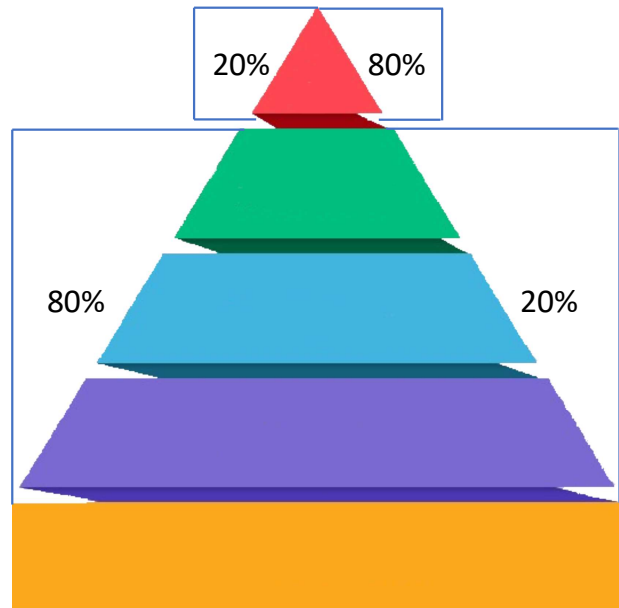


Pareto principle – 80/20 rule



How many of us have heard of the Pareto Principle? Be aware of this when raising funds. The top 20% give 80% and the lower 80 % give 20%. This happens all throughout fundraising and in business cases too.

