

# ENTRY POINT MANUAL

REVISED NOVEMBER 2019



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United World Mission has benefited from input and counsel from a variety of organizations and authors as it has compiled this guide. In particular, we have gleaned important concepts from the following sources: Support Raising Solutions Bootcamp, Funding Your Ministry by Scott Morton, People Raising by Bill Dillon, Campus Crusade for Christ, GoCorps, and Holmes Bryan and Evangelical Development Ministry.



# CHAPTER 1: HISTORY, MISSION, VISION, VALUES, AND LEADERSHIP



**LEARNING OBJECTIVE:** By the end of this session you will be able to explain United World Mission's unique role in the world (mission, vision, values) and how the organization is structured to accomplish this role.

World Mission sends first missionaries to Cuba

World Mission formally organized as United World Mission

First missionaries sent to other Latin American countries

UWM begins work in Africa & Europe

UWM begins work in Asia & Central America

1940 1946 1947 1948 1952 **HISTORY** 1960 1961 1989 2002 2004 2014 2018

Headquarters moved from Dayton, Ohio to St. Petersburg, Florida

UWM helps establish Dakar Academy in Senegal

Headquarters moves from Florida to Union Mills, NC  
UWM founds the Center for Inter-cultural Training (CIT)

Headquarters moves to Charlotte, North Carolina

John Bernard appointed as President

Latin America Mission (LAM) merges into UWM, expanding ministry to 42 countries

Overseas Council International (OCI) merges into UWM



Since 1947 United World Mission missionaries have partnered with Christian leaders to help them plant, nourish and reproduce churches around the world. Because of these efforts thousands of people have heard the gospel message and have experienced Christian community through the local church.

The vision for UWM began in 1940 when a pastor by the name of Sidney Correll held a mission conference in Dayton, Ohio, to raise funds for a missionary effort.

The conference raised \$2,650, which was enough to send Dr. Correll and his wife, Helen, on an exploratory trip to Cuba to survey possible areas for missionary ministry.

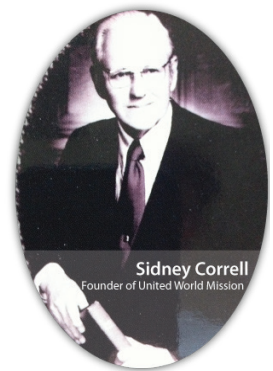
Inspired by what they saw in Cuba, the Corrells returned to Ohio with a vision. This vision was to bring like-minded churches together to begin a work focused on equipping and training Cuban missionaries to reach the whole island and the rest of Latin America. For six years this group of like-minded churches worked together to advance the work in Cuba under the name World Mission. By 1946, the work had grown beyond the capacities of this loose-knit organization. Dr. Correll led a reorganization that brought 17 churches together to share resources and partner



# CHAPTER 1: HISTORY, MISSION, VISION, VALUES, AND LEADERSHIP

together through a new mission organization. Thus the name UNITED World Mission.

In January 2014, Latin America Mission officially became part of the United World Mission family. LAM has a rich history dating back to its founding in 1921 by missionaries Harry and Susan Strachan in Costa Rica. After serving in Argentina for three years, Harry Strachan, a Canadian-born Scot and his Irish-born wife Susan moved north to San José, Costa Rica, the only foreign missionaries in the country at the time. There they founded the Latin America Evangelism Campaign, an ambitious ministry with a plan to reach the entire region of Central and South America for Christ.



In its early years, LAM ministry focused not only on revival-style evangelism campaigns, but also on other initiatives including women's ministries, Bible training, outreach to street children and founding what is today one of Central America's premier hospitals. In addition to prayer, the ministry built its work on an attitude of interdenominational cooperation, desiring to set aside differences and do whatever it took to bring the gospel to as many Latins as possible. By the 1970s, LAM had a presence in multiple countries across Latin America, and its ministries had grown to include programs in publishing and radio ministry, theological education, children's homes, and many others.



Harry & Susan  
Strachan

In January 2014, upon the approval from both the LAM and UWM boards, Latin America Mission joined the United World Mission family. The combination presented several synergistic opportunities that have the potential to advance Kingdom work through national partnerships, holistic ministry, church planting, leadership development and ministry training. In January 2018, Overseas Council officially merged with United World Mission. Established in 1974 by a group of businessmen in Indianapolis to raise funds to support Korean seminary students, OCI—or Overseas Council—today serves 130 partner schools in 70 countries which equip almost 60,000 students annually. Its focus is on formal theological education for Christian leaders who can equip and influence the church. The combined organization will be headquartered in Charlotte, with OCI functioning under the name Overseas Council (OC), a Ministry of United World Mission.

Today, under the leadership of Dr. John Bernard, United World Mission has more than 400 missionaries serving in almost 50 nations. United World Mission seeks to facilitate missional outreach and church planting by local Christians through facilitative missionaries and collaborative partnerships.

John and Melinda Bernard have been missionaries with United World Mission (UWM) since 1989, and John has served as President since 2002. Prior to returning to serve in organizational leadership, John and Melinda completed a four-year term of missionary service in Spain. John served in the areas of evangelism, discipleship, and leadership development with the goal of preparing Spaniards for church planting and church leadership. Before serving as a missionary, John served as local church pastor in New Hampshire.

John earned a Doctor of Ministry from Columbia International University in 2005 with a dissertation focused on training church planters in Vietnam. John earned the Master of Divinity degree from Gordon-Conwell Theological Seminary in 1987, and is ordained by the Conservative Congregational Christian Conference (CCCC). He serves as elder-at-large for the Medway Village Church (Medway, MA) and as an Elder at Forest Hill Church in Charlotte, NC.

John and Melinda have been married since the summer of 1985 and make their home in Fort Mill, South Carolina. John and Melinda have two sons, a daughter, daughter-in-law, and a grandson. John's interests include reading, golf, cycling, and avidly following the Red Sox, Patriots, and Celtics!



## STATEMENT OF FAITH

### WE BELIEVE

...in the **Holy Scriptures** as originally given by God, divinely inspired, infallible, entirely trustworthy, and the supreme authority in all matters of faith and conduct...

...One **God**, eternally existent in three persons: Father, Son, and Holy Spirit...

...Our **Lord Jesus Christ**, God manifest in the flesh, His virgin birth, His sinless human life, His divine miracles, His vicarious and atoning death, His bodily resurrection, His ascension, His mediatorial work, and His Personal return in power and glory...

...The **Salvation** of lost and sinful man through the shed blood of the Lord Jesus Christ by faith apart from works, and regeneration by the Holy Spirit...

...The **Holy Spirit**, by whose indwelling the believer is enabled to live a holy life, to witness and work for the Lord Jesus Christ...

...The **Unity of the Spirit** of all true believers, the Church, the Body of Christ...

...The **Resurrection** of both the saved and the lost; they that are saved unto the resurrection of life, they that are lost unto the resurrection of damnation.

*United World Mission has adopted the Statement of Faith of the World Evangelical Alliance. In addition to our Statement of Faith, we affirm the Lausanne Covenant (1974) and look to it for wisdom and guidance in our faith and practice.*

### OUR MISSION, VALUES, AND STRATEGIES

#### OUR MISSION

To equip leaders, establish churches, and engage in holistic ministry by partnering with the church globally.



#### OUR VISION

Our vision is to see a flourishing church, led by well-equipped local leaders, serving every city and neighborhood of the world.

#### A flourishing church:

- Proclaims the good news of Jesus Christ
- Demonstrates the gospel through loving community that overcomes the divisions of society
- Pours itself out for the good of its neighborhood through acts of service, mercy and justice.

#### A flourishing church requires:

- Local leaders who are formed theologically, spiritually, and practically so that they serve in the Way of Jesus Christ.



### OUR VALUES



**SEEK GOD FIRST.** We seek God's Kingdom, presence, and sanctifying work in us as foundational to our lives and ministries.



**SERVE PARTNERS WELL.** We desire the flourishing of our partners as brothers and sisters in Christ and co-workers in the gospel. *We are only as successful as our partners.*



**LIVE BOLDLY.** We are moved to action by Christ's call and the deep needs of His world. We embrace change and innovation to accomplish God's will in our generation.



**COMMIT TO COMMUNITY.** We strive for healthy relationships and create communities that display grace, affection, humility, and mutual support.



**SURPRISE BY LOVE.** We seek the good of all people and choose Jesus' way of love and servanthood even when it is difficult.

### WHAT DOES SUCCESS LOOK LIKE FOR UWM?

LEADERS FORMED DEEPLY IN THE WORD & WAY OF JESUS,  
CHURCHES MULTIPLIED AND POURED OUT IN LOVE FOR THEIR NEIGHBORHOODS,  
PARTNERS SERVING TOGETHER FOR EVANGELISM AND SOCIAL JUSTICE,  
PEOPLE OF ALL NATIONS FOLLOWING JESUS!



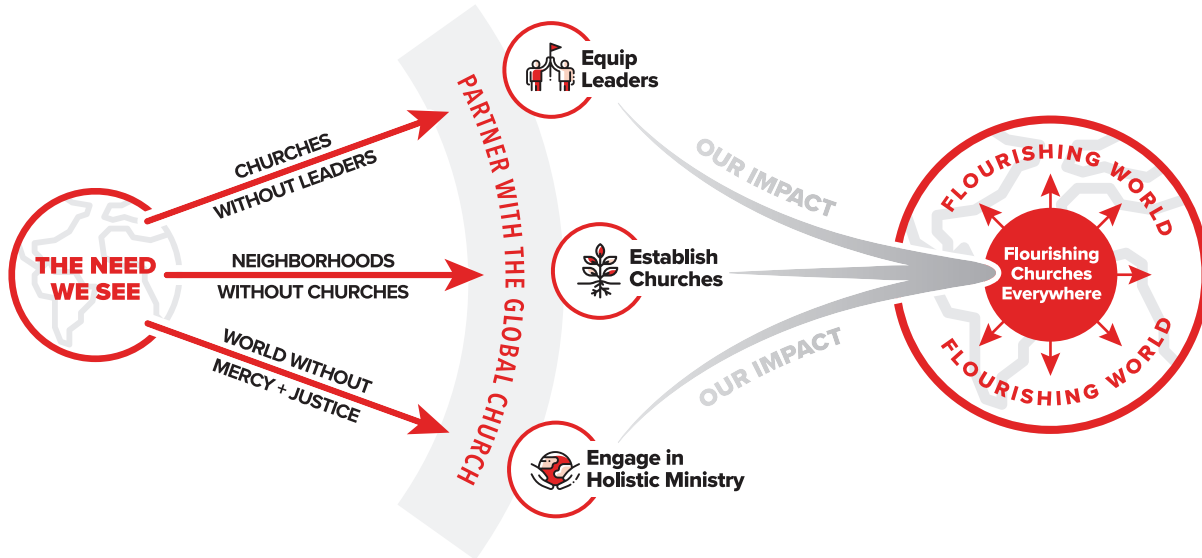
# OUR PHILOSOPHY OF MINISTRY

*United World Mission's philosophy of ministry provides a foundation and framework that informs our ministry strategies as they are worked out locally around the world given specific cultural contexts.*

- **MISSIONAL SPIRITUALITY:** We believe the gospel offers a relationship with God that is received by grace through faith, and that the Holy Spirit progressively changes us as we walk with God. We seek intentional pathways for growing in relationship with God as we serve on mission with Christ, and we nurture this spirituality in the leaders we equip. We try to see all people through developmental eyes and to integrate spiritual formation into all our ministries, leading to self-awareness, dependence upon Christ, healthy relationships, and life-giving service.
- **GLOBAL PARTNERSHIP:** We affirm the Lausanne movement's theme of "*mission from everywhere to everywhere*" and we seek to demonstrate a cooperative, Kingdom mindset in all we do. We partner with other Christians to express our unity and to accomplish God's mission of renewing the whole world, which includes establishing the church and making disciples among all the peoples of the earth.
- **LOCAL CHURCH:** We believe that the church is God's primary instrument for making disciples of Christ among all nations. When local churches live as Kingdom communities of love, reconciliation, holiness, and compassionate service, there is no greater apologetic for the gospel on earth. We partner with many types of missional organizations but in everything we aim to inspire, strengthen, and multiply healthy, biblical churches.
- **HOLISTIC MINISTRY:** Jesus showed compassion for people's spiritual, physical, and social needs and the whole of Scripture indicates God's concern for the materially poor as well as the spiritually poor. We seek to integrate biblical priorities for evangelism and mercy and justice. We join with our partners to engage contextually appropriate holistic ministries and seek to reproduce churches and disciples with a passion for evangelism and social action.
- **INNOVATION:** We are committed to an innovative culture that continually pursues new ways of doing mission and accelerates ideas that could advance the gospel. We believe that the most helpful innovations for mission in the future likely will come from the churches in the global South as they engage the world in mission, and we seek to be attentive to their examples and voices. Our founders were men and women who believed that the Holy Spirit was an "innovative Spirit" and we aim to follow their example of boldly going where the Spirit leads.



## THE CHANGE WE MAKE



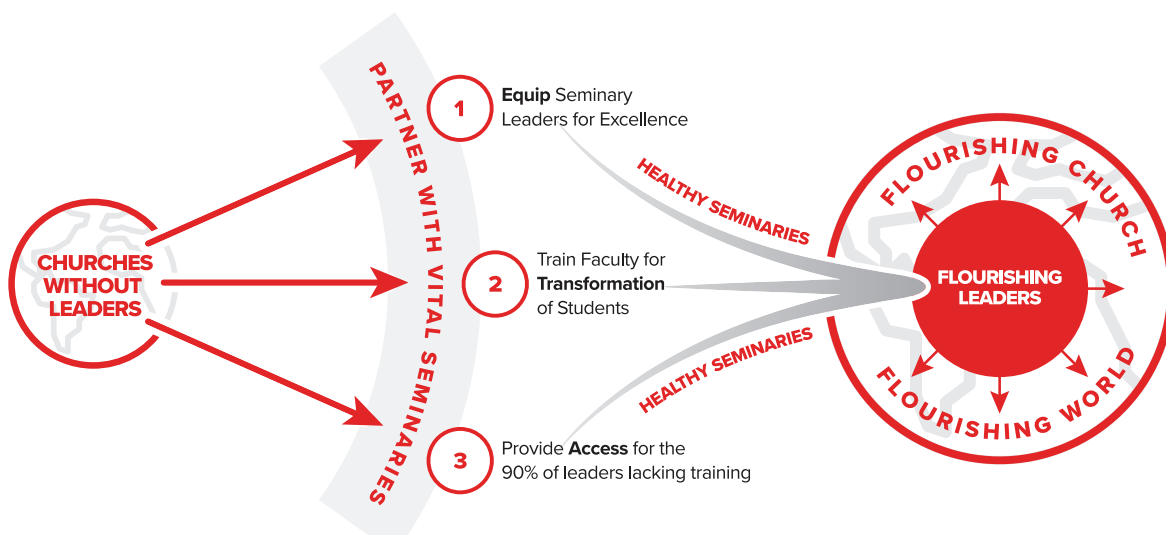
## THE CHANGE WE MAKE



THE NEED

WHAT WE DO

IMPACT

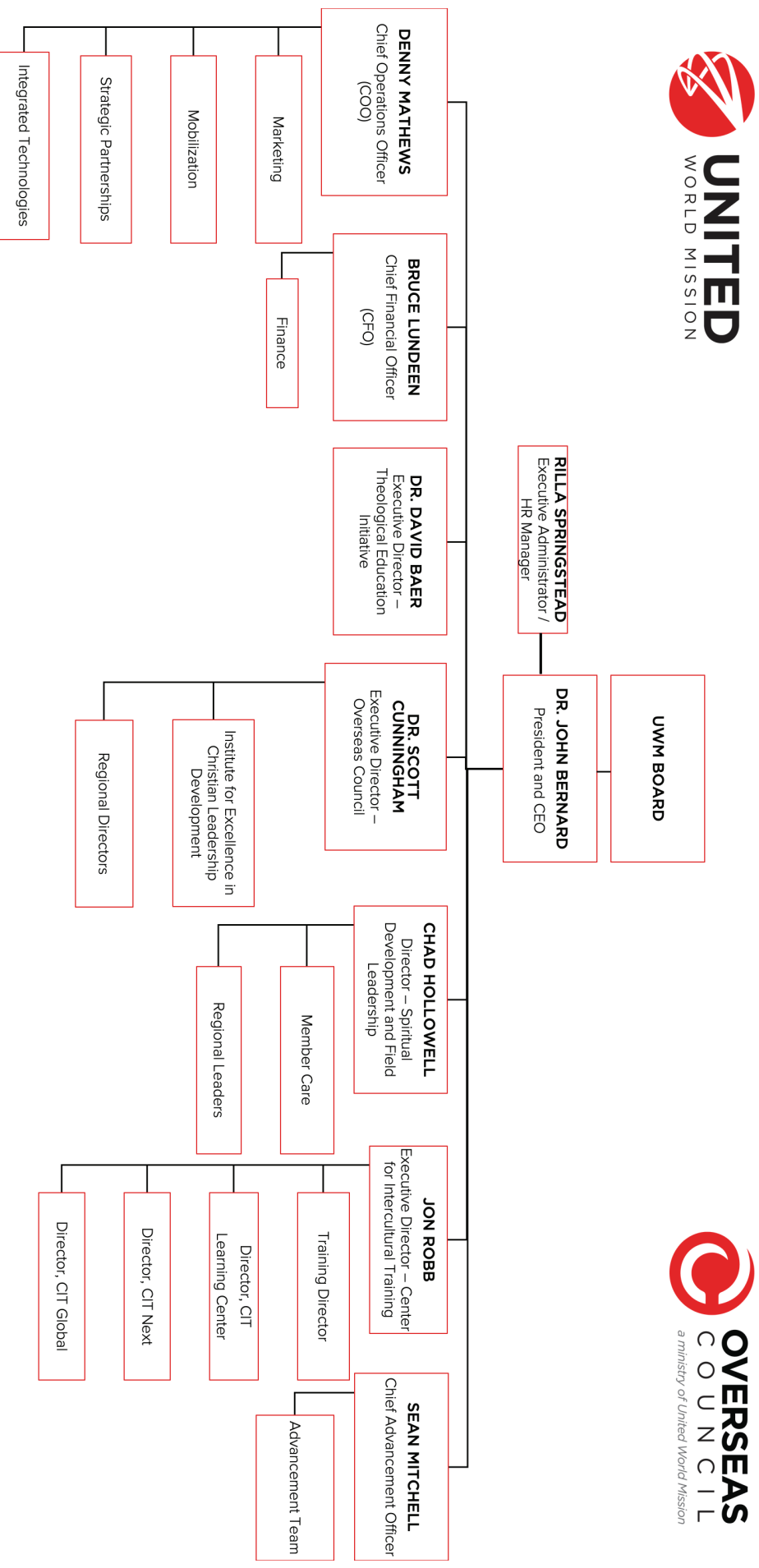






## CHAPTER 1: HISTORY, MISSION, VISION, VALUES, AND LEADERSHIP

### ORGANIZATIONAL CHART (EFFECTIVE OCTOBER 2019)



## CHAPTER 2: FINANCIAL OVERVIEW



**LEARNING OBJECTIVE:** By the end of this session, you will have a better handle on the financial state of UWM. You will also understand how the administration assessment fee is spent.

UWM subjects itself to an annual independent audit. This audit addresses issues of compliance to ensure that we are functioning properly. The audit provides a level of comfort for donors and missionaries because it ensures that donated funds are being used appropriately. UWM is also a member of the Evangelical Counsel for Financial Accountability (ECFA) and Missio Nexus. These memberships demonstrate UWM's commitment to adhering to the highest biblical, ethical, and financial standards.



**UWM charges a 13% administration assessment fee on all donations for missionaries and 10% for all projects.**

### SERVICES PROVIDED BY UNITED WORLD MISSION:

#### Resource and Mobilization Services

- Cross-cultural envisioning and educating via website, personal representation at schools, conferences, churches, mission education classes, etc.
- Coaching individual people through a process of discovering their potential and evaluating cross-cultural involvement. This process continues from initiation of the process, into a candidate's selection decision, partnership development and training process, to deployment. This process involves active mobilization, application processing and tracking, screening and orientation scheduling, training, and coaching.
- Development of new initiatives designed to serve the church and respond to the changing needs of national partners and the changing world.
- Personalized consulting for churches, business groups, and others on mission leadership issues, targeted strategy, mission policy development/restructuring, etc.

#### Member Care and Development

- Review, maintain and enhance personal, professional, and vocational health and development of all cross-cultural workers.
- Pro-actively send an annual evaluation of each missionary to sending churches.
- Develop and monitor customized cross-cultural training map for effective ministry.
- Encourage and keep appointed missionaries on task during their ministry partnership and support discovery period.
- Administer member care both stateside and overseas.
- Conduct ongoing training and resource development programs.
- Interact with scheduled field conferences.
- Initiating, monitoring, and making provisions for emergency travel and medical needs.



## CHAPTER 2: FINANCIAL OVERVIEW

### Financial Services

- Generate missionary support schedule and establish outgoing expenses to be raised before going to the field.
- Provide missionary and field accounting services including: monthly statements, annual reports, and expense reimbursements.
- Complete missionary support evaluation forms for churches as requested.
- Answer missionary correspondence relating to individual accounts and donor inquiries.
- Correspond with donors concerning donation inquiries.
- Issue tax-deductible receipts on behalf of United World Mission and its missionaries.
- Apply internal financial controls as outlined and approved by the Board of United World Mission, the Evangelical Council for Financial Accountability (ECFA), World Evangelical Association (WEA), and Cross Global Link (formerly IFMA).
- Coordinate and conduct annual audit in cooperation with auditing firm.
- Subscribe to appropriate materials and keep up with government regulations relating to overseas missionaries and appropriate laws.
- Maintain required records and proper financial controls associated with the operation of a 501c3 organization.

