

### **OUTPOURING TO THE NATIONS (OTTN)**

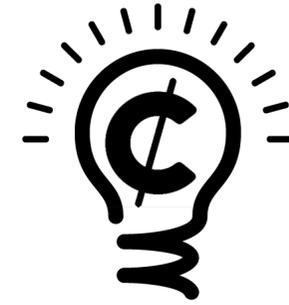
**OTTN** as a foundation aims at making sure that through a helping hand, The **GRACE** of God, The **LOVE** of God, and the **WORD** of God, is expressed through out the world, especially among those with the greatest need and least opportunity. The foundation presently operates in Ghana and Nigeria.

### **THE 10/40 WINDOW**

The 10/40 Window is the rectangular area of North Africa, the Middle East and Asia approximately between 10 degrees north and 40 degrees north latitude. The 10/40 Window is often called "The Resistant Belt" and includes the majority of the world's Muslims, Hindus, and Buddhists.

The original 10/40 Window included only countries with at least 50% of their land mass within 10 and 40 degrees north latitude. The revised 10/40 Window includes several additional countries that are close to 10 or 40 degrees north latitude and have high concentrations of unreached peoples. According to research the window is widening and expanding South. The Lines project believes through the power and grace of the Holy Spirit; the Lord will resource Christians to stop this expansion.

The **OTTN** Lines Project seeks to equip Christian professionals, especially teachers and health workers to be light among strategic outpost wherever they find themselves, through intentional discipleship movements.



# THE LINES PROJECT

FRIENDS AND SUPPORT RAISING

## FRIENDS AND SUPPORT RAISING PRACTICALS

### Raising Support For Missions

#### Introduction

1. Whose job is it to provide the needed funding for our missions?
2. Is there a Biblical basis for fund raising?

#### **BACKGROUND: Defining the context of discussion**

In this discussion, mission specifically refers to the non-profit organization whose core objective is reaching out with The Gospel of our Lord Jesus Christ to the various unreached peoples groups across Ghana (and beyond). The Great Commandment and The Great Commission remain our points of reference.

#### **God's Posture to all His Children**

- God has promised all His Children His provision- Phil 4:19 ; Psalm 50:10
- God has promised to bless all His children –Gen.12:1-3; Numbers 6:24

#### **Essentials to Fundraising in Ministry**

##### **A. THE CHURCH COMMUNITY**

- Be sure of your calling. He certainly will be faithful in supporting you. Gen. 12:1-9, Josh.1:9, Isa. 41 :8-10,Mk,3:13-19;Jh. 15: 16 -17
- You are in a faith journey with God; constantly trust Him for daily supply. Cultivate an attitude of contentment with Gods provision for you at every stage. Deut 8:1-4 ; 1 Kings 17: 1-16
- The call is one modesty and moderation in all things – Jesus ensured that not even the left overs were wasted when he fed the multitude.
- Do not be afraid or anxious – Lk. 18:1-8; Isa. 55:10-11, Ps. 55:22

#### Biblical Models of Funding

1. The Old Testament Model – Levites, David, Nehemiah, - Num. 18:21-31 ; Num. 35 ; 1Chron.29; Neh.: 2: 1-8

2. The Jesus Model – Lk. 8:3 , 10: 1-8

Besides, some of Jesus' support also came from:

1. Friends and acquaintances such as - Mary/ Martha/ Lazarus (They provided accommodation, food etc. even for his disciples)
2. Disciples – e.g. Joseph of Arimathea who gave the grave and burial shroud, Nichodemus and the women who brought the spices to anoint his body with their own money.

#### **The Apostle Paul's Model**

Church Support:

1. From the church. Banabbas and John Mark – Acts 4 :32-37
2. From planted Churches : Phil.1:5-6; 4:6; 1 Cor.16 :5-6, 2Cor. 8-9
3. From other Christians he may not have disciplined : Rom. 15:23-28

From Friends, Acquaintances, Fruits of Ministry

Other Christians : Acts 16: 15; 28: 7-10

#### **Using a trade he had – Making Tents**

1. Acts 18: 1-5. Note that just when his helpers arrived he left the tent making and was very involved in the ministry work. Was it because they brought support?

