

Achieving God's Purposes Through Raising Of Resources

Think of us in this way,
as servants of Christ
and stewards of
God's mysteries.



PYC CONSULTATION 2015
Presenter : Tony Lawrence

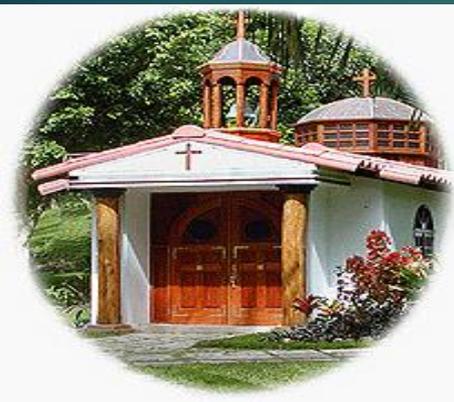


The goal of Christian fundraising is to meet a genuine need in God's kingdom by actively challenging donors to heartfelt; generous, cheerful giving.



For What Did God's People Give?

- ▶ The Israelites gave for the **construction of the temple** and for the **on-going maintenance of its worship and ministry** (*Exod. 25:1-9*; Matthew 17:24-27)
- ▶ They also gave to the **poor and needy** (*Leviticus 19:9-10*; *Acts 2:44-45*)
- ▶ They gave in **remuneration for ministry** which they received (*1 Corinthians 9:1-14*)
- ▶ Ministry to **those who were suffering and in need for the sake of the gospel** (*Matthew 25:35-40*)



That need is expressed as a vision for investment.

And vision is ALWAYS about people.
And people invest in people – hence -
Friend Raising !



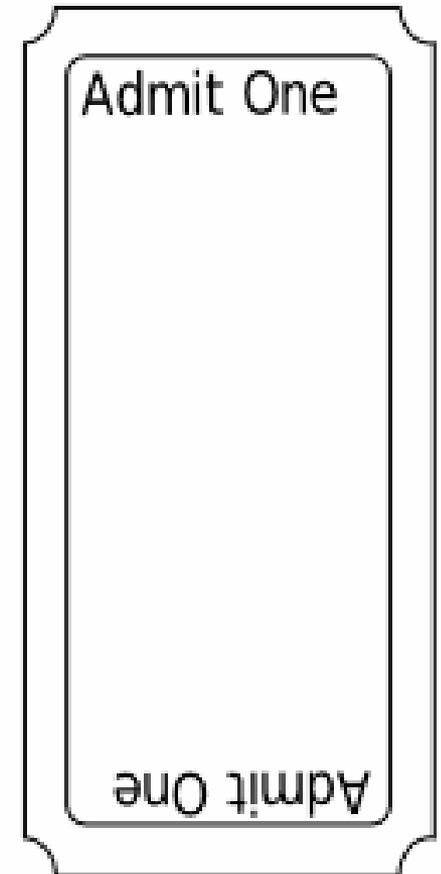
SOME FUNDRAISING PRINCIPLES:

1. **Sell the vision well.** Raising of friends rather than funds.
2. Make a **personal** contribution
3. Make personal contacts with prospective donors
4. Be accountable
5. Be adaptable depending on the type of ministry or project
6. Recognise donors are at different stages (contacts, prospects, regular, etc.)



INTERNAL FUNDING SOURCES

- ▶ Tithes and offerings (churches)
- ▶ Membership fees (organizations)
- ▶ Donations
- ▶ Special events
- ▶ Gifts in kind
- ▶ Tuition
- ▶ Ticket sales – events, etc.
- ▶ Investment income
- ▶ Product sales and profits
- ▶ Grants
- ▶ Bequests



EXTERNAL FUNDING

Develop a Fund Raising plan and consider the following:

- ▶ What is the scope of the project and what resources are required?
- ▶ What is the total budget for the project?
- ▶ What are the outcomes of the project once implemented?
- ▶ How much money do we need to raise?
- ▶ Where is the money going to come from?
- ▶ Whom will we approach and how?
- ▶ What research do we need to do?
- ▶ When is the right time to ask for a donation / investment?
- ▶ Once we get a gift, how do we follow up?
- ▶ How soon after we get a gift can we ask again?

