

REACH YOUR PEAK



ITINERATION
LAUNCH

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The **Itineration Launch** is a
1-day workshop for new &
returning missionaries

This is a preview of
units 1 & 2

units 3-5 are in the
workshop

UNIT 1

Culture Shifts

Culture Shifts, Churches & Missions
Support

1.

DISCONTINUOUS CHANGE

By Carie Jorgenson, NWMN World Missions Facilitator

A lot of things are changing in American culture. We've got to understand what those changes are and use methods that work in our culture today. Missionaries who understand the cultural changes taking place and are changing themselves, will have considerable success in connecting with local churches and individuals to raise the funds they need to go to the mission field. But to understand how to connect with churches, we must understand a little more about the rapidly changing landscape the church finds itself in today.

What is Discontinuous Change?

Businessdictionary.com says that discontinuous (or transformative) change is non-incremental, sudden change that threatens existing or traditional authority or power structure, because it drastically alters the way things are currently done or have been done for years. "Discontinuous" change (i.e. "transformational" or "revolutionary") stands in contrast to "continuous" change (i.e. "incremental," "evolutionary").

When our maps no longer describe the territory we live in, we need to draw new maps that better reflect the changing terrain around us and help us understand and navigate our new context.

Alan Roxburgh, The Sky is Falling

Continuous Vs. Discontinuous Change

Continuous change is comfortable because it fits into our prior understanding of the world. Change is simple, incremental, and comes about slowly and you can manage and control it towards a preferable end. Discontinuous change is disruptive because discontinuous change is sudden, disruptive and transformative. It literally feels like the sky is falling. It exhausts our physical, mental, and spiritual resources by its sheer magnitude. While we may find some success adapting to changes in one or two areas of our lives, pervasive, discontinuous change forces us to deal with changes on every front simultaneously. What's more, these changes build on each other, making it even more difficult to know which to pay attention to and what to do next. ¹ It forces us to adapt.

Examples of Discontinuous Change

Innovative Products that Flipped their Industry Upside-down

Industry	Innovative Product	Transformative Changed
Charitable Giving	Text to Give	After "Text Haiti to 90999", charitable giving was never the same again. Giving from your mobile phone is now the new standard.
Web	Google Apps	Cloud based apps challenges conventional word processing, calendaring and spreadsheets.
Tech	Apple Ipad	Tablets challenge the idea of needing the portable laptop computer.
Entertainment	Netflix	Online video rental challenges traditional retail rental entertainment.
Music	Pandora	Online music challenges traditional radio by offering a personalized radio experience.
Gaming	ZYNGA	Gaming that has an integrated social media platform challenges the need for a traditional console.
Manufacturing	TATA NANO	They successfully created an affordable \$2,000 car for developing countries.

