SESSION #3 FUNDRAISING PART 1

INVITING OTHERS INTO YOUR STORY...TO JOIN THE STORY OF YOUR ORGANIZATION



AGENDA

- ROLE PLAYING IS PRACTICE FOR THE GAME
- FUNDRAISING BASICS; OPPORTUNITY WITH VENTURE 1:9
- GRANT WRITING
- DISCUSSION ABOUT THE GIVER AND THE GIFT; SPIRITUALITY OF FUNDRAISING

GUIDING SCRIPTURE

2 CORINTHIANS 9:11

"You will be enriched in every way to be generous in every way, which through us will produce thanksgiving to God"

Guiding Question- Is fundraising about receiving or giving?

Guiding Distinctions-

Invitation vs. Selling / Convincing / Manipulating

Stewardship vs. Performance

WHY MIGHT WE DISLIKE/DREAD FUNDRAISING?

WHY MIGHT WE DISLIKE/DREAD FUNDRAISING?

Fear of rejection

We think our role is to lead

Perception of begging

Lack of training/confidence

Power dynamics

Misaligned Board Expectations

Time consuming

Uncertainty and pressure

Personal money issues

Constant cycle

No immediate gratification

Damage relationships

Emotional drain

Competition w/others

Vulnerability

Cultural Stigma

Burnout

Can put pressure on Mission

WHY MIGHT WE DISLIKE/DREAD FUNDRAISING?

Misunderstanding of Fundraising
(utlimate goal of fundraising)

Fear of rejection

We think our role is to lead

Perception of begging

Lack of training/confidence

Power dynamics

Misaligned Board Expectations

Time consuming

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WHAT DO WE FEAR ?

WHAT SHOULD WE FEAR?

WHAT DO YOU FEAR?

LACK OF CONFIDENCE/SELF-DOUBT

AFFECTING RELATIONSHIPS

FAILURE

LACK OF LIVELIHOOD (OURSELVES/OTHERS)

SHAME AND GUILT

DISAPPROVAL

REJECTION

DISCOURAGEMENT

WHAT SHOULD YOU FEAR?

THE SPIRITUAL FORMATION OF ANOTHER

INVITING ANOTHER TO PARTAKE IN WHAT GOD IS DOING!

THE OPPORTUNITY TO CONTRIBUTE TO THE KINGDOM

A CHRISTIAN COMMUNITY TO WHICH ONE BELONGS

UNITY IN THE SPIRIT

CARRYING ANOTHER'S BURDENS

STORY OF KYLE'S BROTHER

GROUP EXERCISE



ACTIVITY

Many of you will work through a role play, telling your story that should include an invitation to be part of the story. Your audience is a Potential Donor. They have come to consider giving

Observers will provide you with caring, candid, and constructive feedback on how it “felt”.

GROUP EXERCISE



WHAT TO COVER(IN YOUR STORY)

1. Who you/we are? Make sure it is your story.
2. What problem you are solving; need you are filling?
3. Why does it matter (eternally...connect to the gospel/kingdom)?
4. How can the hearer join the Story?

Make the order strategic and meaningful (do you start with the why? how? who? what?)

GROUP EXERCISE



TIMING- SEE PACKET

- Develop your Strategy (3-5 minutes)
- Tell your story; invitation (5 minutes)
- Self-Evaluation (3 minutes)
- Donor Evaluation (5 minutes)

BREAK

10 minutes



SHARE OUT

JONATHAN ROE

Venture 1:9

FUNDRAISING 101

&

MICRO-GRANT PROGRA

LUNCH BREAK

45 MINUTES



GRANT WRITING

POWER OF THE WRITTEN WORD



WHY DO WE DISLIKE/DREAD GRANT WRITING?

WHY DO WE DISLIKE GRANT WRITING?

Time Consuming

Uncertain ROI

Language Barrier

Ongoing Reporting

Short Deadlines

Complicated Guidelines

Faith Restrictions

Scope Misalignment

Pressure to change

Fear of Mission Drift

Impersonal Process

No Immediate Feedback

Competitive Environment

Secular Gate-Keepers

WHAT MOST GRANTS INCLUDE:

- Cover Letter
- Organizational Information
- Statement of Need/Problem Statement
- Program/Project Development
- Evaluation and Measurement
- Sustainability Plan
- Budget and Budget Narratibve
- Supporting Documents

- CLEAR NEED
- STRONG MISSION FIT
- MEASUREABLE IMPACT
- SUSTAINABLITY
- CORRECT LANGUAGE

FUNDER TYPES

PRIVATE FOUNDATIONS / CORPORATIONS

- Shorter, narrative-driven.
- Often 5–10 pages max.
- Focus on alignment with foundation's mission.

PUBLIC / COMMUNITY FOUNDATIONS

- Similar to private but may have more structured online forms.
- Expect strong local relevance (Arizona focus).

GOVERNMENT (FEDERAL/STATE COUNTY/CITY) MISSING?

- Highly detailed, compliance-heavy.
- Standardized forms, registrations (SAM.gov, Grants.gov, etc.).
- Require logic models, evaluation frameworks, detailed budgets.
- Often 25–50+ pages including appendices.

3 GRANT SECRETS

- Fit: Does the funder's priorities match your mission? (alignment > volume of applications)
- Story: Clear, compelling, God-honoring narrative of impact.
- Evidence: Data + testimonies = credibility and transformation.

3 PITFALLS

- Mission drift- Don't go "chasing dollars" (famous T.L.C song)
- Overusing religious jargon for secular funders can be problematic
- Underestimating reporting requirements

SHARE OUT

WHAT EXPERIENCE HAVE YOU HAD WITH GRANT WRITING?

ACTIVITY

WORK THROUGH PROBLEM STATEMENT/NEEDS STATEMENT.

THE 5-SENTENCE GRANT STORY!



For Next Time

- GRANT WRITING PORTION; WE CAN HELP
- READING- WHAT THE HECK IS EOS (FROM YOUR TEAM'S PERSPECTIVE)



SOCRATIC SEMINAR

KNOWLEDGE THROUGH DIALOGUE

THIS IS NOT A BOOK STUDY

THIS IS NOT SHOW AND TELL

THIS IS A CONVERSATION

SEMINAR QUESTION

In *A Spirituality of Fundraising*, we see these words on page 43, "If our security is totally in God, then we are free to ask for money. Only when we are free from money can we ask freely for others to give it. This is the conversion to which fundraising as ministry calls us."

Question#1- Is this the secret to fundraising?

Question #2- Why is it so difficult to live out this secret?