Finance Raising Pyramid

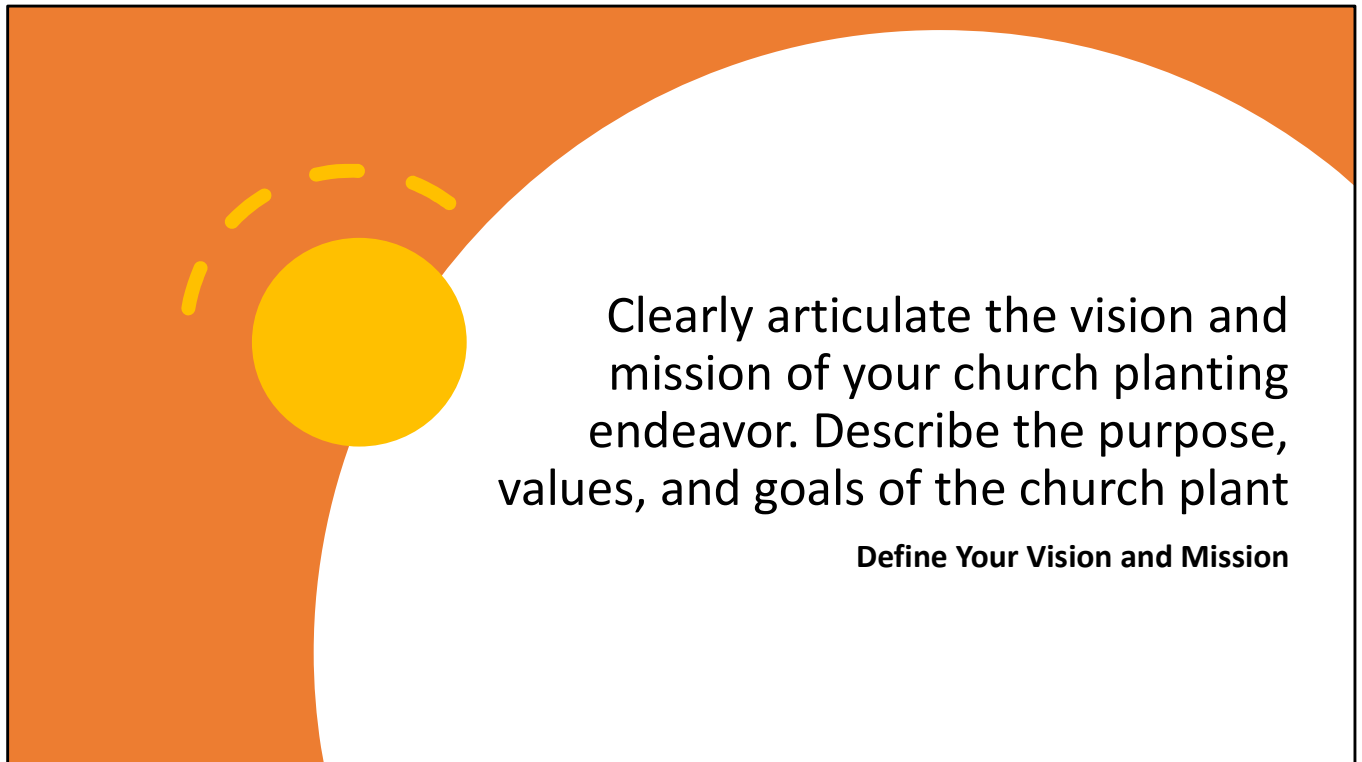


Each of our financial support will come from various sources. And we'll talk about that soon.

Each colour block represents 20%.

Also, the bottom 20% can take the most amount of TIME invested, IF you're not careful, and you don't know where to look, where to apply, etc. etc.

The large yellow represents time blocks. More effort or time and more people to get the same outcome at the bottom section.



First stage in raising funds for your ministry work is to be clear about your vision. What has the Lord put on your heart?

Define Your Vision and Mission

There are 4 Pillars:

Vision
Enemy
Hero
Beneficiary



For any purpose – written or verbal – it can be useful to come back to your core proposition. It's often called the elevator pitch, the fundraising proposition and many other names, but if you don't know yours, you need to work on it! It answers the killer question 'Why should I give your mission plant £100 now?'

It should cover at least 3 of the 4 pillars in the slide. (see handout example).

The Vision describes your ultimate goal, the pinnacle of success that means when you will have no more work. (Jesus returns).

Using the RNLI as an example (UK's voluntary lifeboat service), their ultimate Vision would be 'no more deaths at sea'. If there were no more deaths at sea, the RNLI wouldn't need to exist.

The Enemy, the second pillar, is simple – what evil, what misfortune or injustice, prevents the Vision being achieved? In the RNLI example, the Enemy is the sea. It's cold, it's wet and it's frequently angry. So, while it exists, we will always need the RNLI to save us from it. The shield to the Enemy is usually a gift to fundraisers.

Third pillar – the Hero. The Hero is a principle, a team, a person (for the RNLI, it's the heroic member of the lifeboat crew) that is fighting the Enemy to achieve the

Vision.

And the last pillar, the Recipient, is the person, people or thing that benefits from that fight.

