

WHY DONORS SHOULD GIVE

*Building your case
for support*



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Why Donors Should Give: *Building Your Case for Support*

Today's Hosts



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Why Donors Should Give: *Building Your Case for Support*

What is a case for support?

Your case for support is what you provide to donors and potential donors as the reasons they should engage with your ministry.



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THAT MEANS...

You already are making a case for support.



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Why you need a case for support?

Your case for support is a tool you provide to champions to equip them to share the cause with others and to aid in their own discernment and decisions about giving.

So, you need it FOR your donors!



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Your case for support shows up...



Website



Donor meetings



Grant proposals



Newsletters



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BEWARE OF HIDDEN MESSAGES



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Consider this...

- Transformational Giving Principle #1:
Every act of giving (and receiving) is first and foremost a statement about the faithfulness of God.
- Transformational Giving Principle #2:
TG is based on the abundance and trustworthiness of God, not a theology of scarcity.



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THAT MEANS...

Your case for support will reveal your convictions about your belief in the faithfulness and trustworthiness of God



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And this...

- *But since you excel in everything—in faith, in speech, in knowledge, in complete earnestness and in the love we have kindled in you—see that you also excel in this grace of giving. -2 Corinthians 8:7*
- *Not that I desire your gifts; what I desire is that more be credited to your account. I have received full payment and have more than enough. -Philippians 4:17-18a*



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THAT MEANS...

Your case for support should reflect God's character (faithful) and his intent (growth of his people)



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MAKING THE CASE

STEP 1

Know your
cause

STEP 2

Know your
organization

STEP 3

Know what
God asks of his
people

STEP 4

Build your case
for support



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STEP1  Know your cause

- What problem are you trying to solve?
- What are the current community factors that create this need?
- How many people are affected by this “issue”?
- Who else is doing this kind of work and how do we coordinate with them?

It's the why



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STEP2  Know your organization

- What does your ministry DO in the cause?
- What will be different/better in the world if you succeed?
- Why do you do it that way?
- How many do you serve?
- How do you demonstrate your impact?



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STEP 3  Know what God asks of his people

- What does the Bible say about this cause?
- How does God call people to connect to this cause?

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STEP 4  Building your case for support

1. CAUSE
Why do you exist? What must be accomplished?
2. ORGANIZATION:
Who are you, what do you do and where?
3. IMPACT
What impact are you having? How can you prove it works?
4. INVITATION
Why and how should others get involved?

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FILL-IN-THE-BLANK - CAUSE

Every day _____ because _____.



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FILL-IN-THE-BLANK - ORGANIZATION

Ministry name is really a group of champions
who serve who in location by services and
programs provided.





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FILL-IN-THE-BLANK - IMPACT

Since getting started in year ,
meaningful measure/outcome have reached # .



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FILL-IN-THE-BLANK - INVITATION

We believe God calls us all to and you
can join this work by and by



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PUTTING IT ALL TOGETHER



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Example: School meals ministry

Cause

Every day, children in our community are struggling in school because they haven't had enough to eat.

Organization

Fresh Start Ministries is really a group of champions who serve these kids in Grant County by providing fresh, nutritious meals seven days a week.

Impact

Since Fresh Start began in 2012, the test scores of the kids we serve have gone up by 30%. But we aren't done! We want to completely eliminate the score gap between these kids and their peers.

Invitation

We believe God calls us all to care for the "widows and orphans in their distress" and that these children are the widows and orphans of our community. You can join this work by volunteering to pack and serve meals, and by making donations of cash or food.



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Example: Pastoral education in Ecuador

Cause

Every day, Christians in Ecuador are targeted by cults seeking to distort their beliefs and their Christian leaders aren't trained or equipped to combat this.

Organization

Christian Education Fund is a network of churches and individual Christians who provide these believers with the tools they need to discern false teaching and win hearts for Christ.

Impact

Since first beginning work in Ecuador in 2007, 1300 pastors have received basic apologetics training and 3,000 have received video and print resources. Now, many of those pastors are clamoring for more training.

Invitation

The Great Commission compels us to make disciples. In Ecuador, making disciples requires pastors to be trained and equipped to address false teaching. You can join this network by providing Bibles and funds to develop and deliver materials and training.



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The project-specific case for support

Cause

Why are you doing this? Connect it to the cause!

Project

What are you doing? What is the project?

Impact

What do you hope to accomplish as a result?

Invitation

What is it going to take to be successful and how can people be involved (how much money, how many volunteers, etc.)?





What Next?

- Work with your team to refine your case
- Share it with your MIF area director
- Practice, Practice, Practice



THAT MATTERS BECAUSE ...

Your donors will never be more confident in their gifts than you are in your case.





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