

A Path for Fundraising Success

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What Are the Fundraising Practices That Are Needed in Today's Challenging Environment?

Fundraising is a challenging calling even in good times, add to that these recent headlines:

- "Giving in America is in decline".
- "Inflation is at a 40-year high".
- "Donors are lapsing"; and
- "Unrealistic Goals Are Stressing Out Fundraisers."

For the practitioner It is important that we replace the anxiousness we experience with gospel-centered lenses which will give us the courage to focus on what our work should be and how God is at the center of our success.

Key Learning Objectives for this workshop:

1. Understanding God's generosity.
2. Understanding our role in fundraising.
3. What key organizational elements must be in place for success.

Understanding God's Generosity

1. God knows what we need.
2. God own everything and is generous.
3. God is good.

Understanding our role in fundraising

1. Even though he controls the outcomes, we have work to do.
2. We are stewards not owners.
3. As we work our hope for success is in God's faithfulness.

What key organizational elements must be in place for success.

1. A clear Vision and Mission statement.
2. The Need and Opportunity that you are called to meet.
3. Your Plan and Strategy to make a difference.
4. What Metrics will inform your success and satisfy your giving partners.