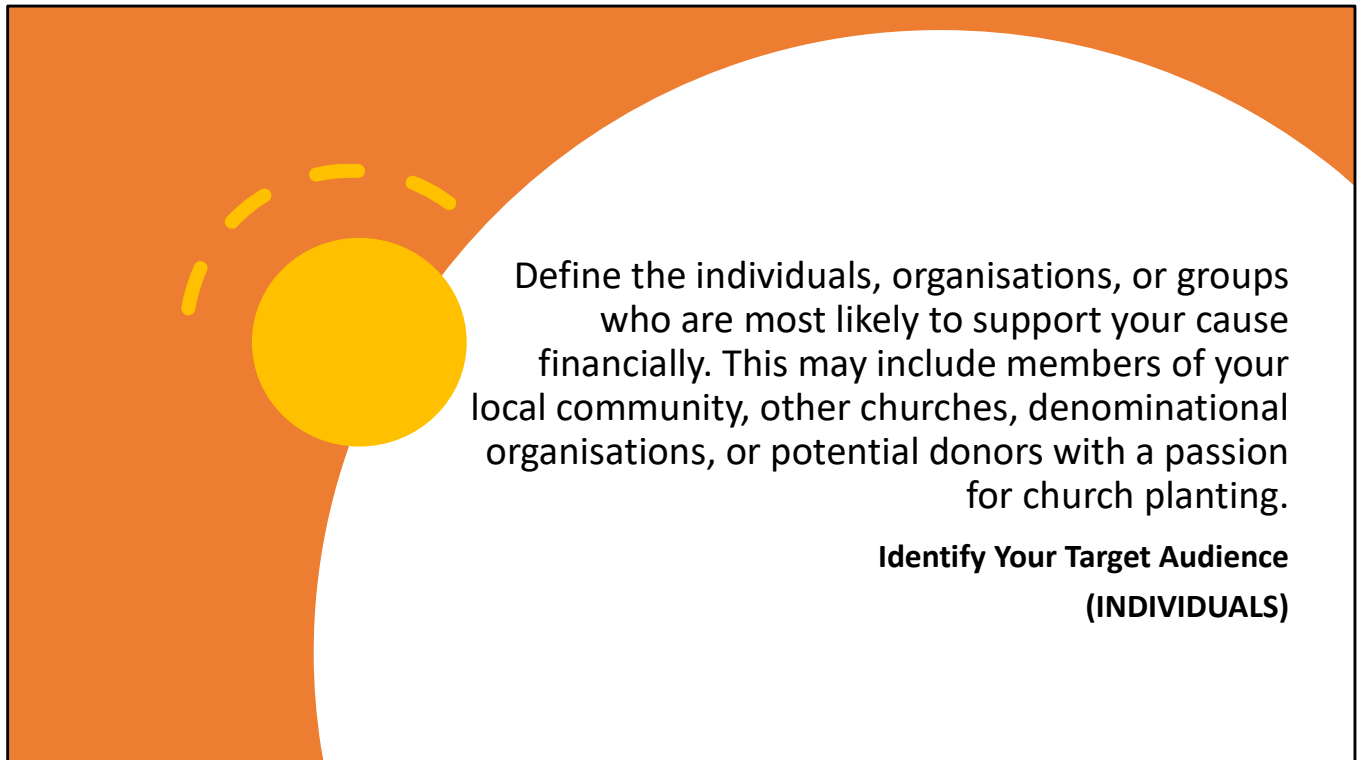
– **Give out template**



I like this poster from RNLI. Simple and to the point.

How is this leaflet translated with regards to vision? Especially to your Christian mission planting vision or strategy.

Vision = no deaths at sea (implied – branding) – enemy = cruel sea; hero = rugged rescue volunteer.



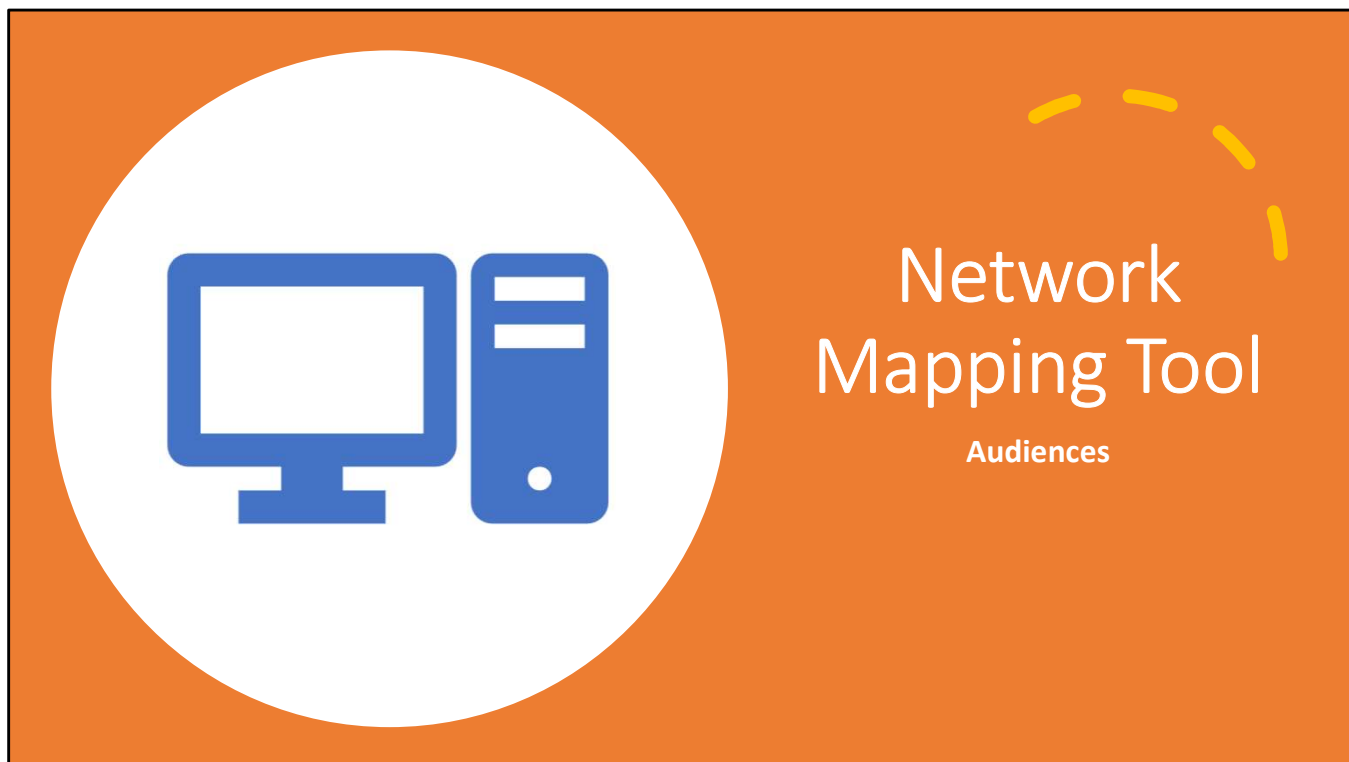
Moving onto prospecting your audience:

