

Faith & Fundraising

Learning from the past year and strategically planning for a brighter future.

presented by



MISSION
ADVANCEMENT®



MOVEMENT | DFW
Inspire. Collaborate. Accelerate.

Jurie Kriel, CEO Movement | DFW



Seeing cities as the greatest opportunity for the Gospel in our generation, Jurie serves as the catalyst for cities for the Lausanne Movement, and has worked extensively with Movement.org establishing city movements. Currently he is innovating 5twelve City Church in Austin Texas, while also leading the NXT Move, gathering the next generation of city Gospel movement leaders. As a catalytic leader, church consultant and prolific communicator he has consulted and preached on 5 continents.

Thank you to our sponsors

Event Presented By:




Movement | DFW Lead Sponsors



AGENDA

- Opening
- State of Fundraising
- Break
- Panel Discussion
- Table / Breakout Discussions
- Program Concludes at 12:00 p.m.

WiFi Access



WiFi Network: THC Events
Password: hebrews6:19

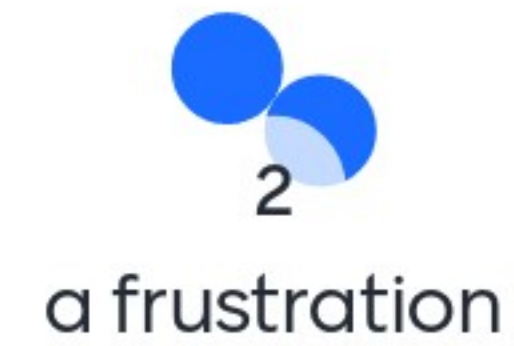
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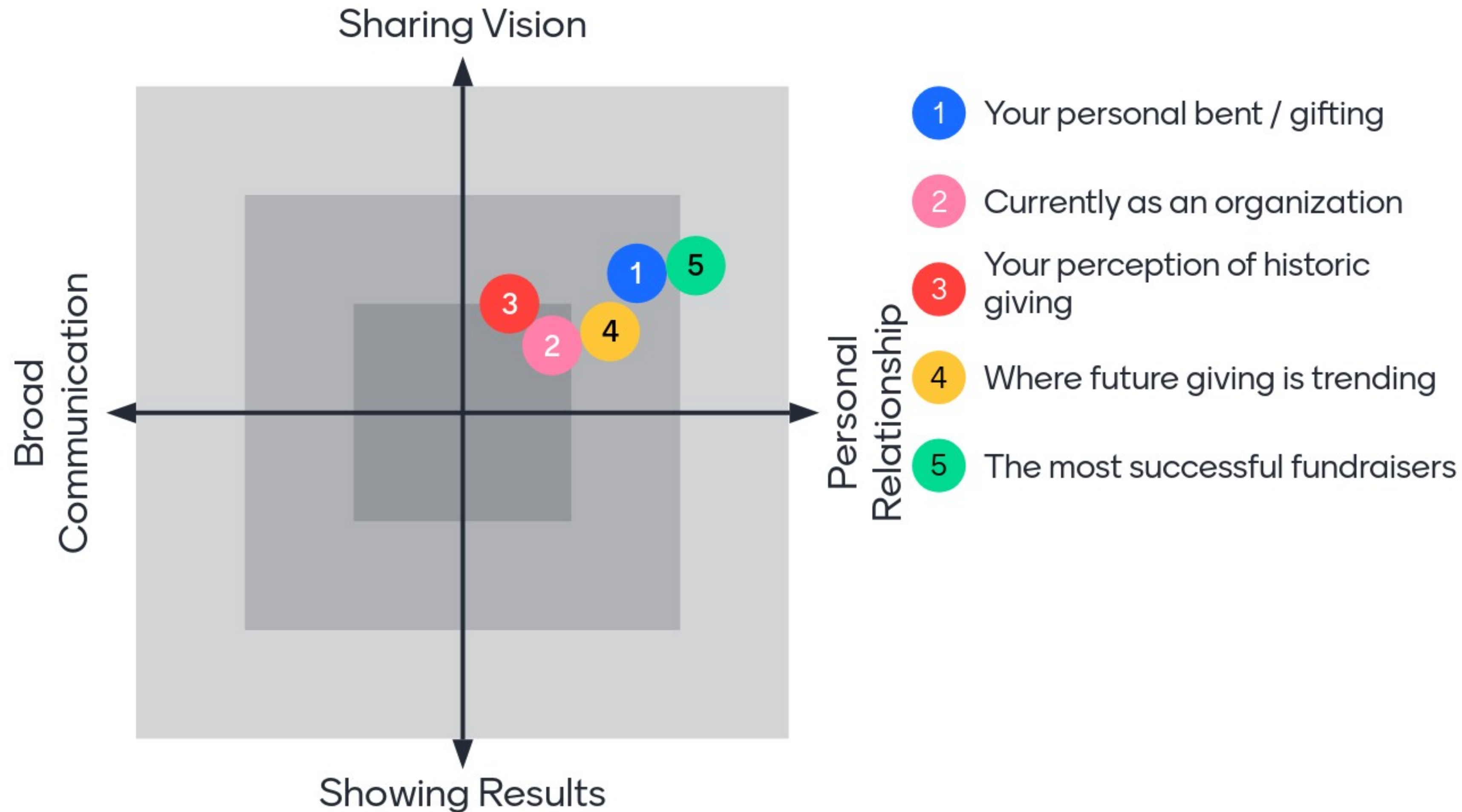
My hope is that because of today my organization will ...



