



Philanthropic Fundraising & Biblical Charity

(How to build a fundraising
program from the ground up)

By Andrew Lay

Chesapeake Conference

Philanthropy -

“love of humankind” - “exchange of values”

(Story from Ministry of Philanthropy book-“The Choir Dress”)

Charity

“Christian Love to help meet the needs of others”

(Biblical story of giving materials to build the temple sanctuary, Widow’s Mite, Joash and the building of the temple, beginning of the early Christian church, 21st century - ADRA, Maranatha, Community Services)

DEFINITION



Questions to Address



1. Where are you raising funds? (Readiness for fundraising)
2. What are you raising funds for?
3. Why are you raising funds? (Case, Your Story, Reason (s) for giving)

Exercise

What was the best gift you have received and why?

What is the best gift have you given and how did you give it to the recipient?



**THE BEST
GIFT
EVER!**

From whom are you raising funds?



- Pastoral staff
- Board members
- Church members
family
- Interested friends,
Foundations,
Businesses
- Corporations

Individuals give
the greatest percent
of gifts.

From whom are you raising funds?



(LIA)

- Linkage
- Interest
- Ability

- No Oprah Winfrey, Bill Gates, or your 'Rich' neighbor.

You are asking for their: Time, Talent, Treasure (3 Ts).. "It's all about the relationship"

Exercise



Who do you know?

Family, friends, work/work associates, organizations that you are associated with, hobby groups?

(6 Circles on a blank page- Center Circle is you, write names down in each circle)

Personal example: EGW writing a personal letter to my Great-Great-Great-grandfather seeking funds for the new Avondale College.

How are you raising the funds? (Vehicles vs. Strategies)



Vehicles - Annual Giving (1x, monthly, quarterly), Major Gifts, Capital Campaign (within a certain set time frame), Planning Giving

Strategies - Mail, Telephone, Email, Events, personal visits (ask for advice and you will receive money, ask for money and you will get advice), Grants for youth ministries

Exercise:



What have you done in past?

What makes the most sense (cents)?

What has worked and what has not?

What is your plan for solicitation/asking?

Are you doing it as a solo person or as a team?

What is your plan for solicitation/asking? (person or as a team)



Right Person - asking the Right donor for the Right amount at the Right time in the Right setting based on your relationship with the donor.

Marcy Heim's 3 sentence ask - more info at:

<http://marcyheim.com/wanna-do-everything-better>

Emphasize their past giving and interest

Would you consider of gift of _____?

(Then be very, very quiet)

You will receive one of **3** answers:

- **Yes!** Accept the gift with thanks!
- **Maybe** (Let me think about it, pray about it, etc.)
gently explore reasons and then set a new time to meet again.
- **No** Is it the project/idea? Is it the timing of the gift?
What other areas of our ministry are you interested in?





Thank
You!

Steward the Donor & Reporting

Say Thanks! Immediately and then in writing (48 hours) - - make it personal in the way they like to be thanked

Exercise: What is the best thank you- you received and why?)



Steward the Donor & Reporting

Report

how their gift is impacting the goal.
short time frame (1 month)

Then within months (3 - 6 months)
find out their communication
preferences (love languages)
then renew their gift or increase it.

After impact Reporting start the
process again!

Resources for the Adventist Philanthropic Fundraiser



Successful Fundraising Handbook - Dr. Lilya Wagner - From Advent Source (In Spanish, French, and a Canadian version) And accompanying videos from Philanthropic Service for Institutions (PSI)

www.philanthropicservice.com

Fundraising Course from the Adventist Learning Community (5 class video series)(<https://www.adventistlearningcommunity.com/>). Search for keyword: Fundraising

Any philanthropic fundraiser connected with our schools, hospitals/hospital systems, conferences (Trust services), NAD -PSI, etc.

Resources outside of Adventism



Association of Fundraising Professionals (AFP)
(<https://afpglobal.org/>)

CASE (Geared towards schools- elementary, secondary, tertiary (college)
(<https://www.case.org/>)

Your local community foundations.

Civic Clubs - Rotary, Lions, Ruritan

Foundations (Private or Public - not Corporate/Government)