

# **Fundraising 101: Discovery, Acquisition, and Nurturing**

DO YOU HATE FUNDRAISING? If so, perhaps you have a misconception of what fundraising is. IT'S NOT BEGGING, but rather, fundraising is an opportunity for you to invite others who have similar purpose and vision for ministry to join you on your journey. This presentation will discuss the basics of fundraising, its biblical basis, and the methods and metrics of discovering, acquiring, and nurturing donors who share your ministry's purpose.

**Rob Martin** has been involved in Christian ministry since his conversion in 1976. He has served as general manager of Fieldstead & Company, a private philanthropy organization of Howard and Roberta Ahmanson; the U.S. director of the Lausanne Committee; and executive director of First Fruit, Inc., a private charitable foundation. Since 2009 he has been a partner of the First Fruit Institute, serving ministries and colleague foundations as a coach on a variety of organizational issues. Rob has served as a seminar leader on fundraising and leadership for mission with a number of organizations, including The Overseas Ministry Study Center, World Evangelical Alliance Leadership Institute, Development Associates International, and Bakke Graduate University. He is the author of *When Money Goes on Mission: Fundraising and Giving in the 21<sup>st</sup> Century*, and has taught and coached on this topic through major conferences, webinars, podcasts, blogs, and face-to-face settings across the span of Christian mission. He and his wife, Bev, have raised three daughters and currently live in Washington State.

- I. Discovery of Potential Donors:
  
- II. Acquisition of Potential Donors:
  - A. Communicating Your Purpose
  
  - B. White Papers
  
  - C. Proposals
  
- III. Nurturing Your Donors

## **Faith and Excellence**

To fulfill our calling before God, what is required of us is excellence in our practice and a full reliance on faith in God for the results. God cares more about our faithfulness to the process and our attempt to serve than the results of our efforts. As we implement our callings, two things are critical – our trust in God to provide, and our willingness to serve in excellence with the best we have in us. An all-in attitude and commitment to excellence is necessary.

### I. The Eagle and the Fish story

A. Relying on God for his provision.

B. Being good at what you do.

1. “Fly to where the bugs are!” (Henry Cloud)

### ***Suggested Readings:***

*When Money Goes on Mission, Giving and Receiving in the 21<sup>st</sup> Century*, by Rob Martin

*A Spirituality of Fundraising*, by Henri Nouwen

*The Longview: Lasting Strategies for Rising Leaders*, by Roger Parrott