

# The Three Ring Circus

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**Mobilize  
More**  
Support Raising  
Leaders Conference  
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## Juggling the Raising of Personal, Project, and Organizational Funds

1. What is your role in the organization?
2. The ascent (or descent?!) of a leader
  - 1<sup>st</sup> base—
  - 2<sup>nd</sup> base—
  - 3<sup>rd</sup> base—

If you're a leader in your ministry, you may be called upon (or choose!) to do more than just raise your own personal support. Getting to 100% support for your own team may just be step one for you. Step two is that you are going to also raise the finances for special projects. Some of you will even go to a third step (beyond your personal support and projects funding) to raise money for the organization—i.e. for rent, utilities, administrative help, technology, equipment, etc...*Someone* has to continually feed this “general fund” and if you are in a leadership role, it may be you! and Count these added responsibilities as a privilege, not a burden, as you will be asking *major* donors...for *major* amounts. Remember, big visions require big dollars!

### 1. Qualities of a True Leader

- **Has followers**
- **Models to others**
- **Owens the whole**
- **Takes full responsibility**
- **Perseveres to the End**

#### **Leadership Principle #1**

If you want your staff to embrace these different areas of fundraising you will have to model it yourself. PLUS, you would be wise to take them on a few of your appointments and then you go with them on a few of theirs!

This is a great example of what author John Maxwell calls “leading from the middle.” We deceive ourselves into thinking we *can't* lead or bring about change in our organization unless some big title like “President” or “Director” is bestowed upon us from on high. Maxwell disagrees and states, “Leadership is influence – nothing more, nothing less.” So, instead of wasting time jockeying for that promotion or corner office, why not begin now making a real difference in those around you?

## 2. My Praying and Planning

- **What is my vision/budget/fundraising plan?**
- **What is my time frame and schedule?**
- **What materials (paper or digital) do I need?**
- **Who else should be involved?**
- **What about approaching the staff's donors?**
- **I evaluate every person as to my history/relationship with them.**
- **I evaluate them as to their potential interest and ability to give to you/project/org.**
- **Try to find out WHEN they like to be approached and HOW?**
- **The older you grow, and the more you grow in responsibility, people will be waiting (expecting?) you to go beyond your own personal support.**
- **Make it crystal clear WHAT it is I am asking them for**
- **Plan out my personal visits**
- **The call/text**

## 3. The Appointment

- **It's really about the relationship**
- **Don't forget their spouse**
- **Bring along a staff person?**
- **Have excellent materials**
- **Show them the levels of giving chart**
- **BUT...**
- **Major Donors: know what they are like:**
  1. **They will probably want to give annually or sporadically.**
  2. **Their first large gift may just be to "test the waters."**

### What's Your Game Plan?

"Invite donors who have the interest and ability to move to a new level of giving. Gradually move them from *Sustaining Gifts* to *Major Gifts*...or from *Major Gifts* to *Leadership Gifts*. This is appropriate when we've been intentional about involving a donor with the ministry in ways that create a sense of ownership."

Donna Wilson,  
InterVarsity Christian Fellowship

### Keep it crystal clear

When I go into an appointment with someone I'm very clear (in my own mind *and* with them) exactly what it is I am asking them for: Is it for my personal support OR for the general fund OR for a special ministry project? If they say "use it where needed" and will not agree to designate their gift, I always put it in the general fund or special project—never in my own account; just to guard my heart, and be above reproach.

4. Other Notes:

- **Should it be a campaign?**
- **Types of campaigns**
- **Keep in mind your ministry year and fiscal year**
- **End of the year giving**
- **Annual anchor donors**
- **Creating a more stable, long term funding model. Getting churches and individuals to start giving monthly.**
- **Triangle of Trust**

Things I have learned recently:

1. I will make relational sacrifices if I choose to spend my life asking people for money.
2. At some point, people are going to wonder when you are going to get past first base.
3. Think long term, and ask people for permission to come each year (over the next 5?) to report back/share upcoming goals and fundraising, and would they consider making your ministry one of their high priority groups.
4. Ask people WHEN they would like for you to approach them and HOW
5. Spouse. I specifically want the wife to know about what and why we are doing it and what their gifts are going toward, and solicit questions from her. It is a way to honor her. If not, she may feel unimportant, ignored, even shunned.

**Big Visions Attract Big Dollars!**

Years ago I had lunch with the founder of a major truck line. He shared that the people who believed in him enough to invest \$5,000 in 1964 when he was nothing but an 8<sup>th</sup> grade educated truck driver were now worth 16 million! I immediately responded, "That's EXACTLY what I am asking people to do sir. Even though we are small and just getting started, we believe those who will take a chance on us now and be "early investors" will reap huge, eternal dividends later as this ministry grows and multiplies."