### Communications Services

- Coordinate and expedite information flow among missionaries, supporters and the Mission through technology, print, and personal follow up.
- Educate and update the mission family through internal communication.
- Development of print, video, and web media.
- Maintain associated technology, virtual private network, Intranet, and other communication equipment, copier, fax, phone system to insure smooth communication services.

### Human Resources Services

- Hire, coordinate orientations, process worker evaluation reviews internally/externally, salary changes, vacation and sick time accrual, resignation, monitoring personnel transitions and termination procedures.
- Manage and administer benefits (health, dental, life insurance & retirement).
- Acting liaison between missionary and benefit providers.
- Monitoring change of status, change of field, seconding agreements.
- Interacting with foreign governments, provide assistance with foreign visas, etc.
- Monitor, update, and create policy manual.
- Insure and maintain legal compliance with internal, governmental, and partnership policies.
- Maintain personnel and ministry directories



## CHAPTER 3: MINISTRY PARTNER TEAM DEVELOPMENT CHECKLIST

- ☐ Capture your walk with the Lord through writing during Entry Point
- ☐ Complete the section on Biblical Examples for Support Raising
- ☐ Complete the table of how many ministry partners you may need
- ☐ Complete the table of how many people you may need to contact
- ☐ Write a telephone conversation asking for an appointment
- ☐ Set up three appointments for the week after Entry Point
- ☐ Review your draft of Presentation (Part 1) from the pre-work
- ☐ Write a draft of Presentation (Part 2)
- ☐ Practice entire presentation three times
- ☐ Schedule 1st week phone appointment with your pre-field coach
- ☐ Sketch out what four weeks look like on your calendar (including setting aside blocks of time to call/blocks for appointments)
- ☐ Set a goal for how many times you will dial the phone (and how many appointments you hope to have each week)
- ☐ Set a target date for attending CIT and being fielded



## CHAPTER 3: MINISTRY PARTNER TEAM DEVELOPMENT CHECKLIST

### Reflection Guide: Capturing My Walk With the Lord

*“Without knowledge of self there is no knowledge of God . . .  
without knowledge of God there is no knowledge of self.” –John Calvin*

*“Writing crystalizes thought and thought produces action.” –Paul J. Miller*

We want to encourage you to start or continue the habit of writing down what God is showing you and teaching you. Crystalizing thought that produces action and growing in understanding through writing are two goals to help you gather together and apply what you learn in preparation of Entry Point, during Entry Point and beyond. As you continue on this journey, there will be times when looking back on what God taught you pre-field will be perfectly timed for what you’re experiencing at that time on the field, or to help others.

*“I never know what I think about something until I read what I’ve written on it.” –William Faulkner*

As you work through this packet and when you’re at Entry Point, take time to regularly record what God has shown you in each session. Then, as you speak with the Lord about these things, **ask Him to direct you to apply what you have learned.**

Utilize the following questions to help you with journaling and processing what you’re hearing, thinking, seeing, feeling, and applying.

#### “What has God shown me during these Entry Point activities?”

1. What did I hear from God?
2. What did I hear from those at Entry Point that stood out?
3. What does it mean?
4. How does it apply to me?

#### “What will I do with this information?”

- What does God want me to do with this new knowledge?
- How do I apply this new knowledge practically?

Remember, you are walking with the Lord throughout this journey. Listen, hear, write down and apply what God wants you to do with what you have learned, so that . . .

*“You show that you are a letter from Christ . . . written not with ink but with the Spirit of the living God, not on tablets of stone, but on tablets of the human heart.” - 2 Corinthians 3:3.*



## CHAPTER 4: BIBLICAL EXAMPLES FOR RAISING SUPPORT



**LEARNING OBJECTIVE:** By the end of this session, you will be able to recall and discuss Biblical examples for raising support.

*"How you perceive something affects your attitude towards it." - Chuck Swindoll*

### WHAT'S YOUR PERSPECTIVE?

Examples of asking and God's provision:

### THEMES FROM PRE-WORK:

1. God, the owner and supplier:
2. Biblical examples of funding ministry:
3. Understanding your ministry partners:



# CHAPTER 4: BIBLICAL EXAMPLES FOR RAISING SUPPORT

## EXAMPLES AND PRINCIPLES FROM PAUL ON SUPPORTING THE WORK OF GOD:

### 1. At Corinth:

**1. Paul made tents. (1 Corinthians 9 may reflect this period of Paul's ministry in Corinth when he supported himself rather than receiving assistance from the Corinthians).**

**1. Acts 18: 1-4:** <sup>1</sup>"After this Paul left Athens and went to Corinth. <sup>2</sup>And he found a Jew named Aquila, a native of Pontus, recently come from Italy with his wife Priscilla, because Claudius had commanded all the Jews to leave Rome. And he went to see them, <sup>3</sup>and because he was of the same trade he stayed with them and worked, for they were tentmakers by trade. <sup>4</sup>And he reasoned in the synagogue every Sabbath, and tried to persuade Jews and Greeks."

**2. When Silas and Timothy came to Corinth to join Paul they brought support from Macedonia for Paul's ministry. Apparently Paul turned his attention completely to the ministry of the word at that time.**

**1. Acts 18:5:** <sup>5</sup>"When Silas and Timothy arrived from Macedonia, Paul was occupied with the word, testifying to the Jews that the Christ was Jesus."

**3. In between instructions on surrendering the right to eat meat if it would hinder the gospel, Paul talks about surrendering his right to accept financial support from the Corinthians. Although Paul had the right to receive material support from the churches he established as a result of proclaiming the gospel, he surrendered his right to support from the Corinthians for similar reasons as one might not eat meat offered to idols. He did not want to exercise that right if it would hinder the gospel.**

**1. 1 Corinthians 9:11-18:** <sup>11</sup>"If we have sown spiritual things among you, is it too much if we reap material things from you? <sup>12</sup>If others share this rightful claim on you, do not we even more?

Nevertheless, we have not made use of this right, but we endure anything rather than put an obstacle in the way of the gospel of Christ. <sup>13</sup>Do you not know that those who are employed in the temple service get their food from the temple, and those who serve at the altar share in the sacrificial offerings? <sup>14</sup>In the same way, the Lord commanded that those who proclaim the gospel should get their living by the gospel. <sup>15</sup>But I have made no use of any of these rights, nor am I writing these things to secure any such provision. For I would rather die than have anyone deprive me of my ground for boasting. <sup>16</sup>For if I preach the gospel, that gives me no ground for boasting. For necessity is laid upon me. Woe to me if I do not preach the gospel! <sup>17</sup>For if I do this of my own will, I have a reward, but if not of my own will, I am still entrusted with a stewardship. <sup>18</sup>What then is my reward? That in my preaching I may present the gospel free of charge, so as not to make full use of my right in the gospel."

**4. Paul accepted support from other churches in order to serve the Corinthians.**

**1. 2 Corinthians 11:7-11:** <sup>7</sup>"Or did I commit a sin in humbling myself so that you might be exalted, because I preached God's gospel to you free of charge? <sup>8</sup>I robbed other churches by accepting support from them in order to serve you. <sup>9</sup>And when I was with you and was in need, I did not burden anyone, for the brothers who came from Macedonia supplied my need. So I refrained and will refrain from burdening you in any way. <sup>10</sup>As the truth of Christ is in me, this boasting of mine will not be silenced in the regions of Achaia. <sup>11</sup>And why? Because I do not love you? God knows I do!"

**5. Paul asks the Corinthians for financial support for the saints in Jerusalem.**

**1. 1 Corinthians 16:1-4:** <sup>1</sup>"Now concerning the collection for the saints: as I directed the churches of Galatia, so you also are to do. <sup>2</sup>On the first day of every week, each of you is to



## CHAPTER 4: BIBLICAL EXAMPLES FOR RAISING SUPPORT

put something aside and store it up, as he may prosper, so that there will be no collecting when I come. <sup>3</sup>And when I arrive, I will send those whom you accredit by letter to carry your gift to Jerusalem. <sup>4</sup>If it seems advisable that I should go also, they will accompany me."

\*Also read 2 Corinthians 8 & 9.

### REPORTING TO THE CHURCH ON ALL THAT GOD HAS DONE:

#### 1. Paul and Barnabas return to Antioch in Syria.

**1. Acts 14:24-28:** <sup>24</sup>Then they passed through Pisidia and came to Pamphylia. <sup>25</sup>And when they had spoken the word in Perga, they went down to Attalia, <sup>26</sup>and from there they sailed to Antioch, where they had been commended to the grace of God for the work that they had fulfilled. <sup>27</sup>And when they arrived and gathered the church together, they declared all that God had done with them, and how he had opened a door of faith to the Gentiles. <sup>28</sup>And they remained no little time with the disciples."

#### 2. Paul and Barnabas reported to the Jerusalem Council.

**1. Acts 15:1-5:** <sup>1</sup>"But some men came down from Judea and were teaching the brothers, "Unless you are circumcised according to the custom of Moses, you cannot be saved." <sup>2</sup>And after Paul and Barnabas had no small dissension and debate with them, Paul and Barnabas and some of the others were appointed to go up to Jerusalem to the apostles and the elders about this question. <sup>3</sup>So, being sent on their way by the church, they passed through both Phoenicia and Samaria, describing in detail the conversion of the Gentiles, and brought great joy to all the brothers. <sup>4</sup> When they came to Jerusalem, they were welcomed by the church and the apostles and the elders, and they declared all that God had done with them. <sup>5</sup>But some believers who belonged to the party of the Pharisees rose up and said, "It is necessary to circumcise them and to order them to keep the law of Moses."

#### 3. Paul visits James and the brothers and elders at Jerusalem.

**1. Acts 21:17-20:** <sup>17</sup>When we had come to Jerusalem, the brothers received us gladly. <sup>18</sup>On the following day Paul went in with us to James, and all the elders were present. <sup>19</sup>After greeting them, he related one by one the things that God had done among the Gentiles through his ministry. <sup>20</sup>And when they heard it, they glorified God.





## CHAPTER 5: HEALTHY PERSPECTIVES FOR MINISTRY PARTNER DEVELOPMENT

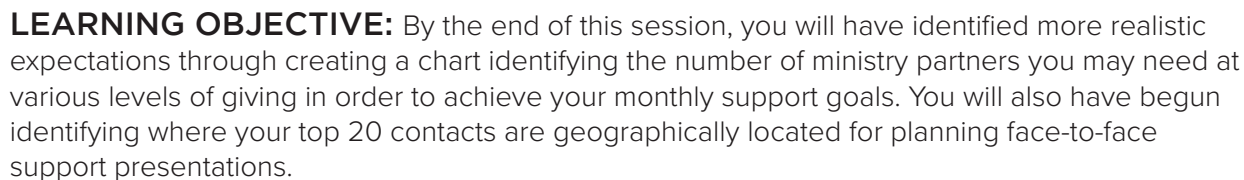


**LEARNING OBJECTIVE:** By the end of this discussion, you will have elaborated on and compiled a working list of healthy perspectives for support raising to refer to during this support journey.