Who are the audiences you should be focusing on?

Brainstorm! Who should you write to and call?

Some ideas to create your list:

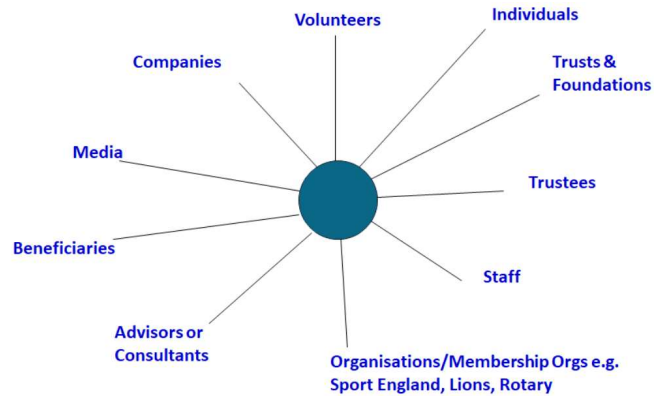
- Your Christmas card list
- Your Bible study group or Sunday school class
- Your home fellowship group
- Your GP, dentist, etc.
- Neighbors, Co-workers, Relatives
- Christian business men's and women's clubs
- School classmates
- As many people as you know!



How do you define your audience who may turn into financial supporters? Who are they? Where are they?



Starting your mapping



Get out a large piece of paper and coloured markers. Drawing a circle in the centre of the page. Your mission plant is in the middle of the circle.

The centre is your mission. Start writing around this the audience of contacts who you think would show an interest in some way in your church plant calling.

Then surround the circle, like the spokes on a wheel, with all the other groups you come in contact with on a regular basis, all of the people you come into contact with

1. your friends
2. Pastors
3. volunteers, you might get professional in-kind expertise
4. donors and funders etc, already existing
5. Any other of your mission groups

Think of any organisations and bodies and any other groups in the community that you interact with regularly,



Starting your mapping



Keep writing all around until you build up this network
And soon you'll have a category of all your possible supporters.