Fundraising is



Where do you settle on these values competing for resources?



What are you most interested in discussing today?



What question would you like answered by the discussions today??

just joining

What is the one thing that is most important in fund raising

what motivates donors at different levels of giving?

How do you develop a lifetime donor?

How to acquire new donors?

What is best way to re-engage lapsed donors?

How to acquire major donors?

How to stay committed and faithful through fundraising challenges

Am I best suited as a fundraiser?

What question would you like answered by the discussions today??

What is the best strategy for my organization to raise needed funds

Best practice and structure for collaboration across entire development team

How to start, train, and develop a high performance development team.

How do I most effectively share vision with prospective donors to translate to fundraising dollars for our organization?

What's the most difficult thing you've experienced in fundraising and how did you get through it?

What are you hearing from your donors right now about giving priorities when so many organizations need help and so many businesses have had losses?

How do potential donors feel when they see you coming?

How do you identify high potential funding sources?

How important are projections? Do you have a good digital solution for auto-projections?

What question would you like answered by the discussions today??

What is a very unique and loving way to thank a donor for their gift?

How do I engage donors to become passionate about my ministry?

What are the things I can improve in fundraising for my organization?

Time management for fundraising

What are some best practices that work in today's climate of giving?

What are the best networks for recruiting staff?

How can I inspire my board and non profit members to see the value of "making the reality of Heaven be the reality of earth" and then commit to helping that come to fruition

How do you raise funds by developing relationships and not feel like you are using people?

What is the best approach to getting on top donor's calendars who don't seem to have any time to spare?

What question would you like answered by the discussions today??

Considering the political climate, how do we acquire / retain donors who we love and minister to from all sides of culture?

Optimism

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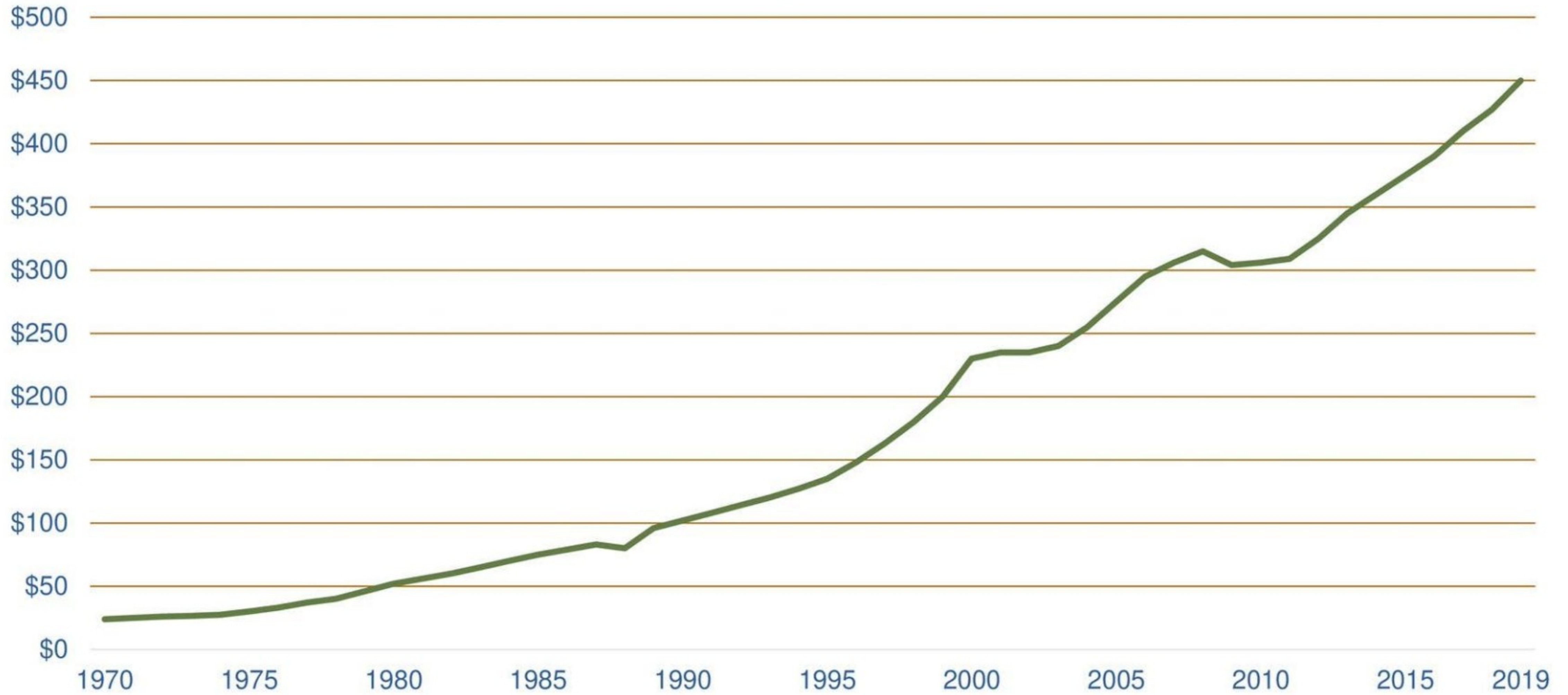


