

TODAY'S WEBINAR: LEADERSHIP AND FUNDING FOR MISSIONS—DONOR MOTIVATION

ROB MARTIN

Thank you for coming, the webinar will begin shortly.



About Forum Webinars

Webinars are a ministry of the European Leadership Forum. Webinars seek to bring the quality and content of the Forum to participants year round.

About the Webinar

- For technical help send a chat to the Presenters
- There will be time for questions and discussion after lecture. To submit a question send a chat to the Presenters. If you'd like to ask a question live, submit the question and "raise your hand".
- 45 minutes of lecture, followed by 45 minutes of Q&A.

Upcoming Webinars



David Robertson

*Proclaiming Christ During
Economic Hardship*

Wednesday 20 March—sign up!



Daryl McCarthy

*Mere Spirituality—The Spirituality
of C.S. Lewis*

Tuesday 26 March—sign up!



Tim Kimmel

*Leading Your Family Towards True
Greatness*

Monday 1 April—sign up!



Jerry Root

*Spiritual Formation and
Discipleship*

Tuesday 2 April—sign up!

About Rob Martin

Rob Martin has been involved in Christian ministry since his conversion to Christianity in 1976. He first served as the editor of a Christian publication until 1979, when he was called to be the Executive Director of the Orange County Rescue Mission. In 1983 he became the General Manager of Fieldstead & Company, an unincorporated charitable foundation, where he served for six years. Additionally he worked extensively as a consultant on communications, leadership and fund-raising issues to Christian ministries before beginning a brief term as U.S. Director of the Lausanne Committee. In August 1990 he began his work as Executive Director with First Fruit, Inc., a private charitable foundation. He served in this position until April 2009 when he began an assignment as Partner with the First Fruit Institute serving ministries and colleague foundations as a coach on varied fund raising, grant making and organizational issues.

Rob also serves with the Lausanne Committee for World Evangelization as Sr. Associate for Resource Mobilization, as a seminar leader on Fund Raising and Leadership for Mission with the Overseas Ministry Study Center, as a faculty member of the World Evangelical Alliance Leadership Institute, and as the co-executive director of the Oxford Standards Initiative, which produced the Lausanne Standards.

Rob was educated as a journalist, and spent his formative career years in newspaper work. He and family reside on Whidbey Island, Washington.

Coaching and Mentoring with Rob Martin

For initial contact and to set up an appointment, contact Rob directly at rob@firstfruit.org

Donor Motivation

1. Character
2. Track Record
3. Purpose
4. Idea
5. Communion of Giving & Receiving

DONOR MOTIVATION

1. Character

- Trustworthiness
- Courage
- Reputation
- Follow Through
- Caring (Manners)

DONOR MOTIVATION

2. Track Record

- Looking Back
- Story
- Ebenezers
- Where have you come from?
- What has been accomplished?

DONOR MOTIVATION

3. Purpose

- Calling
- Faithfulness
- Steadfastness
- Being a Sailor
- The three Q's
 1. What is God showing me?
 2. What is God telling me to do about it?
 3. How do I know I'm doing it?

DONOR MOTIVATION

4. Idea

DEVELOPING YOUR PROPOSAL

HOLY SPIRIT

Praying and counsel towards knowing what to do.

ACTION

What is our strategy to reach our outcomes?

- What are our resource needs to accomplish each strategy?(people, money & stuff)
- What are our learning and change points? (feedback loop for each strategy: plan, do, measure and change)
- Who is responsible for each strategy

RELATED ISSUES

1. What is our budget? (real costs: total including volunteer and in-kind donations)
2. What are our offers? (sometimes known as asks or requests)
3. Who are our donors?
4. What are our communication strategies?

DONOR MOTIVATION

5. Communion

The Lausanne Standards



LAUSANNE
STANDARDS

... A communion of giving & receiving

1. Respect and Giftedness

Problem:

- Seeing the donor as a wallet in the body of Christ's pants;
- Using your imputed power to dominate.

Solution:

Called to be wise and gracious stewards, respecting each others' callings, gifting and strengths.

2. Cultural Differences & Interdependency

Problem:

- Not understanding the donor's culture and feeling that money is a necessary evil;
- Failing to understand the implementers culture, seeing them as less than competent.

Solution:

Understanding their mutual need for each other and taking time to explore their understanding of each others cultural concepts

3. Vision and Communication

Problem:

- A lack of understanding vision and poor communication.
- Not respecting that the donor has a vision and calling from God, not communicating problems early on;
- Being distant, not being forthcoming on what they are thinking, forcing the implementer to guess at what they are really thinking.

Solution:

Both have a clear understanding of their own calling and vision, taking time to communicate clearly and honestly about problems

4. Learning and Flexibility

Problem:

- Rigid positions, fear, sloppy management.
- Not planning properly and not paying sufficient attentions to outcomes;
- Demanding unrealistic outcomes, unrealistic time frames and expecting slavish adherence to plans.

Solution:

Developing a learner's attitude to failure and success, being true partners as you work towards your outcomes.

5. Trust and Accountability

Implementers want Trust – Donors want
Accountability

This is the communion zone and the culmination of the guided conversation. You can't have one without the other

5. Trust and Accountability

What does the donor need and want from a giving relationship? How about the ministry leader?

What has been your experience with “trust and accountability?”

What should you do differently?