

## **Raising Funds with Jesus: Eight Steps to Faithful Fundraising for Ministry**

After 40 years of raising funds and raising support for ministry, Daryl will share principles, attitudes, and practices which help the Christian worker to embrace fundraising as a blessing. He will share proven practices that will help you learn how to communicate clearly, how to identify potential supporters, how to write support letters, and how to express gratitude for support. You can be a blessing to those who are supporting your ministry.

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### **I. Embrace raising funds as a biblical practice and an important part of your ministry.**

- A. It is a biblical practice to raise money for God's work.
  - 1. Moses
  - 2. David
  - 3. Nehemiah
  - 4. Paul, 1 Corinthians 16:1-2, 6; Romans 15:24-27; 2 Corinthians 8-9
- B. Giving is a central act of discipleship, a sign of our love for God.
- C. View fundraising as a ministry which is as important and spiritual as any other aspect of the organization.

### **II. Ministry leaders both model and teach generous giving.**

- A. Leaders in the Bible gave generously.
  - 1. Rebuilding the Temple, 1 Chronicles 29:6-9.
  - 2. Excel in giving. 2 Corinthians 8:4, 7.
- B. Learn to enjoy giving generously. Proverbs 11:24-25; 3:27

### **III. Structure for giving.**

- A. Give or get. Mandatory giving and fundraising at an appropriate level for all board members.
- B. Conduct a year-end campaign.
- C. Donor software.

#### **IV. Communicate clearly about the mission and giving.**

- A. Clearly articulate the vision and mission.
  - 1. Case statement.
  - 2. Excellence.
  - 3. Repeat.
  - 4. Capsulize.
  
- B. Address key questions/issues individuals have before they will give.
  - 1. Real need.
  - 2. Compelling vision.
  - 3. Credible strategy.
  - 4. Trustworthy leadership.
  
- C. Identify key prospects: family, friends, school, neighbors, former teachers, colleagues, pastors, churches, Christian professionals and business people, foundations.
  
- D. Listen and learn.
  
- E. Necessary ingredients in a fundraising presentation.
  - 1. Adequate reason for making a contribution (rationale).
  - 2. Adequate motivation (emotion).
  - 3. Adequate instructions (mechanics).
  
- F. Engage the whole person including both the mind and the emotions.
  - 1. Use pictures and videos.
  - 2. Tell the story.
  
- G. Be prepared to answer bottom-line questions donors may have.
  - 1. What are you doing?
  - 2. Why are you doing it?
  - 3. What need is there for what you will be doing?
  - 4. What specific results and outcomes do you expect?
  - 5. Is this the best way to accomplish your goal and how do you know that?
  - 6. What is the next step in your program or strategy?
  - 7. How do you relate or connect what you are doing with what other organizations are doing in the same arena?
  - 8. How much will it cost you per month to do what you are going to do?
  - 9. How much money are you trying to raise?
  - 10. How much have you raised?
  - 11. How much do you lack?
  - 12. How do you plan to get it?
  - 13. What are you asking from me?
  
- H. Ask for support.
  
- I. Prepare a mailing list, both email and regular mail.

J. Send updates.

**V. Minister to others.**

A. Minister to people.

B. Build relationships.

C. Look for clues.

D. Help donors fulfill their giving goals.

E. Prayerfully seek ways you can minister to the person at each meeting.

F. Face-to-face meetings are best.

G. Ask for more prospects.

H. Offer a range of ways they can get involved with your ministry – donations, prayer, volunteering, networking.

I. Make it easy to give.

J. Don't disregard either spouse when meeting with a married couple.

K. Pray for your donors regularly.

L. Remember that your fundamental role in relating to donors is as a servant.

M. What donors don't like in a person asking for funds.

**VI. Deserve support.**

A. Calling.

B. Honesty.

C. Work hard.

D. Carefulness with money and expenses.

E. Accountability.

F. Perspective – people are giving to meet the needs of the people you are ministering, not primarily to meet *your* needs.

G. Be positive about the work of other ministries.

H. Provide evidences of ethical and financial integrity for your ministry.

**VII. Express gratitude.**

- A. Gratitude is a biblical practice. 2 Corinthians 8:2-5, 10; 9:1-2
- B. Immediate thank you with a call, email, or thank-you note.
  - 1. Calling donors establishes a personal connection.
  - 2. Calls may provide new contacts or good input for your work.
  - 3. Handwritten notes are more impressive than ever in an email world.
- C. Express your thanks in different ways: meeting, emails, texts, letters, small gifts.
- D. Receipt from your organization within 24 hours. Add a personal touch.
- E. Avoid a welfare mentality.
- F. Don't complain about having to raise support.

**VIII. Keep at it – long-term faithfulness.**

- A. Accept the fact that support-raising can be difficult and burdensome.
- B. Persistence – don't give up easily.
- C. Constantly study and evaluate your presentation.
- D. Be patient.
- E. Don't take "no" personally. Big gifts may require several calls.
- F. Keep good records of every contact you make.
- G. Bathe all of your support-raising efforts in prayer. As Joe Bayly said, "When we work, we work. When we pray, God works."
- H. Rest in confidence and trust in God. My brother-in-law Mike Rice taught, "Man is not your source and God is never late."