

P-E-O

A CHAMPION DEVELOPMENT STRATEGY AT WORK





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Today's Hosts



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Your Pressing Questions

How do I ...

get new donors?

get more major donors?

retain the donors I have?



God, will there be enough?



Transformational Giving Principle #2

Transformational giving is based on the abundance and trustworthiness of God, not a theology of scarcity.



Your Pressing Questions

How do I ...

get new donors?

get more major donors?

retain the donors I have?



TG Guiding Questions

**What are you doing with the
givers you already have?**



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**The TG approach
requires us to
re-characterize
our relationship
with the people
God sends us.**



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Looking to Scripture

“Well done, good and faithful servant.”

Matthew 25:21 (NIV)



Looking to Scripture

*“He who is faithful in what is least
is faithful also in much.”*

Luke 16:10 (NKJV)



TG Guiding Questions

What do I want FOR my givers?



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The way you interact
with your givers
reveals whether you
want something FOR
them or FROM them.



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Traditional Paradigm

Performer = Organization



Audience = Champions



Transformational Paradigm

Actor = Champion



Audience = Champion's
circle of influence and
those being served



Transformational Giving Principle #6

*The champion, not the organization,
is called to be the primary means
of advancing the cause within
the champion's sphere of influence.*

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The set of comprehensive steps
you offer to grow your givers
toward what you desire FOR them.

P

Entry-Point : Participation
Easy Praying Simple Narrow Learning Foot-in-the-door
Bite-size Giving Sharing Starting-point Small-step
Project-based Serving

E

Education Activity Sharing Cause-connection accountability Experience Praying Learning Ongoing Serving External Giving
Engagement
Networking Equip Increased **Lifestyle** Outputs

O

Promotes Accountability Outcomes Sharing Serving Transformation Equip Accountability Champions Learning Discipleship Imitation Giving
Replication
Praying Other-focused
Ownership



**P-E-O helps you
discern what's
next for your
givers.**



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Champion Development Strategy

P-E-O helps you ...

Write Better Newsletters



Champion Development Strategy

P-E-O helps you ...

Do Better Events



Champion Development Strategy

P-E-O helps you ...

Make Better Asks



Champion Development Strategy

P-E-O helps you ...

Prevent Misfires

*Ask the right people at the right time
for the right thing.*



Champion Development Strategy

P-E-O helps you ...

Hear “YES” More Often

Show givers what we want FOR them.



NO MORE MYSTERY



Now What?

Answer “What do I want FOR
my champions?”



Now What?

Identify steps you already are offering or doing with champions.



THE P-E-O CHAMPION GROWTH STRATEGY

STEP 1: Identify steps you already are offering or doing with champions. These questions are here to guide your thinking, so don't be surprised or concerned if you have little or nothing to include in some sections and more in others.

| | |
|--|----|
| What do/can your champions already do to PRAY for the organization, those served and the broader cause? | |
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |
| What do/can your champions already do to SERVE (volunteer) the ministry and directly with those it serves? | |
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |
| What opportunities do you currently offer champions to LEARN about the cause (books, newsletters, etc.)? | |
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |
| What opportunities do you currently offer champions to GIVE to the cause (monthly unrestricted gifts, specific program investments, through direct mail, etc.)? | |
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |
| What tools and opportunities do you offer champions to SHARE the cause in their spheres of influence (Facebook posts for easy sharing, fact sheets, etc.)? | |
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |



Important Note!

Do this as a team



IT CHANGES EVERYTHING

