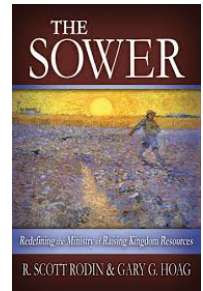




**“Integration of Faith and Fundraising:
Sowing to Rally Sustainable Support”**
Dr. Wesley K. Willmer and Dr. Gary G. Hoag



Fundraising: Unsustainable and Sustainable Models

When our fundraising is not integrated with our faith, our focus is securing transactions. If we instead focus on raising up stewards to be rich toward God, transformation and sustainability result.

Transactional (Unsustainable)

1. God’s servants are reapers
2. Reapers focus on getting gifts
3. Tempted to love money and use people

Transformational (Sustainable)

1. God’s servants are sowers
2. Sowers focus on growing givers
3. Free to love people and use money

Discussion: Why is the transactional model unsustainable, and why is the transformational model sustainable? In your own words, describe what it would look like to adopt each of the two perspectives listed above.

Sowing to Rally Sustainable Support

If we divide the work of the sower in four seasons over twelve months, these traits come into view for raising up stewards to be rich toward God. With each one we will share tips for sowing to rally sustainable support.

	Unsustainable	Sustainable
1. Define your Role	Leaders are the fundraiser for the organization	Leaders sow biblical truths in hearts God is the Fundraiser
2. Fill Your Seed Bags	Leaders strategize to get people to make gifts to their organizations	Leaders gather biblical truths that encourage people to grow as givers
3. Prepare the Fields	Leaders do whatever works to get people to respond generously	Leaders model generosity and pray for God to help people grow in generosity
4. Planting the Seed	Leaders seek transactions: gifts donors give from their resources	Leaders seek transformation: givers God provides through His people
5. Dangers in Sowing	Leaders reinforce worldly thinking through strategies such as recognition	Leaders help people discern between worldly thinking and godly thinking
6. Nurturing Seedlings	“Its all about relationships!” Leaders try to control relationships	“It’s all about your most important relationship!” Connect people to God.
7. Look at the Fields	Leaders manipulate givers through moves management to get gifts	Leaders leave the giving results while encouraging growth in giving
8. Care for your crops	Leaders communicate with the goal of getting something from people.	Leaders communicate with the goal of imparting something to people
9. Find Co-laborers	Leaders encourage people to join them to accomplish their purposes	Leaders seek to engage others to get involved in God’s work in community
10. Reap Generously	Leaders rely on their own efforts and measure success in monetary terms	Leaders trust God to provide and set spiritual or ministry goals
11. Evaluate Trends	Fear-based, scarcity mentality and ministries compete for resources	Faith-based, abundance mentality allows leaders to collaborate together
12. Celebrate Thankfully	Leaders celebrate what people have done and give them glory	Leaders celebrate God’s provision and give glory to Him

Discussion: Describe each of the twelve points and share examples of what it would look like to function in both the unsustainable and sustainable columns. Share specific tips that you want to apply to sow for sustainability.