Schuyler Lehman, Founder Mission Advancement

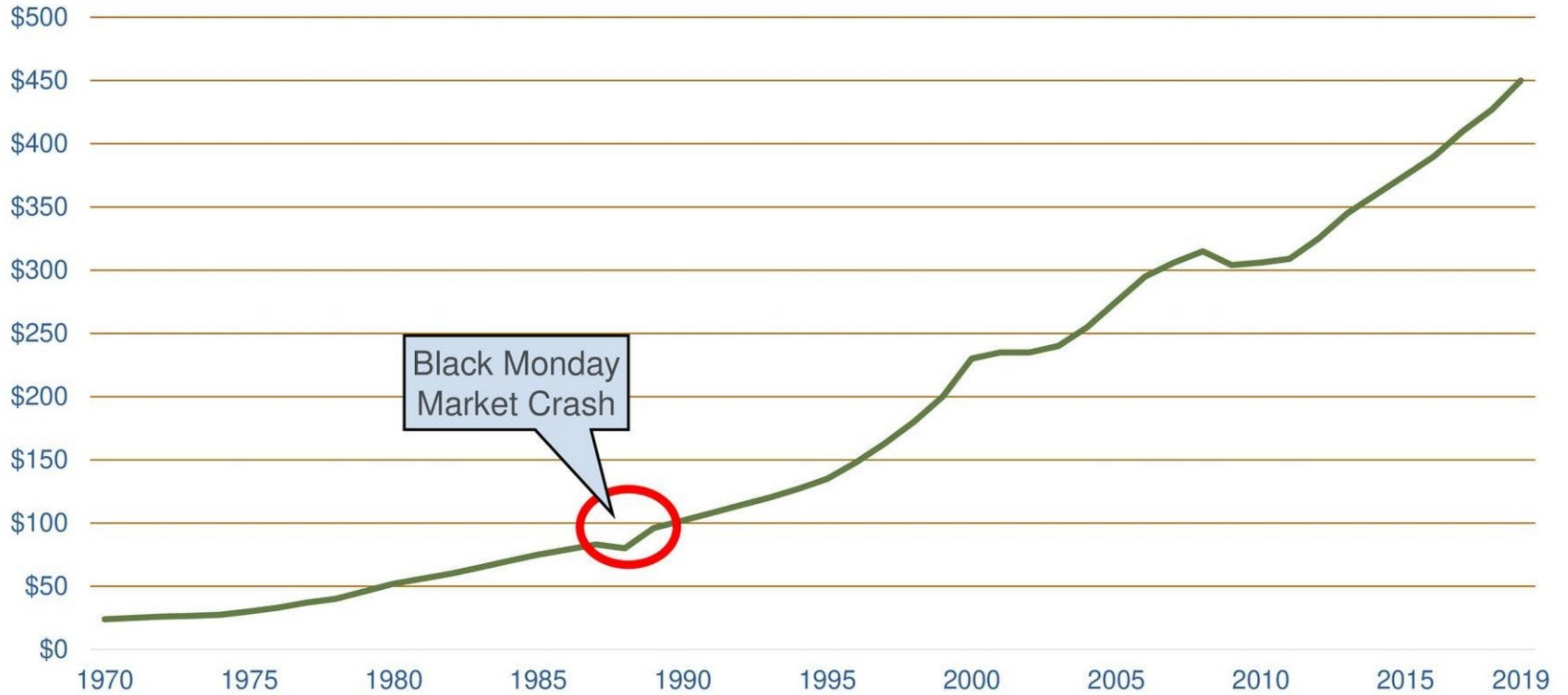
Since 2007, MAP has focused on bringing its distinctive, relationship-based fundraising philosophy to nonprofits and independent schools. Throughout his career, Schuyler has helped raise over \$6 billion for a wide variety of nonprofit organizations and is the author of three books outlining his unique fundraising methodology.