Discussion Question

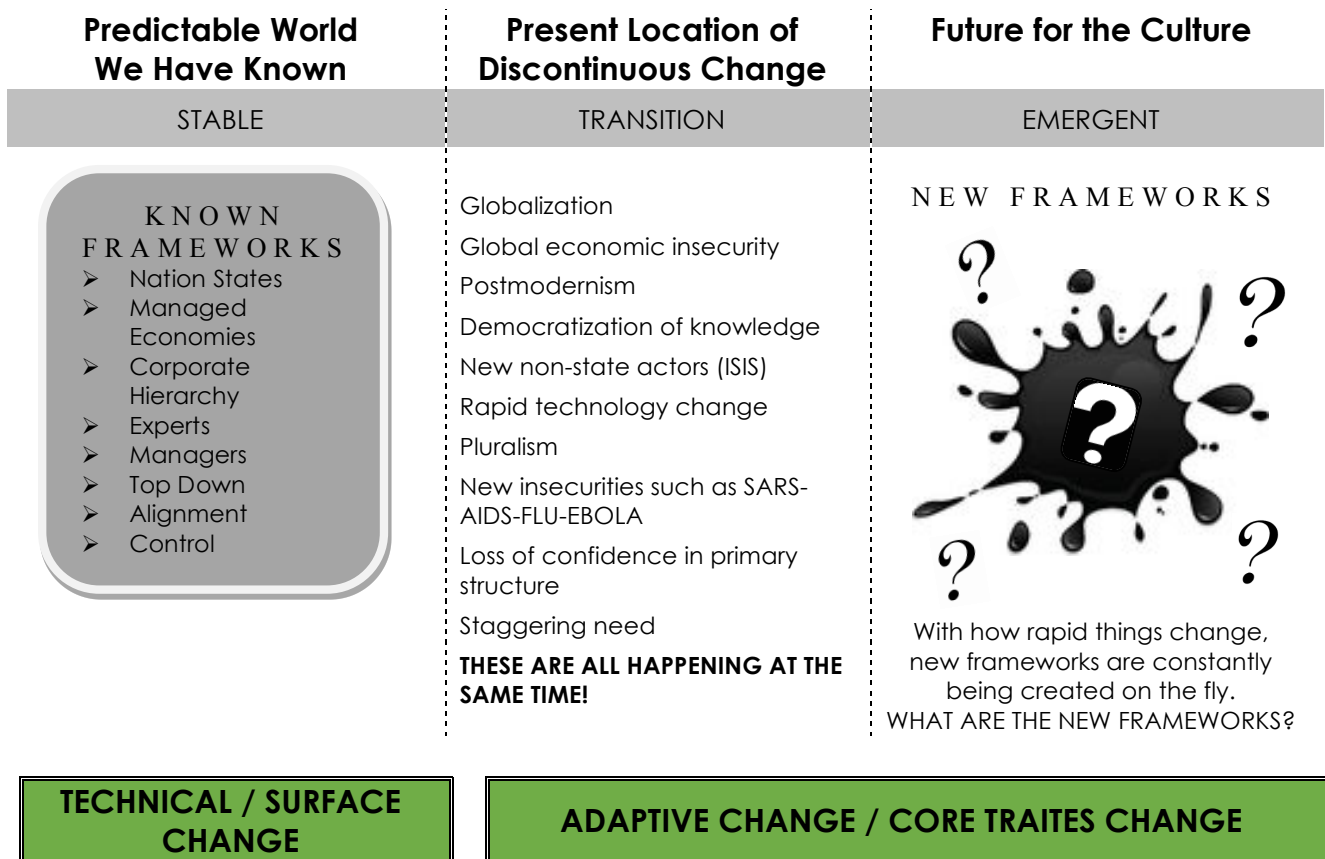
Can you recognize examples of discontinuous change in American culture impacting your life and/or society? What are some examples?

Changing Roads Need New Maps

As the culture goes through major discontinuous change, the maps we have been using will become less and less helpful. When our maps of the world stop operating in the ways we expect – even though they have worked quite successfully in the past – we become confused, frustrated, and angry. This is what happens to people in the midst of discontinuous change and transition.² We need to discover new maps and new frameworks to successfully guide us forward. So what are those new frameworks?

CHANGING FRAMEWORKS

This chart illustrates some of the changing frameworks that will need to be developed in the 21st century.³

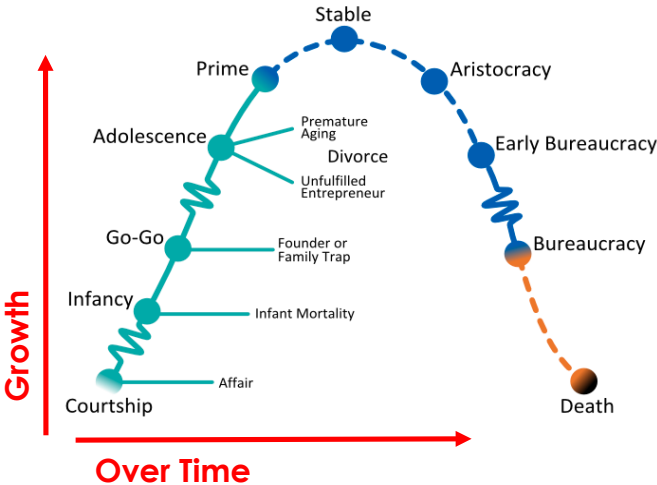


"We no longer live in a world that provides lifetime guarantees; in fact, the only real guarantee is that unpredictable change is here to stay. This is the new reality that is affecting not only people inside the church, but society in general."

