


TWO SIDES TO FUNDRAISING: MINISTRY AND SCIENCE

Bridging the Gap
September 2025





A Prayer for Fundraisers

Good and gracious God, we recognize all life is a gift and a blessing.

We thank you for your most generous love.

Encourage us to be persons of honesty and integrity,
worthy of proclaiming the Gospel, in this sacred ministry of fundraising.

Help us to always reverence the sacred space
where our donors and our missions meet.

Give us openness to listen to the needs of our donors.

Give us joyful spirits, and an eagerness to engage others.

Give us hopeful imagination and creative vision,
recognizing generosity in even the smallest gift.

Give us strong, steadfast hearts in times of discouragement.

Give us trusting hearts, knowing that the fruits of labors
will be realized long after we are gone.

Give us faithful hearts, deeply committed to Your realm.

Let us feel Your Presence so that we know we are never truly alone.

Remind us always that what we do for the least of
our brothers and sisters, we do for you.

We ask this in Jesus' name, and in unity of the Holy Spirit. Amen.

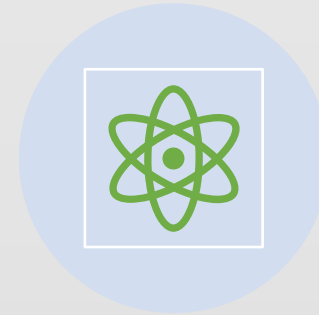
SESSION OVERVIEW



WHAT IS
FUNDRAISING?



FUNDRAISING AS
A MINISTRY



FUNDRAISING AS
A SCIENCE



WHAT IS
FUNDRAISING?

WHAT IS A GIFT?

FUNDRAISING BASICS

Fundraising Terminology

Ways to Give

Fundraising Methods



FUNDRAISING AS A MINISTRY

Based on a publication by Henri J. M. Nouwen

CALL TO CONVERSION

~~“Please, could you help us out because lately it has been very hard.”~~

“We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources that God has given you– your energy, your prayers and your money– in this work to which God has called us.”

SPIRITUALITY OF FUNDRAISING

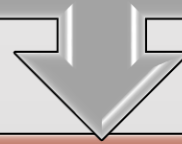
Not only a
secular
activity

Fundraising
is spiritual

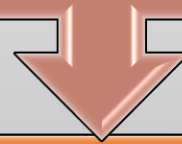
Meet on
common
ground of
God's love

SPIRITUALITY OF FUNDRAISING

Invite people into a new way of relating to their resources



“You won’t become poorer, you will become richer by giving”



If this confident approach and invitation **are lacking**, then we are disconnected from the mission of the church

MONEY: OUR SECURITY BASE

How do we
spend our
money?

What is the
place of
money in
our lives?

Are we
overly
protective
of our
money?

Are we
concerned
with why
we give?

BUILDING THE KINGDOM

Bible is clear
about
God's love

Opportunity
to become
closer to
God

Rich people
can be
poor

We must
minister to
the rich-
spiritual
wealth.

