

Funding Your Vision

Many people think that fundraising is a matter of sales or manipulation. In contrast, Jerry Twombly teaches that a biblical approach to fundraising is the result of building a healthy and biblical God-honouring organisation. What are foundations of a healthy organisation in this perspective?

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Introduction—The work of organisational development is something that we are all involved in. It includes six areas critical to the sustained impact of our ministries, specifically:

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
- I. *Important Definitions.* There are four important definitions that must be understood as we begin a discussion on ministry development. They are:
- A. Development—
 - B. Successful Development—
 - C. The “Annual Fund” Campaign—
 - D. The “Capital Fund” Campaign—

II. *The Process of Development*—Development practice involves five critical steps, these are:

A. The Identification of Your Prospects

1. Determining Your Market—It is important to know those groups of individuals who might have an interest in the support of your ministry. There are two important terms that help define the breadth of your support network:
 - a. Universe—
 - b. Market Universe—
2. Two Important Rules—There are two important things to remember:
 - a. A prospect is not a prospect . . .
 - b. Gathering Names—There are many individuals who have already indicated an interest in you and the ministry you represent.

B. The Qualification of Your Prospects—Once you have identified prospects, you must then qualify them:

1. Three Broad Areas—Of all the ways in which you could qualify prospects, all of your prospects will typically fall into one of three broad categories, they are:
 - a. Nuclear Prospects—“Those Individuals (Groups) Who Benefit Directly from the Services You Provide.” List these groups:
 - b. Affinity Prospects—“Those Groups who Benefit Indirectly from the Services You Provide.” List these groups.

- c. Affinity Prospects—Those Groups who Live In the Same Geographic Area where You Provide Your Services.” List these groups.
2. Important Concepts—With this in mind, it is important to understand the following:
 - a. Critical Groups—There are “groups” of people that are, practically speaking, “critical to your success.” List those groups and prioritize them.
 - b. Rules—There are “rules” that drive the developmental process. The most critical of these is the “Rule of Linkage.”
 - (1) The Rule of Linkage—
 - (2) The two kinds of linkage are—
 - (3) The Application—Whenever you don’t have “natural” linkage, conceive of ways in which you might “create” it.
- C. The Cultivation of Your Prospects—Cultivation is a process similar to courting. Keep in mind the following:
1. Individuals are in Different Relationships with Your Ministry—
 2. A Helpful Acronym—The following acronym can be helpful in determining where they are:
 - (1) “A” stands for:
 - (2) “I” stands for:
 - (3) “D” stands for:

3. Predictability Patterns and Cultivation—There are predictability patterns in terms of the likelihood that people will respond to you based on how well cultivated they are. They are:

4. Cultivation Ideas—

D. The Solicitation of Your Prospects—There comes a time when you seek to engage others in support of your ministry. Keep in mind the following:

1. The “Rule of Communication” states—

2. The Personalized Proposal—You might consider a “personalized proposal” that includes these six elements:

(1)

(2)

(3)

(4)

(5)

(6)

3. Solicitation isn’t complete until . . .

4. Bringing Closure to Appeals—There are two things that can help make persuasive appeals:

(1)

(2)

- E. Sustaining Your Constituents—Once someone engages as a partner with you in the support of your ministry initiatives, the key is to:
 - 1. Thank Them
 - 2. Engage Them

- III. A Development Procedure—There are three steps in a procedure that is critical to ministry development success.
 - A. A Helpful Picture—This picture can help in understanding the three steps of this procedure:

 - B. The Three Steps—The three steps are:
 - 1.

 - 2.

 - 3.

 - C. The Greatest Mistake in Development is . . .

Conclusion: