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## **Partnership Support Workshop with Myles Wilson**

*and Phyllis,  
(orig. C. Cooper)*



[www.fundingthefamilybusiness.org](http://www.fundingthefamilybusiness.org)

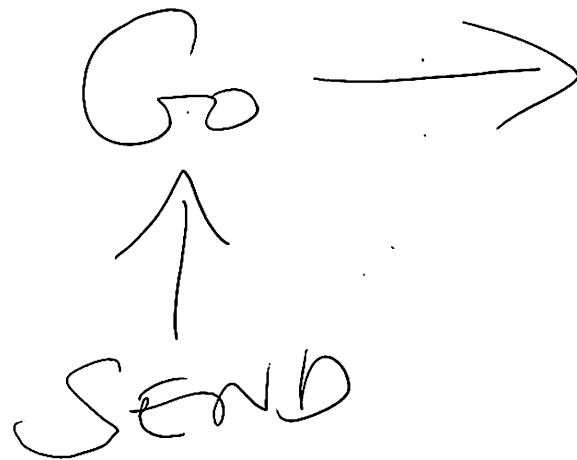
**2 day workshop: 18<sup>th</sup> & 19<sup>th</sup> March 2014**

**3 day workshop: 18<sup>th</sup> – 20<sup>th</sup> March 2014**

**('1330', 1330 Ferntree Gully Rd, Scoresby VIC)**

GLORY

HARVEST



→ Best way to use His resources to extend His Kingdom

Think : Reflect on my personal journey.  
: What are my limiting beliefs?

Hab 2:14 The knowledge of God's glory will fill the earth  
as the waters cover the sea.

Missions: we reflect God's glory.

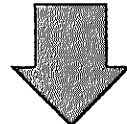
### Why is this Important?

**The knowledge of  
God's glory will fill  
the earth**  
Habakkuk 2:14

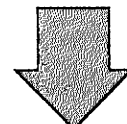


**The Harvest is Ready**  
Matthew 9:37

✓  
←  
• always there  
• pray for labourers.



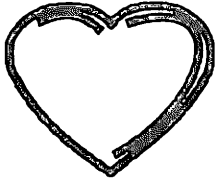
**Go and make  
disciples**  
Matthew 28:19



**How will they preach  
unless they are sent?**  
Romans 10:15



# What will we Cover?



**How I *feel* about living by support**

**Biblical principles to *warm* the heart**



**What I *know* about living by support**

**How/why people give to *inform* the head**



**What I *do* about living by support**

**Practical ideas to *equip* the hands**

# 1. Giving God's Way

Throughout scripture God has outlined his principles for our use of the resources he has given us, and the results and implications of following or not following these principles.

## 1. God is a giver by nature and he has created a giving universe.

For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.

John 3:16

## 2. God owns it all.

But who am I, and who are my people, that we should be able to give as generously as this? Everything comes from you, and we have given you only what comes from your hand.

1 Chronicles 29:14

## 3. God wants everything used to the full.

Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven, where moth and rust do not destroy and where thieves do not break in and steal.

Matthew 6:19-21

## 4. We look after it all.

Be fruitful and increase in number; fill the earth and subdue it. Rule over the fish of the sea and the birds of the air and over every living creature that lives on the ground.

Genesis 1:26-30 (especially v.28)

## 5. Give from what God has, not from what you think you have.

And God is able to make all grace abound to you so that in all things at all times, having all that you need, you will abound in every good work.

2 Corinthians 9:8

## **6. God's way of giving includes the promise of a return.**

Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Now he who supplies seed to the sower and bread for food will also increase your store of seed and will enlarge the harvest of your righteousness. You will be made rich in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving.

2 Corinthians 9:6,10+11

## **7. God wants his children to give cheerfully.**

Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.

2 Corinthians 9:7

## **Summary**

Maximize your giving by:

- \* giving with generosity
- \* giving your best
- \* giving with the needs of others in mind
- \* giving with a spirit of thankfulness and praise
- \* giving in a way that your resources will be multiplied
- \* giving with expectancy
- \* giving now, not later

## 2. Living on Gift Income

### A Biblical Heritage

Two basic forms of income:



Throughout history God has set apart specific people to be involved in His ministry and to live by gift income. These people were not free to generate an income themselves so they were supported by others who had an income. Five examples:

#### 1. The Levites.

Then the Lord said to Aaron, "You will have no inheritance in their land, nor will you have any share among them; I am your share and your inheritance among the Israelites. I give to the Levites all the tithes in Israel as their inheritance in return for the work they do while serving at the Tent of Meeting."