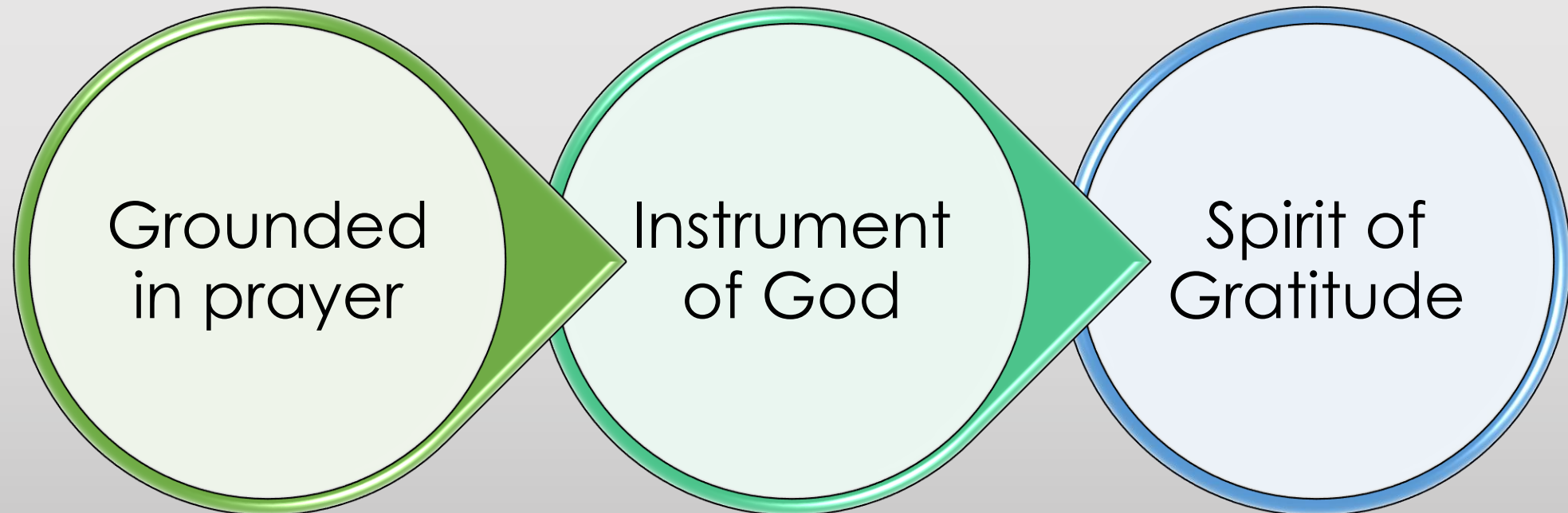
ASKING

Resources
at disposal
of the
kingdom

Free from
money =
ask freely
to give

New way
of
belonging

PRAYER & GRATITUDE



Confident

Fundraising
as a
Ministry

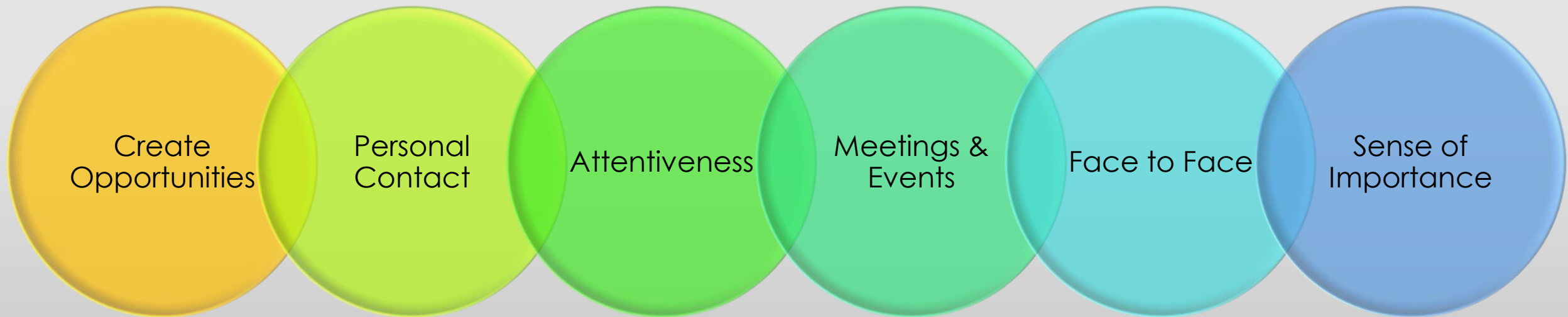
Full of
Hope

Joyful



FUNDRAISING AS A SCIENCE

RELATIONSHIP BUILDING



CYCLE OF FUNDRAISING



The background features a solid blue area on the left, transitioning into a white gradient on the right. Overlapping these are abstract, semi-transparent shapes in red and green, creating a dynamic, layered effect.