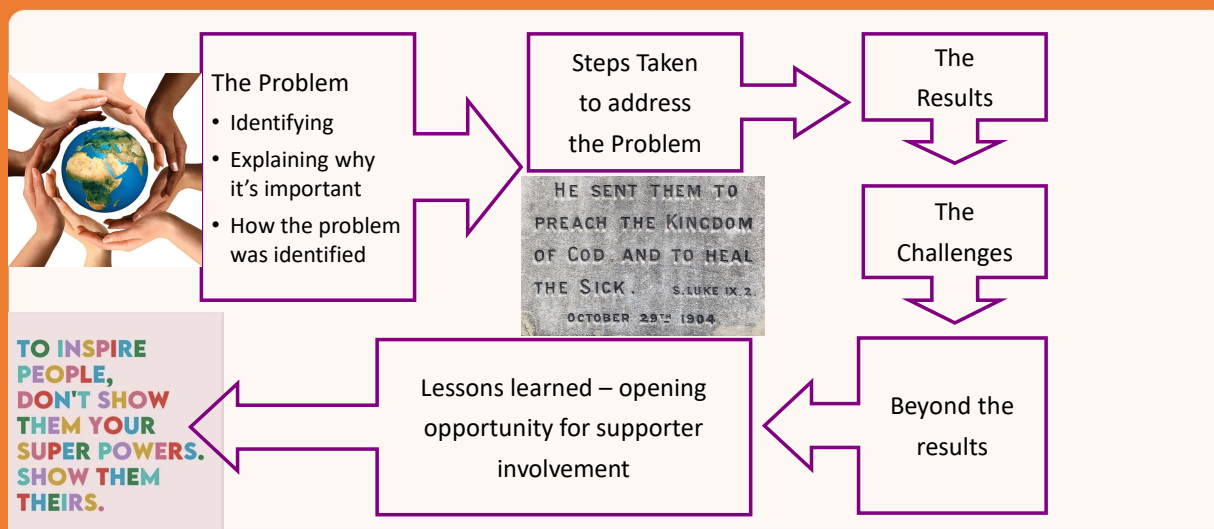
Create a compelling case for why your supporters should invest in your church plant. Highlight the unique aspects of your vision, the impact you aim to make, and the benefits of supporting your ministry.

Develop a Case for Support:



Highlight the needs. What's unique in what you are doing?
Captivate your audience right away
Engage them further
Build credibility and confidence
Creating Passion for the mission plant and take action
The Action – make it easy