Alan Roxburgh, The Sky is Falling

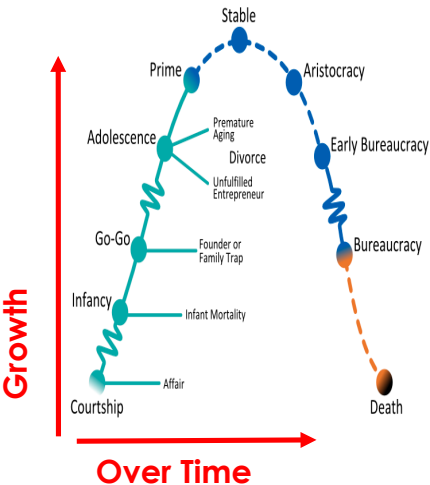
Normal Organizational Life Cycle

This chart⁴ is Dr. Ichak Adizes's change adaptation model depicting a normal life cycle of an organization. It shows how as an organization grows and matures, change is initiated and integrated over time. Growth and change is continuous and incremental and generally non-disruptive to the organization.



Compressed Life Cycle

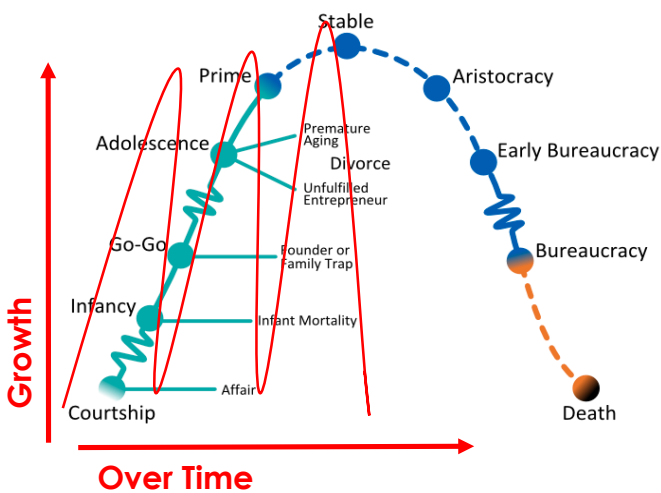
Our complex world today encounters a wide range of circumstances, innovations, and culture shifts that trigger disruptive and transformative change. And it is happening all the time. Discontinuous change compresses the organizational lifecycle forcing it to grow and adapt more rapidly.



What does rapid and reoccurring discontinuous change do to an organization? What does it do to the church?

Repeated & Compressed Life Cycles

What we are experiencing in our society today is the shock of repeated, compressed organizational lifecycles. It seems we are barraged with so many new, innovative and transformative systems, products, platforms, models, and ways we do things all the time. With how rapidly things change, we don't have time to fully integrate and recover from the last curve before we find ourselves in the next curve! Organizations are literally forced to adapt on the fly or become obsolete!



2.

21st CENTURY CULTURE SHIFTS

By Craig Mathison, AGWM Missionary to Spain & Carie Jorgenson, NWMN World Missions Facilitator

GETTING THE BIG PICTURE

To successfully navigate the changing landscape of American culture and the church, we must get on the balcony to get a bird's eye view of the prevailing trends so that we can identify the playing field and adapt accordingly. What are the changes taking place today? What are the new approaches, methods, products, tools, roles, values, expectations and commitments? Let's take a look at some critical changes that have impacted today's fundraising environment:

Technology

Technological advances in just the last 5 years have transformed the way people connect with one another and enter into and facilitate relationships.

When one part of a complex system or its environment changes; the whole system must change. Systems are being challenged and reorganized "on the fly" all the time.

Author unknown

Visual and Virtual

There are over 10 million hits on Google for the words “visual” and “virtual” which is a key indicator of what is central in our culture today. In today’s technological world, successful missionary personnel will have to be visual and virtual. When we say “Visual” we mean that our stories are best authenticated by images (still and moving) and when we say “Virtual,” we mean that our images exist or are delivered online. The implications of living in a virtual world means a much greater paradigm shift into a continuous life interchange that will be driven electronically.

Connection Devices

Smartphones, tablets and ultra-portable PCs are becoming the portals to an integrated global ecosystem of shared information, services, applications, and social connections. This trend is also spreading to devices such as TV sets, audio equipment, and even cars. This new era of “connectedness” opens up unprecedented possibilities in communication and collaboration in ways we have yet to imagine.