IDENTIFICATION: DONOR PROSPECTING

CULTIVATION: THE RELATIONSHIP BUILDING PROCESS

Learn about the donor



Connect personally



Engage them in the mission

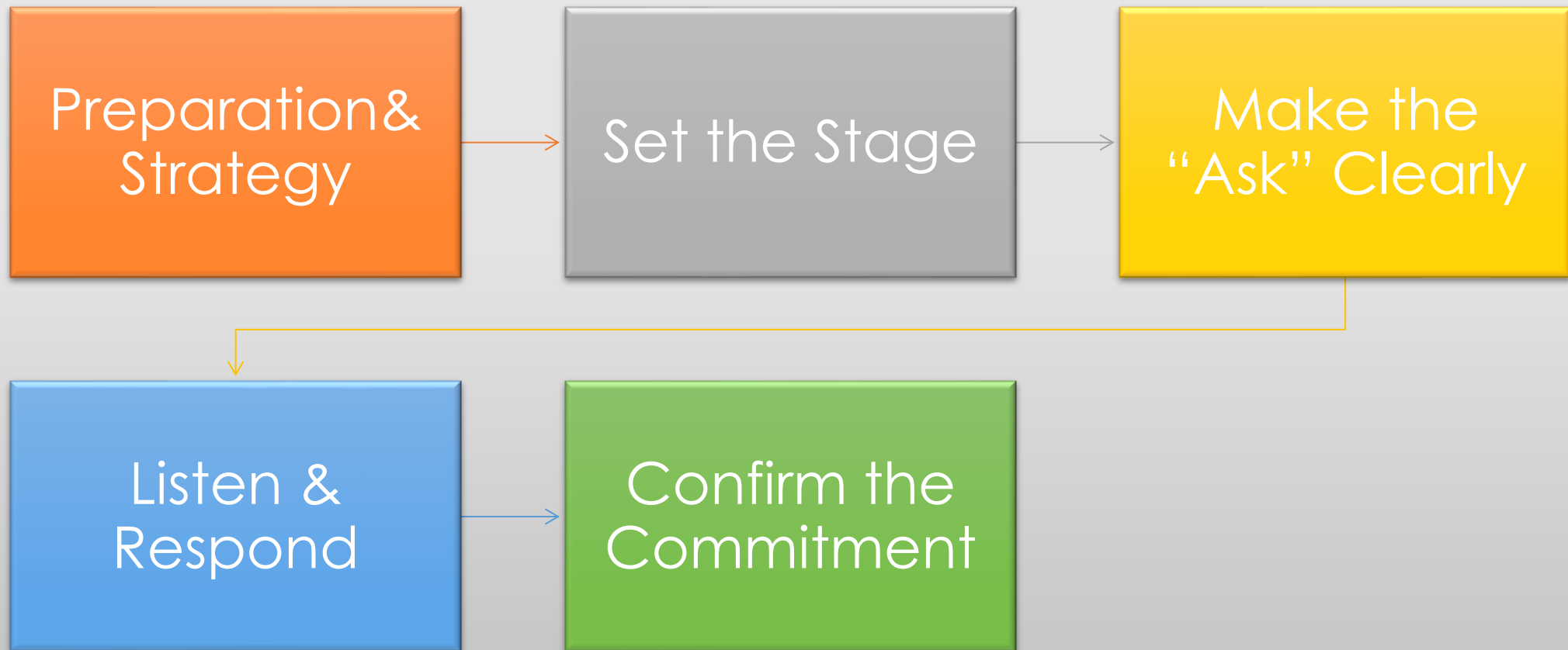


Personalize communication



Build trust over time

SOLICITATION: INVITING DONORS TO GIVE





Keys to Successful Solicitation

Listen Carefully

Address & Anticipate
Concerns

Explain, not argue; Postpone
response, if needed

Turn negatives into positives



Stewardship



Thank You

PRINCIPLES OF FUNDRAISING

TIME

PATIENCE

STRATEGY





QUESTIONS?

THANK YOU!

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