

Support Your Ministry

“Punch out list” for raising financial support

People support and rally around causes that they feel involved. They become emotionally invested in work when they believe they play an indispensable part. Directly involve your supporters through an intentional perspective, a clear plan, and the right tools.

Share Your Perspective

Stories are your best friend for missionaries. Stories communicate the why behind your mission support or project.

☐ **Why it is worthwhile: Your answer?**

Because giving to missionaries is biblical. What verses?

Because they need your partnership. This was never a Lone Ranger thing.

Because it's good for you. You will benefit.

Because it helps align your heart with God's heart. This was God's idea.

Because it takes you to the ends of the earth. Acts 1:8

Because it's giving to God. Ultimately not giving to you but to God.

Because we're called to be generous.

☐ **Why you have committed to it: Your answer?**

This is your opportunity to give testimony and your calling.

☐ **Why your donors should choose to be involved alongside you: Your answer?**

A donor may never walk the streets of your field, but when someone gives they are literally walking with you. When they pray, they are lifting you up. They become part of a TEAM and as such, you have responsibility to give back to your TEAM...prayer, communication, stories, and occasional visits.

Stories are your best friend for missionary fundraising. Stories communicate the why behind your mission support or project.

Tell a story about the people you will or are working alongside, how you have impacted them and they have impacted others. Explain your own background. If there's a team, tell a story about the team.

Being a storyteller is not as hard as it seems. At its core, storytelling is simply the explanation of a change that is happening or happened. Stories have three parts: an unmet need in the beginning, the struggle to meet this need, and the end results.

- Your involvement in the mission work is a story.
- The entire mission project is a story.
- Your project will create new stories.

Our minds (and hearts) become engaged and invested in good stories. We crave good stories, and we want to be a part of good stories. Your unique position is that you can offer potential donors to join in on your story, and makes a lasting impact along the way.

Here are three ways to incorporate stories into missionary fundraising:

- Stories can be about the people, places, and the needs that will be met. These are the kind stories people want to hear – the stories that will inspire them to donate to your work.
- Stories about the mission work as it's happening. My supporters feel connected and involved when I take the time to keep them in the loop on the field.
- Stories about the end impact from the trip or project. Donors are like investors in a cause, they need to see that they made a difference.

☐ **What is your personal story...background? Your answer?**

☐ **What is one story about your past ministry? Your answer?**

☐ **What is one current story about your current ministry? Your answer?**

☐ **What is one story about your team? Your answer?**

Raising support as a missionary is similar to being your own nonprofit marketing and fundraising department, and the most successful nonprofits are intentional to develop and share stories. The processes that these organizations use easily cross over to missionary fundraising.

Create Your Fundraising Plan

You now have a story for your missionary fundraising campaign. The purpose of a good story is to inspire people to some kind of action. Your fundraising plan is how you spread awareness of your story, find donors, and meet your fundraising goals.

Potential donors go through similar decision making processes as they decide whether or not to contribute to your work. Think about a game of connect the dots. Your task is to make the “dots” clear and easily connectable.

The “dots” that donors are trying to connect:

☐ **What is the main problem to be fixed?**

There are two problems for you to clearly pinpoint—the root problem that your mission work is geared toward solving, and your lack of funds. Be clear about your main mission project goals.

Your answer?

☐ **What are the solutions to these problems?**

Introduce your solution to each problem, and the action or resources needed to meet these goals.

Your answer?

☐ **Is this worth my time and resources?**

Help your potential donors become active donors by providing the information and background needed so they eagerly move forward with a decision. Your stories create this emotional engagement.

Your answer?

☐ **Did I make the correct choice and will I donate again?**

Follow through with updates about the impact your donors are making through your mission work.

Your answer?

In order to spread your story and reach your donors, your plan also needs a platform and concrete action steps.

Use Tools And Take Action Steps

Communication Platforms

☐ Prayerfully write down 20 potential donors and set up a meeting, lunch, coffee, etc. Give them a “heads up” that you’re going to share your ministry vision and what will be necessary to reach that goal...finances among other important things.

☐ **Features you need in order to complete your project or ministry.**

- You have a story to tell.
- **Security** for your donors financial information.
- A **simple way** for your donors to give to your mission work.
- A **easy process** for you to quickly update all of your donors on your progress.

Also, think about how much time you have to invest in the setup and maintenance. Will the platform take extra time to figure out? If you run into any issues, will you have access to prompt help?

☐ **Create your own unique website. It’s simple, inexpensive, with an engaging landing page. Remember that webpages are NOT primarily for people that are already on your prayer or support team. They know you and they will get current info on you from your correspondence, texts, blogs, notes, phone calls. Your webpage is FOR people who want to know more about you. You are creating an interest where they will continue to the landing page.**

☐ **Create your own unique FB page, Instagram, Twitter, Snapchat, and/or TikTok account.** This is critical and you must not only create pages in these platforms, but maintain and update them weekly. The purpose of social media is to create interest and drive them to your webpage.

☐ **Start with a data base of 200 names.** If you have already “exhausted” your list, rethink your names. Add an additional 200 names. It’s easier than you think. For example, consider the 7 neighborhoods where you live.