Mobile Phone as Primary Way of Consuming Content

Content consumption is rapidly shifting away from being consumed on desktop computers to also increasingly being consumed on smart phones and tablets.⁵ If smart phones are now the primary way people receive, consume and digest information, this has a significant impact on how communications are designed and crafted. Information must be mobile friendly meaning it MUST look good and be easy to read on a mobile device. Information must be highly visual. Information must be concise and to the point. It must be integrated with your social media.

Maturation of Social Media

Social media has grown and matured over the past decade to become a very powerful force for distributing content, fundraising, branding, and raising awareness for causes.⁶ Supporters expect that the missionaries they support distribute interactive content by communicating via social media. This allows supporters to participate, comment, and experience communications in real time.

Credibility in the Virtual World

We live in an increasingly “flatter” world where accessibility to people, information and geography affords a greater sense of autonomy and empowerment in the decision making process. This means that people search for what they are interested in and make their own decisions without the permission or approval of someone else.

Interactivity vs. Passivity

Increasingly people are choosing (and expecting) to interact with information in a social context. They would rather see your pictures (and the comments others are making) on Facebook than go to a different website and just look at them by themselves. The interactivity that social media provides in terms of sharing information and allowing for mutual participation is far more engaging than going to a website that limits you to the passive viewing of content that was created for you.

"62% of the adults surveyed link directly to an organization's website to find out information about the organization before donating. Why ... because this resource is used more than friends (38%), the Better Business Bureau (38%), family (31%) or third-party sites like Charity Navigator (11%) or GuideStar (7%)..."

Blog Post by Sue Woodward, *Director Fundraising Services Mindshare Interactive Campaigns*

Shifts in Communication

Old Communication Paradigm	New Communication Paradigm
Formal & Need to Know	Relational & Open
Episodic or Event Based	Continuous & Streaming
Singular Channels & Indirect (producer to middle man to consumer)	Multifaceted & Direct (producer to consumer)
Goal To Communicate Needed Info	Goal is to Build a Living Network
Value was determined by what you controlled	Value is determined by what you share
People authenticated through the written word	Today, people authenticate through images and video
Content Consumed & Digested Via Desktop Computer	Content is Consumed & Digested Via Mobile Phone

Shift in Organizational Culture⁷

Old Paradigm	New Paradigm
Hierarchies	Networks
Bureaucracies	Teams
Managers / Experts	Dialogue/Conscious Learning
Top-Down Flow	Bottom-Up Flow
Align Through Strategic Planning	Cultivated Variety
Linear	Non-Linear Dynamics

Shift in Sharing Information⁸

Concept	Old Paradigm	New Paradigm	The New Way it Is
Openness	Fences	Magnets	Value is no longer determined by what you control but by how you share and connect.
Connection	Vertical	Lateral	Value is no longer determined by what you control but by how you share and connect.
Information	Controlled	Shared	Learning is open and social. Increase in shared content & trend in the increase of open licenses. Location based "ubiquitous" learning. Information storage, communication processing will only increase.
Power	Empowerment of Elite Few	Empowerment of the Masses	Traditional power structures move into loose networks. Experts move into dialogue and collaboration.
Participation	Passive	Active	Internet accessibility of knowledge Ubiquity of connection devices. Ease of travel.
Communication	Oral/Text	Visual/Virtual	Communication, relationship & information is streaming vs. episodic. Communication is direct and multifaceted (producer to consumer). The goal of communication is to build a living network.
Connectedness	Isolated Clusters	Networks	The capacity of networking and communications systems will only increase for greater connectedness around the globe.
Social Interactions	Small number of social transactions	High numbers of social transactions	Increasing rates of social interaction and transactions moving into the future.

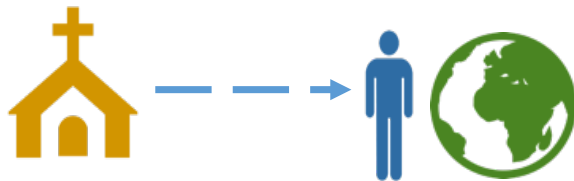
Shift in the Missionary – Church Relationship⁹

Missionary – Church Relationship	
OLD PARADIGM	NEW PARADIGM
Missionary as sent by the local church	Missionary as extension of the local church
Missionary relationship as a one way linear line moving away from the church to mission field	Missionary relationship as a never ending spiral moving back and forth between the church and the mission field
Missionary as Mentor	Church & Missionary Cross-Mentorship

The church-missionary relationship is intertwined and inseparable. One cannot fully fulfill its missional call and identity without the other. The missionary is an extension of the church that raises them up, sends them out and supports them in their call to establish the gospel cross-culturally. The missionary continually engages the sending church through developing partnerships, modeling missions and imparting sound missiology.

