

2009 CMU Workshop Fundraising Class Outline

SEVEN PRINCIPLES BEHIND EFFECTIVE FUNDRAISING:

1. PRAY, PRAY, PRAY!

- a. Proverb 16:3 all of your plans (dedicate them to God), and tell God about them.
- b. Pray and be *specific*.
- c. Never stop praying!
- d. Pray as you carry out the rest of these steps.
- e. Thank God for working in your plans.

2. Ask "what am I raising money for and why?" and get your answer down on paper.

- a. Event/ministry description.
- b. If raising money to do ministry in a specific area or with a specific group of people, research the area thoroughly. Learn the general attitudes, beliefs, and needs of those you'll be ministering to.
- c. Goals for the ministry or event.

3. Ask "exactly how much money do I need?" and get your answer on paper.

- a. Put a detailed, line item budget together.
- b. Don't short change yourself.

4. Gather/Make a list of possible donors.

- a. Family members
- b. Friends
- c. Mutual friends
- d. Area churches - find the correct contact person - don't just send info to a church - call and get the correct person to speak with
- e. Church leaders
- f. Brotherhood universities
- g. Christian business owners

5. Make contact - Publicize and Promote

- a. I recommend making a DVD. They're easy to make using Windows Movie Maker - a free program that comes with Windows (you probably already have it).
- b. I don't recommend mailing churches without calling first and getting the correct contact person in charge of missions first. If you mail a letter to a church office without putting the

correct contact person's name on it, you're usually wasting your stamp.

- c. Once the correct contact person is identified, mail them an information packet or DVD, call a few days later making sure they received it, then call them a couple of weeks later to find out if they've made a decision. Call, mail, call to make sure they got the mail, then call to find out if they've made a decision.
- d. If dealing with individuals or friends near you, ask them to have coffee with you. Present your material to them and ask them for help.
- e. Be specific in asking for an amount. You may consider asking for a specific line item on your budget or giving a few different amounts for people to think about.

6. Follow up with potential supporters

- a. After making a presentation to an individual or group asking for support, call two to three weeks later to see if a decision has been made.
- b. No answer is NOT an answer - make them tell you 'yes' or 'no' - this may take two or three phone calls.

7. Keep supporters up-to-date on what's going on in your ministry!

- a. This never ends for full-time missionaries.
- b. Mail newsletters, utilize email, blogging, etc. - anything you can do to keep supporters informed.
- c. For smaller events you've raised funds for (for instance, a mission trip), let supporters know how your trip went. Share pictures, stories etc.
- d. Supporters who are given a steady stream of updates regarding what their money is going toward will be more likely to continue giving (for missionaries/ministry planters), and will be more likely to help with your smaller events in the future (for people raising money for annual mission trips, retreats, etc.).

Fundraising can be *difficult*, but if done effectively, very rewarding to your ministry.