THE STATE OF FUNDRAISING

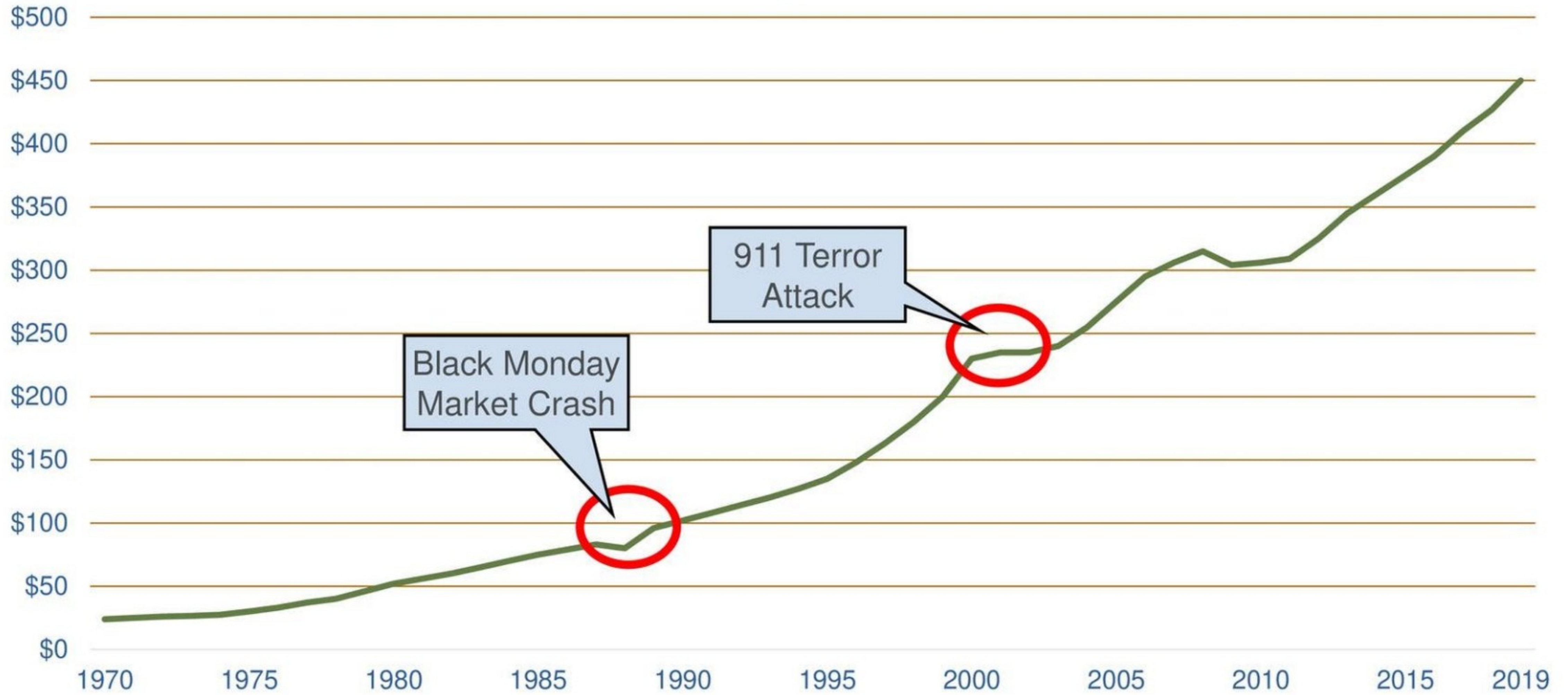
USA Giving in Billions



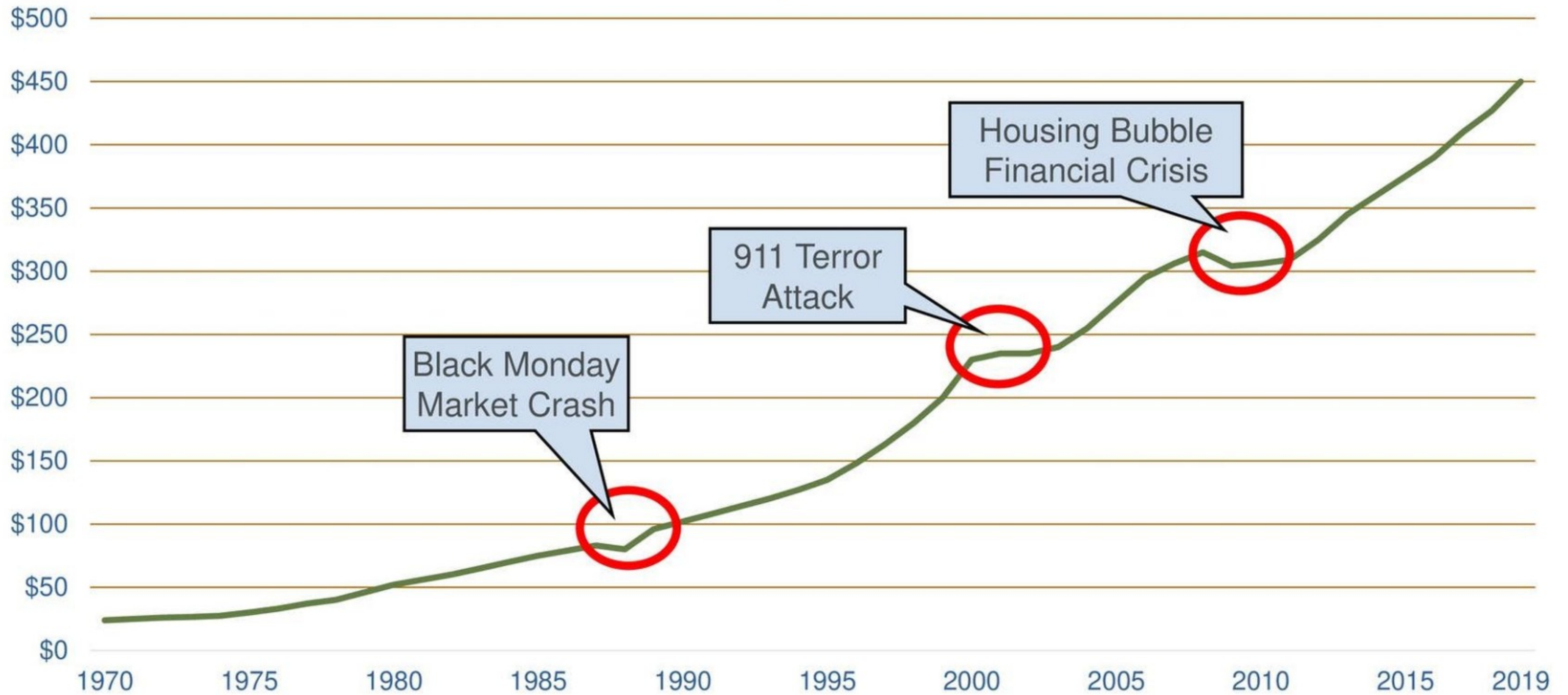
