *You lack an understanding of prospect's interests*
6. *You go into your meeting unprepared*
7. *You don’t anticipate questions, objections or responses*
8. *You don’t conduct an “after meeting critique”* ***O'Connor***

XV. **What have I learned raising money for ministry?**

a. Be a good listener; be sure you talk less than the person you are talking to

b. Ask more questions than you give answers

c. Sharing your vision with **passion**

d. Treat those you are talking to like you would want to be treated

e. Treat all donors alike as best you can (maybe not with your time, not possible)

XVI. **How should you prepare before you go see the potential donor**?

1. Get rid of preconceived ideas as to whether this person will give, those who give are not the ones you think
2. What do you know about the person? Internet search, friends, others who may know person
3. Has this person given to the ministry in the past? What are they currently giving?
4. What are their family members names?
5. What other organizations do they support?
6. Is it better to talk to the husband alone or the wife along, or the two together?
7. What do you plan to leave with the person? Paper, link to a video, thank you note
8. Where should you meet?
9. Where is best place so you can talk
10. Quiet place – showing video clips is VERY HARD
11. Let your guest pick the place – familiar grounds for them

XVIII. **Give donors an opportunity to join you in what God is doing**

1. Why has God entrusted you with the resources you possess?
2. Weave what you hear from the prospect into the work your ministry is doing
3. If person says “no” then God has another opportunity for him or her

XIX. **Make sure that you. .** .

* 1. Know what your “promoting” inside and out
  2. Make copies of everything (1 for you and one for each person in the audience, plus 1 extra) Learned this while working in the Pentagon
  3. Be sure your “ask” is known by others within your organization Timothy Boling, CEO Christiangrants.com
  4. What do you do with most slick brochures someone leaves you?

XX. **Rookie** **Mistakes you don’t want to make:**

1. Not listening
2. Talking too much
3. When all said and done, not “asking”, or not asking for permission to “ask”
4. Focused on your need instead of the person’s needs you are talking to
5. Express the urgency for a gift now instead of planting a seed for the vision of the ministry
6. Not allowing the Holy Spirit to work
7. Treat the person as if he/she is an ATM

XXI. Your **GOAL in front of the potential donor**

1. Lead with where the ministry is going under God’s direction
2. Provide the BIG PICTURE of the ministry
3. learn what the person is passionate about regarding things of God
4. give the person an opportunity to be blessed by supporting your vision

XXII. **YOUR CLOSE IS IMPORTANT**

1. Ask the person, “how do you like to be asked?” in person, phone, text/email?
2. Describe words they have used in their conversation with you in your ask
3. Don’t interrupt the SILENCE (see Bill Dillon HANDOUT)
4. Ask for referrals after your time with them, “are there others who you think may resonate with this vision of God working?” very important

XXIII. **What should happen the following day from your meeting?**

1. Thank donor for his/her time
2. Summarize what you shared and asking them to consider joining God on this mission
3. Ask them for a date when you can check back with them to see how the Holy Spirit moved?

XXIV. **What happens when you receive a gift from the person you engaged?**

1. Respond immediately (ASAP)
2. Personal call/note is always the best way to thank but then everyone is different
3. Follow up – use Outlook to remind you
4. Luke 17:11-19 Parable of 10 lepers, only 1 returned to our Lord, respond with a grateful heart
5. Treat others like investors in your work because they are
6. Offer ways for them to see firsthand the work being accomplished or offer ways they can get their hands dirty (if possible, practical)

XXV. **TWO Types of Thank You’s** May 4, 2021 by People Raising

When you get down to it, there are 2 different types of thank you’s. They both are so different and yield different results.

* 1. **The first approach** is **feeling thankful** but not expressing it.
     1. It can be illustrated as a person raising funds feeling thankful for the financial gifts provided by their donors. Unfortunately, there is no action taken on their part to express their feelings.
     2. I think these two quotes are powerful:

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.”– William Arthur Ward

“Silent gratitude isn’t much use to anyone.” Author G. B. Stern

* 1. **The second approach** is feeling thankful and expressing your appreciation.
     1. It could be a phone call saying “thank you,” maybe an email, or text or a note.
     2. Those expressing their appreciation can have the following results:

• Happy donors feeling appreciated.

• Donors willing to give again.

• Donors wiling to increase their giving.

• Donors willing to introduce you to potential donors.

* + 1. If you don’t express your appreciation a donor might ask:

• Did they receive my gift?

• Did they need my gift?

• Did they appreciate my gift?

**XXVI. Top 3 ways to show your appreciation and thanks:**

* 1. **Thank your donors 3X times** as often as you appeal for donations. You read that correctly: 3x times as often say “thank you.” Send an update. (Heck, you might even drive up your website traffic in the process!)
  2. Highlight a program, person or other aspect of your organization that the generous donation went toward. Think about the last time you received a personal thank you note—did it just make you feel all warm and fuzzy?
  3. Make your “thank-you message” is personal. You can spare your supporters from receiving a canned one. (Trust us: Donors can tell the difference.) Wrote to someone regularly with handwritten note, gave a gift of $20K as a result of that correspondence
  4. Show your donors the impact of their gift: Be transparent! How did your organization spend their money? Who did they help? Be accountable. The most important thing is to be genuine.
  5. Be thinking how you can distinguish your communication from all the others

XXVII. **Final thoughts**

1. 80% of donors would recommend the organizations they support to someone they know
2. Referrals from existing donors are more likely to turn into gifts than any other source
   * 1. Direct mail (getting more and more difficult)
     2. Social Media (low cost, but low yield)
     3. Email marketing (depends on recipient, who email is from, most are not very responsive to E-mail blasts)
     4. Event (fundraising stats all over the place, they can be highly successful or not
3. Major Donor development (Highest ROI with Peer to Peer fundraising) Laurie notes II.

Naples dinner with Dr. Ben Carson

**Good fund raisers are willing to ask, not afraid of a “no”**

They realize “I am not asking for myself but for the Lord and this ministry He is leading.”

Don’t be one of the 9 lepers in the parable Jesus shared in Luke 17:11-19

*There is a Hindu tale of a traveler who stops for the night outside a village when a villager came running up to him.*

*“The stone! The stone! Give me the precious stone.*

*“What stone?” asked the traveler.*

*“Last night I dreamed that if I went to the outskirts of the village, I should find a traveler who would give me a precious stone that would make me rich forever.”*

*The traveler rummaged in his bag and pulled out a stone. “He probably meant this one,” he said, as he handed the stone over to the villager. “I found it on a forest path some days ago. You can certainly have it.”*

*The man gazed at the stone in wonder. It was a diamond, probably the largest diamond in the whole world, for it was as large as a person’s head. He took the diamond and walked away.*

*All night he tossed about in bed, unable to sleep. Next day at the crack of dawn he woke the traveler and said, “Give me the wealth that makes it possible for you to give this diamond away so easily.”*

**CLOSE** God wants you to experience His generosity. In a point in history where a scarcity mentality consumed our world, Jesus was sent to Earth to point people back to the abundant, providing God we read about in the Scriptures. Jesus not only teaches us how to trust in God’s provision, He demonstrated this generosity on the cross. **The Bible Project**