Tell Your Story

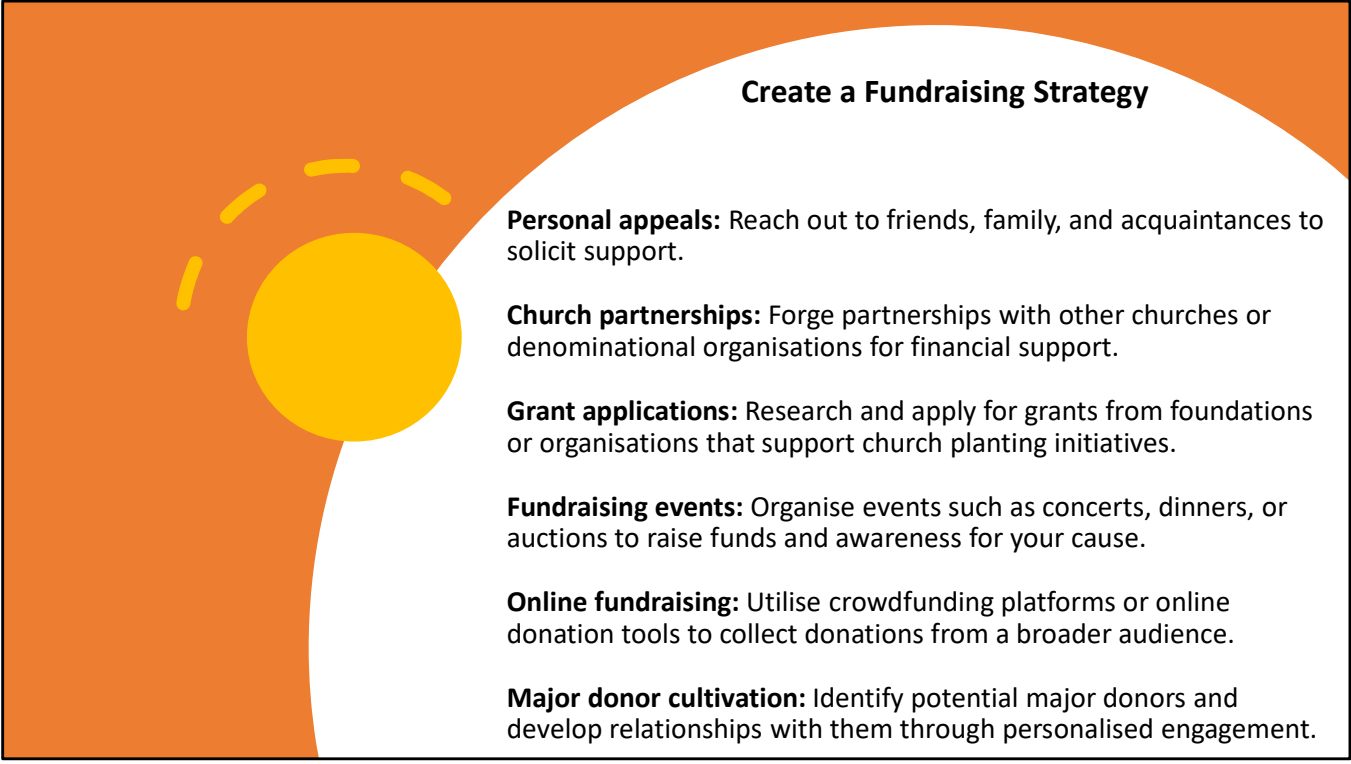


Be good at telling the story.

If not (like me – English difference language), get help from others who are.

They may not be about what you do ...they may be about areas where you haven't been able to work.

Beginning, middle and end



Create a Fundraising Strategy

Personal appeals: Reach out to friends, family, and acquaintances to solicit support.

Church partnerships: Forge partnerships with other churches or denominational organisations for financial support.

Grant applications: Research and apply for grants from foundations or organisations that support church planting initiatives.

Fundraising events: Organise events such as concerts, dinners, or auctions to raise funds and awareness for your cause.

Online fundraising: Utilise crowdfunding platforms or online donation tools to collect donations from a broader audience.

Major donor cultivation: Identify potential major donors and develop relationships with them through personalised engagement.

Develop a comprehensive strategy outlining how you will raise funds. This may include a combination of strategies such as:

– Give out template – Communication plans

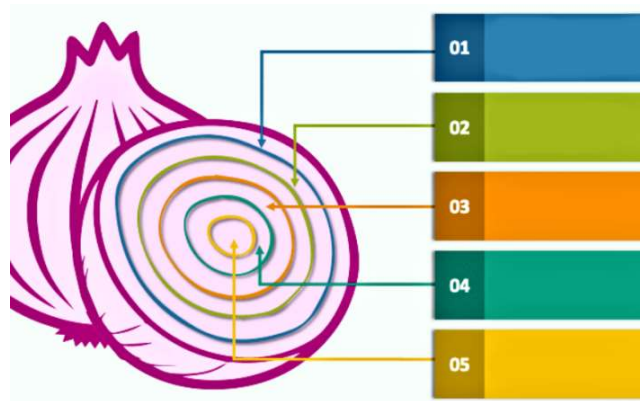
ONION MODEL

1. Current Funders: Contact first with an update on your work. They can offer flexibility on when / how grants can be spent and could even offer extra spending.

2. Pending applications: Contact next. Is your church plant going ahead or is it changing. They may still fund you & consider changes to your original budget and ask.

3. Warm Prospects: Check if they are still open to renew applications. Some funders are worth pursuing already. Especially if you have a relationship already.

4. Other Funders: Consider holding off for now, unless your church plant is an excellent fit.



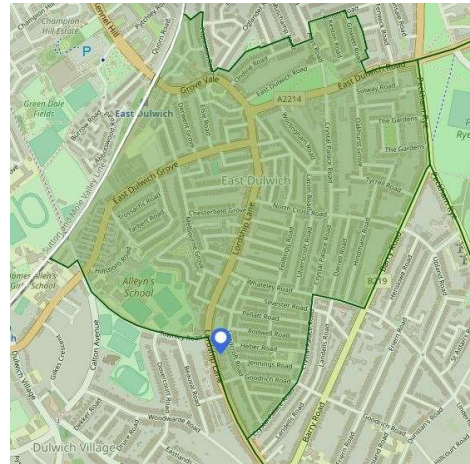
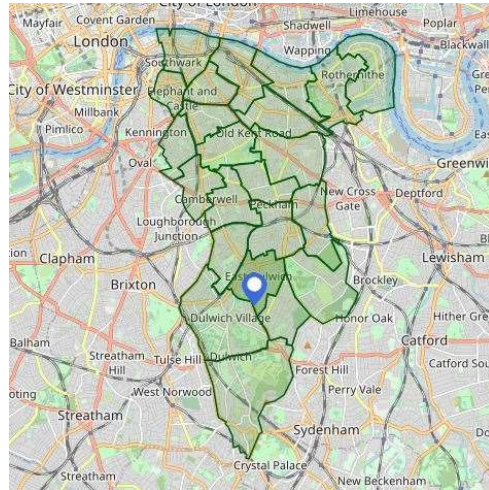
Here I want to focus a bit on Trust fundraising. There is a need to prioritise in peeling back our efforts.