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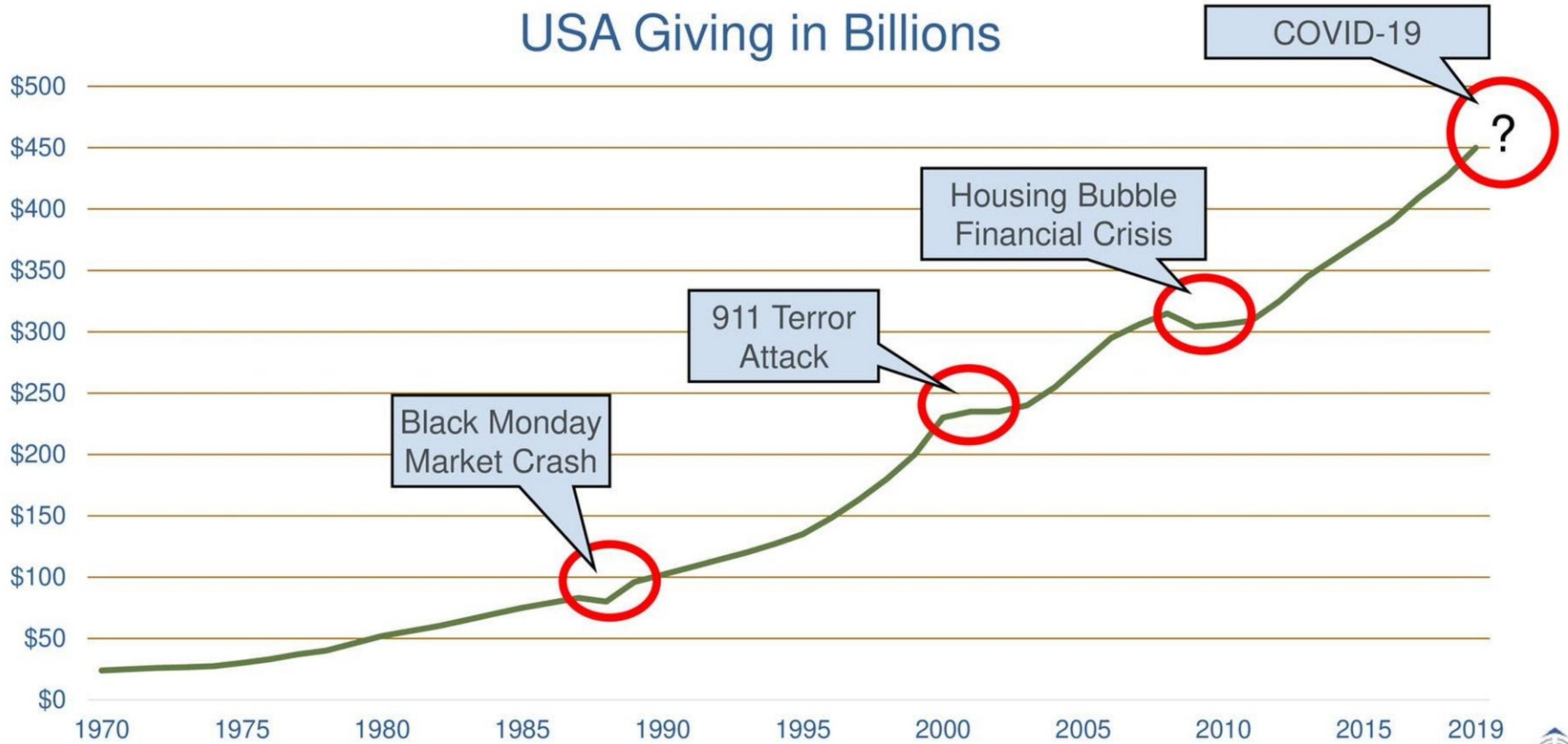