1. It takes more faith to ask than to not ask.
2. God often works in ordinary ways. The more people you ask and ask effectively (following the principles and strategies we are training you with), the more people will give.
3. Don't hint when you need support. Ask. Directly. Clearly.
4. The way you conduct yourself during this time of support raising will impact the rest of your missionary career.
5. You are in a position of spiritual leadership as you raise support. You are forming and framing people's ideas and convictions of how to fund the work of God. You can help or hinder their faith and understanding of the Scriptures and the gospel by how you conduct yourself.
6. Realize that all Americans are affluent and rich. We live in a materialistic culture. This is seductive and will make it difficult for believers to be generous toward you. You can help loosen the grip that money and possessions have on them by how you ask them to join you.
7. People need to give more than you need to receive.
8. Neither poverty (asceticism) nor greediness (pride, expectation that people should give) on your part is honoring to the Lord.
9. Many sincere people will want to help you raise your support, but most will not know how to best help you. You need to take the time to explain to them how they can best help.
10. How do you manage your own finances? Are you a generous person? Cheerful in giving?
11. Many sincere believers in America are also functionally biblically illiterate. You can help them grow in their understanding of what the Scriptures say.
12. Be careful in your use of words and Christian-ese. For example, do not use the word "tithe" to refer to someone's gift of financial support. The New Testament standard is generosity.
13. Do not ask for prayer when you need money, but don't forget to also ask for prayer.
14. If you don't ask, the answer is almost always no.
15. People want to know how they can help you. Will \$10/month help? Will \$1,000/month help? Many times they will give what is helpful if you make it clear to them.
16. This is God's gig. He cares more about it than you do. His main requirement of you is to be faithful and growing in character.
17. Support raising in its essence is 1) prayerfully presenting your ministry, 2) sharing the facts, and 3) extending the opportunity to form a partnership (from Randy Alcorn).



\_\_\_\_\_



"Showing this Levels of Giving chart and asking for a specific amount or range is not a hard-core ultimatum... In a loving, relational, sensitive way, I am just opening up a dialogue with them. It serves as a place to begin the conversation. The person is able to see from the chart if they can give more or less than the amount I suggested." - Steve Shadrach, *The God Ask*.

- Helpful Tips:

- Notes and Ideas about your LOG chart:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## CHAPTER 6: IDENTIFYING POTENTIAL MINISTRY PARTNERS

How many ministry partners will you need, and how many people will you need to contact to achieve your goal?

### Example #1

#### \$3,000 monthly goal

You are not looking for 30 donors at \$100/month or 60 donors at \$50/month. Set a table of gifts similar to this:

Supporters	Monthly	Total
2	\$ 500	\$ 1,000
4	\$ 250	\$ 1,000
6	\$ 100	\$ 600
8	\$ 50	\$ 400
20 Supporters needed		\$ 3,000

### Example #2

#### \$6,000 monthly goal

You are not looking for 60 donors at \$100/month or 120 donors at \$50/month. Set a table of gifts similar to this:

Supporters	Monthly	Total
1	\$ 1,000	\$ 1,000
3	\$ 500	\$ 1,500
6	\$ 250	\$ 1,500
15	\$ 100	\$ 1,500
10	\$ 50	\$ 500
35 Supporters needed		\$ 6,000

### Example #3

#### \$9,000 monthly goal

You are not looking for 90 donors at \$100/month or 180 donors at \$50/month. Set a table of gifts similar to this:

Supporters	Monthly	Total
2	\$ 1,000	\$ 2,000
5	\$ 500	\$ 2,500
10	\$ 250	\$ 2,500
15	\$ 100	\$ 1,500
10	\$ 50	\$ 500
42 Supporters needed		\$ 9,000

### Your Table

Supporters	Monthly	Total
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
____ Supporters needed		\$ ____



# CHAPTER 6: IDENTIFYING POTENTIAL MINISTRY PARTNERS

If you need 20 monthly supporters, consider how many people you might need to contact to achieve your goal. Typically, it takes 9 contacts to get one supporter.

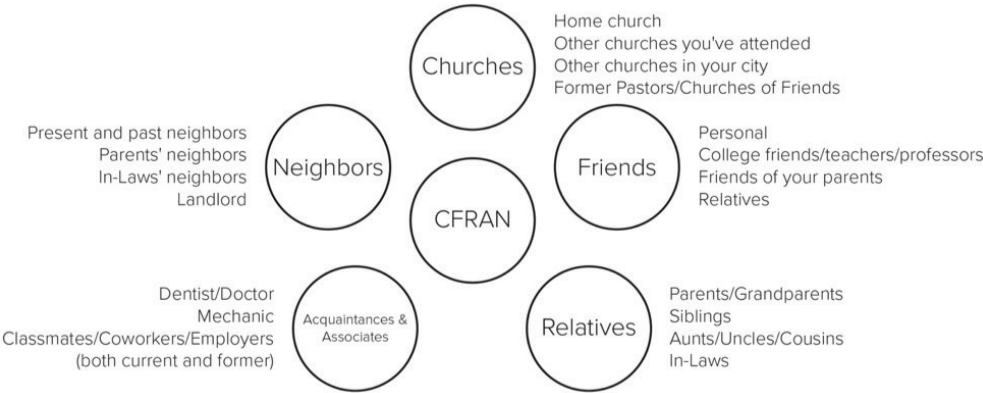
*It may take 3 appointments to get 1 supporter.*  
*It may take 3 contacts/names to get 1 appointment.*

## Number of Supporters vs. Number of Contacts

	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3	YOUR GOAL
	20	35	42	_____
# of appointments to get 1 supporter	x3	x3	x3	x3
# of contacts/names to get 1 appointment	x3	x3	x3	x3
# of contacts/names on your contact list	180	315	378	_____

Don't worry if the number of contacts looks like more people than you have ever met. Use the CFRAN diagram to continue to brainstorm your contact list. See if you come up with the number of contacts you need. You'll prioritize making appointments with your "Top 20" contacts you listed in the Namestorming portion of the appointee report.

### CFRAN: Churches/Friends/Relatives/Acquaintances/Neighbors



# CHAPTER 6: IDENTIFYING POTENTIAL MINISTRY PARTNERS

## WHERE DO YOUR CONTACTS LIVE?

1. Use the map below to mark out the locations where your contacts live. Use different colors for low, medium, and high priority contacts.
2. Decide where you could plan to travel to meet face-to-face with your contacts, especially where you have several in one place.

- Plan out your schedule **BEFORE** you make the trip.
- Take advantage of meeting with as many **CONTACTS** as you can while you are in the area.
- Spending **2-3 DAYS** in one city is a good rule of thumb, unless you have lots of contacts and can fill more of your schedule.
- Leave a few slots open in your schedule for **DIVINE** appointments that you didn't plan for.



## CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS



**LEARNING OBJECTIVE:** By the end of this session, you will be able to identify recommended components and responses during a phone call to arrange face-to-face appointments. You will also have reviewed sample phone call scripts, examples of obstacles, and recommendations for making phone calls and leaving voicemails. Additionally, you will have produced a script for making your first phone calls to schedule appointments with people on your "Top 20" list.

\_\_\_\_\_ is still the best way to arrange a personal appointment, although there are other alternatives if calling is not an option.

Text, email, Facebook, LinkedIn, and other social media can help you find someone and connect or reconnect with them but do everything you can to get to a phone call and/or personal appointment as soon as possible.

Your goal on this call is simply to get an \_\_\_\_\_. YOU WILL NOT ASK FOR FINANCIAL SUPPORT ON THE CALL. The only decision you want the person on the other end to make is a decision about whether or not they can see you.

Remember: one of the reasons for your meeting with them is to talk about your financial goals. Don't explain so much about finances that the person decides right there on the phone. Do share just enough for them to be clear on why you want to meet. We DON'T want to bait and switch.

Things to remember:

1. It is best to meet with both husband and wife at the same time, if applicable.
2. Calling to ask for an appointment can give you valuable information about the person you will be meeting with from the way he/she interacts with you over the phone.
3. Your tone of voice is more important than the words you use, but your words are important too. You need to be upbeat, enthusiastic, and cheerful. People can "hear" a smile. Avoid a monotone or low-energy delivery.
4. Keep your conversation brief, friendly, and to the point. Your goal is to set up a time to meet face-to-face. Write out key parts of what you want to say.
5. Always keep the ball in your court to call back.
6. With obstacles, you need to determine (quickly) if it is a polite brush off or if they really do have an obstacle you can help them overcome.



## CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS

### SAMPLE PHONE CALL SCRIPTS:

#### Calling a Friend

*Hi Maria! This is Nathaniel Mosaso. [Catch up briefly]*

*If you didn't know, Louisa and I are preparing to move to India to serve in ministry with United World Mission, and work with a church-planting team. You came to our minds when we thought about who we wanted to share this with. We would love to get together with you [and spouse] to share more details about what our ministry will look like in India and to share about our financial goals to make it possible.*

*What days and times would work well for you both this week? [Confirm date, time, and place you will meet.]*

#### OR

*I think you might have heard that Louisa and I are getting ready to move to India with United World Mission... and we are in the process of meeting with as many of our friends as possible to let them know a little more specifically what we are up to and how they can be a part of our financial support team.*

*We were hoping that we could meet with you and Josué [spouse] and catch up with each other, as well as share a little bit about where we're headed.*

*I have some time in my schedule this week on Wednesday and Friday, and next week on Monday and Thursday. Would any of those days work for you two?*

#### Raising Additional Funding While Currently Serving in Ministry:

*Hi Maria! This is Nathaniel Mosaso. [Catch up briefly]*

*I am currently serving in ministry with United World Mission in India. God has really been doing incredible things through my ministry for the past few years here. My immediate plans are to continue with the ministry that God has called me to in order to see more lives changed and churches planted. However, in order to continue what I'm doing in India I need to [increase/build up] my financial ministry partner team so that I can again focus my full attention on my ministry. It would be great to meet up with you and share more about what's been happening in my ministry, as well as the financial goals I have so I can continue my work in India.*

*Would you have time on Monday or Tuesday next week? [Confirm date, time, and place you will meet.]*





# CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS

## TEXTING FOR AN APPOINTMENT (Adapted from Material GoCorps Shared with UWM)

**In some instances, it may be appropriate to text someone** to set up an appointment. Younger generations do most of their communicating via text. For busy adults, text messages may be easier to reply to than a voicemail.

On the other hand, calling can communicate professionalism and the importance/urgency of the subject. Calling also elicits an immediate response, while a text message can be responded to later or potentially even ignored.

So how do you know when it's best to text versus call? Here are some general guidelines to help you use your own discretion.

- If it is someone you already have frequent communication with via text message, then texting seems to be the most natural way to set up an appointment.
- If they have been unresponsive to your attempt to call, a text message is an alternate way to try to get a response from them.

Additionally, a hybrid of texting then calling [or vice versa] works well for most situations.