Old Paradigm:

The missionary's relationship to the church was a one-way linear line moving away from the church to the mission field.



New Paradigm:

The missionary's relationship to the church is a never ending spiral of connection and partnership that moves back and forth between the church and the mission field.



Role of Missionary to the Local Church	
OLD PARADIGM	NEW PARADIGM
Missionary as Hero	Missionary as Partner
The church sent missionaries out on a mission	The church is on a mission and allows missionaries to further (partner with) their mission
Missionary as professional	Missionary as missiologist

For the church, the idea of missionary as hero has changed to missionary as partner. The church has a strong sense of missional responsibility. They feel they are co-laborers with missionaries. Each must relate as partners and extensions of one another in fulfilling the Great Commission.

Missionaries may be the only missiologist a local church ever hears, so this becomes one of their primary tasks in service to the church during itineration. Missionaries can help the church understand the mission of God, contextualization, develop awareness and an appreciation for the missional work being carried out overseas. The missionary can give encouragement, insight, and training to help churches effectively fulfill the great commission.

Missionary Communications	
OLD PARADIGM	NEW PARADIGM
Missionary's Life as Episode	Missionary's Life as Streaming
Oral and Text Based Communication	Visual/Digital Communication

To maintain vital support relationships missionaries must cultivate an open transparency of what life and ministry is like on the field, utilizing social networks and vivid visual communications.

Church & Donor Support	
OLD PARADIGM	NEW PARADIGM
Brand Identity of Sending Organization	Brand Identity of the Missionary
Parishioners Identify w/AG & AGWM	Parishioners Identify w/ their Local Church
Organizational Affiliation as the Basis of Support	Personal Relationship as the Basis of Support
Donor as Supporter	Donor as Participant

In today's noisy world missionaries must have a clear and compelling personal brand to cut through the clutter and appeal and inspire the church. Personal brands need to be intentionally created and communicated with the aim to stick.

Giving Presentations	
OLD PARADIGM	NEW PARADIGM
Missionary as Reporter	Missionary as Story Teller
Talking About Ministry Programs	Talking About Transformed Lives
Talking About Events & Activities	Making Meaning from Events & Activities
Verbal Messages are Reinforced by Visual/Design Elements	Visual/Design is the Message and is Reinforced by Verbal Elements

Churches & supporters don't just want to be informed about what the missionary does but more importantly they want to know WHY it all matters. They want to know why the work they do is so critical to the kingdom and how it is addressing and overcoming the great needs and challenges to the gospel and the consequences if they were not there to meet that need. They want to know how their work is changing lives and advancing the Kingdom of God. The church wants to be inspired by the missionary and their story. It is essential that Missionaries learn how to tell their story in a way that helps their supporters connect these dots. Otherwise it falls flat with no connection and in the end leaves little incentive for the supporter to engage in prayer, financial support and partnership.

WHAT DOES THIS MEAN?

Instilling Missions Confidence

The itinerating missionary can greatly influence and elevate missions confidence in the local church or they can reduce it, all in how they represent themselves. It is essential missionaries continue to place a priority on representing Missions & AGWM well by doing the following:

Stay Up to Speed

- Foster an ongoing awareness of the cultural trends around the nation and particularly in one's geographical region to help inform one's fundraising efforts.
- Engage culturally relevant concerns and interests of today's audience.

Communications & Presentations

- Develop the needed skills to communicate effectively when visiting churches.
- Improve individual presentations to inspire and stand out against the clutter.
- Avoid outdated methods that speak to an era gone by.
- Incorporate technology and social media to effectively engage today's visual & virtual society.
- Share positive stories (in a context) of how your ministry is touching and transforming lives.
- Cast vision and speak with fresh and spirit filled passion for what you do.

