

Reformed University Fellowship **Funding Our Ministry**

Part 1: Perspectives on Fund-raising

- I. Attitudes Toward Fund-raising
 - A. You are begging
 - No, you are asking. You are convinced that God will provide the money somehow – if not through this person, then through someone else.
 - God is raising up people who want to support this ministry. Your task is simply to find them.
 - This is not about you. It is about the work of God’s Kingdom. It is about God’s glory and students at your university.
 - B. You are using guilt to make people give
 - I hope not! Manipulation is wrong. See A.
 - C. You are pressuring people to give
 - No. You must not dramatize your need. God knows it, and He will meet it. See A.
 - But you must persuade; answer questions, address concerns, provide reasons
 - D. You fear rejection
 - Some people will not be able or interested in supporting you. Some will. A “no” is seldom a personal rejection. Ultimately your approval must come from God, not people.
 - E. You feel you are asking more than people can give
 - Try to make an honest assessment of their giving capability in advance, and let that guide what you ask for. See Part 3 I. C.
 - F. Fund-raising is beneath you
 - Jesus was very comfortable dealing with money issues. He taught us to use money for Kingdom purposes. (Luke 16:1-17) Paul raised money for his ministry. See III.
 - G. Correct attitude: God has called me into this ministry, He has provided people who want to support it, with a little work I can find them.
- II. Biblical Basis for Fund-raising
 - A. Romans 15:24
 - B. 1 Corinthians 16:5-6; 2 Corinthians 1:16
 - C. Philippians 1:5; 4:10-20
 - D. 1 Timothy 5:17-18

Part 2: Fundamental Principles of Fund-raising

- I. Why People Give
 - A. Not because of...
 1. Letters
 2. Pressure
 3. Guilt
 4. Big numbers
 5. Materials, media, displays
 6. Banquets
 7. Endorsements

- B. People do give because...
 - 1. God moves them
 - 2. Personal relationship – “People give to people”
 - 3. Have a burden for this ministry
 - 4. Feel ownership
 - 5. Are asked and shown how
 - C. Conclusion
 - 1. Fund-raising is a relational process of helping people to develop an interest in you and your ministry
 - 2. The key to fund-raising is developing relationships around your ministry with people who can give financially
- II. Elements of Effective Fund-raising
- A. Prayer
 - 1. You
 - 2. Prayer support team
 - 3. Asking is fruitless without prayer
 - 4. Prayer does not take the place of asking
 - B. Organization
 - 1. The key to finding prospects
 - 2. The key to maintaining donors
 - 3. Good plan
 - 4. Good record keeping
 - 5. Initial investment in organization pays big dividends for a long time
 - C. Asking
 - 1. Most people will not give unless you ask
 - 2. The test of faith
- III. Organization for Fund-raising
- A. Case
 - B. Prospects
 - C. Strategy
 - D. Plan
 - E. Team

Part 3: The Case for Your Ministry

- I. Elements of the Case (Rationale) for Your Ministry
 - A. Theme
 - B. Need / Opportunity
 - C. Goals
 - D. Program
 - E. Team
 - F. Past Impact
 - G. Future Plans
 - H. Resource Summary
 - I. Gift Plan
- II. Forms of your Case
 - A. Website
 - B. Brochure
 - C. Presentation

- III. RUF Website Entry
 - A. First create an entry for your campus on ruf.org
 - B. Contact the Development Department at RUF to learn how to do this
 - C. This is important so that when people go to ruf.org they will find you and your school
 - D. Include there a link to your own case website (see next)

- IV. Case Website for Beginning RUFs
 - A. Purpose.
 - 1. To establish an internet location where people can learn basic information about you and your ministry
 - 2. Not to be a fully functional campus website; you can do that later – after you are fully funded

 - B. Preparation
 - 1. Select a website address: recommend ruf <school name>.org (e.g. ruflehigh.org)
 - 2. Register the domain name
 - 3. Obtain a hosting site
 - 4. Pick a development program (e.g. wordpress, squarespace, virb, etc.)

 - C. On each page include:
 - 1. The theme
 - 2. Your contact information
 - 3. Link to the donation site (www.givetoruf.org)
 - 4. Link to ruf.org
 - 5. One way to do this is to place this info in the footer

 - D. Page one: You
 - 1. Picture of you and your family
 - 2. One-paragraph biographical sketch of you and your wife

 - E. Page two: Campus
 - 1. Pictures of your campus
 - 2. Four to six critical features of your campus (bullet points)
 - 3. Why RUF and you are going to this campus (short paragraph)
 - 4. What you hope to accomplish there (short paragraph)

 - F. Page three: Support
 - 1. Brief explanation of how your ministry is funded
 - 2. Checks
 - a. Who to make them out to
 - b. How to designate to your account
 - c. Address: where to send them
 - 3. Credit Card
 - a. Link to donations page
 - b. How to find your account on the donations page

