

Summer Fundraising II

In the last blog I wrote about some practical things to do for a great summer support-raising trip. Here are some tips to consider when connecting with your ministry partners.

1. Prepare well. Consider your donor list and ask the Lord who you should ask for an increase in support. Additionally decide who to meet with to do a referral ask. Prepare materials to facilitate these asks. Contact to schedule appointments.

2. Minister well. Bathe your meetings in prayer. Ask the Father for ministry opportunities. Ask donors questions about their life. Be a good listener and end your time with prayer. Make their life, not just your need or ministry, a main focus of your encounter.

3. A good connecting question for a current ministry partner (and to increase support) is, “Can you share with me why it’s been important to you to invest in our ministry?” or “What part of our ministry is most exciting to you?” Affirm what the Lord has put in their heart. If possible share a changed life story of a student that relates to their passion regarding your ministry. Connect how the donor’s investment helped to change that student’s life.

4. A good referral ask question is, “If you were a missionary raising your support who would you ask (short pause), for example who would you ask in your church?” Ask about one specific group at a time i.e. church, small group, friends, Facebook etc. It will make it easier for your supporter to respond with names.

5. For alumni, a great connecting question is, “What was something significant the Lord did in your life through Chi Alpha?” You may think you know, but don’t assume you know what’s in their heart, until you ask. Then, drill down, “How did you feel about it... How did it impact your life?” Then affirm how they are helping to impact students in a similar way today.

6. For new perspective donors ask about a changed life story they experienced. For example, ask, “Who has impacted your life or whose life have you impacted?” Then drill down by asking how they felt about it, and how it impacted them since that time. Connect an aspect of their changed life story to an overwhelming need on your campus. Then share a similar story of a student’s life who has been changed in your ministry.

Good questions can build great relationships and create opportunities to minister. Good questions can also connect your ministry more deeply with the heart of your donors.

Being fully funded one week at a time,
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