

One giver...
One seasoned expert...
One frustrated ministry leader...
And a new plan...

Mi

We Help Ministries Grow

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NOTES:

**Transformational
Giving Transforms:**

- The way you relate to your givers
- The way you approach your work in fundraising

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**TG
PRINCIPLE
ONE**

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Transformational Giving is based on the abundance and trustworthiness of God, not a theology of scarcity.

NOTES:

TG
PRINCIPLE
TWO



Every act of giving is first and foremost a statement about the faithfulness of God.

Vision for MI NGA

“Fundraising is, first and foremost, a form of ministry.
It is a way of announcing our vision
and inviting other people into our mission.”

- Henri Nouwen,
A Spirituality of Fundraising



NOTES:

**What is
Transformational
Giving?**

The Transformational Giving (TG) Approach to Fundraising:

- Reveals and reflects God's character.
- Recharacterizes the ministry's relationship with its champions.
- Aligns the organization with the biblical cause.

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**Transformational
Giving:**
*Reveals and Reflects
God's Character*

- God is Generous
- God is Abundant
- God is Faithful

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NOTES:

Yes, but...

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Why did God call YOU to this work?

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“When we have gained the freedom to ask without fear,
to love fundraising as a form of ministry, then fundraising
will be good for our spiritual life.”

- Henri Nouwen,
A Spirituality of Fundraising

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NOTES:

Talking Points

Sometimes, it helps simply to think through what we will say in the meeting with the giver. We'll walk through these together.

NOTE: This is intended for you to use and adapt to your own nonprofit and style. It is not presented as a formula/script, but rather a general guideline. These are not necessarily the words you NEED to say, they are guidelines to help you practice so you can effectively HEAR the champion.

Step 1: Set the Agenda

Confirm timeframe, let them know what to expect

- You mentioned on the phone that you had ___ minutes to meet, is that still true?
- What I would like to do today is spend a few minutes catching up. Then, I would like to give you a quick update on _____. Then, I would like to talk to you about _____ and invite you to consider making a gift to that.

Step 2: Connect, confirm, and discern

- Discuss items from previous conversations.
Last time we were together, you mentioned _____. How's that going?
- Discuss impact of previous gifts.
We're still seeing huge impact in _____ program that you invested in. (Insert evidence of impact, and story)
- Ask questions about what God has been doing/saying to them.
- Discuss project/initiative for which you're requesting a gift.

Step 3: Transition to ask

As you know, part of the reason I am here is I want to talk with you about _____ and invite you to make a gift to help make that happen.

Step 4: Ask for gift

I would like you (and spouse) to consider a gift of _(amount or range)_ to _(project)_.

Step 5: Receive answer/make a specific follow-up plan

- Yes:
Wow! Fantastic. Do you have in mind how and when you'd like to make that commitment? (then work out details). What I would like to do is write this up and email it to you so we're both clear on what we've just decided.
- Invite another next step (coming down and seeing project in action, reading a specific book, etc.)
- Probably/Maybe (no specific amount):
I'd love to give you a chance to think and pray about this. Would it be ok if I looped back with you via phone next (specific date)?
 - Silence:
I am sensing you're not ready to make a decision on this now. Is there any additional information you'd be interested in? (if yes, tell them when you'll get it to them). Would it be ok if I looped back with you via phone next (specific date)?
 - No:
I understand that the timing/project isn't right for a gift like this at this time.
Confirm ongoing commitment (if applicable). Invite a different next step. I'd love to have you down to (volunteer opportunity).

