

5 steps to ^{effective} fundraising

1 Prayer

Prayer is the beginning and end to fundraising. Firstly bringing it to the Lord, being honest with Him about your fears and your shortcomings. Ask Him to guide you. Ask Him to open doors to people, and organizations that will support you in prayer as well as support you in ministry.

Don't keep it to your self. Ask others to pray with you for your needs but also share with them the very struggles you share with God.

Continue to pray and when funds begin to come in praise Him for the results.

2 Make a list

You will be surprised who is willing to support your ministry from close friends and family to a broad range of people you know. Be prepared to be disappointed. Often there are those who you think will support you, decline and others who you think wouldn't be at all interested, do in fact support the work.

3 Be prepared

You need to be very clear about communicating your work and in particular, your partners (supporters) need to see themselves in the ministry. In other words your supporters need to be enthused about the work to the point that they realize their contribution will make an eternal difference.

But it's more than just painting a picture of the work. It is also about making clear what you are asking of them. Don't be embarrassed to ask for money. If people are prepared to listen to you, they also want to know what you want from them.

One of the greatest privileges of support raising is that you get to be the vehicle between people who give and people who receive. The support raising process can be incredibly affirming as people agree to participate with you in God's mission.

Your message is important. With so much 'noise' out there competing for people's attention, you need to be sure that your message is being received. SIM have experts available who can help you prepare presentation materials as well as advise on different media available to you.

4 Take the leap

It's simple really. Work through your list. Work out how best to contact those people on your list. As Nike says...'Just do it!'

But for many people, asking for financial support is scary. Some think it is embarrassing. And, the fact is, none of us like to feel rejected, particularly when we have a passion to serve. You need to realize that some people will 'get it' others won't. That's OK. Those that don't are not rejecting you...and when you think about it, this ask that you are making has little to do with you and far more to do with the work. Some people will be highly encouraging. Others the opposite. But remember, you've committed this to prayer. God is doing the work in people's hearts and minds. He just needs you to pull your weight.

5 Persevere

It's easy to give in, particularly when the going is slow and it seems you are getting more rejections than acceptances. But who are you listening to Satan's hand at work or God. Remember, you've committed this to prayer. God is behind you. Giving in is really not an option if you are faithfully following God. Don't let Him down...

Also remember that SIM is there to help you...every step of the way. You will receive basic training from those that have been through the same thing that you are about to do. And you can always consult your coach who is walking with you through the process.



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