Numbers 18:8-32 (esp. 20 & 21)

#### 2. Jesus and the disciples.

After this, Jesus travelled about from one town and village to another, proclaiming the good news of the kingdom of God. The twelve were with him, and also the women who had been cured of evil spirits and diseases: Mary (called Magdalene) from whom seven demons had come out; Joanna the wife of Chuza, the manager of Herod's household; Susanna; and many others. These women were helping to support them out of their own means.

Luke 8:1-3

### **3. Paul and the Corinthians – where it *didn't* work**

This is my defence to those who sit in judgment on me. Don't we have the right to food and drink? Don't we have the right to take a believing wife along with us, as do the other apostles and the Lord's brothers and Cephas? Or is it only Barnabas and I who must work for a living?

Who serves as a soldier at his own expense? Who plants a vineyard and does not eat of its grapes? Who tends a flock and does not drink of the milk?

Do I say this merely from a human point of view? Doesn't the Law say the same thing? For it is written in the Law of Moses: "Do not muzzle an ox while it is treading out the grain." Is it about oxen that God is concerned? Surely he says this for us, doesn't he? Yes, this was written for us, because when the ploughman ploughs and the thresher threshes, they ought to do so in the hope of sharing in the harvest. If we have sown spiritual seed among you, is it too much if we reap a material harvest from you?

If others have this right of support from you, shouldn't we have it all the more?

1 Corinthians 9:3-12

### **4. Paul and the Philippians – where it *did* work**

Yet it was good of you to share in my troubles. Moreover, as you Philippians know, in the early days of your acquaintance with the gospel, when I set out from Macedonia, not one church shared with me in the matter of giving and receiving, except you only; for even when I was in Thessalonica, you sent me aid again and again when I was in need.

Not that I am looking for a gift, but I am looking for may be credited to your account. I have received full payment and even more; I am amply supplied, now that I have received from Epaphroditus the gifts you sent. They are a fragrant offering, an acceptable sacrifice, pleasing to God. And my God will meet all your needs according to his glorious riches in Christ Jesus.

Phil 4:14-19

The tradition of some of God's people being set apart from direct income-generating work and being supported by others is a heritage founded in scripture and carried on throughout the life of the church. We are privileged to follow in this tradition.



# 3. The Supporter as a Partner

## 1. Some general observations

- A. There is enough money.
- B. Many needing support look for a distant miracle and ignore opportunities close to them.
- C. Effective fundraising is about building relationships.
- D. There are differences in individual givers (the person making the decision to support you is the same person who provides the money) and corporate givers (the person making the decision is doing so on behalf of others who provide the money – e.g. churches).
- E. No one has an obligation to give you money, and the supporter could have used any money they do give in other ways. If they give you a new or increased gift this year, then they must have more money available to them than they had last year or they are choosing to give you money that they used for another purpose last year.
- F. There is confusion about what asking is; there are four ways to present your ministry and each of them involves asking.
  - Beg**                    I don't deserve it, but have pity on me
  - Assume**                I expect you to give me money
  - Crisis**                 If you don't give we can't meet our needs
  - Partners**              We are partners together in this task