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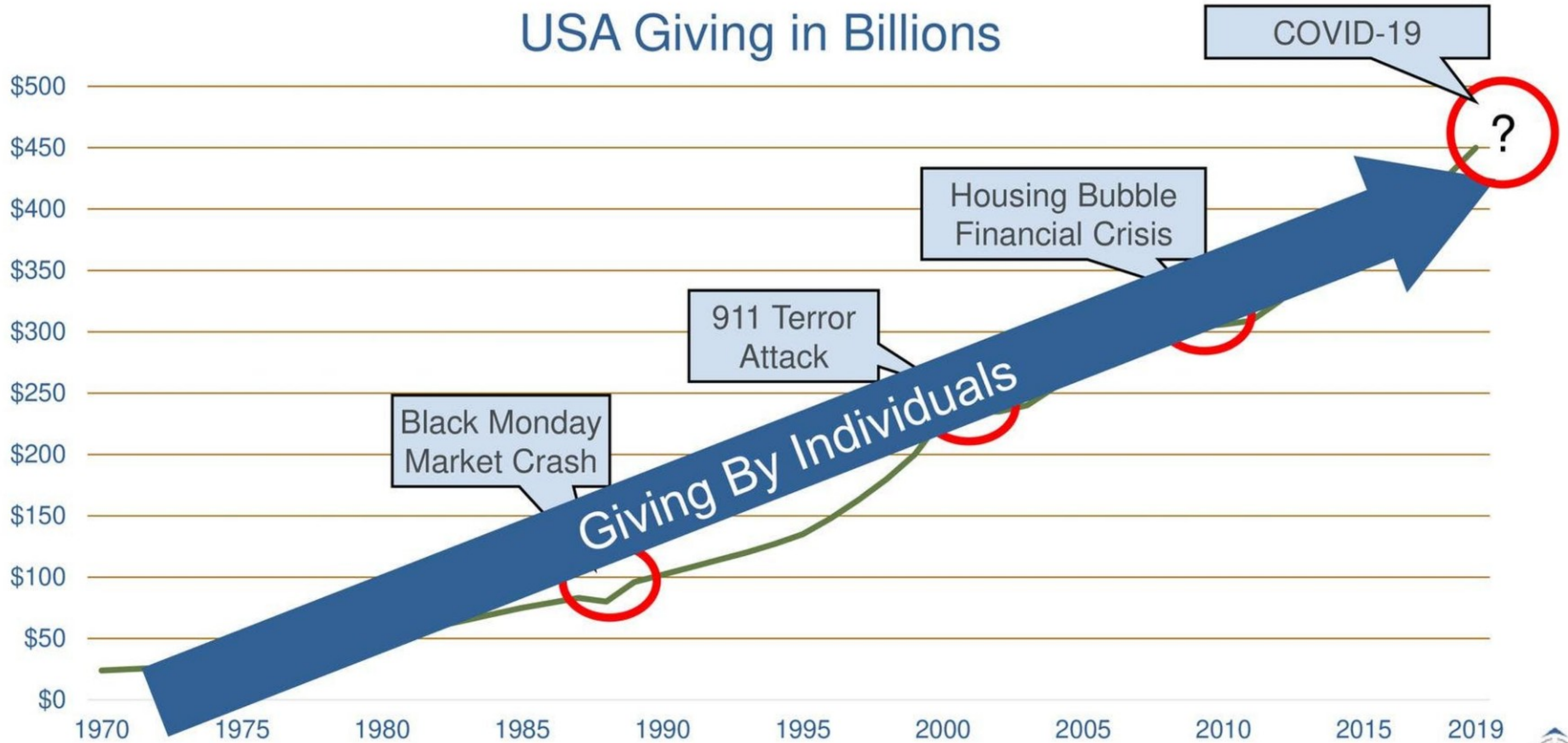
USA Giving in Billions