The key is to determine which of these models God has called you to.

#### **SUPPORT FROM CHURCHES AND INDIVIDUAL EFFORT**

Note: Unless you are called to "make tents", key alternatives in biblical models, are to raise support through the church and other Christian friends.

Paul in Philippians, calls his supporters ministry partners who are not giving to charity but INVESTING in Gods business for which they will receive their reward. Phil.4:17, 1 Cor. 15:58. This philosophy of thinking is very key as it liberates both the missionary and giver from the beggar/ benevolent benefactor syndrome. It also helps the donor to think in terms of investment in kingdom business. It helps the donor to realize that they are doing ministry in their grace of giving for which they will be rewarded. They are helped to see that they ought to fulfill their partnership obligations.

- Work within Budget to control cost. Every cedi you cut goes a long

way to help move you forward. Be frugal in your expenses. Jesus asked his apostles to collect the pieces left after feeding the multitude.

- Tent making. What skills has God given you? Use them. Remember Paul was into Tent making.
- Micro enterprise
- God will bring partners
- Do not operate on a beggarly mentality. You are presenting others with the opportunity to realize their calling and share in the evangelistic experience.
- Faithfully focus on ministry as a missionary. Build a strong team with your sponsors
- Embrace Ministry Partnership Development and funding practices
- Learn how to write your MINISTRY CASE STATEMENT. The material for your “sales pitch” in presentations. Put it in a prose narrative you can deliver in 3min, 5min, 10mins, and 15mins. But it is best to put it in pictorial form as a power point.
- Determine with the sending agency what your monthly target support is
- Raising a Ministry Partner is a faith venture; God makes it challenging so it will cause you to trust in Him. If you are faithful and persevering, you will reap the benefits.

## **HOW TO ENGAGE THE LOCAL ASSEMBLY**

- Begin with your mother church
- It is helpful to have a good relationship with your mother church. Serve God in the local church.
- Build good relations with pastor(s), leaders and members
- Let your pastor and key leaders know about your call and mission agency of choice
- Bring up the subject of a possible church sending. This will mean the agency leadership engaging church leadership on your behalf.
- Work towards your church leadership hosting, leading in your commissioning and the commissioning service to the field.
- Seek prayer partners for this event and raise monthly financial partners
- Mix this very faith- stretching journey with a lot of prayer

Note: Most often, only a small percentage of money comes from parent church (there could be exceptions though). Don't be discouraged. If you

maintain a good nurturing relationship, it may increase slightly. However, the moral, prayer and fellowship support is great and must be most cherished.

## **Other Churches**

- In theory this should work; and indeed it works in the developed countries, but in our part of the world, this is very challenging. However God can lead you to succeed.
- You can ask other friends in ministry as well as disciples to invite you to make a presentation in their church about your ministry.
- Make your intentions transparent and have the permission of your church leaders before the request for prayer and/or financial support is made.
- Ensure your presentation is well presented (If you can use images of the work on a large screen projection, that will be most preferred to just a plain narrative). Your ministry materials must gel.
- Dress properly and appropriately (moderation is key) keep within time.
- Don't encourage pledge forms to be taken home and returned later. Hang around till after church and give ample time, as much as possible, for pledge forms to be filled and collected.
- Prayer is key

## **From other Christians**

- This is most effective. You have options to meet them one-on-one or in a small group situation
- Prayerfully make a list of all Christian friends and acquaintances. Check your phone for names, parents, nuclear and extended family, church, school mates, past work mates, etc...
- Book an appointment to meet them at home preferably or a place that will afford minimum interactions in your discussions.
- Put together a sharp presentation on a paper, tablet, laptop or other such device. Also have communicating ministry resources like brochures, etc. that will help contact see the field and focus of ministry. Leave resources with contact
- Make sure you spend at most 15min in sharing. Allow questions
- State the concept of partnership and challenge the contact to PRAYERFULLY take a decision in joining your Mission Support Team.

## **HERE YOU CAN ALLOW CONTACT TO SLEEP OVER PLEDGE FORM.**

- Make an appointment to follow-up and collect form when they are ready to hand it to you
- You take the initiative to call and make things happen otherwise they may never remember to fill it and hand it to you.
- Ask them to lead you to their network of contacts otherwise you soon run out of contacts.

