

Financial Foundations

Winter 2019



Dakotas
United Methodist
Foundation



Dakotas Conference
The United Methodist Church



Grow. Reach. Heal.

Presented by...



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The Art of the Ask



What is your first Memory of Fundraising?



What was the purpose of your ask?



Girl Scouts®



Where do I begin?

Cultivate Donors/
Prospecting?

Build our
Case?



Where do I begin?

Cultivate Donors
Prospecting

Build a Case

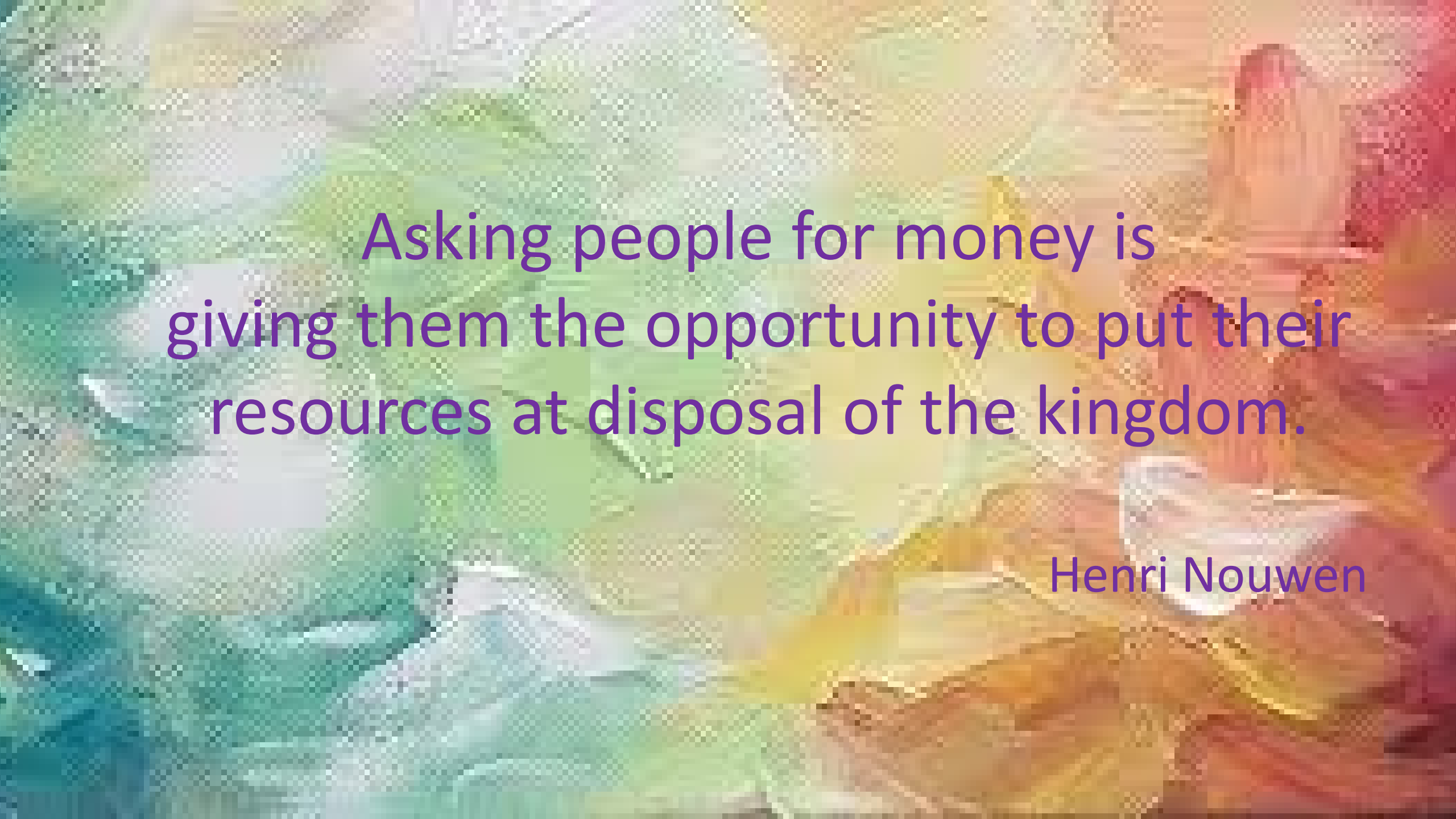
Develop Relationships

Tell Your Story



Building A Case

- What is it you are wanting to raise funds for?
- Does this cause appeal to your members? The people in the pews.
- Is your leadership team on board?
- Is this something compelling to those you wish to ask for dollars?
- Packaging your needs is better than soliciting for single items. The variety of needs will appeal to different people.
- Are these projects of interest to both you and your stakeholders?