Trust/Grant applications- How do you PRIORITISE them? Because grant applications can take quite a bit of time.

But if you get it right and go to the right source for funding, it is worth it.

DO THE RESEARCH

EAST DULWICH



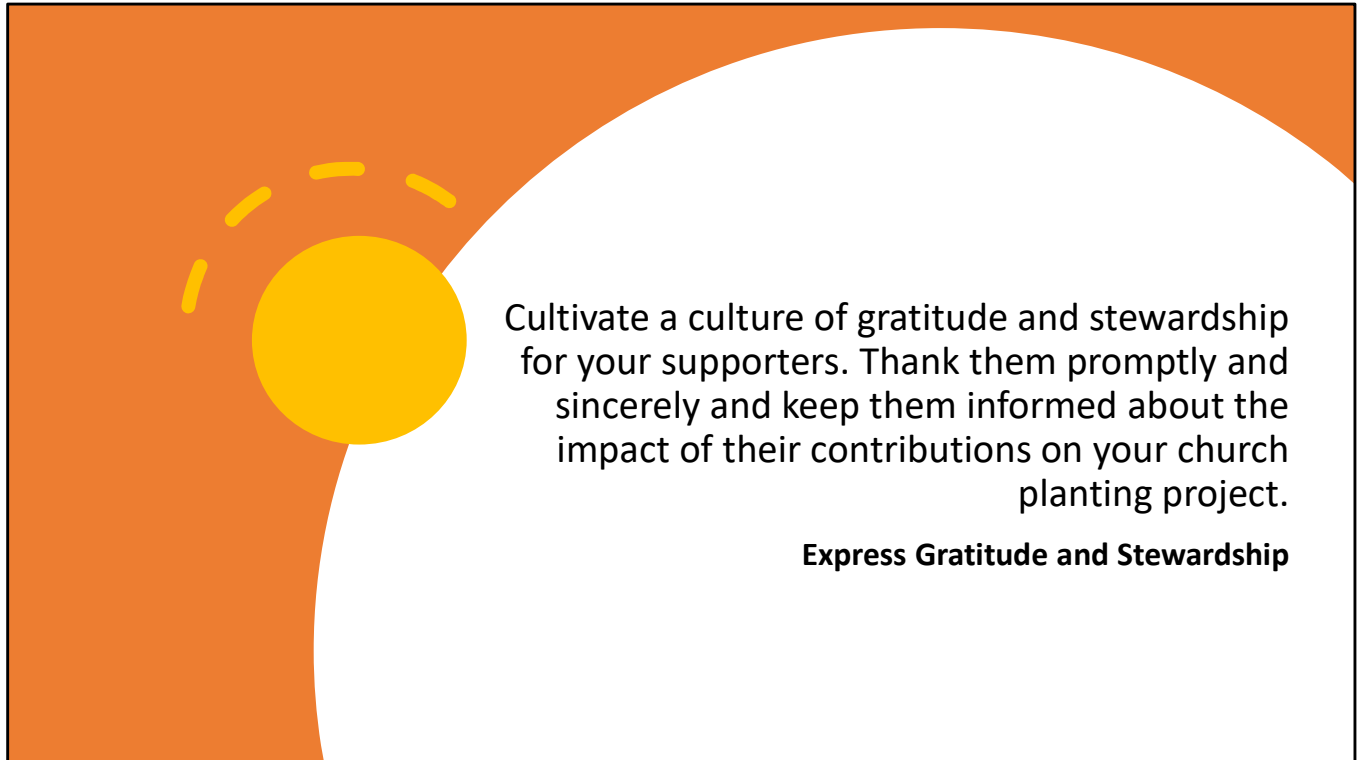
Area Statistics and Local Needs

But in order to do that you need to... do the research first!

