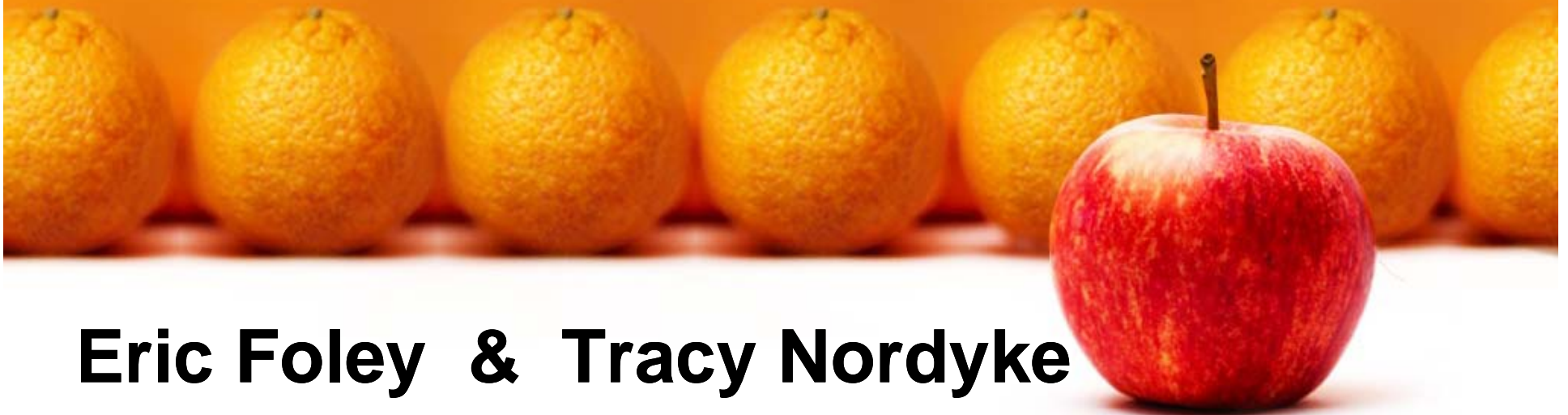


Transform Your Donor Database

From Data File to Donor Scrapbook

Mission Increase Foundation



Eric Foley & Tracy Nordyke

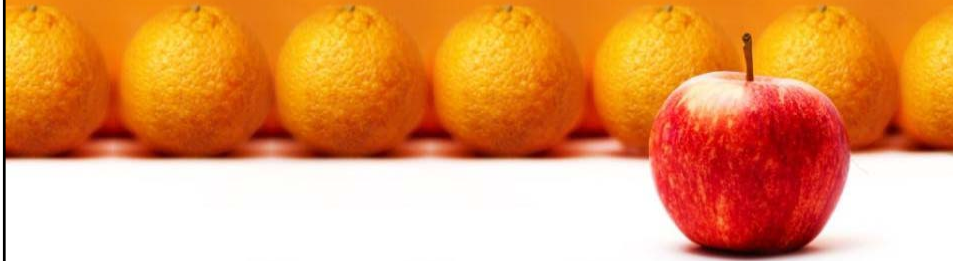
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2010

Transform Your Donor Database

From Data File to Donor Scrapbook



Ask the right question



“We need a new database.”



**“Which one do
you
recommend?”**



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Today's answers

- Transformational Data
- How to collect transformational data
- How to store and utilize transformational data for the growth of your champions



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Shocking truth about databases

Database designers are



**computer experts, not
development experts.**



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What's our model for a Biblical database?

- 1 Chronicles 28:9
- Isaiah 43:1
- Psalm 139:1-3
- Matthew 6:8
- Luke 12:6-7
- 2 Timothy 2:19



And the best database of all...

- Revelation 21:27



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Why does God keep data?

FOR OUR
TRANSFORMATION



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Contrast with conventional wisdom...