## 2. The supporter partnership process

### A. The **goal**

- To **raise** up people
- To **create** solid, long-term relationships

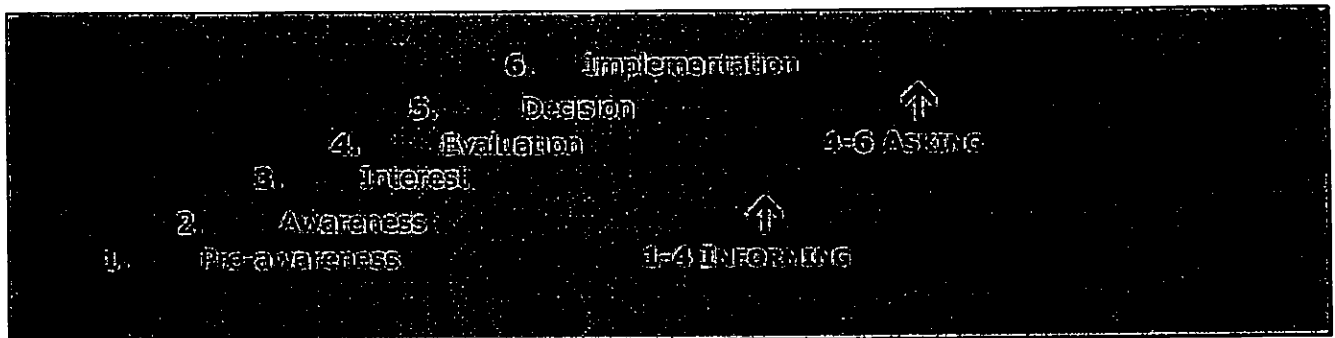
### B. The **plan**

- Win** people to your part of the cause of your organisation
- Keep** people with your part of the cause of your organisation
- Increase** people's involvement in the cause of your organisation

### C. The **activity**

- Build** relationships
- Move** a person from *interest* to *involvement* and from *knowledge* to *understanding*

## 3. How do supporters decide to support you?



This is a process of **informing, encouraging, inviting** and **enabling** people to give

#### 4. Why do supporters decide to support you?

People will support you for a mixture of reasons - some good, some not so good. Here are a few of the possible reasons.

- Historic **relationship** - continuing an existing investment
- Partners** - part of something worthwhile
- Vicarious** - involvement through others
- Want to accomplish a **purpose** - my money will help
- Guilt** response to social or spiritual concerns
- Self-worth** - need to achieve or maintain self-image
- Because they **love Christ** - Christian gratitude
- Meet **specific needs** - project orientation; likes to see the results
- Blessing** - thanksgiving for God's giving
- Security** - buy favour with God

Whatever the reasons, you can be sure of one thing:

***Your supporters need to support you more than you need to receive their support.***

#### 5. Why we don't always feel comfortable asking for support

- Poor self-image
- Uncertainty
- Unbelief
- Beyond our comfort zone
- Fear
- Pride
- Feel too pushy
- Don't take time
- Don't really know how

***Effective asking is a learned skill for most people.***

## 6. Why the supporter can feel uncomfortable

- No focus on their agenda, interests and priorities
- ✦  No chance to explain how they feel/think about what you're doing
- Feeling that the only way out is to say Yes
- Jargon and ministry strategies/activities that they don't understand
- Not enough information
- Too much discussion about process rather than product
- Not being sure what you expect of them
- Not having an easy way of responding
- Being expected to keep the initiative

***Discomfort doesn't go away – it just transfers. If you don't have it, they will.***

## 4. Facing your Giants (Numbers 13 & 14)

1. You are one of the Children of Israel standing at the edge of the Promised Land. That Land of Plenty you have heard about from your parents and grandparents. You are so close to your destiny. You can see it, smell it, almost touch it. You have walked for days through the desert to get here. You've even tasted the delicious grapes brought back by the spies. But suddenly you realize you will never get to the Land. As a result of the report from the spies you have given up your enabling belief (we can do this) and taken on a limiting belief (we can't do this). Why has this happened?

- Spies went **beyond their brief**
- They believed something that **wasn't true**
- They developed a **self-determined inadequacy**
- They **assumed that others** had this view of them too
- They **didn't include God** in their thinking

2. A few questions for you as you stand there, looking longingly at the Land that you now view with your newly acquired limiting belief:

- Where** did you get this limiting belief from?
- Who** gave you this belief?
- Do you **respect** those from whom you have got this belief?
- What is it costing you, **right now**, to hold this limiting belief?
- What are the **long-term implications** for you and others if you continue to hold this belief?
- How would your life be **different** if you gave up this limiting belief?

3. What Giants are causing you to have limiting beliefs that hold you back from the Land of Plenty in your support – having all you need to consistently respond to God's call? Identify your Giants, whether personal, cultural, organizational, church-related, or anything else, and use the same questions to Face the Giants in your support:

- Where** did you get this belief from?
- Who** gave you this belief?
- Do you **respect** those from whom you have got this limiting belief?
- What is it costing you, **right now**, to hold this limiting belief?
- What are the **long-term implications** for you and others if you continue to hold this limiting belief?
- How would your life be **different** if you gave up this limiting belief?

## 2. Interest level

Why would anyone on your list be interested in supporting you?