Asking people for money is
giving them the opportunity to put their
resources at disposal of the kingdom.

Henri Nouwen

Building A Case



*For where your treasure is,
there your heart will be also.*

Matthew 6:21

- Focus on emotions –
 - What will tug on the heartstrings?
 - Remember – Members don't **need** to give.
 - Find a way for them to **want** to give.

Case Statement



Ministries
across the
Dakotas



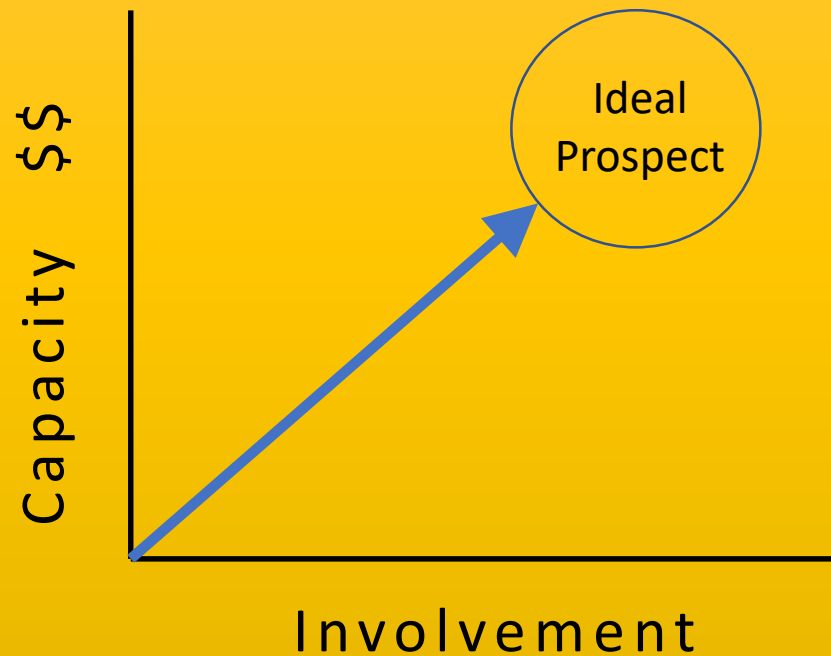
Leaders whose passion will bring new light into our churches

developing relationships • cultivating resources • embracing ministry

Cultivating Donors

Developing Relationships

Determine your Audience



Cultivating Donors

Developing Relationships

- Cultivation Lists – Donor lists
 - Yes, the pastor should know and have access to the giving records of the Church
 - Create communication paths to tell your story – keep your constituents in the loop.
- Develop Relationships
 - Find out their interests and their love for ministry
 - Take time for a cup of coffee or a lunch.
 - Get to know the person as more than their checkbook.

MAKING THE MATCH



Begin the Conversation

- Focus on the Donor
 - You know what your ministries are— now see where the interests of the donors lie.
- Remember always –
 - **IT'S NOT ABOUT YOU!!!**
 - The donor doesn't care about your immediate/utility needs – the light bill is the least important to most donors – they want to know WHY they should give.
 - What's the compelling reason they should support the ministries of the church.

Questions to Consider

- Is this opportunity giving your member a chance to connect with others?
- Do they believe in your mission or ministry?
- Do they trust the leadership of the church?
- Is your church or ministry a safe and trusted place for them to leave a legacy gift?
- Is there a tax benefit for the donor?