### **In a small/large group situation**

- Prayerfully invite people to a Ministry Partnership Event
- Share your ministry experiences
- Challenge for partners
- Collect pledge forms in the meeting. Don't allow take homes as much as possible.
- Ask them to lead you to their network of contacts

## **B. PUBLIC SPACE - FACE TO FACE INTERACTIVE MODE**

### Hold a Non-Ask Event

It's an event geared towards bringing new prospects into personal contact with your organization for the first time. They do not include any fundraising task or cost of admission for attendees. The goal of a non-ask event is simply to introduce your organization to new donor prospects.

It presents an opportunity to tell attendees about your mission, introduce them to your staff, and make them feel like part of your team. While these types of events can take many forms, generally they involve a tour of your office / facility, with time for socializing and a short program, or they can be held at a local restaurant where attendees hear about your mission over cocktails and light appetizers.

How do you get new prospects to attend these meet-and-greet type events? The best way is by asking your current donors, board members, development committee, staff members, volunteers, and other supporters to invite people they know to come and hear about your organization. For example, you might hold a board meet- and- greet as a non-ask event, and ask each board member to bring along two people who are not currently donors to the organization. Many non-profits hold several non-ask events per year,

and make a habit of inviting anyone they come across during the fundraising process who is not yet a donor to come to the next non-ask event. Give the event a catchy title for example, Meet and Greet at The Mission Field. Collecting contact information for every person who attends your non-ask events and ensure follow-up. During the event, tell the attendees that someone from your organization will be following up with them to see if they have any questions or would like to get more involved. After the event, someone from your organization (who was introduced at the event) should call every attendee to follow up. Ask questions like: What did you think about our organization? Do you have any other questions? Do you have any suggestions on how we could be doing things better? Get the person engaged and involved. Close your call by asking: would you be interested in getting more involved with our organization? Even at this point, don't ask for money. Ask the person to volunteer, to serve on a committee, to come in and share their ideas with you. If you want to reach new donors, start holding non-ask events at your non-profit today, and get your staff and friends to help you invite people to these events to hear about your mission.

### **Ask for Referrals**

One of the best places to find new donor prospects is with your current donors, friends, volunteers and staff members. Your support base is likely to know lots of other people who might be interested in getting involved with your organization. The process of asking your current donors and supporters to introduce you to their friends, family, colleagues, neighbors, vendors, clients and others who might be interested in your non-profit is called, "asking for referrals."

Asking for referrals is a time-honored practice in the not-for-profit world. Business people rely on referrals for a majority of their business. Sadly, most non-profit fundraisers never ask for referrals. Start asking each of your board members, donors, volunteers and staff members for referrals at least once per year. It works!

### **Build Affinity Groups**

Affinity groups can be a great source of new prospects for nearly any organization. Building affinity fundraising groups is similar to building major and minor donor groups: you are putting together a network of people

who will support your organization and raise money on your behalf. The difference is that with affinity fundraising, you are putting together a group of people who have something in common with each other (an “affinity;”) which forms part of the foundation of the group’s efforts.

Because affinity fundraising group members share something in common, they often grow virally, with members inviting new people to join who share the group’s common interest, and your efforts are multiplied beyond the time and other resources you spend on the group. Once someone is part of one of your affinity groups, you can cultivate that person and eventually move them towards an ask.

### **Cultivate Event +1’s**

At most events, donors will buy more than one ticket (and sponsors will buy entire tables) but the organization will never follow-up with and cultivate those who attend the event besides the person who actually wrote the check. This is a huge mistake!

Make sure you set-up your event registration process so that you capture the names and contact information for all of the “+1’s” who attend your event – all of the people who came as the guest of other donors and sponsors. These people are excellent prospects for your nonprofit... they came to the event, heard about your cause, and now may be ready to get more involved. You’ll never know until you ask!