Using the levels from *How do supporters decide to support you?*, identify where each of these people is in their ability to make a decision about supporting you. Number them 1-6 (1 meaning not even aware that you are planning to work with a Christian organization and 6 for those who already support you).

You will need to concentrate your efforts on those at the high end of the *Interest* category, and those in the *Evaluation* and *Decision* categories, while looking for opportunities to build a platform of awareness and interest among those at lower levels on the scale.

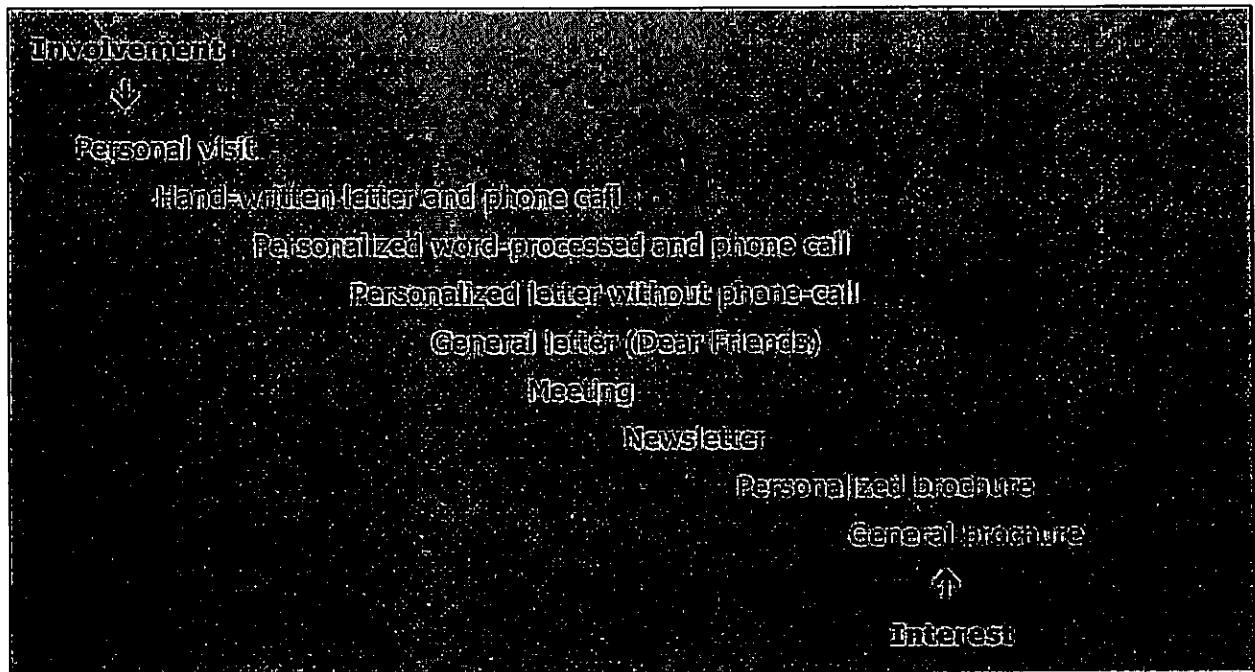
## 3. Keep control of the information

Keep in control of the information - or it will take control of you! A simple set of index cards will do the job, or you might want to use a software program like TnTMPD to guide you through the process (see [www.tntware.com](http://www.tntware.com)). If you use a card system, then all those on your list should fit into one of the following three groupings: individuals you can visit, individuals too far away to visit and groups (churches etc.).

- A. Write the basic details of each person and group on your list on an index card - name, address, phone number etc.
- B. Sort the cards into basic categories - e.g. appointments to be made; appointments set up; phone for a decision; send thank you; letters to be written; letters awaiting reply; support started; send further information; send prayer letter only; no further contact appropriate; groups to contact.
- C. As you contact people you will re-classify your cards. Keep your file up to date and it will help you to know exactly what you need to do next with each person. If you don't keep accurate records of each person you will lose track of where you are in relation to some potential supporters.

#### 4. How should you contact them?

- A. A personal approach leads to a more positive response.