- Texting the person to let them know you will give them a call later will help them know to expect your call.
- Texting before the call also alerts them to what the call will be about, so it's easier to get straight to the point and set up a meeting.
- Texting after you leave a voicemail will give the person the chance to respond to you via text or by calling you back, whichever is easiest for them.
- Texting after leaving a voicemail also communicates how important it is to you that you get a response.

In general, if you are considering a text message because you are afraid or feel awkward using the phone, then that is not a good enough reason. However, if you think a text message would be better for the person you are reaching out to for an identifiable reason, then it's a good idea to text. Make the decision with the audience in mind, not you.

We have included some sample text messages for you here:

### Texting a Friend:

Me: Hey Liz! How are you? Are you free this afternoon at 2 for me to call you about getting together soon?

Liz: [yes] Sure! I'll be free then!

Me: OK great! I'll call you at 2 p.m.

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## CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS

Liz: [no] I'm actually busy then. Could you call me this evening?

Me: Sure, how about 6 p.m.?

Liz: Great, talk then!

### Texting a Referral:

Me: Hello Ms. Gregory, this is John Kim. Your co-worker Liz gave me your number and said you might be interested in hearing about the work I will be doing in China starting this Fall. Would you be free for a phone call this afternoon at 5:30 p.m. to hear more about what I will be doing, and possibly set up a time to meet in person?

Ms. Gregory: Hi John! Yes, Liz told me all about you. I would love to chat more, this afternoon should work for me.

Me: Great! I'm looking forward to talking with you, I'll call you at 5:30 p.m.

Ms. Gregory: Thank you! Talk to you then.

### Setting Up the Appointment Via Text:

Me: Hey Liz! How are you? I've been hoping to get together with you soon to share more about the ministry I'm preparing for in China and how I'm building my financial ministry partner team to make it possible. It would be great to meet up and talk more in person. Are you free this Tuesday at 2 p.m. or Wednesday at 6:30 p.m. to meet for coffee?

Liz: That's so exciting! I would love to get together. Evening would be better for me. Let's do Wednesday at 6:30 p.m.

Me: Great! I will plan for Wednesday at 6:30 p.m. Let's meet at Starbucks on 7th.

Liz: Okay, sounds good!

### Setting Up the Appointment Via Text with a Referral:

Me: Hello Ms. Gregory, this is John Kim. Your co-worker Liz gave me your number and said you might be interested in hearing about the work I will be doing in China starting this Fall. I would like to share more details about that with you as well as how I'm building my financial team to make it possible. Would you like to set up a time to get together next week for coffee? We could meet in a central location or wherever is best for you. I'm free Tuesday through Friday next week from 9-11 a.m. Which of those days and times work for you?

Ms. Gregory: Hi John! Yes, Liz mentioned you would be reaching out to me. A morning would actually be great if you could come to my home and I can make us coffee. How about Tuesday?

Me: Tuesday works great! How about 9 a.m.?

Ms. Gregory: Yes, 9 a.m. is fine.

Me: Great! Can you send me your address?

Ms. Gregory: Of course, it's 1234 Park Road

Me: Thanks! See you next Tuesday at 9 a.m. I'm excited to share about my ministry with you.



# CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS

## OBSTACLES

### Things to remember:

1. Be prepared to \_\_\_\_\_ their response to your meeting invitation.
2. Be ready to \_\_\_\_\_.
3. Take the opportunity to \_\_\_\_\_ with someone about a real concern.

### Examples of Obstacles:

1. I've never heard of United World Mission. Who are you working with?  
*United World Mission started in 1946 and today has more than 400 missionaries serving in over 45 countries around the world. We are in Asia, North America, Latin America, Europe, Africa, and the Middle East. Our main activities involve equipping leaders, establishing churches, and engaging in holistic ministry.*
2. We are so busy right now; I don't know when we could get together.  
*I understand! Would there be a time later this month that would be better for you?*  
**OR**  
*We'll be back in the area next month. Would it be okay if I checked with you then to see if your schedule has freed up any?*
3. Is this about money?  
*Well, we are working on developing our financial support team right now. I thought you would be encouraged by hearing a little bit about what God is doing in India. We'd love for you to consider being a part of our monthly support team... but of course there is no obligation to do so! I am simply interested in letting people know what God is doing in India and making the option of financial involvement available for your consideration.*
4. We are committed to our church building project right now. [OR] We support six missionary families and I am not sure we can take on anyone else.  
*Wow! That is so wonderful. I am so glad to hear of your involvement in those important ministries. My purpose in calling is definitely not to take away from anything you are already a part of. As I am developing our financial support team, we are hoping to talk with as many like-minded people as possible, and we understand that not everyone will be in a position to support us right now. If it is okay with you, we'd still love to get together to meet you... and share a little bit about our work in India with United World Mission.*
5. We are really tight financially/retired/on a fixed income/I just lost my job:  
[The principle here is: do not make a decision for someone. Genuinely understand their situation but go ahead and gently and sensitively ask for an appointment.]  
*I [completely] understand! You'd be surprised at how many people I talk to who are in a similar situation and yet want to be a part of what God is doing. My purpose in calling is definitely not to add any pressure or obligation... As we are developing our financial support team, we are hoping to talk with as many like-minded people as possible, and we understand that not everyone will be in a position to give right now. If it is okay with you, we'd still love to get together to meet you and share a little bit about our work in India with United World Mission.*
6. I don't think I can meet with you right now. Not at this time.  
*I completely understand! Almost everyone I have been meeting with has a busy life these days. You know, we are just at the beginning of our support raising journey and we'll be working on this for a few more months. Would it be better if I/we called back sometime later this month?*



## CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS

7. Can you just send me something in the mail and I'll send you a check?

*Sure. I can send you something in the mail if that is better for you. Let me confirm your address: After you have had some time to look over the brochure and visit the website, would it be OK if I called you back to see what you think and answer any questions you may have? I've found that the real blessing in partnering in the gospel is the personal relationships we can develop and I would not want to miss that with you if you are interested... Perhaps, we could have coffee after you are able to read some background information on us and United World Mission.*

8. [Abrupt] I'm not interested.

*Thank you for your time. I appreciate your taking the time to talk with me briefly. Would you like to receive my prayer letter to stay informed about my ministry and prayer updates? God bless you!*

### Leaving a Voicemail:

1. Say your \_\_\_\_\_ & \_\_\_\_\_ when leaving a message.
2. If you are calling someone you do not know or do not have a referral for, \_\_\_\_\_. Keep calling until you talk to them personally.

### Sample Voicemail:

*Hello! Josué and Maria, this is Nathaniel Mosaso calling. Sorry that I missed you!*

*I think that you know or might have heard that Louisa and I are getting ready to move to India. We would love to talk with you about this great opportunity.*

*If you'd like to call back, that's fine, but otherwise I'll call you again tomorrow.*

*My number is 000-000-0000. I look forward to talking with you. Bye!*



## CHAPTER 7: SETTING UP FACE-TO-FACE APPOINTMENTS

### Your Phone Call Outline:

Think of someone you plan to call and set up an appointment with. In this section, think through that conversation and write down the script below:

#### GREETING/RAPPORT:

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#### REASON FOR CALLING:

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#### SCHEDULE FACE-TO-FACE MEETING:

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#### CONFIRM TIME & PLACE:

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1. Write out what you will say and have that in front of you as you call the first few times.
2. Practice out loud what you will say before you call. Practice it out loud until it doesn't sound like you're reading.
3. Standing up when calling can help with confidence.
4. Have a quiet place to make your calls without distractions.
5. Set aside a block of time in which to make calls. Set specific times each day/week (i.e. 10am-noon, 3-5pm, and 7-9pm). Arrange your schedule to have windows of time devoted to calling, and windows of time available for appointments. You want to keep your focus and momentum. One suggestion is to make calls in the early part of the week and have appointments later in the week.
6. Set a goal for how many calls you will make each week.
7. You are building lasting relationships with partners that you hope will last for several years.
8. Since you only have a few seconds on the phone, you need to be confident, friendly, and engaged. Your ministry starts now.
9. It's okay to get a "no" answer. It's not a personal rejection. There are many reasons for a "no." It doesn't mean that you can't further the personal relationship and keep them connected to your ministry.
10. If a contact will not meet with you in person, you might want to ask them if you can just share over the phone. Take only a few minutes to share your vision and financial goals and ask for questions. Then ask if they would be open to partnering with you at a certain financial level.
11. Making the first call might be the hardest, but it's the best way to start feeling more confident and comfortable. You will probably want to call friends or family members first.
12. Pray that God would allow people to be open and available as you reach out to them.

[illegible]

# CHAPTER 8: GIVING PRESENTATIONS PART ONE



**LEARNING OBJECTIVE:** By the end of this session, you will have related the overview of a face-to-face appointment to your pre-work draft of your support-raising presentation. You will also have written your transition to "the ask" statement and added this to your draft of your support presentation.

## OVERVIEW OF A FACE-TO-FACE APPOINTMENT:

### 1. GREETING

### 2. ESTABLISH RAPPORT:

- Ask questions about them, their family, their work, how their week has been.
- A sincere compliment about their home, office, etc. is always appropriate.
- Be sure to listen as they talk.
- Look for common or relevant areas of interest, such as their heart for God, interest in evangelism, knowledge of world missions, etc.

### 3. TRANSITION TO PRESENTATION:

- When I called, I mentioned we wanted to share a little bit about our work with United World Mission and how you could be a part of it with us. I don't want to take more of your time than I said I would, so why don't I tell you more about what we are doing.

### 4. PRESENTATION PART ONE:

- Your personal faith story
- Your skills, experiences, and passions
- Your path to missions and your ministry vision
- Your story and ministry with United World Mission

### 5. TRANSITION TO ASK:

- Check for understanding: "Do you have any questions?"
- Stop talking for a moment or two and let them breathe and absorb what you've just explained.
- Re-engage a conversation and let them say something.

### 6. PRESENTATION PART TWO:

- Your introduction to ask
- Ask
- Possible responses to ask and overcoming obstacles
- Asking for referrals
- Thank you notes



## CHAPTER 8: GIVING PRESENTATIONS PART ONE

### HUSBANDS & WIVES - RAISING SUPPORT TOGETHER:

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#### 1. YOUR FAITH STORY:

- This is a brief, yet engaging story.
- It might change depending on who you are meeting with and the context you're in.
- What was your life like before you became a Christian? What led you to believe in Jesus? How has your life changed?
- Hit the high points of your faith story only. If they have questions, you can always elaborate later.

#### 2. SKILLS, EXPERIENCES, AND PASSIONS:

- These are ideas that help show how God has been preparing you for this ministry.
- What are your spiritual gifts?
- Explain how you gained the passion that God has given you for ministry.
- Are you now, or have you ever been involved in local ministry?
- Does your current job relate to this ministry (business)?