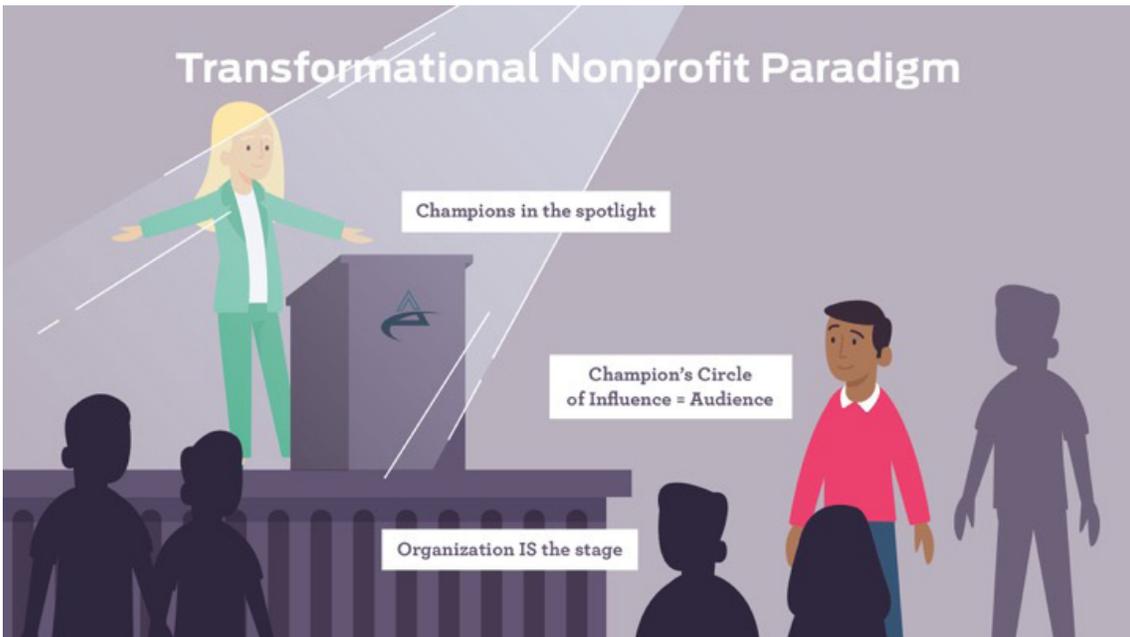
**Transformational
Giving:**

*Recharacterizes
Relationship with
Champions*

- God calls his people to this cause to grow THEM.
 - Grow in their faith and knowledge of Him
 - Give in response to God's grace

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NOTES:



NOTES:

*“So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, ¹² to **equip** his people for works of service, so that the body of Christ may be built up ¹³ until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ.”*

- Ephesians 4: 11-13 (NIV)

MI Distinctives:
*P-E-O Champion
Development
Strategy*

P-E-O

The set of comprehensive steps you offer to grow your champions toward what you desire FOR them.

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The way you interact with your champions reveals whether you want something FOR them or FROM them.

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EXPLORATION 1: Creating Next Step Strategies for Common Ministry Entry Points

INSTRUCTIONS:

In the box, write an entry step champions take into your nonprofit (such as attending an event, sponsoring a child, etc.). Then for each, identify a series of up to 3 steps that will be part of your strategy for champions who enter by taking that first step. Then, identify what standard P-E-O category the step fits by checking the appropriate box. Remember:

REMEMBER: The guiding question is “What step could the champion take that would enhance or illuminate the step they just took?” The step will likely be different type of step than the one previously taken (different P-E-O category).

MINISTRY ENTRY POINT #1:

First we will:

Which category (check one)? LEARNING PRAYING GIVING SERVING SHARING

Then we will:

Which category (check one)? LEARNING PRAYING GIVING SERVING SHARING

Then we will:

Which category (check one)? LEARNING PRAYING GIVING SERVING SHARING

Every communication is an opportunity to invite the champion to take a step in the cause.

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NOTES:

10 Questions to Ask About Each Communication

QUESTION	ASSESSMENT			NOTES/ACTIONS
	YES	NO	NOT YET	
1. Have we effectively integrated our purpose and key messages?				
2. Does it look like us?				
3. Does it sound like us?				
4. Have we adequately identified the champion segments to receive this?				
5. Is it clear what we want FOR the champion as a result of this?				
6. Is there a clear invitation for the recipient to DO something?				
7. Is this the appropriate medium and timing for communicating this?				
8. Is this (can this be) connected to other efforts?				
9. Is there an effective plan for follow-up?				
10. Would you want to receive this?				

Transformational Giving:
Aligns Organization with the Biblical Cause

1. What language appears in Scripture related to your cause?
2. What are God's people commanded or encouraged to do in your cause?
3. What are the barriers that prevent people from obeying these commands?

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Transformational Giving:
Aligns...

Your organization is NOT your cause.

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NOTES:

EXPLORATION 2: Making the Case: *Building a core case statement in four steps*

A core case statement contains four key elements. Walk through drafting a sentence in each of the four sections below. Then, put those sentences together for a rough draft of a core case statement.

1. CAUSE

Why do you exist? **What** must be accomplished? When making your case, you can state the problem that exists and why it exists. This is the kingdom/community problem you are trying to solve. For example, you can make a statement like:

Every day kids are doing poorly in school because they didn't eat breakfast.

Let's try it:

Every day _____ because _____.

2. ORGANIZATION

Who are you, **what** do you do and **where**? When making your case, you should say who you are, what you do and where you do it. For example, you can make a statement like:

Whatcom Gospel Mission is really a group of champions who serve the homeless men, women and children in Jackson County by providing for immediate needs and working to find long term solutions that help these people rejoin our community as healthy and contributing members.

