

Giving and Getting in the Kingdom

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Joel A. Dillon is the President & CEO of Jill's House, a nonprofit ministry dedicated to families raising children with intellectual disabilities. Joel is responsible for the overall operations of Jill's House, including overseeing the local and national fundraising for all five locations. Previously, he served as Associate VP of Development for Trinity International University in Deerfield, IL, where he played a role in some of the strongest years of giving in the university's history. His experience caring for "at-risk" children at Mercy Home for Boys & Girls in Chicago, IL and living alongside adults with intellectual disabilities in a L'Arche community in Germany has deepened his commitment and passion for the mission and work of Jill's House. Joel is a graduate of Wheaton College. He lives in the Washington, D.C. metro area with his wife, Hannah, and their two children, Lucy and Jonah.

Why Asking Is Essential

Nothing is more misunderstood or more lacking in Christian ministry. We will make the case that asking God's people for God's money to do God's work is essential to fundraising success.

I. What is Solicitation?

A. Not begging for money

B. Not talking people out of money they don't want to give

C. But matching the vision and passion of the giver with the mission and passion of the organization for the benefit of both

II. What Motivates a Gift?

A. Head

B. Heart

C. Call to action

III. Why is asking so important?

A. Vision without fundraising is **anemic**

B. Fundraising without vision is **mercenary**

C. Fundraising with vision is **missionary**

God's Part/Our Part

The financial success of our ministries is a mysterious blend of our effort and His bountiful blessing. God does it all, but is pleased to use our efforts, too. We'll explore this mystery.

I. Our responsibility and God's ultimate provision is laced throughout Scripture

A. The story of the farmer and the pastor

B. Proverbs 21:31

C. I Corinthians 3:6

D. 11 Corinthians 9

II. What is our part?

A. Planning

B. Execution

C. Knowing the times

D. Care for God's people

E. Utter dependence upon God

III. What is God's part?

A. Direction

B. Courage

C. Preparing the hearts of men and women

D. The ultimate outcome

Getting the Word Out on Your Organization

“Marketing” can be a dirty word. How can we speak well of our ministries without exaggeration or manipulation?

I. What is marketing?

A. Not self-promotion, trickery, or deception

B. But self-disclosure, invitation, and description

II. Elements of telling your story well

A. Mission

B. Stories

C. Outcomes

D. Future endeavors

The Three-Legged Stool of Excellent Programs

A balanced, growing development program has three essential elements. We'll explore them and give opportunity for you to adapt them to your context.

I. Operational Giving

A. Fuel for ministry

B. Everyone can participate

C. Larger channels of giving

II. Capital/Major Giving

A. What is a major gift to your organization?

B. When is a capital gift called for?

C. How do you seek and receive capital/major gifts

1. Clear vision

2. Careful planning

3. Asking

III. Planned/Testamentary Gift

A. What is a planned gift

1. USA

2. Europe?

B. Rationale?

C. Effect on ministry--sustainability

Nothing Never Happens

Being worthy of support, financial and otherwise, is everyone's responsibility. Every contact with your ministry either adds or detracts from the confidence that people have in your ability to steward well their support. We will explore how to be a welcoming place to all your publics.

- I. Nothing Never Happens
 - A. Every contact either enhances or detracts from your reputation
 - B. Organizational culture eats fundraising strategy for lunch
- II. The best fundraising organizations make fundraising everyone's job (everyone is in Advancement!)
- III. Cultivating a culture of generosity and modeling the behavior you hope to see

Was George Mueller Right?

George Mueller is rightly revered for his utter dependence upon prayer for provision for his ministry. The stories of God's amazing provision through fervent prayer should give fundraisers pause. We'll discuss what is normative for God's provision for ministry today.

- I. The amazing legacy of George Mueller
 - A. His story
 - B. His method
 - C. His influence
- II. Another way: D.L. Moody

III. Is there a Middle Way?

A. The story of Charles Blanchard

B. Best fundraising practice

Not All Givers Are Alike

What are the different types of givers in the evangelical world and how should it influence how we talk about giving?

I. A principal mistake in fundraising: assuming every believer has the same attitude toward giving and possessions.

II. The four types of givers and why you need to be aware of them

A. The reluctant giver

1. Usually not modeling of generous giving

2. “my money is my business”

3. Irritated to be asked

B. The casual giver

1. Some understanding of God's call on all of their life—including possessions
2. Tend to "tip" God

C. The thoughtful giver

1. Know God's call on their possessions.
2. Have experienced some joy in giving
3. Usually need to be asked
4. "If I'm not obedient to Christ in my giving, I am not fully following Christ."
5. "How much of God's money should I give?"

D. The gifted giver

1. Great joy in giving
2. Seldom need to be asked (they are collecting stories, not things)
3. "How much of God's money should I keep?"

How Money Flows

Wealth is not distributed evenly, nor does it come in evenly to ministries. How does that influence strategy and performance in raising money for ministry?

- I. Income disparity is a fact of life

- II. Capacity to give is both a matter of wealth and a matter of will
 - A. Self-centeredness is found in the rich and poor

 - B. The importance of creating space for generosity

- III. A look at how money comes in for a typical project—10,000 Euros or 1 million Euros
 - A. The dynamics of a gift table

 - B. How, then, do we approach giving projects?

- IV. Implications of how money flows
 - A. Large to small

 - B. Inside to Outside

 - C. Don't despise the "small" gift—God doesn't and neither should we

The Heart and Life of a Great Fundraiser

Much of our success in fundraising is dependent on us as the messenger. What kind of person does God easily use in raising money in the Kingdom?

- I. Guard your heart
- II. Love your cause

- III. Give before you ask

- IV. Be a complete professional
 - A. Timeliness

 - B. Follow through

 - C. Be an *interested* and *interesting* person

- V. Commit to the ask

- VI. Transparency wins

- VII. Give credit away

- VIII. Steward gifts well

- IX. Humility becomes a fundraiser

What Makes Fundraising ‘Christian’?

Sometimes it’s hard to distinguish Christian fundraising from fundraising for non-Christian philanthropic causes. What makes Christian fundraising distinct?

- I. How Christian fundraising can and should look like secular fundraising
 - A. Excellence
 - B. Professionalism
 - C. Solicitation
 - D. Stewarding of gifts

- II. How Christian fundraising is distinct
 - A. Generosity toward God’s eternal kingdom is the fundamental goal
 - B. Relationship-based interaction vis-à-vis transactional is the standard—total dollars raised isn’t the most important metric
 - C. The giver is always more important than the gift—both to God and to us