- V. Case Brochure / Handout
 - A. Purpose: To provide basic information about you and your ministry that you can give to people
 - B. Format options
 - 1. Single sheet: divide into sections
 - 2. Bifold: four sections
 - 3. Trifold: six sections
 - 4. Print in color on high-quality heavy-weight paper
 - C. On each page include:
 - 1. The theme
 - 2. Your contact information
 - 3. Url to the donation site (www.givetoruf.org)
 - 4. Url to your case website
 - D. Section one (or one and two): You
 - 1. Picture of you and your family
 - 2. One-paragraph biographical sketch of you and your wife
 - E. Section two (or three and four): Campus
 - 1. Pictures of your campus
 - 2. Four to six critical features of your campus (bullet points)
 - 3. Why RUF and you are going to this campus (short paragraph)
 - 4. What you hope to accomplish there (short paragraph)
 - F. Section three (or five and six): Support
 - 1. Brief explanation of how your ministry is funded
 - 2. Checks
 - a. Who to make them out to
 - b. How to designate to your account
 - c. Address: where to send them
 - 3. Credit Card
 - a. Link to donations page
 - b. How to find your account on the donations page
- VI. Case Presentation (Example: http://dgreenruf.org/images/ruf/Staff_Training/case-ruf-2005.pdf)
 - A. Purpose: a visual aid for a personal presentation (not a stand-alone document)
 - B. This is the most time-consuming form of your case; you should prepare the website and hand-out first
 - C. Format: 8½ x 11 color on high-quality heavy-weight paper, bound
 - D. Outline:
 - 1. Page one: Theme
 - 2. Page two: Need / Opportunity
 - 3. Page three: Goals
 - 4. Page four: Program
 - 5. Page five: Team
 - 6. Page six: Past Impact
 - 7. Page seven: Future Plans
 - 8. Page eight: Resource Summary
 - 9. Page nine: Gift Plan

Part 4: Obtaining and Organizing Individual Prospects

- I. Identify All Prospects by Their Relationship to You
 - A. Begin entering name and contact information for prospects into your donor tracking program (Karani) as you identify them
 - B. Consider possible prospects from various relationship groups
 1. Family
 2. Family friends
 3. School friends
 4. Church friends
 5. Work friends
 6. University alumni
 7. Parents of students
 8. Faculty
 9. RUF alumni
 10. Current RUF supporters
 11. – add your own relationship groups
 - C. Create Tags
 1. Each of the relationship groups you use should be created as a “Tag” in Karani
 2. Label each contact with the correct Tag
 3. You may use more than one Tag for each contact, if they fit into several different relationship groups
 4. You can get a list of everyone in each relationship group by creating a report on that Tag
- II. Evaluate Prospects for Giving Potential
 - A. Strong prospects have both *interest* and *ability*
 - B. Interest factors
 1. Care about you
 2. Care about young people
 3. Care about your university
 4. Care about RUF
 - C. How to assess ability to give
 1. Vocation
 - a. Entrepreneur
 - b. Salesman
 - c. Corporate officer
 - d. Professional: doctor, CPA, engineer, etc.
 - e. Attorney
 2. Lifestyle
 3. Social group
 4. Education
 5. Family background
 6. Club memberships

- III. Prioritize Prospects According to Giving Potential
 - A. Create a “Group” in Karani for each giving potential range in annual dollars
 - 1. 5,000: \$5,000 or more
 - 2. 1,200: \$1,200 to \$5,000
 - 3. 600: \$600 to \$1,200
 - 4. 60: Under \$600
 - 5. 0: Uncertain or inactive
 - B. Label each contact with the proper Group
 - C. Decide how much to ask from each potential donor
 - D. Create a pledge for each donor for the amount you decide to ask from him
 - E. Make the year three years from now. (This is your target figure. You will change the date and number to real figures after you talk with him.)

Part 5: Strategy, Plan, Team

- I. Strategy
 - A. Effectiveness ranking of contact methods
 - 1. Personal visit
 - 2. Phone call
 - 3. Letter
 - 4. Email
 - B. Guidelines
 - 1. Make personal visits to priority 1 and 2 people
 - 2. Use letters for priority 4 people
- II. Plan
 - A. Decide how to contact each prospect
 - B. Schedule phone calls, visits, follow up, and letters
 - C. Pace yourself
 - 1. Allow time to prepare for visits and for travel
 - 2. Plan time for follow up
- III. Team
 - A. Who can help you?
 - B. Are there any prospects to whom you need to be introduced?
 - C. Who can introduce you to them?
 - D. When can you schedule such introductions?

Part 6: Asking for Funds

- I. Key to Asking
 - A. Ask for the money!
 - B. Do not hem and haw
 - C. Do not ask for “support” in some vague manner
 - D. Do not apologize
 - E. Ask for a specific amount or a narrow range that represents their giving ability

- II. Four Steps to a Visit
 - A. Phone or email to set up the visit
 - B. Prepare
 - C. Ask
 - D. Follow up

- III. The Phone Call or Email
 - A. Purpose: get an appointment – NOT to discuss supporting you
 - B. After a greeting, state your purpose
 - C. Say you wish to:
 1. Tell him about the ministry you are about to begin
 2. And to discuss the possibility of his financial support
 3. Tell him how long you expect to take
 - a. Office: plan for a 15-20 minute presentation
 - b. Meal: plan for a 20-30 minute presentation
 - c. Evening at home: plan for 30 minute presentation
 - d. – Also be prepared to meet longer if he is interested in your ministry
 - D. Do not neglect to mention you plan to discuss money
 - E. Avoid getting drawn into a discussion of your ministry on the phone or in email