Let's try it:

_____ is really a group of champions who serve _____ in _____ by _____.

3. IMPACT

What impact are you having? **How** can you prove it works? Your case should demonstrate the progress you are making in the cause. For example, you can make a statement like:

Since getting started in 1998, more than 75 percent of the men who have gone through our program are employed, living on their own and plugged into a church community.

Let's try it:

Since getting started in _____ (year), _____ (meaningful measure or outcome).

4. INVITATION

Why and **how** should others get involved. Your case should also include an invitation to DO something. For example, you can make a statement like this:

We believe God calls us all to care for the "widows and orphans in their distress" and that these children are the widows and orphans of our community. You can join this work by volunteering to pack and serve meals, and by making donations of cash or food.

Let's try it:

We believe God calls us all to _____ and you can join this work by _____ and by _____.

What do we want for YOU?



MI's TG Curriculum:
DISTINCTIVES

Embrace a biblical approach to fundraising.



**MI's
TG Curriculum**

- Major Gifts
- Acquisition
- Ministry Communications
- Ministry Leadership



NOTES:

What do I want FOR my champions?

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“...they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life.”

- 1 Timothy 6:19 (NIV)

What's Next?

- Finish Making the Case Worksheet
- Complete Your Ministry Account at MIF.org
- Register for the October Workshop in your local community:
 - Fostering Dynamic Board Leadership
- Upgrade Your Ministry Account and Register for Coaching

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NOTES:

Create a FREE Ministry Account with Mission Increase Step-by-Step Instructions

How to Create a FREE Teaching Level Account

- Go to **www.mif.org**.
- On the home page navigation bar, click 'For Ministries', then click on 'Create Ministry Account' under 'Get Started'
- Read top of page thru Step 1, then click on 'Create Ministry Account'
- Enter zip code, organization name, and the correct EIN # (nine digits), and click 'Check For My Ministry.'
 - If your organization is already in the system, you will be able to select it.
 - If your organization is not shown, click 'Create New Account' and fill in your contact info and basic ministry info including income and expense figures for the most recent tax year.
- To complete the process, you will receive a separate verification email sent to the email address you provided. Click on the link in verification email and you'll be ready to register for trainings and receive MI communications.

How to Add Contacts on Your Ministry Account

Adding contacts to your ministry account will allow you to register them for trainings and coaching calls/meetings.

- Login to your account at **www.mif.org**.
- Click on 'Manage Ministry Account' (red tab at top of page).
- Click on 'Contacts' and create a new contact.
 - Every account has a Primary Owner (usually the person who creates the account) who determines the level of access to the ministry account for each contact. This role may be transferred at any time.
 - Each contact needs a unique email address; the system will not accept an address that is already listed in another ministry account.
 - Note about Contact Type: Board members will not receive regular email updates from MI. If you want them to receive regular updates & invites, use the Staff/Volunteer type, or email your Area Director, noting that certain board members should receive MI invitations.

“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.”

- 2 Corinthians 9:11 (NIV)



NOTES:

Knowing Yourself and Your Givers

PART 1:

Sometimes our concern for the poor may carry with it a prejudice against the rich. -Henri Nouwen

Instructions: We may project our own feelings about money onto our champions. In each statement below, circle the option(s) that *most honestly describe how you sometimes feel*. There is no right or wrong answer.

- Poverty is *more spiritual / no more spiritual* than affluence.
- Christians with tons of money *are probably / are probably not* living obediently.
- People *won't give / will give* even if they don't think I'm needy.
- I believe I am *the owner / the manager / both the owner and manager* of the wealth God gives me.
- Most people are going to *say "no" / say "yes"* to my requests for support.
- Talking about money *is / isn't* scary for me.
- I *sometimes struggle / rarely struggle* with believing that God will provide for me.

Scriptural Truth: We are the managers – not the owners – of the wealth God gives us, and we are called to be content and generous with money. God is our Provider – not our champions.

PART 2:

Instructions: Pair up and take turns interviewing each other by asking the following questions and writing answers in the boxes below.

- 1) What has God taught you about the people you serve and His heart for them?

2) What is the most satisfying gift you've ever given? What made it so fulfilling?

3) What needs have you encountered in life that you'd jump at the chance to meet on a larger scale?

4) When God called you to participate in this cause, what do you think He wanted to teach you?

“Fund-raising is a very rich and beautiful activity. It is a confident, joyful, and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God's Kingdom”

- A Spirituality of Fundraising by Henri Nouwen