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SO, WHAT HAPPENED TO GIVING IN 2020?

* Giving statistics from the Fundraising Effectiveness Project

**Giving appears
to have risen
significantly**

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and

**More people
than ever gave**

**Up
7.3%**

If these figures prove
to be accurate



If these figures prove
to be accurate

**2020 will represent the
largest increase of giving
in history – almost \$50B**



OBSERVATIONS OF 2020



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- Missions that stepped back from fundraising out of compassion for support base also suffered
- Human services missions received windfall of support – much of which was unsolicited
- Missions that remained relevant and aggressive crushed it
- Private school enrollment sky-rocketed



LESSONS LEARNED



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- Depend less on event fundraising
- Depend more on one-to-one relationships
- Unapologetically keep your mission in front of donors regardless of the situation!



FUNDRAISING IN 2021 AND BEYOND



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FUNDRAISING IN 2021 AND BEYOND

- 2020 levels of giving will not continue automatically and should not be taken for granted
- Retention will be the most important strategy in the coming year
- Development directors will be in high demand and recruited aggressively
- There will be a deluge of capital campaigns and much competition for attention



THANK YOU



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What was your most significant take home from this presentation?

Don't back down from fundraising in difficult times

Keep on keeping on.

Remain aggressive by keeping your mission front and center

Keep mission in front of donors.

Fundraising is a ministry to itself!

Get some help with our next capital campaign.

Retention is most important.

Focus on retention of pandemic donors

Keep vision out front. Stay consistent. Make the ask. Cultivate and deepen relationships.

What was your most significant take home from this presentation?

Never let up

Fundraising grew more than what I thought.

People are giving more, but don't take that for granted! Build those relationships!

Encouraged to continue pressing forward with strong belief in our mission for the days ahead!

One on one relationships still critical

Unapologetically keep your mission in front of donors

Fundraising is still alive and well.

Never give up on keeping mission in front of supporters!

Focus on retention

What was your most significant take home from this presentation?

Convey that we never stopped!

Fundraising grew

One-on-one, NOT events!!!

Never let up! Retention and one on one relationships key to success.

One-on-One relationships trump event fundraising

Cultivating strong personal relationships is KEY long-term.

Mission focused/retain 2020 donors

Dont relax on your activities maintain the relationships with the donor base!