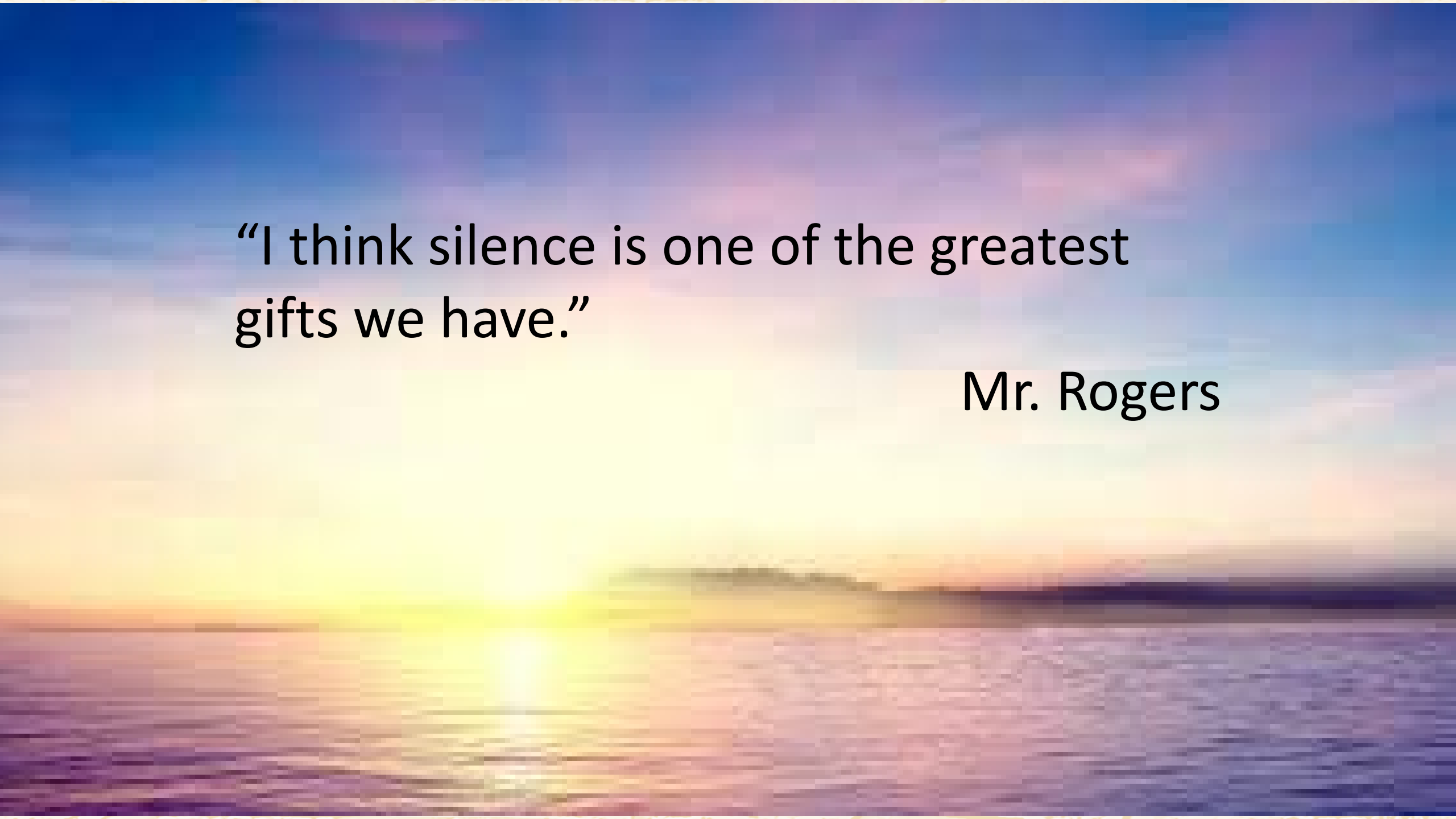
**When telling Your Story
Stop *SELLING*
and begin
*TEACHING!***

- **What great things are happening at your church?**
- **Make your stories compelling – want to get to the heart of the people.**
- **Be honest and truthful**
- ***Ask people who have been touched by the Holy Spirit to share their testimony.***

Stop Talking



- Less is more!!!!
- Practice living in awkward silence
- One minute can seem like an eternity.
- Trying to convince or impose what we think they should do or what we expect (guilt) them to do is a turn off to most people willing to donate.
- Allow for Questions.

A serene sunset scene over a body of water. The sun is low on the horizon, creating a bright, golden glow that reflects on the water's surface. The sky transitions from a deep blue at the top to a soft orange and yellow near the horizon. The water in the foreground is dark and calm, with subtle ripples.

“I think silence is one of the greatest
gifts we have.”

Mr. Rogers

Listen

- Listening allows you to hear the donors and what's on their hearts.
- When you hear “no” do not panic.
- A “no” is usually not a hard no.
- No's can mean many things.
 - I'm not interested in this project.
 - I'm not able to help NOW.
 - I'd rather support another ministry at the Church.



Thank you is Stewardship!

- Always find a way to thank a donor or a member.
 - Generic Thank-you letter
 - Personalized Thank-you letter
 - Personal Handwritten Note
 - Recognition in Worship
 - Naming rights with a project
 - Anonymous gifts still get a thank you!
 - Annual Report

Thank
YOU

Contact us anytime...



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