

How to Build Your Ministry on a Rock: Four Practices That Can Help You Achieve Your Ministry Goals

This workshop focuses on four main practices ministries should consider as they seek to achieve their ministry goals in today's challenging "new economy". We will address relational giving, discussing the motivations to give, as well as why donors sustain their support. We will also look at the leading indicators for giving, creating giving charts, and focusing on cultivating ministry relationships. Knowing the changes within today's economy and how to accommodate them will determine who will succeed and who won't.

Jerry Twombly is the founder and Executive Director of BGW Development, part of the BGW network of kingdom building services. He is the founder and former president of Development Marketing Associates (DMA), an international consulting firm with headquarters in Indianapolis, IN (USA). DMA works with evangelical ministries throughout the world in providing training and support programmes designed to enable ministries to more effectively achieve their mission objectives. Applying the principles of "relational development," DMA has enabled clients to raise more than \$1 billion dollars to further the cause of Christ and His Kingdom.

Introduction— The challenges facing ministries in the "new economy."

I. Focus on Relational Giving

A. The Definition of Development

B. Two Motivations To Give

1.

2.

C. Three Reasons Why Donors Sustain Support

1.

2.

3.

D. Rational Giving Strengthens Infrastructure—Not all money is created equal.

E. Increasing Capital Potential

F. A Great Analogy (The Relational Continuum)

II. Focus on Leading Indicators

A. The Six Primary Indicators

1.

2.

3.

4.

5.

6.

B. The Planning Matrix

III. Focus on Giving Charts

| Donors | Prospects | % of Total | Size Gift | Running Total |
|--------|-----------|------------|-----------|---------------|
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IV. Focus on Cultivation

A. Not Everyone the Same

B. A, B, C, D Prospects

C. A.I.D. Acronym

D. Cultivation and Predictability

1.

2.

3.

4.

E. The Best Idea Ever