For situations where the person buys two tickets, many (perhaps most) of these folks will be the spouse of the person writing the check. But sometimes they will be friends or business colleagues. When sponsors write a major check and receive one or more tables at the event in return, the people filling those seats become excellent prospects for your non-profit. They may be employees of the sponsoring company (in which case they become strong prospects for making individual gifts in the future) or they may be friends, clients, vendors, etc. of the owner of the business. In any case, be sure to collect the information of every person at the event so you can follow up.

Once you gather contact information at your event, be sure to put a process in place to contact each attendee, thank them for coming, and invite them to get more involved in your work. Those who indicate a willingness to get more involved can be added to your cultivation funnel.

### **Host Roundtable Discussions / Panels**

Many of your staff members (and perhaps board members) have probably developed a unique spin on what you do. Why not use this expertise to increase your fundraising network and public profile? Seek out roundtable discussions and panels that need experts in your area of expertise. Libraries, foundations, government agencies and other facilitators may be hosting events where you could lend a respected voice. Alternately, you may decide to host your own events to showcase your staff’s expert qualifications. Either way, be sure to track contact information for those who attend, and follow up with each attendee to see if they would be interested in getting more involved with your organization. The people attending these events obviously have an interest in your mission field... a portion of them will be good prospects for your fundraising efforts.

### **Whole Company Volunteer Days**

Where the Mission has some large projects, a “whole company volunteer day” comes in handy.

Here’s how it works – let’s say you have someone who is involved with your non-profit (as a donor, volunteer, or board member) and who works for a company that you want to get more involved with. Approach that person and ask them if you could partner with their company for the entire workforce (or a significant portion of it) to come accomplish the task in one day. Promise that you will provide refreshments and positive PR, invite local reporters to cover the day, and post pictures on your website and social media.

When the day occurs, collect contact information from all of the volunteers. Follow-up to both thank the volunteers as well as to get them more involved as donors and supporters. This is a great way to turn one supporter into an entire company full of supporters for your organization.

### **Launch Prospecting-Friendly Public Relations Efforts**

When you get good press coverage, people learn more about your non-profit’s work and want to get involved. When you get really good coverage, you start to get calls from prospects wanting to learn more, volunteer, and donate. Good press coverage is a great way to find new prospects. But good PR takes time and effort to get good press coverage for your organization. Start by building a list of local reporters who cover your mission area. Get in

touch with them and build some rapport. Offer to make your expert staff members available for quotes as stories come up in your area. Then, be on the lookout for newsworthy accomplishments at your organization. When they occur, reach out to local reporters to see if they would like to cover the story. Learn how to write a good press release, and remember to follow up on all of your press releases with a phone call. Also, don't forget online news outlets. Local blogs and online news sites can provide great exposure for your organization.

### **Put Together a Community Advisory Board**

Putting together a community (or business) advisory board can be a great way to approach multiple businesses and community organizations to find new prospects for your non-profit. To use this idea, set-up an advisory board with a clear goal (for example, you may set up a business advisory board whose goal is to provide advice to your organization on how to market itself more effectively). Then, reach out to local businesses and organizations to ask them to "place" a member on the advisory board.

Remember – this isn't your board of directors. While the advisory boards you set up can be great sources of information and ideas, you are under no obligation to follow their suggestions. These boards can be a great way to break into new companies or community organizations, however, and if you cultivate the members of your advisory boards effectively, they can become lifelong supporters of your non-profit.

### **Participatory Fundraising**

Dance-a-thons, walk-a-thons, and other "participatory" fundraising methods can be great ways to reach new prospects and donors for your organization. Let's say you get 25-50 supporters to participate in a walk-a-thon. These can be a part of your current donors. Each of them then goes out and gets 10 people to sponsor them for the walk-a-thon. This might raise a substantial amount for your organization, but more importantly, it gives you a list of lots of new prospects that (hopefully) have had a good first experience with your organization.

You'll need to follow up with each of these sponsors to thank them for their gift and invite them to a non-ask event, breakfast, or other program to hear more about your work. In order to do that, of course, you will need to make sure that the sponsorship forms used by your walkers ask for full contact

information from each sponsor. Those sponsors who indicate a willingness to learn more can then be added to your cultivation funnel.

