# Contents

Introduction 5

Glossary 7

Section 1 Christian fundraising 9

Raising money in an ethical way 9

Fundraising principles 11

PRINCIPLE 1 Educate 11

PRINCIPLE 2 Ask 12

PRINCIPLE 3 Use a personal approach 13

PRINCIPLE 4 Understand the donor’s viewpoint 14

PRINCIPLE 5 Seek ethical donors 14

PRINCIPLE 6 Say thank you 15

PRINCIPLE 7 Invest time and money in retaining donors 16

PRINCIPLE 8 Maintain a good reputation 17

PRINCIPLE 9 Be accountable 19

Section 2 What the Bible says about money 21

Our role as stewards 21

BIBLE STUDY Land in the Old Testament 22

Our attitude towards money 23

BIBLE STUDY We cannot serve both God and money 23

BIBLE STUDY Our attitude towards possessions matters 24

BIBLE STUDY We are called to give 25