



Funding Your Outcomes Conference Experience

The Outcomes Conference is the premier equipping event for Christian nonprofit leaders. So we want to share ideas that will help you to build the support you need to attend [The Outcomes Conference 2020](#) in Dallas, April 7 – 9.

Interested in attending, but not sure how to afford this investment in your future? There's good news! There are ways to invite others to support your development. You may not even realize that a circle of individuals willing to contribute to your development exists – individuals who believe in how your role impacts and advances your organization's mission.

5 Steps for Building Support to Attend The Outcomes Conference 2020

Here are 5 steps that will help you engage others and gain their financial support in order to advance your professional growth as a Christian nonprofit leader.

1. Identify 5 to 7 People



No doubt there is a circle of people who have encouraged you along the way. They know your story, observed your devotion to serving God, and have affirmed you are where He has called you to be! This is a real opportunity for them to financially demonstrate their belief in you.

2. Break It Down

There are a variety of ways to break down the total financial investment of a conference event to create attractive investment opportunities for those who care most about you and

your kingdom calling. Here is a sample of how you might break down the three-day leadership experience at The Outcomes Conference 2020.

- **Travel** – Determine the total costs related to your transportation to, during and from the event.
- **Hotel** – What is the total cost of your room less incidentals.
- **Food** – Use your ministry's daily per diem, times three
- **Registration Fee** – Divide the total registration fee by three so you can have a sponsor for each day!

Once you itemize each of these costs, you will see how quickly they can be broken down into increments that range from \$100 to \$500. And of course, you can tell them anything they are able to do is appreciated and makes a difference!

3. Compose and Make the Ask

- Share about where you are in your leadership development journey, and what additional training you feel you need to have a greater impact.
- Highlight the scope of the event and the opportunity to receive highly practical training that you can implement immediately.
- Highlight the thought leaders and quality of faculty that will be there to equip you.
- Note the world-changing ministries that will also be attending and the opportunity to learn from those leaders.
- Share the types of sessions you plan to attend and why you plan to select training in those tracks.

Now you are set to specifically communicate your financial needs with potential supporters you have identified with a clear and compelling ask. Make sure to reach out not only by email, but also with a follow-up phone call. It can help them to hear your heart and the reason you feel this training will benefit not only you, but the organization you serve.

4. Thank Contributors Quickly

As soon as you receive a donation – thank them immediately. Make a call, even if you have to leave a voice message – it will be appreciated. You can also send a text to say thanks and encourage them to visit their voice-mail box (don't forget to identify yourself in the text.)

And always take a moment to write a handwritten note! Be sure to include where you are in your fundraising effort.

5. Report on Impact

After the event, write another note of thanks and share specifically what you learned and why it was of value to you and will be of value to your organization. At Christian Leadership Alliance, we have a generous family that provides for ten leaders every year to attend The Outcomes Conference. They actually require a follow up IMPACT REPORT. Those letters have inspired them to keep supporting other leaders to attend. Never underestimate the impact of this type of feedback!



These 5 simple steps can help you to raise funds to further your professional development as a leader. Nothing is more important for your organization than your ongoing development as a leader, and staying on top of the latest trends and developments impacting Christian nonprofit ministry.

It's an investment that will pay dividends in changed lives and Christ-honoring outcomes for the organization you serve!

Gathering Team Support

Everything we have covered can also easily work for a ministry that longs to send a team of leaders to The Outcomes Conference. (And the best news is that a member organization that sends 4 individuals to the conference, gets a FREE registration for a 5th team member.)

Wise investors know the impact of strong leadership on an organization. Don't deny them the opportunity to invest in you and yours!

www.OutcomesConference.org