



Topic: The Debate: Event Fundraising vs.  
Personal Support Raising

Guest Speaker: Micah May

February 26, 2019 1:00 pm CT



**Aaron J. Babyar**

Moderator

SRS Training Director

Support Raising Leaders  
Conference 2019

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Director of Support Raising Solutions

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# Questions

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

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





## Micah May

Guest Speaker

Multi-Area Director  
Fellowship of Christian Athletes  
SRS Bootcamp Facilitator





# The Debate: Event Fundraising vs. Personal Support Raising



# Micah May and Family

Fellowship of Christian Athletes

FCA established in 1954

## 2018 Highlights

- 40,230 Commitments to Christ
- 236,490 Bibles Distributed
- 18,474 Certified Huddles
- 84 Countries
- 88,317 attended camps

# FCA's History with Event Driven Fundraising

- Golf Tournaments
- Banquets
- Auctions
- Concerts
- Races
- Golf Marathon

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- Ministry can be featured on a mass scale
  - Can also be done by having a Donor Celebration Dinner
- Businesses might be looking for public advertisement
- Possible ongoing economic engine even if staff leaves

# *Top Challenges with Event Fundraising*

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- Time

# Jeff Martin - Oklahoma's Fall FCA Auction



# Fields of Faith – Hot Springs AR



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- Less stable and more susceptible to economic volatility

## 2008 – 43% Drop in Stock Market in 4 Months

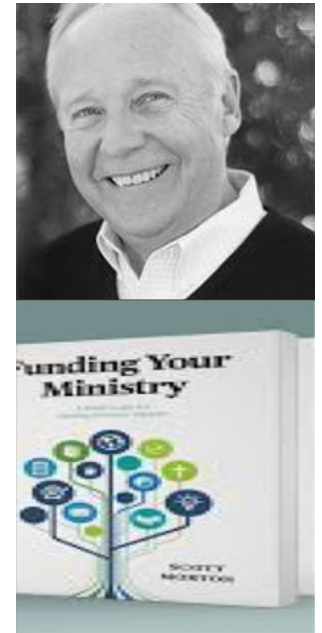


## *Top Challenges with Event Fundraising*

- Time
- Fundraising ceiling per event
- Risk of impersonal relationships with donors
- Less stable and more susceptible to economic volatility
- Lower financial commitment from donors

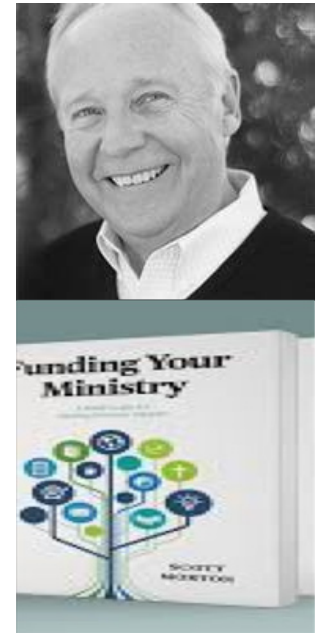
Out of 7471 appeals from 100  
navigator staff, below are the  
percentages of those that said yes:

Face to face:  
Phone call and letter:  
Personal Letter:  
Group Meeting:



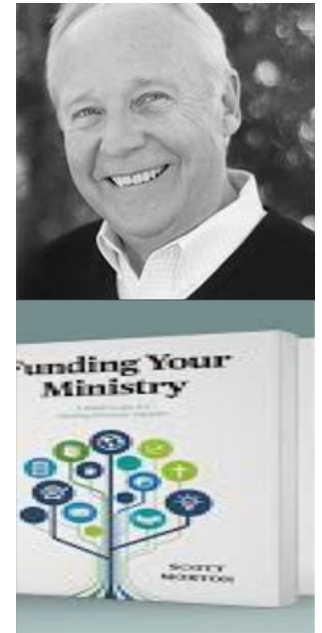
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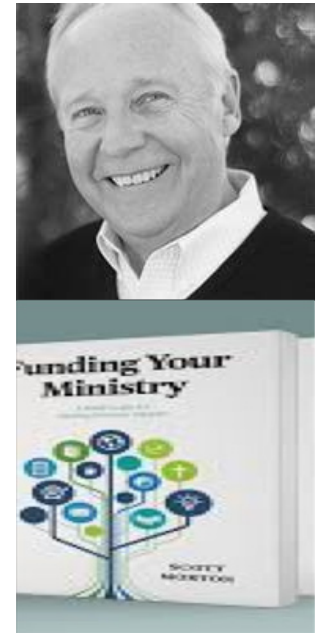
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Personal Letter:  
Group Meeting:



