



Topic: Navigate Raising Support in Denominations

Guest Speaker: Mike Riggins

September 26, 2017 1:00 pm



Aaron Babyar

Moderator

SRS Director



Full Sail

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April 25th – 27th in Rogers, AR

<http://supportraisingsolutions.org/facilitatortraining/>

A decorative border composed of various shades of blue and green geometric shapes, including squares, triangles, and diamonds, arranged in a complex, repeating pattern.

Prayer

Questions

During the presentation, please submit your questions for the upcoming Q&A time.



Mike Riggins

Guest Speaker

Team Lead of Missionary Mobilization
North American Mission Board (SBC)



Navigate Raising Support in Denominations

Successfully raising support within denominational contexts requires *knowledge-building homework!*

- Know your audience!
- Know your own ministry in relation to various denominations
- Intelligence gathering *IS* necessary
- Understand there are distinctives between individuals and groups/churches

Individuals within Denominations

- Try to learn your prospective partners' denominational affiliation
- Do your research homework
- Past giving patterns/history
- Passions and Special Projects

Groups/Churches

"The sum of the parts is greater than the whole."

- Understand denominational funding mechanisms and structures
- Missions entities and programs
- Previous history with your organization

“All boats rise with the tide.”

Complement, don't compete – God already knows and has planned out all of your ministry partners.

- How do you raise the tide...for the benefit of advancing God's kingdom, not just your own ministry?
- Focus the ASK...on God, not you!
- Show how your ministry helps fulfill part of their mission/vision

Generational differences -

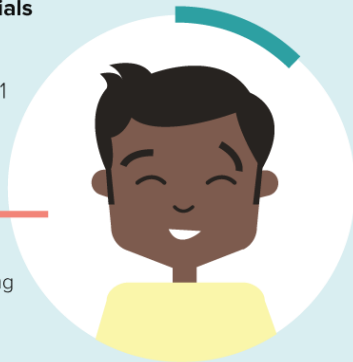
Demographics change not only why people give, but how they give, and how often. Understanding generational giving behaviors is key in effectively engaging supporters through the channels they prefer to capture maximum donations for your cause."

- MobileCause

84% of **Millennials**
give to charity,
donating an
average of \$481
across 3.3
organizations.

11%

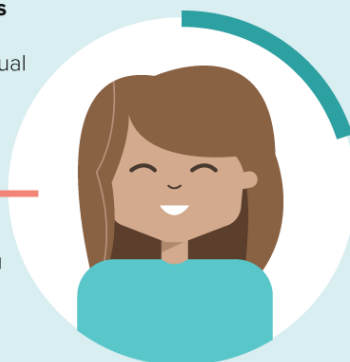
of total US giving



59% of **Gen Xers**
give to charity,
donating an annual
average of \$732
across 3.9
organizations.

20%

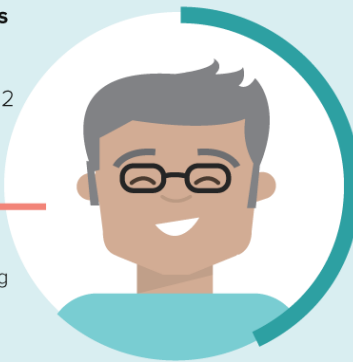
of total US giving



72% of **Boomers**
give to charity,
donating an
average of \$1,212
across 4.5
organizations.

43%

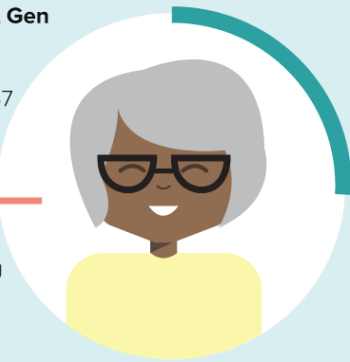
of total US giving



88% of **Greatest Gen**
gives to charity,
donating an
average of \$1,367
across 6.2
organizations.

26%

of total US giving





Q & A