EXTERNAL FUNDING (2)

Establish convincing reasons (a compelling vision) why people should give to your project or organization or church.

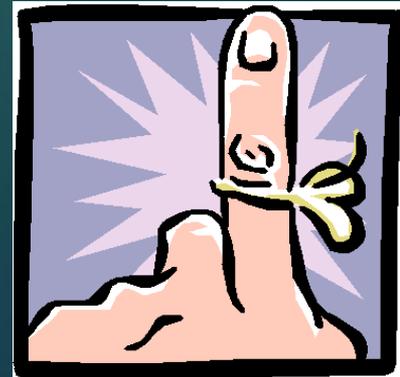
- ▶ What is the organization trying to accomplish?
- ▶ What makes the organization or the project special and unique?
- ▶ How much money does the organization need for the project?
- ▶ How will the organization evaluate its project?
- ▶ What has the organization already achieved?
- ▶ Who supports the organization now?

PROPOSAL WRITING

- ▶ Contents page
- ▶ Executive summary
- ▶ Introduction and background (the Need)
- ▶ Objectives of this proposal (the Solution)
- ▶ Methodology being used. (the Plan)
- ▶ Governance and Accountability
- ▶ Budget (cost of the project)
- ▶ Conclusion and final motivation. (the Impact)

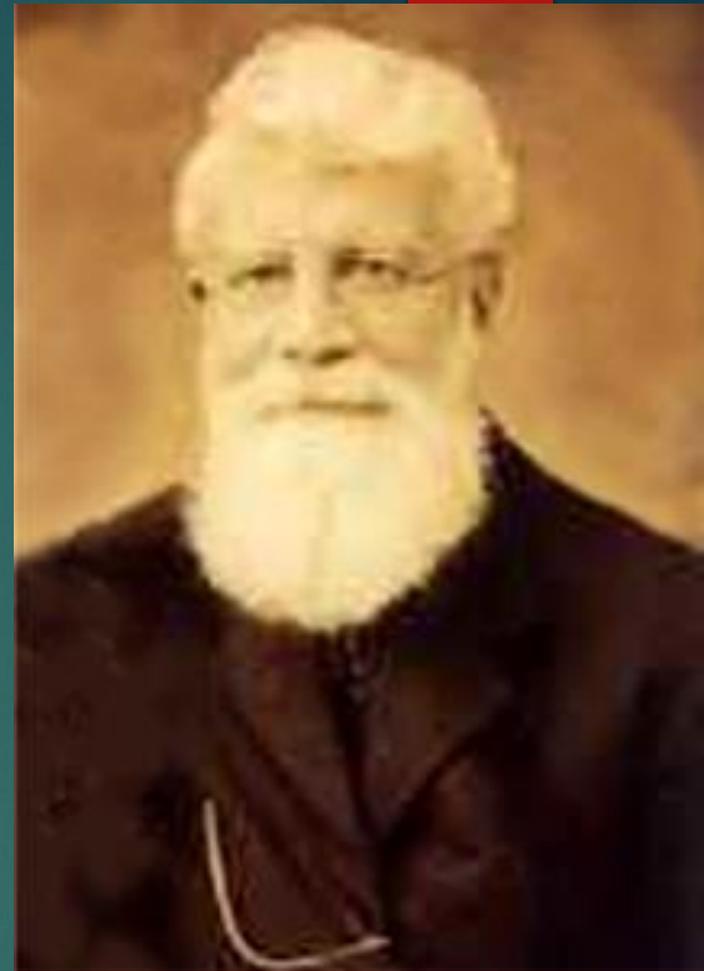
REMEMBER :

- ▶ GOD is the _____ of everything? (Psalm 24:1).
- ▶ GOD is in _____ (Psalm 135:6)
- ▶ GOD will provide our _____ (Phil 4:19).



*God's work done
in God's way will
never lack God's
supply.*

Hudson Taylor.





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