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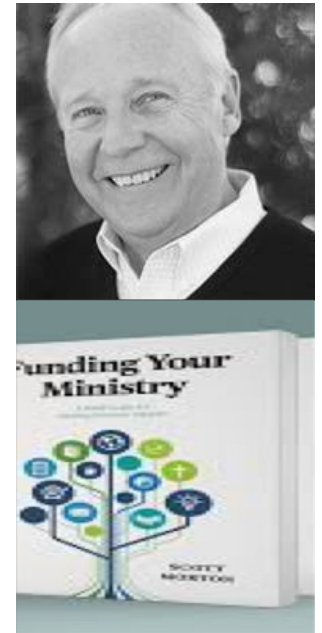
Face to face: 46%  
Phone call and letter: 27%  
Personal Letter: 14%  
Group Meeting:





Out of 7471 appeals from 100  
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percentages of those that said yes:

Face to face: 46%  
Phone call and letter: 27%  
Personal Letter: 14%  
Group Meeting: 9%



# Minister Partner Story

# *FCA's Shift to Personal Support Raising*

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- In 2012 some FCA staff started attending the Support Raising Solutions Bootcamp with Steve Shadrach
- In 2014 FCA started hosting their own SRS bootcamps
- In 2017, a policy was set that all prospective staff was required to go to bootcamp before they could be hired with FCA.



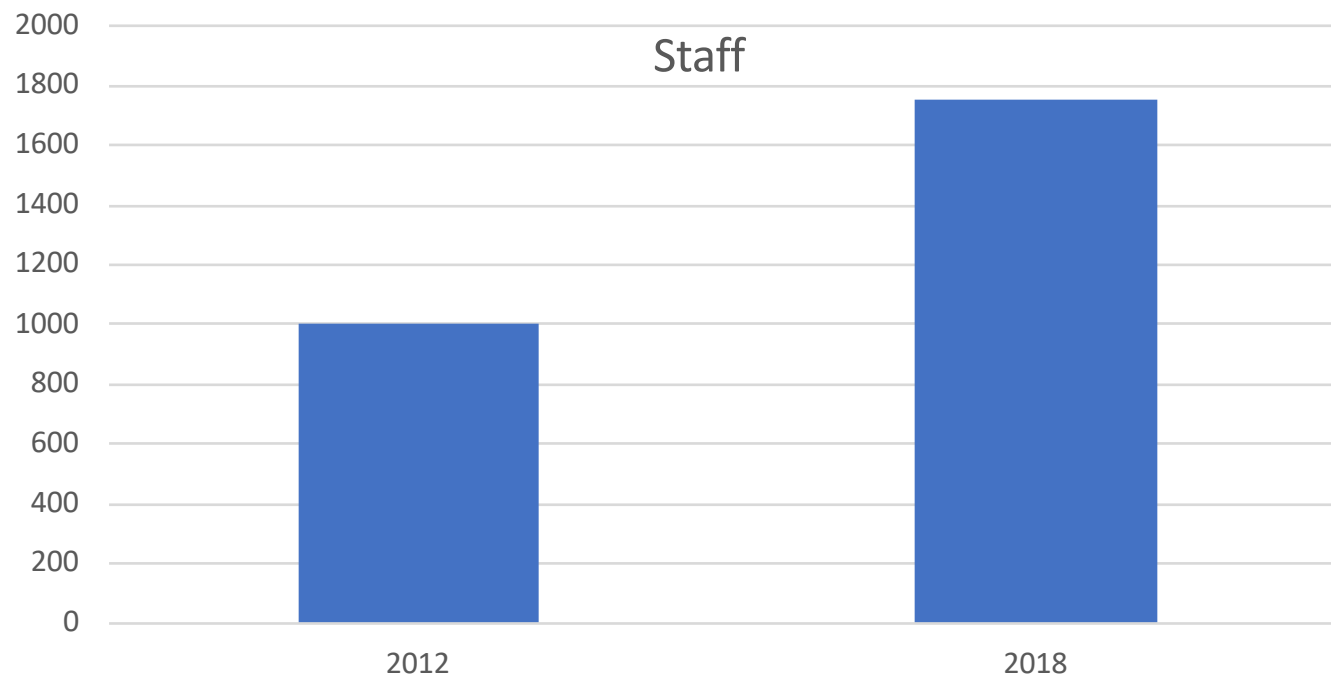
*FCA host a bootcamp almost every month with 30 – 100 prospective staff in each bootcamp*