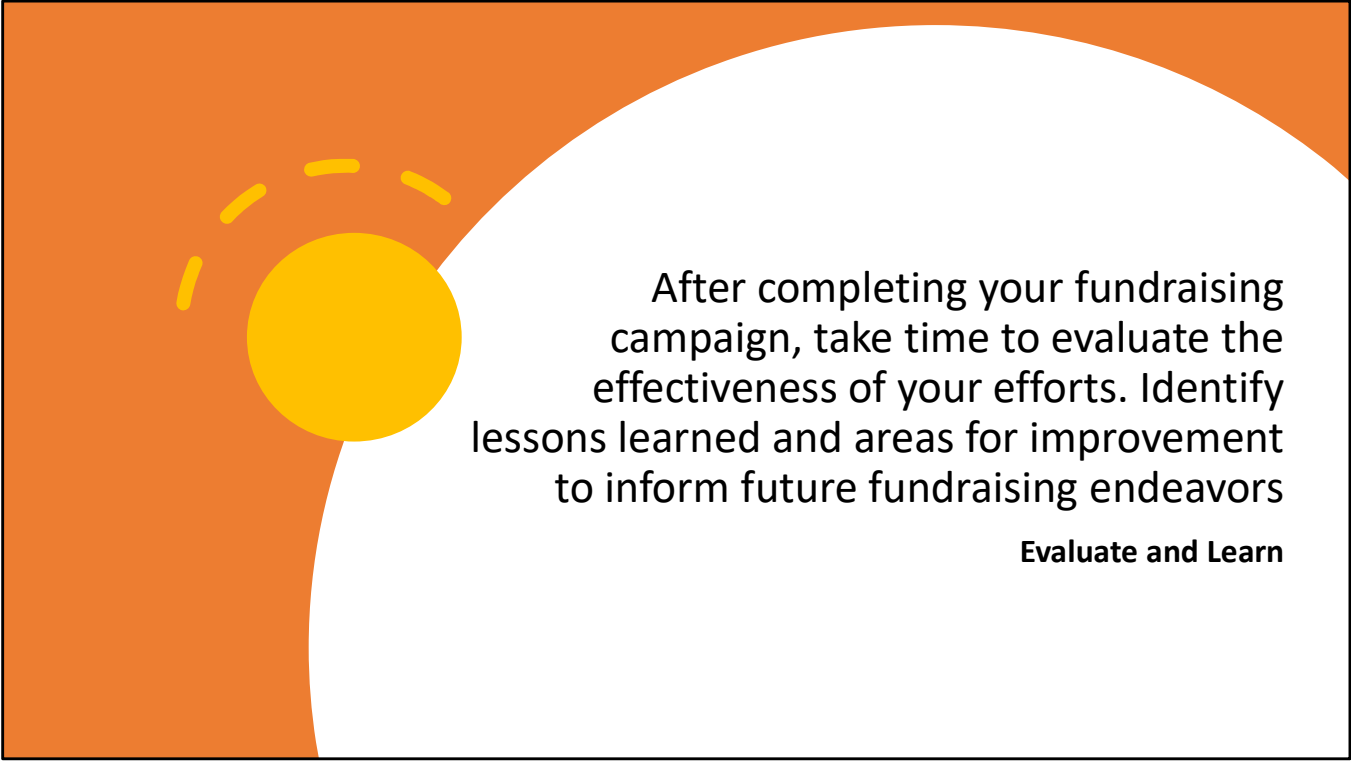
Crystal Roof and many other websites with national and local statistics for depravity - Youth/knife crime, if you're planning youth projects. Various nationals' statistics, if you're doing diasporic mission. i.e. Peckham has the highest ...

Do you have experience in church plant or a specific missional project you are trying to set up? This will help the application

<https://crystalroof.co.uk/report/postcode/SE228JG/overview>



Thanking people is so important.



After completing your fundraising campaign, take time to evaluate the effectiveness of your efforts. Identify lessons learned and areas for improvement to inform future fundraising endeavors

Evaluate and Learn

What has worked?
What has not worked? Discard them.
What new ideas will you try?