### **The Name Collection Program**

Every day, you may come in contact with dozens of people who aren't donors or volunteers, but who might be interested in your non-profit. Whether they are having dinner with an old contact or visiting their dentist, they are talking about your organization but likely don't have a reason to collect contact information or follow-up.

Change that by launching a name collection program. Here's how it works... first, create a giveaway item that is related to your mission (e.g. an environmental non-profit might create a stuffed panda bear with the organization's logo on it). Hold these at the office. Then, train your colleagues how to ask for contact information using these items. For example, your colleague member may be talking about the organization and can say, "We've created a great new stuffed panda – I'd love to send you one for your niece. Do you have a business card so I can send it to you?"

Then – and this is key – follow up by sending both the giveaway item and more information about your organization. A week or two later, the colleague should follow-up by phone to make sure the item was received, and to invite the person to come to a non-ask event to learn even more about the non-profit and its work.

### **FINALLY Create a Prospecting System!**

These strategies for finding new prospects aren't one-size-fits-all. Some of them, such as non-ask events and donor referrals, will work for a lot of non-profit organizations. Others, such as hosting roundtables and holding volunteer days, will only work for certain organizations.

To find more prospects for your non-profit, the most important thing is to develop a prospecting system for your non-profit that incorporates a number of different strategies and makes the process simple and seamless for your donors.

If you are interested in learning more about how to build a strong prospecting system for your non-profit, be sure to check out our new webinar, [How to Find a Steady Stream of New Donors](#)

**C. SOCIAL MEDIA SPACE**

1. Build an online Home Base
  - Build a personal blog that your personal or online friends can easily access and donate;
  - Build a social media space that serves as a one-stop-shop for people to read about your activities, making it easy for them to donate;
  - Update your social media space occasionally so readers will follow your activities and share the fun or experiences.
2. Create an easy-does-it platform
  - Make the platform payment processes easy and inexpensive for followers;
  - Create a process for continuous payment possibilities;
  - Ensure that all these are made possible on an online basis;
  - Breakdown the expenditure schedules to make it easy for donors to handle the sections; &
  - Use a lot of innovation to get friends to follow and to support financially.
3. Keep your friends in the know
  - Get interesting pictures and updates for friends and supporters;
  - Inform them of the impact of their contributions; and
  - Be a part of the contributors. Show friends how highly you believe so much in the work
4. Get a network of Fundraising Friends
  - Let some of your friends also set up a 'tributary' kind of fundraising platform;
  - Keep such friends' details on your media space so there is clear visibility and trust;
  - Let the fundraising network form a team that regularly meets either face to face or virtual to discuss bottlenecks and innovations to streamline the processes to ensure effectiveness.

**Workshop Exercise:**

Divide the class into 3 groups- A,B & C. Each group should pick a leader to guide it.

**Group A.**

Using the fundraising practical steps from The Church environment, discuss how to raise funds for a major project (a clinic to serve an enclave of villages in the Upper West Region) which would cost about GHC500,000.00.

**Group B**

Using the Public Space Plan, map out a concrete plan to sponsor a group of professional missionaries you wish to send to Sudan and Somalia. These are Top Agronomists and Agriculturists at the same time top notch businessmen going on a business prospecting trip to undertake business feasibility with the locals and ascertain the available opportunities. Total cost of trip is in the region of USD60,000.00

**Group C**

Using the plan regarding the Social Media Space, plan how the group can establish a fundraising platform capable of generating GHC45,000.00 per month for the whole year starting January 2021. Draw an incremental plan that will see an additional USD5,000.00 to the monthly projected income after running the program for a year.

*Note: Each group is to map out workable plans/programs/strategies for the group.*

**THE LINES PROJECT - FUNDRAISING PLAN**

YEAR:		# of Persons Needed	# of Days Needed	Staff Cost- Fixed Cost	Other Costs- Variable Cost	Total Costs	Estimated Income	Net Income	Remarks / Notes
Q1	Fundraising Activity								
January									
February									
March									
Q1 Total									
Q2									
April									
May									
June									
SuQ2 Total									
Q3									
July									
August									
September									
Q3 Total									
Q4									
October									
November									
December									
Q4 Total									
Grand Total									