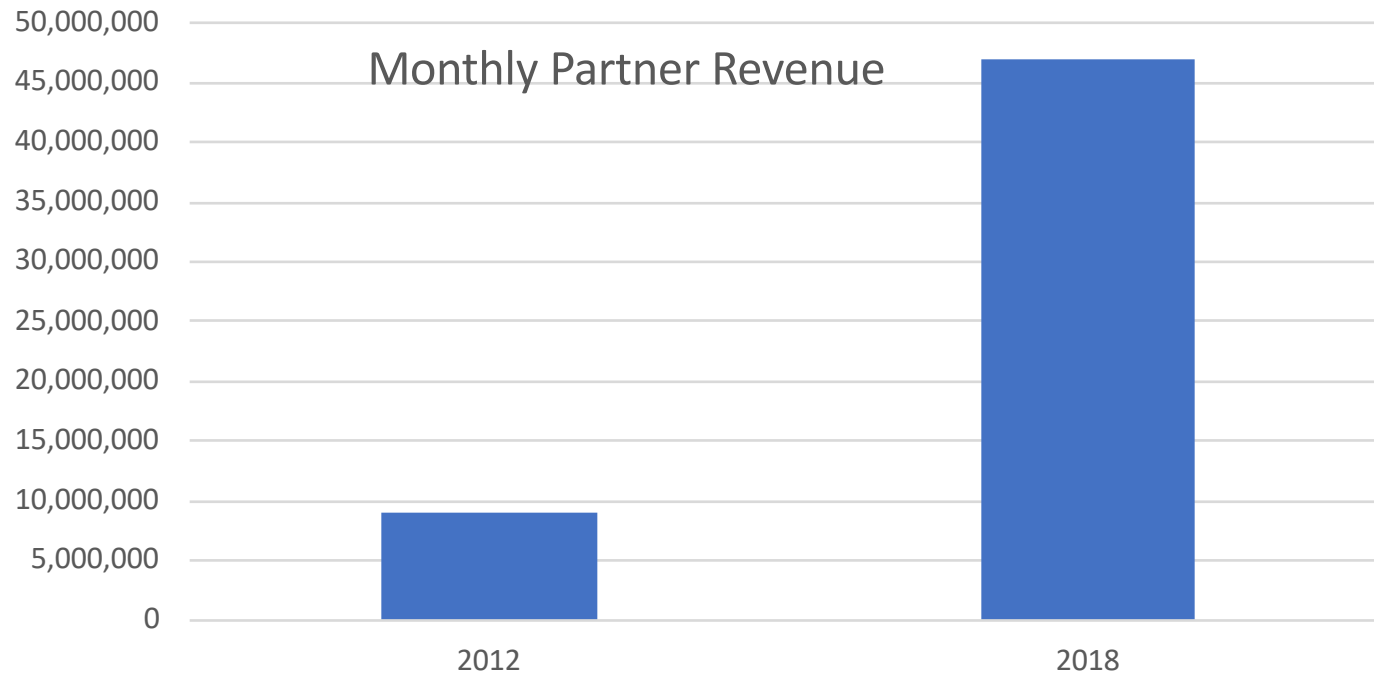
FCA was Founded in 1954.



In 2012, FCA had 999 total staff.



■ Staff



■ Automatic Monthly Partner Revenue

## Conclusion – Focusing on Personal Support Raising

- Increases overall growth in new hires and staff expansion
- Very stable long term model focusing on personal relationships
- Allows more individuals to get involved vs a fundraising event
- Encourages personal responsibility and accountability for support



Q & A