#### 3. PATH TO MISSIONS AND MINISTRY VISION:

- This should be a \_\_\_\_\_ point in your presentation.
- How did you come to understand \_\_\_\_\_ for the nations?
- How did you sense God \_\_\_\_\_ you in this direction?
- How did you become \_\_\_\_\_ in the country, ministry, or people group you will be serving?
- Engage them with good \_\_\_\_\_.

#### 4. YOUR STORY AND YOUR MINISTRY WITH UNITED WORLD MISSION:

- Consider: why this ministry, who will be impacted by this ministry, where will you live and do ministry, what is the strategy, how will you and your team accomplish it, and your role in this ministry.
- How did you connect with UWM?
- Explain BASIC information about UWM.
- What are some things that make UWM unique to you?
- Share how your ministry will fit with UWM's vision and values.

### **STOP! AT THIS POINT AND ASK IF THEY HAVE QUESTIONS!**

Do you have any questions about what I shared? Does this give you an idea of what we/I will be doing? Do you have any comments?



## CHAPTER 8: GIVING PRESENTATIONS PART ONE

### 5. TRANSITION FROM YOUR PERSONAL STORY TO "THE ASK"

- Example transition statement: "Before we are able to move to India, we need to put together our complete financial support team. Let me explain a little bit more about that"

Use above example or write your own below:

#### TRANSITION:

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## CHAPTER 9: GIVING PRESENTATIONS PART TWO



**LEARNING OBJECTIVE:** By the end of this session, you will have practiced your support presentation and demonstrated asking for financial support clearly and sensitively, discussing obstacles and responses, using the commitment card, asking for referrals, and saying thank you.

### 6. PRESENTATION PART TWO: SAMPLE INTRODUCTION TO "THE ASK"

- What do you need to do in order to accomplish the vision that God has given you to go and serve as a part of the strategy?
- When would you like to be on the field? \_\_\_\_\_
- When would you like to be at pre-field training (CIT)? \_\_\_\_\_
- Where are you in your support team development journey? What percent are you at?
- How many new partners do you need (or how much monthly support remains) to reach fully funded by your CIT date and your departure date?
- Sample "Introduction to Ask":
  - In order to move to India, United World Mission has determined that we need \$7,000 per month for salary, housing, transportation, medical, and all of our ministry expenses. We hope to arrive in India in January 2018. We have just started building our financial support team and we're already at 10% of our goal.

#### YOUR INTRODUCTION TO "THE ASK":

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#### "THE ASK":

- This will be the hardest part of your presentation - be courageous!
- Do not skip this section.
- A presentation without an ask is a missed opportunity.

#### SAMPLE ASK:

In order to reach our goal as quickly as possible, we are looking for monthly partners at these levels:

2 partners at \$1,000/month

3 partners at \$500/month

6 partners at \$250/month

15 partners at \$100/month

10 partners at \$50/month

We'd like to invite you to join us as partners in this ministry. Is now a good time to ask you to consider regular monthly financial support?

**STOP! DON'T SAY ANYTHING AND BE QUIET!**

There might be a few moments of \_\_\_\_\_ which could feel awkward. Resist the urge to say \_\_\_\_\_ and let them \_\_\_\_\_!



## CHAPTER 9: GIVING PRESENTATIONS PART TWO

### WRITE YOUR OWN ASK STATEMENT:

Example: "In order to reach my goal quickly, I'm looking for partners to join me at these levels. I wanted to ask if it would be possible for you to partner with me in ministry at the \$100/month level. Could that work for you?"

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### SPECIAL GIFTS:

When and how do you talk about your outgoing financial needs or "special gifts?"

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### POSSIBLE RESPONSES TO "THE ASK" AND OVERCOMING OBSTACLES:

#### 1. WE'LL PRAY ABOUT IT.

- *That's great. I completely understand. Please take some time to pray about it. Would it be okay if I gave you a call in a few days to follow-up with you? Would that give you enough time to make a decision?*

- **Suggest a day and time about two days from now. Always keep the ball in your court to follow up with them until you get a direct yes or no answer.**

- If they say that their schedule has been busy and they've been hard to reach, and that they'd offer to call you, be sure to respond with: *"That's great, thanks! We look forward to hearing from you. If for some reason I don't hear from you by [day], would it be okay if we gave you a quick call?"*

- *Before we go, is there anything that we can pray with you and your family about?*

#### 2. MAYBE / WE ARE NOT SURE ABOUT THE AMOUNT

- *Would it be okay if I gave you some time to think and pray about it and then get back in touch with you in a few days? Would that give you enough time?*

- **Suggest a day and time about two days from now. Always keep the ball in your court to follow up with them until you get a direct yes or no answer.**

- *Before we go, is there anything that we can pray with you and your family about?*



## CHAPTER 9: GIVING PRESENTATIONS PART TWO

### **3. NOT NOW (with reasons like bills, college, church commitments, other missionaries):**

*- I understand! I think a lot of people are in that same situation right now. Since we will still be working on this for a while, would it be okay if we just check back in with you in the next couple months to see if anything has changed for you?*

*- Before we go, is there anything that we can pray with you and your family about?*

### **4. NO TO A MONTHLY COMMITMENT, BUT OPEN TO SPECIAL OR ANNUAL GIFTS:**

*- I completely understand. I've talked with others who are not able to give on a monthly basis either even though they are interested in our ministry.*

*- I'm not sure if this would be better for you or not, but there is another way you could help. In addition to monthly support, we also have a financial need for outgoing expenses to get us to the field, things like travel, immunizations, training, household setup, and things like that.*

*- Would helping with a special gift toward those needs be better for you at this time?*

*- Before we go, is there anything that we can pray with you and your family about?*

### **5. NO, NOT EVER**

*- Thank you for taking the time to meet with us and listen to our story. We've enjoyed getting to know you a little bit.*

*- Would you be interested in receiving our newsletters and prayer updates?*

*- Before we go, is there anything that we can pray with you and your family about?*

### **6. YES:**

*- "That's great! Thank you so much! It means so much to us. Do you have an idea at which level you would like to give? [Clarify amount of gift and frequency.] That's great. It will definitely make a difference. Let me show you some giving options through United World Mission. You can give by check or online. The two easiest ways you can give monthly support are through a monthly bank transfer or through a monthly credit card debit. That saves you from writing a check each month, saves UWM a lot of processing time and ensures that your gifts are put to work right away."*

*- I was also wondering if you would be open to starting your gift right away so I could go ahead and count it toward my goal? I would really appreciate it.*

**- An important step after a "yes" is to solidify the first gift. Ask if they would want to fill out the commitment card or sign up online before you leave.**

*- "The easiest way I've found to get your giving started is to fill out the commitment card now or go ahead and sign up online. Would you want to do that?"*

*- If they say no: "No problem! You can use the reply envelope to mail in your check and commitment card later, or you can sign up online when you get home. If I don't see your gift come through in a week can I check in with you just to make sure nothing happened to it?"*



## CHAPTER 9: GIVING PRESENTATIONS PART TWO

### GIVING OPTIONS: COMMITMENT CARD AND ONLINE!

#### - ONLINE:

1. Your personal giving page or [uwm.org/give](http://uwm.org/give)
2. The Give via Bank Account option requires a check made payable to UWM for the first month's gift; subsequent gifts will be electronically transferred from their checking account (as long as they have signed the commitment card)
3. The Give via Credit Card option requires their credit card number and a signature, along with an amount to be charged each month. The fee that is charged by the credit card companies (3%) will be taken out of the amount that was donated.
4. The Give via Check - some people still prefer to give by check. In this case, they will write a check made payable to United World Mission and fill out the amount the date they plan to mail it each month (if monthly), along with their name and contact information. They also need to write your name and account number on the commitment card (you might want to already have it written for them). They should not write your name and number on the check memo line. Put the check and commitment card in the pre-addressed envelope and mail it. You might even offer to mail their first check for them.

### ASKING FOR REFERRALS:

- Referrals are another way that partners can help.
- Ask for referrals only after someone gives you a \_\_\_\_\_ about financial support.
- If they need time to think about it, be sure to \_\_\_\_\_ with them.
- Be \_\_\_\_\_ and \_\_\_\_\_ when dealing with referrals.
- You might need to \_\_\_\_\_ them think of possible referrals.
- If you don't have enough contacts to build your full ministry support team, then the only way to reach your goal will be to get referrals. If you ask each of your new partners for two referrals that will equal several new contacts. Of those contacts, only some will become supporters. The point is that you need as many referrals as possible to reach your goal.

### SAMPLE ASK FOR REFERRALS:

We really appreciate your willingness to partner with us...there is one more way you can help. We need to find several more monthly ministry partners and we don't know as many people as we need to in order to complete our partner team. Would you be willing to suggest some other people who you know that have a heart for the Lord and for ministry like you do that we could possibly connect with?

OR

We know that not everyone we talk with will be able to partner financially, but we have found that like-minded people are usually encouraged by hearing about what God is doing through ministries like ours. Would you happen to know of anyone?

*If they need more time to think about possible referrals for you, ask when you can follow up with them about it to get the contact information.*



---

*Hi Tyrone! [Daniel Lee] suggested I give you a call because of your heart for international mission ministry.*

[Confirm date, time, and place you will meet.]

[illegible]

## CHAPTER 9: GIVING PRESENTATIONS PART TWO

### THANK YOU CARDS:

- \_\_\_\_\_ a thank you note as soon as you leave the appointment and mail it the same day, so that it arrives the next day.

Dear [Potential Supporter]

What an encouragement it was to meet with you today and get to know your heart for the Lord! Thank you for considering joining our financial support team. I'll call you on [day] [date] and [time] to see what you have decided.

Again, I really enjoyed our time together.

-----

Dear [Person who said yes]

What an encouragement to meet with you [and spouse] today and get to know your heart for the Lord. Thank you for your decision to join our financial support team at \$ per month. We are honored to partner in the gospel with you.

We will send your first check to our headquarters today and you will receive a receipt for your first gift very shortly.

We look forward to watching God work over the next few years and you'll be a part of that. We'll stay in touch. In the meantime, the Lord bless you!

-----

Also send a thank you note if someone takes you out to dinner, introduced you to someone, arranged a meeting with a potential supporter for you, etc.



## CHAPTER 9: GIVING PRESENTATIONS PART TWO

### WISE REMINDERS:

1. Showing a genuine interest in their \_\_\_\_\_ and concern builds a trusted relationship.
2. Don't \_\_\_\_\_ for anyone based on their lifestyle or financial situation.
3. The people you think will give often \_\_\_\_\_, and the people you think won't give might \_\_\_\_\_.
4. Ask for \_\_\_\_\_ support first. That is your biggest need. Only after they have said a definite "no" to monthly support should you ask for a \_\_\_\_\_ toward your outgoing expenses.
5. Set a time to call and \_\_\_\_\_. Keep the ball in your court.
6. Don't count the monthly support in your totals until you get the \_\_\_\_\_.
7. Once you ask, \_\_\_\_\_ until they answer. Let them talk first.
8. Keep to the \_\_\_\_\_ you requested and suggested when you asked for the appointment. Respect their time.
9. \_\_\_\_\_ with people about the things happening in their lives.
10. \_\_\_\_\_ a thank you card for the visit that same day, and another one for the decision if the decision is made after the appointment.
11. Keep a box of \_\_\_\_\_ in your car so you are always ready to meet with someone (thank you notes, stamps, commitment cards, brochures, presentation information, etc.)
12. Make sure you are a \_\_\_\_\_ yourself before you ask people to give generously to you.
13. \_\_\_\_\_ for meetings is important. Find something that prepares you well such as calling your coach, calling a friend, pray, having some quiet time, etc.