2020 stats prove that people, more than ever desire to give and help others

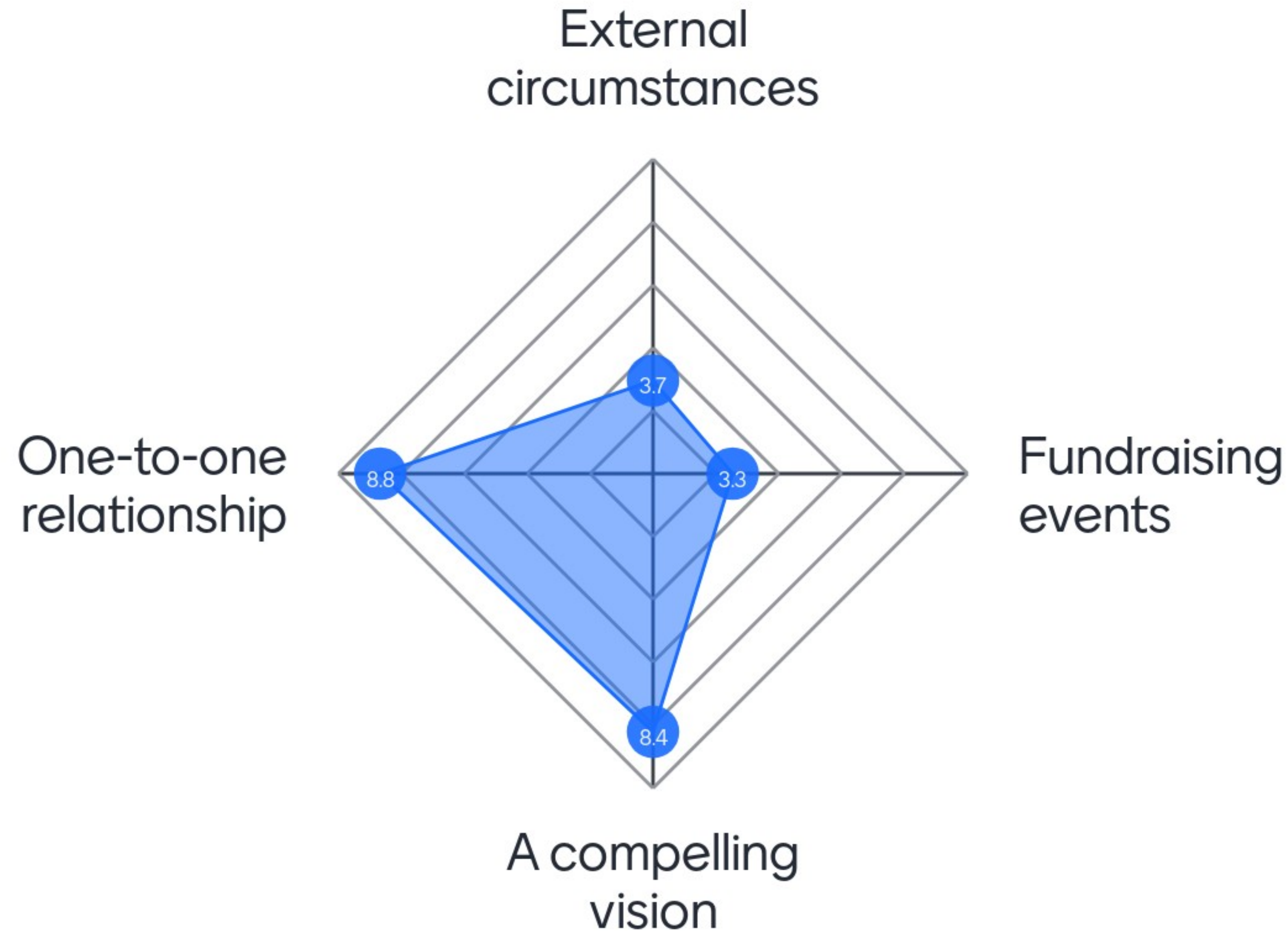
What was your most significant take home from this presentation?

Stay aggressive



Retention is vital. Treat your people well!

Certain missions and organizations did well

To what extent does your strategy depend on?



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Zack Aspegren

Chief Growth Officer

Pine Cove

In his role, Zack is responsible for all revenue through marketing, fundraising, and camper registration. His major responsibility is to achieve Pine Cove's 2030 vision to "Double the Impact". This primarily involves multiple capital campaigns to acquire properties and build infrastructure. He has over 30 years of fundraising experience for a variety of organizations, including World Vision.

Kim Till

VP for Advancement

Dallas Theological Seminary

Kim has devoted her 40-year career to working for charitable organizations. A member of the Dallas Theological Seminary staff since 1996, Kim serves in dual roles giving oversight to institutional resources development as well as the estate and charitable gift planning services offered by the Dallas Seminary Foundation.





Elisabeth Jordan

Founder & President

The Human Impact

Elisabeth founded The Human Impact eight years ago to offer a long-term support system for people who are chronically, or long-term, homeless. She works on the streets of South Dallas building trust with people who are often in desperate situations, receiving healing alongside them.



Kim Till
VP for Advancement
Dallas Theological
Seminary



Elisabeth Jordan
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Ask anything

0 questions

0 upvotes

Thank you for joining us.



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