



THE MACLELLAN FAMILY FOUNDATIONS



STRATEGIC GIVERS

An introduction to approaching
foundations, trusts and
wealthy Christians

Lee Behar



Expectations

What would you like to learn
today?



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We begin with...

Stewardship

What is a steward?

What does scripture say...



Parable of the Talents

Matthew 25:14-30

Next question...

Fundraising is
ministry

True or False?



People give for different
reasons...

Your Givers:
Relational or Strategic?

What can we learn about Strategic Givers?

- Strategic givers want to be investors, *not* donors. They want to be partners *not* owners.
- They like to fund projects. Rarely will they give funds for ‘operations’.
- They desire accountability *not* possibility.
- They understand leverage. “It’s not only what you can do, but what you can help get done.”

Understand the Strategic *giver*:

- What areas does the giver like to invest in? What is their giving strategy?
- Does the giver like pioneering efforts (risk capital), or does the giver prefer to accelerate proven strategies?
- What expertise does the giver have? Can they offer you something other than money?
- What ministry experience does the giver have?

Strategic givers... old vs. new

Old view & approach

- Donor
- Isolated
- Content with activities and “outputs”
- Not responsible for results
- Content to “do good”
- Dependent on the ministry for information
- Passively observes
- Major gifts late in life

New view & approach

- Investor
- Connected / networked
- Focused on results / return “outcomes”
- Accountable for results
- Wants to “make a difference”
- Gets information from multiple sources; does “due diligence”
- Actively engages
- Gives throughout lifetime

How to think about your ministry: a framework for communicating IMPACT!



OUTCOMES LEAD TO IMPACT!



The further right we go:

- The more important it is...what we're all about.
- The more difficult it is to evaluate.

When you lose traction, move back to the left!

Other ideas:

- Learn to cast vision to those not in ministry. Be a blessing to your local government, local businesses. Pray for them. Ask them for help/resources.
- Maximize your existing resources (especially people). Don't start with a big budget. See how much you can do *without* a lot of money.
- Lead people of influence to Christ (otherwise you're just competing for existing givers).
- Teach about Generosity, not just tithing. Generosity is about the *joy* of giving. Generosity is *who you are*.
- Emphasize the *solutions* provided by your ministry *not* your *needs*.
- Be prepared to describe how you will use the money, how you will become self-sustaining and your financial accountability.

Other questions:

- ▶ How do we connect with strategic givers?
- ▶ How much time should I spend fundraising (with relational and strategic givers)?
- ▶ What is the role of our board of directors in fundraising?