### ASKING CHURCHES:

1. A good idea is to start with your home church.
2. Share with the pastor or missions committee about your story, ministry vision, and the need to make it possible.
3. Ask about the process for applying for financial support at the church.
4. Get advice and guidance from pastors and church leaders. This shows them that you really do desire partnership with them.
5. Churches have different policies for raising support. Some give support only from the church, some only let you meet with church members, and some may not want you to ask church members, and some may give as a church and church members might give individually.
6. Will financial support come with expectations from the church?
7. Engage them about their church and ministries.
8. Ask if there is anything you can do for their Church.
9. Find key advocates at different churches who could introduce you to church leaders that you could meet with.

### SPEAKING AND PRESENTING TO GROUPS:

The best place to share about your ministry and ask for financial partnership is in a face-to-face meeting. However, you may be asked to share with a church or small group. You might need to discern if you should accept all the invitations to share or not.



## CHAPTER 9: GIVING PRESENTATIONS PART TWO

1. Don't do anything in a group that would take away your chance for an individual appointment.
2. Be prepared to speak for different amounts of time. (10 min, 30 min, etc.)
3. Present to small groups like you were presenting to an individual.
4. Let small group members know that you like them to consider how they might be able to partner with you, and that you would like to follow up with them personally.
5. Be sure you have enough time to talk with people before and after the meeting.
6. Save some details of your presentation. Let them know that there is more to share and that you would love to share more with them individually.
7. Be sure to use contact cards to get contact information and use that to follow up with them. (name, email, phone, etc.)
8. Presenting in groups is the means to getting more contacts, which will allow you to ask them for financial partnership individually. Never ask them to decide in a group.
9. One way to speak to church congregations is to share a brief 5-10-minute introduction about you and your ministry. Then, use the remaining time to share about God's heart for the nations and reaching the lost.

What churches do you plan to contact? Who is your contact/advocate there? When will you contact them?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# CHAPTER 10: COMMUNICATIONS



**LEARNING OBJECTIVE:** By the end of this session, you will have recognized giver-focused phrasing, elements of a communication plan, and begun outlining your communication strategy to both your prospective and current donors using the tools provided.

## CHAPTER OUTLINE:

1. Communications Basics
2. Missionary Communication Plan
3. Resources and Tools

### 1. COMMUNICATIONS BASICS:

A few key points to remember as we dive into this chapter:

1. AUDIENCE - This could be your current donors, potential donors, and prayer supporters. Keep in mind what will be of most interest to each type of audience.
2. PURPOSE - Always have a call to action! This is your opportunity to engage your team in missions by sharing information, encouraging them to give and pray, and showing God at work in the world.
3. FREQUENCY - At the very least, you should be sending out a newsletter on a monthly basis. Be consistent!
4. THANKS - Always express your thanks to your supporters in every communication. The giver-focused phrases below are great ways to do this.

#### Giver-focused Phrasing:

- We thank God for His provision through you.
- When you pray and give, the Lord uses you to touch the hearts of \_\_\_\_\_.
- Your prayers and gifts have enabled...
- I thank the Lord daily for choosing to work through you.
- Thank you for being used by God in this vital ministry.
- We so greatly appreciate God's working through you.
- With God's provision through you...
- Because you care and give...
- Thank you for helping men like...
- Your generosity towards \_\_\_\_\_ in 2015 helped to...
- Your partnership made 2015 a year of \_\_\_\_\_. Thank you for your ongoing support as we seek to help \_\_\_\_\_ find new life in Christ.
- The support of visionary/compassionate/like-minded friends like you has enabled us to...
- There is always a face behind your gift, a person who will benefit. I hope you will keep that in mind as you pray and continue in your faithful support.
- Of course, we face many challenges - we always will. But we have a great God, a faithful God, and we have you.
- In every area of ministry, we succeed because generous people like you join us in partnership.



# CHAPTER 10: COMMUNICATIONS

## 2. MINISTRY COMMUNICATION PLAN:

### 1. Presentations

### 2. Social Media

- We recommend that you set up a Facebook page devoted solely to your mission (if a lot of your friends use Instagram, this could be a helpful tool as well). Why? Because with pages, you can post stories, updates, news, videos, and other media devoted strictly to the mission.

- If you don't want to create a specific page devoted to your ministry, creating a ministry hashtag can be a helpful way for your supporters to keep up. Hashtags take the whole of the internet, and help pare it down to something specific.

### 3. Newsletters

- This should be the backbone of your communication strategy. Be sure to always include the following:

- Your Name
- A Call To Action
- Your Ministry Focus
- Optional Family Update
- Prayer Requests
- Donation Information (including your Missionary Bio Giving Page)
- Your Contact Information

### Your Missionary Bio Giving Page

1. Complete and submit UWM bio page update: [http://go28.formstack.com/forms/bio\\_update](http://go28.formstack.com/forms/bio_update)

2. Your page will be updated by a member of the UWM Communications team, and can be found at [uwm.org/\[your project account #\]](http://uwm.org/[your project account #])

### Good Newsletters Are:

- **Succinct, but not vague.** Try not to ramble, but provide enough detail for your supporters to really understand what's going on in your ministry. If your newsletter is too long, it often won't be read all the way through.
- **Aesthetically pleasing.** Don't use a million fonts, or any crazy colors! Use your creativity, but be sure that your newsletter isn't too harsh on the eyes.
- **Personal.** Your donors care about YOU! They want to know what's going on in your lives, not just in your ministry. Include photos of both your family and your work. Give an update on your kids, if applicable. Share about something fun you've done lately, or something you could really use prayer for.
- **Consistent.** You don't have to share a newsletter every week (actually, you definitely should *not*!) to be consistent. UWM recommends at least once a month. Maybe try to schedule it on the same day each month, so you can plan and prepare.
- **Heartfelt and full of gratitude.** Your supporters, through God's grace, enable you to continue in your ministry. Be sure to thank them every newsletter you send. Remind them that they're a part of something big.



## CHAPTER 10: COMMUNICATIONS

### **Mailchimp Steps:**

1. Create a free account with MailChimp to import your contact list and create eNewsletters.
2. Once you've signed up, you will be taken to your Dashboard. On the right hand side of the page will be "Get Started with MailChimp in 4 Simple Steps". Use the below links to watch helpful videos.
3. Create a template for future newsletters and campaigns to make it easier to send out every month.
4. Resources: [www.mailchimp.com/support/online-training/](http://www.mailchimp.com/support/online-training/) or [www.mailchimp.com/resources/academy/](http://www.mailchimp.com/resources/academy/)

### **Printing your Newsletter through BMC:**

1. Email BMC your newsletter
  2. BMC will run your list through the National Change of Address (US Post Office Software), and update any change of address or bad addresses BEFORE mailing your newsletter.
  3. All returned mail will go back to BMC and they will update your list.
  4. BMC will send you a spreadsheet with changes and updates they have made to your list.
  5. If you have new addresses, changed, deletions, or duplications to correct, email BMC directly.
- Note: We recommend that printed newsletters be sent out at least twice a year. We recommend BMC as a service provider especially while on the field.

**BMC Steps – Hard Copy Mailing List**  
**Bob & Marie Canaday**  
**2120 North B Street**  
**Fort Smith, AR 72901-3417**  
**479-785-0262**  
**[bmc@bmcletterservice.com](mailto:bmc@bmcletterservice.com)**  
**[www.bmcletterservice.com](http://www.bmcletterservice.com)**

### **Advantages of BMC:**

1. BMC can mail bulk rate, even if your list is under 200 people.
2. BMC can print out labels for your list if you choose to mail them yourself (this might save you printing costs).
3. You can get an updated copy of your list as often as you like from BMC.



# CHAPTER 10: COMMUNICATIONS

## 12 MONTH NEWSLETTER COMMUNICATION PLAN:

Below are the recommended topics for your first year of monthly newsletters:

### 1. ANNOUNCEMENT: WE ARE MISSIONARIES WITH UNITED WORLD MISSION!

- You may have heard that I have recently been appointed to join United World Mission and will be serving in Scotland! I am humbled and excited about this opportunity and am in the process of building a team of partners for care and support along the way. I wanted to share with you a little more about the organization I have chosen and have been accepted to work with. United World Mission has been around since 1946 serving in over 45 countries. Our mission is to see God change lives and transform communities everywhere by partnering to equip leaders, establish churches and engage in holistic ministry. I will help to fulfill the mission by.....Watch this video about who United World Mission is: <https://vimeo.com/295886033>

### 2. COUNTRY INFO/UPDATE:

- This month, I wanted to share more about the country that will be my new home. Scotland is.... (add interesting information about the place you will be serving)

### 3. INTRO TO TEAM/PARTNER:

- Introduce your coworkers, if there is a team leader/supervisor. Show pictures. Explain their vision.

### 4. FIELD STORY:

- Ask your team or national partner for a story of a life that was changed or something that has happened recently that was encouraging through their ministry. Try to collect pictures as well from them.

### 5. VIDEO UPDATE (50% of 6-month mark with CIT as next step):

- Use your phone to create a short 1-3 minute video updating your team on reaching 50% of your monthly support goal, being close to CIT, or departure date is approaching.

### 6. HUMOR - TOP 10/FUN FACTS:

- 10 fun facts about your country! These are easy to find online, and you might even be able to find a video.

### 7. SUPPORTING NATIONALS AND THEIR WORK:

- Share a story about how the ministry you will be involved in will impact nationals and the work they are doing.

### 8. SPIRITUAL FORMATION EXERCISE

### 9. PLAY VIDEO FOR COUNTRY/PEOPLE GROUP

- Get your team to be praying specifically for your country. Prayercast.com has videos for every nation.

### 10. POST CIT - TAKEAWAYS

- Share a story highlighting something you learned while at pre-field, cross-cultural training. Again make sure to take photos while there, or do a short video again.

### 11. HURDLES YOU'LL FACE YOUR FIRST TERM - HOW SUPPORTERS CAN PRAY:

- From Jack Voelkel: <https://urbana.org/go-and-do/ask-jack/what-are-some-1>



## CHAPTER 10: COMMUNICATIONS

### 12. FAQs WHEN YOU LEAVE FOR THE FIELD:

- As I get closer to moving to Scotland, I wanted to answer some of the questions I've been asked a lot lately. Here's the down low:

#### 1. THE LOGISTICS

- When do you leave? What is your flight path?
- Where are you going?
- Where are you staying?
- What will your schedule be like?

