

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

Section 3	Developing a fundraising strategy	27
	STEP 1 What are we raising money for?	28
	STEP 2 How efficient are we?	29
	STEP 3 What is our external funding environment?	30
	STEP 4 What is our fundraising capacity?	31
	STEP 5 Our current funding mix	33
	STEP 6 Our planned funding mix	35
	STEP 7 Communicating with potential donors	41
	STEP 8 Strategies for each funding source	43
	STEP 9 Planning our fundraising work	44
	STEP 10 Approaching donors	45
	STEP 11 Implementing, evaluating and reviewing our fundraising work	47
Section 4	Characteristics of different funding sources	51
	Individuals and churches	51
	Income-generation	56
	Institutional donors	63
	Companies	68
	Trusts	69
	Volunteers	69
Section 5	Appendices	73
	Resources and contacts	73
	Suggested workshop timetable	74
	Keyword index	75