“Your real task in fundraising is to get the wealthy, already interested people, even more interested and engaged with you. And, to get the wealthy, uninterested people intrigued and enamored of your organization.”*

—*Winning Gifts by Thomas D. Wilson*

**Blech. Blech blech blech blech.*



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Big Idea #1

The goal of your database:

Discipleship, not dollars*

* *“Seek ye first the Kingdom of God...”*



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Your free MIF data-entry plaque

*When our data doesn't match
God's data, our purposes won't
match God's purposes.*



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Tapping into the TG Ten



The Ten Principles of Transformational Giving

- Principle 1:** Every act of giving is first and foremost a statement about the faithfulness of God.
- Principle 2:** Transformational giving is based on the abundance and trustworthiness of God, not a theology of scarcity.
- Principle 3:** It is better to give than to receive.
- Principle 4:** Champions connect with organizations for the purpose of enhancing their mutual impact on the cause, not primarily for the purpose of funding organizations to impact the cause on their own.
- Principle 5:** Transformational Giving relationships between champions and organizations are primarily peer-level accountability relationships, not friendships or organizational support relationships.
- Principle 6:** The champion, not the organization, is called to be the primary means of advancing the cause within the champion's spheres of influence.
- Principle 7:** The relationship between champion and champion is as important as the relationship between champion and organization.
- Principle 8:** Giving is not the process but rather the result of the process of a champion being comprehensively coached to share the cause effectively within his or her sphere of influence.
- Principle 9:** Giving is learned, not inherited in champions.
- Principle 10:** Champions connect with each other and with organizations not according to the amount of their giving but by the degree of comprehensive personal ownership they are exhibiting in the cause.

TG Principle #10

Champions connect with each other and with organizations not according to the amount of their giving but by the degree of comprehensive personal ownership they are exhibiting in the cause.



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The slippery slope of transactional data

James 2

Vs. 1: “My brothers, as believers in our glorious Lord Jesus Christ, don’t show favoritism.”

Vs. 9: “But if you show favoritism, you sin and are convicted by the law as lawbreakers.”



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Big Idea #2

Tran\$actional data =
tran\$actional relationships

Transformational data =
transformative relationships



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A teeny-tiny answer

TRANSFORMATION:

“Any significant and lasting transition in your life wherein you switch from one substantial perspective or practice to something wholly different that genuinely alters you at a basic level.”

–George Barna



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A teeny-tiny answer, pt. II

TRANSFORMATIONAL DATA:

The record of any significant and lasting transition in the life of your champion that is related to your cause.



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POP QUIZ!!!!

Q. If you were starting from scratch, which champion record would you create first?



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Pop Quiz, sponsored by Eph 4:13

And He personally gave some to be apostles, some prophets, some evangelists, some pastors and teachers, for the training of the saints in the work of ministry, to build up the body of Christ, until we all reach unity in the faith and in the knowledge of God's Son, *[growing] into a mature man with a stature measured by Christ's fullness.*

--Eph. 4:11-13 (HCS)



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POP QUIZ!!!!

A. The *first* champion record you should create is a sample one that shows what a **full-grown champion of your cause** will look like!



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The core question

What does a full-grown champion of your cause look like?



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The right way: Reverse Engineering

"Imitate me, just as I also imitate Christ."

1 Cor 11:1

XYZ Missions Agency must ask:

1. What were the steps that God led me through?
2. What were the steps that God led others through?
3. What are the steps that Scripture commends?



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How folks become missions-active

1. Hosted a missionary in their own home.
2. Read a biography of a famous missionary.
3. Prayed for the specific needs of a missionary over time.
4. Supported a missionary they didn't personally know.
5. Went on a short-term mission trip.

...and so on



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Your Turn!

- Remember (don't brainstorm!) your stories and create an initial list of steps for involvement in ***your cause*** (not your organization!)
- What steps did you take to **p**articipate in, **e**ngage in, and finally **o**wn your cause? (PEO)
- Which of these steps were common in other existing Os?
- Which of these steps could you use to encourage others to take?



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Here are the beginnings of your D³!