- Geographic - Who physically lives by you? - Come up with 20 people
- Relational - Who are you related to? Who are your friends? - 80 people

- Retail - Who do you do business with? - 10 people
 - Lifestyle - Who do you play with, do sports with, workout with? - 50 people
 - Career - Who do you go to school with? Who have you worked with? - 30 people
 - Ministry - Who do you know at church? Bible study? Small group? - 40 people
 - Random - Christmas card list? - 25 people
- Just doing this exercise will give you 200+ people right away.

- ☐ **Use PARTNER ESSENTIALS at Missions Door.** It's an effective way to track your donors. If you are not with Missions Door, find a simple tracking system for all of your donors and potential donors.
- ☐ **Use MISSIONS DOOR PORTAL at Missions Door to check latest figures.**
- ☐ **Create business cards, magnets, prayer cards.** Missions Door will help.
- ☐ **Consider a regular blogpost.** You can attach it to your webpage. Easy. Automate the blogs. Write short (one/two paragraphs) on subjects you know about, current events, things that will add value. You want to be GIVING to your donors, not extracting.
- ☐ **Use Photos and short (30 sec.) Videos frequently.** This is huge. People respond quicker and more positively to SHORT, I mean SHORT, videos! Did I say SHORT? Use your iPhone.

Example: You're in the car with your family. Your spouse is holding the phone. Script: "Hey everyone. Just on our way to the store and wanted to let you know, we're praying for you tonight. If you have any specific prayer requests, Please let us know by going on our webpage or email us at _____. Thanks for being part of our journey with Jesus."

- ☐ **Make it easy to give.** Have a link available to send anyone. Make sure all of your emails and other correspondence have a way to give. Push ONE button.
- ☐ **Increase the number of potential partners.**

- * Use the “7 Neighborhood approach” - Increase your monthly potential supporter list by 200 people. SEE 7 NEIGHBORHOOD INFO AT THE END OF THIS DOCUMENT.
- * Gather your existing partners together for a ministry update
- * Ask your existing partners for 1 or 2 additional names to add to your blog post, updates, etc.
- * Ask your existing partners if their company has a program to give to non-profits.

Spread The Word

I send a blogpost **every week** and an updated prayer letter **every 6 weeks**. In addition, if I'm in the middle of an interesting or stressful or unusual ministry moment, I often **text some key donors** and ask for prayer for the moment or share my excitement with them.

 **Secure donors cell phone number and permission to text them periodically.**

Send letters or emails about your project to friends and family, with your story and a clear invitation to action. You have stronger credibility with the people who already know you. Even if they cannot financially support you, they can recommend you to other contacts who are interested in the kind of mission work that you are doing. They can pray and be part of your team.

The majority of my fundraising came from personal connections and networking. It is likely that yours will also. **Doing something interesting gives people something to talk about and share. Keep an ongoing list of ministry accomplishments so it becomes easier to “recall” stories regularly.**

Updates And Report Letters

Gratitude for donors is one of the strongest ways to build connection. Donors contribute to projects when they want to make a tangible difference, and updates show that impact. I combine stories of the changes happening and my own gratitude for each donor making these things possible.

- Highlight the current impact and share your vision for meeting the end goal.
- Celebrate your supporters, and what they made possible. YOU DID IT!
- Using video in your updates is easier than ever, and it is one of the most effective ways to communicate emotions and engaging stories. Doing a 30 sec video

update of a project is easy with your smart phone. I was speaking at a local church and I sent this out in less than 5 minutes.

As you incorporate these ideas into your missionary fundraising plan and overarching mission story, I hope you are also encouraged by support of your donor community as they rally around you.

Year End Appeals

See Taylored Fundraising Generous Year-End Giving

SEVEN NEIGHBORHOODS PRAYER LIST

This will aid you in identifying friends and acquaintances. This COULD be a way to develop new partners, BUT IT DEFINITELY is a way to grow in your prayer for them. It may also be used as a daily prayer guide. You might pray for the persons in one of the seven neighborhood lists each day of the week, or you could pray through the entire list every day.

Geographical Neighborhood: (Write down 20 names) If you don't know your neighbor's names, get to work...take a plant, etc. and introduce yourself.

This includes people in the community around your home (next door neighbors, or across the street or alley, or down the street or road)

Identify the spiritual condition: "C", "N", "?"

Relational Neighborhood: (Write down 20 names)

This includes your family and close friends (spouse, children, parents, grandparents, aunts, uncles, cousins, best friends).

Career Neighborhood: (Write down 20 names)

This includes people with whom you work or come in contact on your job or at school (employer, employees, co-workers, customers, service or delivery persons, teachers, students, administrators).

Lifestyle Neighborhood: (Write down 20 names)

This includes persons who have similar interests or financial resources to yours (people involved with you in hobbies, sports, clubs, activities, projects).

Retail Neighborhood: (Write down 20 names)

This includes those you do regular business with...shopping, grocery, gas, restaurants, copy machine maintenance, mechanic, other businesses.

Highways and Hedges Neighborhood: (Write down 20 names)

This includes persons you have encountered only once or several times (people whom you may never see again, but with whom you could stay in touch by letter or telephone) Christmas card list.

Ministry Neighborhood: (Write down AT LEAST 20 names)

This includes people to whom you or your church family are ministering (persons who are grieving, physically ill, financially stressed, experiencing emotional difficulties, effected by disaster, unchurched).