


FOUNDATIONS OF FUNDRAISING

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**ESSENTIALS
OF FUNDRAISING**
WORKSHOPS

*“Honor the LORD with your wealth, with
the first fruits of all your crops.”*
Proverbs 3:9



*“Faith is taking the first step even when
you don’t see the whole staircase.”*
— Martin Luther King Jr.

Items to Cover



The role and importance of fundraising in faith-based organizations



Key principles of ethical fundraising



Understanding donor motivations and building relationships



Basic fundraising methods (annual giving, events, grants, major gifts)



Setting fundraising goals and measuring success



Communicating impact to donors

Takeaways

- A clear understanding of what fundraising is and why it matters
- Practical tools for engaging donors and cultivating support
- Confidence in applying fundraising principles to organizations or ministry
- Awareness of common challenges and strategies to overcome
- Next steps for continued growth in fundraising

Why Fundraising Matters

- Fundraising is ministry support
- It fuels mission, programs, and people
- It invites others to participate in God's work

Key point: Fundraising is about stewardship and partnership

The Role of Fundraising in Faith-Based Organizations

- Sustains operations and outreach
- Expands impact beyond current resources
- Builds community ownership of the mission

Key point: Fundraising strengthens mission alignment

Ethical Fundraising Principles

- Transparency and honesty
- Respect for donor intent
- Accountability and good stewardship
- No pressure

Key point: Trust is the foundation of long-term support

Common Ethical Pitfalls to Avoid

- Overpromising outcomes
- Using guilt or fear
- Poor financial reporting
- Lack of follow-up

Strategy: Clear policies and consistent communication

“Whoever can be trusted with very little can also be trusted with much, and whoever is dishonest with very little will also be dishonest with much.” Luke 16:10



*“Integrity is doing the right thing, even when no one is watching.”
— C.S. Lewis*

Understanding Donor Motivations

- Faith and values alignment
- Desire to make a difference
- Personal connection to the mission
- Trust in leadership

Key point: People give to purpose, not just need

Building Strong Donor Relationships

- Listen before asking
- Thank promptly and personally
- Communicate consistently
- Treat donors as partners

Practical tip: Relationships come before requests

Basic Fundraising Methods Overview

- Annual giving
- Events
- Grants
- Major gifts

Key point: Healthy fundraising uses multiple methods

Annual Giving

- Regular donations from individuals
- Monthly or yearly appeals
- Strong messaging and consistency

Best for: Stability and predictable income

Events

- **Dinners, luncheons, community gatherings**
- **Awareness plus fundraising**
- **High effort but strong engagement**

Tip: Events should support mission, not replace it

Grants

- Foundations, churches, institutions
- Requires planning and documentation
- Not a quick fix

Tip: Align grants with existing programs

Major Gifts

- Larger gifts from committed supporters
- Built on trust and relationships
- Often requires personal conversations

Key point: Major gifts are cultivated, not requested cold

Setting Fundraising Goals

- Clear financial targets
- Tied to mission and programs
- Realistic and measurable

Example: Fund program costs, not just dollar amount

Measuring Success

- Dollars raised
- Donor retention
- Engagement and participation
- Mission outcomes

Key point: Success is more than money alone

Communicating Impact

- Share stories, not just numbers
- Show how gifts change lives
- Use simple language and visuals

Tip: Always connect giving to outcomes

Tools for Impact Communication

- Testimonials
- Photos and short videos
- Updates and reports
- Thank you letters and emails

Best practice: Communicate impact year-round

Common Fundraising Challenges

- Fear of asking
- Limited time or staff
- Donor fatigue
- Inconsistent messaging

Reminder: These challenges are normal

“Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.”

2 Corinthians 9:7

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Strategies to Overcome Challenges

- Start small and build momentum
- Use a simple plan
- Share responsibility across leadership
- Stay mission-focused

Key Takeaways

- Fundraising matters and supports ministry
- Ethical practices build trust
- Relationships drive generosity
- Simple systems lead to confidence
- Everyone can grow in fundraising

Next Steps

- Inventory of fundraising efforts
- Identify one method to strengthen
- Create a simple communication plan
- Commit to learning and practice

Comments Questions?

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JOIN US FOR THESE NEXT SESSIONS



Sun. 17 May, 2:00 PM

“Donor Cultivation & Stewardship”



Sun. 30 Aug., 2:00 PM

“Introduction to Grant Writing”



Sun. 8 Nov., 2:00 PM

“Integrating Fundraising & Grant Writing”

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