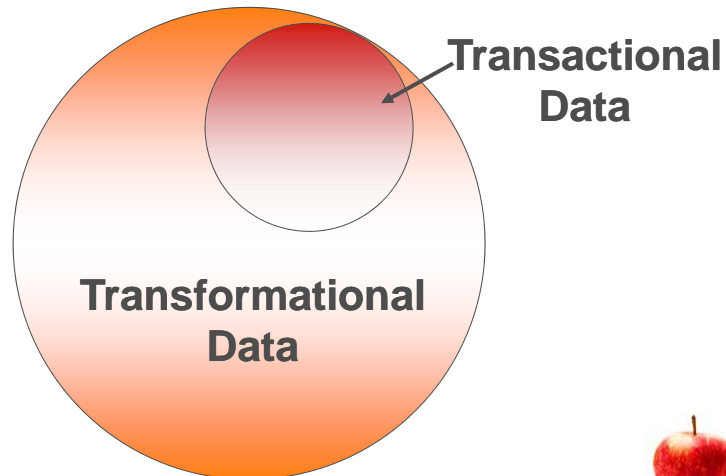
1. Now you know what info to gather (the steps).
2. Start collecting champions' stories of relevant transformation.
3. Communicate with champions about comprehensive transformation, not just transaction or forced friendship.
4. Segment your mailings on something more than money.
5. Talk about money within the context of the champion's personal growth.



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Don't throw the database out with the bathwater!



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Just pucker your lips and blow!

- Build and continue to build your list of the common steps champions pass through on the way to full maturity.
- Convert this into a set of short statements/categories that can be recorded in a yes/no (selected/unselected) fashion.
- Create space in the champion record to note transformations in long form.
- Train your staff and data entry folks to track transformational data.



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So what's my development program, then?

- Selecting champions to receive messages based on what next steps are logical in their discipleship journey given what they've experienced to date and what they're most likely to be facing next
- Champion relationships will be primarily characterized as mutual accountability relationships rather than friendships or need-based hit-and-runs.



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Current databases: An overview

Store TG data in fields that are:

- **customizable** - which means you can set up TG categories in a pick list or drop-down menu
- **reportable** – which means you have to be able to develop and run reports that include this data



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TG database basics – highly desirable

You'll want to be able to track:

- What sort of transformational experience did the champion have related to the cause.
- What tools they have requested.
- The ways they participate with the cause (financial, volunteering, GIK) including frequency of participation and role (Leader? Solo? Group?)
- Their preference for communication and giving (did they respond to an e-mail, receipt mail, etc.)



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TG database basics – helpful

It would be nice to be able to track:

- A champion's route to connection with your cause (why do they care? Came through SPP, family member was helped, etc.)
- A champion's affiliation or involvement with other ministries connected to your cause.
- Relationships of one champion to another champion in the system.
- Free text notes about personal impact of giving or ministry participation which demonstrate champion discipleship.



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TG database basics – use caution

Systems that track:

- Wealth indicators (home values, stock holdings).
- Buying patterns (credit cards, loans, etc.).
- Giving capacity rating.



CAUTION: Using this data may be lead you down the wrong path



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Summary

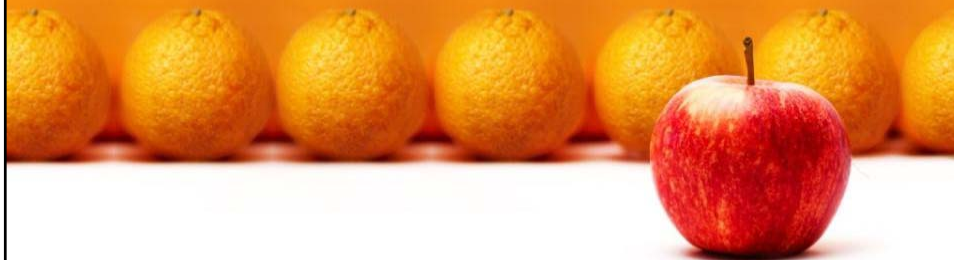
- You probably have a data problem, not a database problem.
- You should collect and store data that matches God's purposes for keeping data – transformation.
- No database exists that does this perfectly, but most can work.
- You're looking to help develop fully-grown champions of your cause.



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You Can Do This!



And we want to help

- Contact your Giving and Training Officer or visit www.missionincrease.org to schedule a one-on-one coaching call.
- Attend our May workshops: *Thanking and Receipting Your Champions*.
- Additional workshops on Fundraising banquets and Board Governance



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