

Top Ten List for Funding Ministry

1. Emphasize trust, not techniques.

Trust in God is the foundation for any stewardship strategy.

2. Connect giving with mission and ministry.

Make the case that even your fixed costs like utilities, property insurance, etc. provide a means for mission and ministry to take place.

3. Focus on building relationships with donors, not soliciting donations.

Spend time praying for your people, checking in with them, and offering your pastoral support.

4. Create special giving opportunities.

Make a wish list, find out which ministries people are passionate about, give opportunities for people to give specifically to those ministries.

5. Look beyond your current needs.

Develop strategies and relationships that will encourage your folks to see the blessing in making a planned gift to the future ministries of the church.

6. Say Thank-you!

Ask your leadership to help you thank donors—as many and as often as possible.

7. Leverage the momentum from other campaigns.

Maximize the "spill-over" effect of other campaigns (i.e., capital or endowment) by using the opportunity to highlight your ongoing programs.

8. Communicate differently with various groups within the church.

Thank those who are faithful, encourage greater participation for those on the margins, make a concerted, intentional effort to encourage inactive people to get involved.

9. Communicate more often.

Use every avenue available: bulletins, newsletters, websites, mission moments, interviews, dvds, etc. to get the word out about how the church is changing lives.

10. Be fiscally responsible.

Take a look at your expenses and make sure your using your resources in accordance with your ministry needs.