- IV. Preparation
 - A. Review your case
 - B. Review what you know about this person
 - C. Check that you have your materials: Case Statement, Brochures, Pledge Card, Return Envelope
 - D. Check your directions
 - E. Wear coat and tie
 - F. Arrive early
 - G. Have money for the bill if you are meeting at a restaurant

- V. The Appointment
 - A. Never take longer than you asked for the meeting! Unless he is deeply engaged, asks questions, and is able to take longer

 - B. Share yourself and your ministry
 1. What drew you into this ministry?
 2. What excites you about it?
 3. Why are you going to your particular campus?
 4. What do you hope to accomplish?
 5. What do you need from him?

 - C. Let God move him
 1. Never pressure someone
 2. A no is never forever, but a no now is a no for now

 - D. Let him tell you about his ministry interests

 - E. You share your ministry interests

- F. Go through the case; Do not exceed your time!
 - G. Ask for a specific dollar amount or a narrow range of financial support
 - H. WAIT!
 - 1. Say nothing! Wait for him to reply
 - 2. "Whoever speaks first buys the product"
 - 3. Listen carefully to what he says
 - I. Response
 - 1. If he agrees to support you...
 - a. Thank him
 - b. Show him how to make out a check and where to send it, or how to give online
 - c. Give him a return envelope, or a brochure with the online url
 - 2. If he needs time to decide...
 - a. Agree that that is a good idea
 - b. Ask if you may check back within a week (or two, etc.)
 - 3. If he does not wish to support you now...
 - a. Thank him for his time
 - b. Ask if he would like to receive your newsletter and/or prayer emails
 - J. Tell him you will reply with a follow up letter
 - K. Ask if he can refer you to anyone else
 - L. Pay for the meal
- VI. Follow Up
- A. Send a letter thanking him for his time
 - B. Review what he agreed to do
 - C. Remind him how to send support for you
 - D. Include a return envelope or brochure with online url
 - E. Add him to your mailing list (unless he ask not)
 - F. Change his pledge in Karani to indicate the correct date he will begin giving, and the correct amount

Part 7: Fund-raising Among Churches

- I. Which Churches to Approach
 - A. You cannot assume that the churches that supported your predecessor will continue to support you
 - You need to visit them and confirm their support
 - B. You may not seek support from PCA churches outside of your presbytery
 - Exceptions: your home church, your wife's home church, similar cases
 - C. Order of priority
 - 1. Churches that supported your predecessor
 - 2. PCA churches in your presbytery
 - 3. Other churches interested in you
 - 4. Other churches interested in your campus

II. Timing and Expectations

A. Calendar

1. Most churches give to outreach ministries according to an annual missions budget prepared by the mission committee and adopted by the session
2. Most, but not all, churches operate on a calendar year
3. Mission committees begin formulating the next year's missions budget sometime in the period from July to October

B. Expectations

1. To get on a church's missions budget, they need to consider your need during the budget-forming period: July to October
2. You must visit the pastor and mission committee chairman before that time
3. If you approach a church after the budget-forming period is past, you probably will not get support until the following year; i.e. 15 months later
4. Most churches, even large and wealthy ones, begin a new cause at a low level and increase in following years as they are able

III. How to Contact

A. Visit the pastor

1. He does not control the missions budget, but he does have influence in the congregation
2. Introduce yourself and your ministry with RUF
3. State that you need the support of his church in order to do this ministry
4. Ask how to proceed, whom to see next about financial support

B. Visit the missions committee chairman, or equivalent

1. Introduce yourself and your ministry with RUF
2. Tell him your financial need, and what you are asking from his church
3. Ask for an opportunity to give a presentation to the whole church or the mission committee
4. Do not leave without knowing what your next step is

C. Present the ministry of RUF wherever appropriate and possible in the context of this church

1. Mission committee
2. Sunday School
3. Missions minute in worship
4. Evening service
5. Home meetings

D. Follow up with the mission committee chairman

1. Contact by phone, letter, or email
2. Thank him for the opportunity to present the ministry of RUF
3. Ask him what is the next step in obtaining support
4. As you go through this process, always clarify what the next step is

E. When a church puts RUF into their budget

1. Write a letter of thanks on RUF stationery to the mission committee chairman
2. Also contact the pastor and others who might have helped you with this process and thank them
3. To all parties, reiterate your offer to speak about the ministry of RUF at any and all opportunities
4. Offer to preach whenever there is a need

F. When a church decides not to put RUF into their budget

1. Write a letter on RUF stationery to the mission committee chairman thanking him for considering RUF and for his help in the process
2. Ask him how you may approach them for the following year
3. Also contact the pastor and others who might have helped you with this process and thank them
4. To all parties, reiterate your offer to speak about the ministry of RUF at any and all opportunities
5. Offer to preach whenever there is a need