#### 2. THE BASICS

- Why are you giving?
- How did you decide to go?
- How long are you going?
- Why Scotland?
- What is Scotland like?
- What religions are in Scotland? Isn't it already a Christian nation?

#### 3. MISCELLANEOUS/IF APPLICABLE:

- Are you taking your kids?
- The unstated question from above... will it be safe for your family?
- Why are you studying culture and language for a year?

#### 4. COMMUNICATION

- Will you send updates?
- What can be shared publicly about your ministry?

### 3. RESOURCES AND TOOLS

#### 1. Resources that UWM uses to communicate with you:

- Engage
- PIP
- UGroup
- Facebook, Instagram, Twitter: @uwmorg

#### 2. Tools you use to communicate with your team:

- Go Kits
- Order Brochures: <https://uwm.org/order-brochures/>
- Order Materials: <https://uwm.org/materials-order/>
- Mailchimp
- Weekly Check-In with Coach



## CHAPTER 10: COMMUNICATION NEXT STEPS CHECKLIST

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### AFTER ENTRY POINT:

- ☐ Submit brochure content online
- ☐ Submit bio update for UWM giving page
- ☐ Activate UWM email account
- ☐ Follow UWM on social media
- ☐ Sketch out a draft of a communications plan and review with your pre-field coach
- ☐ Submit prayer requests (monthly) through the PIP email you will receive



## CHAPTER 11: PRE-FIELD COACHING



**LEARNING OBJECTIVE:** By the end of this session, you will have recognized how UWM will support you as you launch into the next phase, been assigned a pre-field coach to help you achieve your support raising goals, and have planned for staying in touch with your coach on a regular basis.

United World Mission has invested significant resources to provide this ministry partner team training. These best practices will effectively and efficiently help you represent the Lord, UWM, and your personal ministry, and identify the group of people who will provide the funds necessary to fulfill your calling. Ministry partner team development doesn't have to be a difficult hurdle, and we believe that the approach you have been taught will be used by God to accomplish His purposes.

One of the ways United World Mission is committed to helping you in this journey is to assign you a pre-field coach. Your coach will work with you to help you develop and execute a plan of action. A few appointees are naturally gifted in the tasks required to do this well and will need little help. Most others will need regular encouragement, ongoing training, and reminders why certain practices and approaches are recommended. In whichever category you fall, your coach will be your direct link to United World Mission's help and encouragement during this process.

Your coach will expect you to regularly update your Weekly Appointee Report workbook. The report will be reviewed and debriefed with you during your coaching calls. Also, you are being given an 'Ebenezer journal' which will be explained, and you will be expected to write in weekly. It is not required, but you are strongly encouraged to begin using a 'donor management software' in addition to the Weekly Appointee Report. Your coach is there to encourage you and minister to you, as well as help hold you accountable!

Appointees who are not meeting their goals or responding to the coach will be called by the Director of Mobilization. Being held accountable to the coach and their supervisor has been established for your good. We are appointing you to United World Mission because we believe that God has a special task for you! Therefore, we consider it a high calling and privilege to help equip and prepare you.



## CHAPTER 11: PRE-FIELD COACHING

### UNITED WORLD MISSION Weekly Report for Appointees

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Support team development week number: \_\_\_\_\_

Monthly Support Requirement Raised: 6%

Outgoing Support Requirement Raised: 6%

#### THIS WEEK:

1. Please hold me accountable to the following for this coming week:
  - a. Number of phone calls to get appointments: \_\_\_\_\_
  - b. Number of appointments: \_\_\_\_\_
  - c. Number of referrals gained: \_\_\_\_\_
2. I also plan to do the following activities this coming week:

#### LAST WEEK:

3. Number of phone calls made to get appointments: \_\_\_\_\_
4. Number of appointments: \_\_\_\_\_
5. Number of referrals gained: \_\_\_\_\_
6. Number of thank you notes mailed: \_\_\_\_\_
7. Highlight of last week:





## CHAPTER 11: PRE-FIELD COACHING

**UNITED WORLD MISSION**  
**Prayer Support Team for \_\_\_\_\_**

[illegible]

# CHAPTER 11: PRE-FIELD COACHING

## UNITED WORLD MISSION Report of Financial Support Status - Monthly Support

APPOINTEE NAME: \_\_\_\_\_

Appointed: \_\_\_\_\_

Monthly Support Requirement: \$ 5,000

Report Dated: \_\_\_\_/\_\_\_\_/\_\_\_\_

	Donor Name	Monthly Support Pledged	% of Monthly Requirement Pledged		Date Support Began	Monthly Support Realized	% of Monthly Requirement Realized
1	John Smith	\$ 100	2%		7/1/11	\$ 100	2%
2	Betty Lou Who	\$ 200	6%		7/5/11	\$ 200	6%
3			6%				6%
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# CHAPTER 11: PRE-FIELD COACHING

## UNITED WORLD MISSION Report of Financial Support Status - Outgoing Support

APPOINTEE NAME: \_\_\_\_\_

Appointed: \_\_\_\_\_

Outgoing Support Requirement: \$ 20,000

Report Dated: \_\_\_\_/\_\_\_\_/\_\_\_\_

	Donor Name	Special Gift Pledged	% of Outgoing Requirement Pledged		Date Support Began	Outgoing Support Realized	% of Outgoing Requirement Realized
1	Joe MacCarthy	\$ 250	1%		6/30/11	\$ 250	1%
2	John Doe	\$ 1,000	6%		7/2/11	\$ 1,000	6%
3			6%				6%
4			6%				6%
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UNITED WORLD MISSION  
Support Activity Report

**Appointed:**

**Anticipated CIT Attendance:**

KEY	
	Appointment
	Follow up phone call ASAP
	Follow up phone call later

[illegible]

## CHAPTER 12: OVERVIEW OF THE TASK

1. Stay in the Word
2. Be sure of your conviction and calling.
3. Become familiar with the biblical models of how God's work has been funded.
4. Be strong and courageous.
5. Be willing to work hard.
6. Be willing to grow in areas where you are weak.
7. Be willing to step outside your comfort zone.
8. Remember you are laying a foundation for a lifetime of service.
9. Find a way to stay organized.
10. Keep good records.
11. Be prepared for rejection and practice resilience.
12. Follow the training principles.
13. Stay open and teachable.
14. Be willing to learn new things.
15. The most effective way to ask for support is to meet with people face-to-face. It is also the hardest way.
16. Ask people clearly to support your ministry. Don't hint.
17. Keep up your friendships and/or find new ones. Find a small group of people to check in with you on your relationship with God, your marriage and family life, your level of effort with respect to support raising, and generally be cheerleaders and encouragers during this season of your life.
18. Stay in touch with your UWM Support Coach Team weekly. Call them if you have questions.
19. View your initial and ongoing support team development as a ministry to your donors. Do not view it as a necessary means to the real end.
20. Expect God to act on your behalf. This will probably not happen in the ways you expect, but he is at work nonetheless.
21. Pray without ceasing.
22. Stay in the Word.



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## CHAPTER 13: BIBLIOGRAPHY AND RESOURCES

### RELATIONSHIP MANAGEMENT SOFTWARE:

TntMPD is a free program for managing your relationships with your ministry partners. It is designed specifically for missionaries who raise their own support. The hope in sharing TntMPD with you is that you, a fellow missionary, will have more time to do what God has called you to do.

TntMPD is yours for free! This means that you can download it and run it for free. Feel free to share it with your friends. I hope you find this software useful to you and your ministry.

<http://www.tntware.com/>

### WEBSITES:

[TheBodyBuilders.net](http://TheBodyBuilders.net)

[SupportRaisingSolutions.org](http://SupportRaisingSolutions.org)

### SERMONS:

Timothy Keller  
Redeemer Presbyterian Church  
<http://sermons.redeemer.com/store/>  
Made for Stewardship (Genesis 1:26-2:2; 2:7-9, 15)  
Treasure vs. Money (Matthew 6:19-34)

John Piper  
Desiring God Ministries  
<http://www.desiringgod.org/store/audio-cds/>  
Money, Ministry and the Magnificence of Christ  
Magnifying God with Money  
Don't Be Anxious, Lay Up Treasure in Heaven



## CHAPTER 13: BIBLIOGRAPHY AND RESOURCES

### THE SPIRITUALITY OF FUNDRAISING:

By Henri J.M. Nouwen

Available at [www.henrinouwen.org](http://www.henrinouwen.org)

1. Fund-raising is first and foremost a form of ministry. It is a way of announcing our vision and inviting other people into our mission.
2. As a form of ministry, fund-raising is as spiritual as giving a sermon, entering a time of prayer, visiting the sick, or feeding the hungry.
3. Fund-raising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission. Fund-raising is precisely the opposite of begging. When we seek to raise funds we are not saying, "Please, could you help us out because lately it's been hard." Rather, we are declaring, "We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources God has given you—your energy, your prayers, and your money—in this work to which God has called us." Our invitation is clear and confident . . .
4. "I ask for money standing up, not bowing down, because I believe in what I am about. I believe that I have something important to offer." Without apology [we] invite people to be a part of [our] vision.
5. By giving people a spiritual vision, we want them to experience that they will in fact benefit by making their resources available to us. We truly believe that if their gift is good only for us who receive, it is not fund-raising in the spiritual sense. Fund-raising from the point of view of the gospel says to people, "I will take your money and invest it in this vision only if it is good for your spiritual health." "You won't become poorer, you will become richer by giving." We can confidently say with the Apostle Paul: "You will be enriched in every way for your generosity . . ." (2 Cor. 9:11)
6. Even a seemingly small act of generosity can grow into something far beyond what we could ever ask or imagine.
7. Talking about money is one of the greatest taboos around. Money conversations are a greater taboo than conversations about sex or religion. Often we do not feel that asking for money is an easy thing to be "up front" about.
8. Once we are prayerfully committed to placing our whole trust in God, and have become clear that we are concerned only for the Kingdom . . . and once we believe that we have something of great value to give them, then we will have no trouble at all in asking someone for [money]. We are free to ask for whatever we need.
9. If for some reason a person says "No," we are free to respond gratefully. We can trust the Spirit of Christ who is guiding us is also guiding that person. Perhaps her financial resources are more urgently needed elsewhere. Maybe he is not yet ready to make a real commitment. Perhaps we need to listen more deeply to the Spirit so that our asking will be clearer and our vision more attractive. Because we approach potential donors in the Spirit of Christ, when we ask them for money we can do so with an attitude and in an atmosphere of confident freedom.
10. Asking people for money is giving them the opportunity to put their resources at the disposal of the Kingdom. To raise funds is to offer people the chance to invest what they have in the work of God. Whether they have much or little is not as important as the possibility of making their money available to God.
11. Fund-raising must always aim to create new, lasting relationships.
12. How do we move from perceiving fund-raising as an unpleasant but unavoidable activity to recognizing fund-raising as a life-giving, hope-filled expression of ministry? Prayer is the spiritual discipline through which our mind and heart are converted.
13. Prayer is the radical starting point of fund-raising because in prayer we slowly experience a reorientation of all our thoughts and feelings about ourselves and others.







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