- B. Personal support presentation - basic elements:

- Choose** someone to contact. Ideally, this will be someone who has already shown interest in your ministry, or someone who you think should be interested based on your relationship with them.
- Phone** them. Explain that you are developing a personal support team for your mission work and that you would like to meet with them to see if they would like to be part of your support team. The purpose of the call is to get an appointment, not to raise support.
- Visit** them. Explain the work of your organisation, your role and how they can be involved. Make sure that you have with you whatever a potential supporter needs to send in their support. Also make sure that both you and the person you are asking you know who is to do what next.
- Thank** them. No matter what their response, write a thank you note.
- Follow up.** You will usually need to re-contact the person for some reason before the process is completed. This could be to find out their decision, find out how much they have decided to support you by, pick up their first gift, answer some question they raised during your visit, remind them to complete a bank transfer form, etc.

## 5. What is the best way to explain your ministry?

- A. People you can visit personally.

Have some **visual way of explaining your ministry** in a way that gives an overview of your organisation, an outline of your role within the ministry and the special part that the potential supporter can play.

- Elements** - highly visual with minimum wording

The **need** - what is it, what are the consequences of the need

What your organisation is doing to **meet the need** - in broad terms

Some **specific projects** your organisation is working on, especially in the region you intend going to

What **your role** is - why you are involved, what you will do, your location, your team etc

The **supporter's role** - part of your team, prayers, financial support

**Ask** - a specific request to the person to be a supporter

**Thank you** - appreciation expressed

- Other useful **items** to have with you

Promotional material from your organisation to leave with the person

Whatever information/form the person needs to send in their gifts

- B. Letters to people who are too far away for you to visit. *(Also consider short email to arrange a phone or Skype call; a short email before a letter is also useful if there has been no contact for a while)*

- Hand-written where possible.
- Acknowledge your existing relationship; e.g. last contact, common interests, known struggles, etc.
- Bring the person up to date with what has happened to you recently.
- Explain about your organisation and what your particular role will be.
- Explain your need. The purpose of the letter is to give the person an opportunity to help - be specific.
- Ask for specific action based on the needs you have shared. Being specific helps the person understand what you expect from them.
- Acknowledge your relationship again, with an emphasis on thanks, appreciation, gratitude, partnership and commitment.
- Mention that you will call them in a few days to get their first thoughts on being part of your support team.
- Finish the letter and sign it.



- Add a "P.S."; e.g. reminding them that you would like them to respond by a certain date or that you will call them in a few days.
- Where appropriate, emphasize the text using underlining, **highlighting** and • bullet points.
- Enclose a response device, an SAE addressed to you and promotional material from your organisation.

### C. Group meetings

Generally, group meetings can help give information but are a not a good way of getting personal supporters. Two types:

- A **regular meeting** where you are the speaker. This type of meeting is good for building awareness but not good for encouraging specific response.
- A meeting that is **specially called** to hear about your ministry. This type of meeting can be used to explain about your ministry and to ask for a specific response. You will need some way of having people indicate if they are interested in being part of your support team.

## 6. When you run out of names

- A. Who have you already asked but still need to do something to complete the process? For example, those who have agreed to support you, but haven't completed the necessary forms. Get back to these people to clarify their situation
- B. Go back to your list and reconsider those you have chosen not to ask.
- C. Who have you met for the first time since you initially developed your list?
- D. Ask those who have already decided to support you to introduce you to people whom they think might be interested in hearing about your ministry.
  - They contact someone on your behalf and prepare them for your contact.
  - They suggest someone for you to contact on the basis of their recommendation.
  - They host an evening for you in their home where they identify themselves supporters and where you explain your ministry.
- E. Some people may be willing to increase their support to help you reach 100%, even if they have only recently begun to support you.

## 7. Developing a personal support plan.

Raising and maintaining your personal support is as much part of your job as any other aspect of your ministry. It is not an added extra. You will need to plan in specific concentrated time as well as regular on-going time to do this part of your job effectively. As with any other relationship-building task, there are no easy short cuts to developing good relationships with your supporters.

### A. Questions to develop a plan:

- who – who are my main network of potential supporters
- what – what resources/materials do I need to raise support;
- when – block out time in your diary; do *something* every day
- where – what is the geographic spread of my network
- how – what approaches should I use with each person/group
- who – who needs to be involved to make this work

### B. Develop a plan that fits your circumstances and which includes the following elements:

- building awareness
- creating interest
- encouraging evaluation
- asking for decisions
- developing partnership

### C. What can you do every:

- day
- week
- month
- quarter
- year