Building Missional Relationships

- Cultivate relationships with supporters that go beyond receiving monthly support.
- Listen to the Pastor's story. Speak of a shared missional vision and partnership with the local church.
- Speak positively about AGWM, AGWM personnel and other missionaries.
- Avoid communicating entitlement at all costs. Communicate gratitude and stewardship.
- Avoid using connection times with pastors to talk about hardships, struggles and complaints. Talk to an elder, your missions leaders, a close trusted friend or a mentor.

Missionary as Icon

The itinerating missionary continues to be the most profound spokesperson at the church level.

The itinerating missionary is "iconic" meaning what you say and do and how you communicate and represent yourself through your branding, communications and in person presentations during itineration has a direct impact on how the church perceives world missions, the Assemblies of God World Missions enterprise and missionaries everywhere. Your visit will leave a lasting impression – positive or negative.

Because local congregations have limited exposure to cross-cultural missionaries, the visiting missionary has the effect of becoming iconic.

For the average church goer, the visiting missionary represents for them what missionaries are like everywhere. How the itinerating missionary behaves, the stories they tell, the brand they represent and the presentation they give is formative in shaping how the church thinks about missions and missionaries – positively or negatively. This is a weighty responsibility. Therefore, a high priority must be placed on leaving a good impression through meaningful interaction, quality branding and communications and a high quality & impacting presentation.

3.

THE LANDSCAPE OF MISSIONS SUPPORT & THE LOCAL CHURCH

By Les Welk, Former NWMN Missions Director & Carie Jorgenson, NWMN World Missions Facilitator

CHURCHES & MISSIONS SUPPORT

Increased awareness of other approaches to doing & supporting missions.

People today are engaging in a much wider variety of support practices and options due to the relative ease that technology, transportation and networking has made in accessing information and aiding personal participation. This has caused a decrease in response to the programmed obligation traditionally associated with denominational affiliation. It is common today for churches and supporters alike to focus on more finely tuned and locally branded missions priorities and strategies.

Globalization has brought the world to our own backyard.

The increase in foreign travel and accessibility has created a generation of supporters who are more informed and aware. Due to increased immigration, the “mission field” has come to America’s doorstep and local churches are faced with the task of multi-cultural evangelism every day at home. This removes some of the “glamour” and “romance” traditionally attached to world travel and missions efforts that have historically served as a motivation for giving.

Local churches are more carefully focusing their resources.

People are more aware of the declining state of the American church and the need to focus time and resources on evangelism efforts in “Jerusalem” neighborhoods. This refocusing has resulted in a renewed burden for stateside evangelism and church planting and with that come new financial commitments.

There is no typical AG church anymore.

Churches come in all shapes and sizes and cultures. Many pastors place great value on cultivating a unique church DNA that is informed by prayer, scripture, a specific set of core values, its given ministry context, demographic, vision, mission, strategy and ministry goals. Different church will live into their culture through various expressions, methods, approaches and strategies that are unique to them and how they feel God is calling them.

There are a limited number of service times and opportunities.

The changing landscape of American church ministry has limited the number of service times and opportunities for missions presentations that traditional ministry models have provided.

Don't assume that because a church supports you, people know you.

Again because the average church attendance is 2 Sundays a month you can't assume the audience knows you. People also move and transition more frequently so they are coming and going all the time. You can safely assume that you will be speaking to a relatively "new" audience every time you visit.

Phone calling is no longer effective for obtaining a service or a pledge.

Today, traditional phone calling a church to connect with the pastor is no longer effective. Out of 100 calls made, on average only 7 are returned! A pastor's time is limited and they are inundated with more solicitations for financial support than they know what to do with. Facebook, instant message, email and text are growing in greater effectiveness over traditional phone calling to the church office. Don't throw it out, just use it strategically.

10 VALUES THAT INFLUENCE MISSIONS SUPPORT

1. Relationship

When it comes to missions support - for the church, the pastor, the individual supporter - there is a great desire for relationship, participation and accountability than any other time in history. There is an increased need and desire for more direct and personal contact with supported missionaries that goes beyond the mere provision of monthly support. In days gone by "relationship" was defined by your organizational affiliation and endorsement. Now it is personally defined by each supporting church. They decide what they mean by "relationship." That makes "relationship" a moving target and it is almost never clearly defined by a pastor when they use the term.

Pastors tend to use the idea of supporting out of "relationship" as a rhetorical device. What they really mean is, "I want to hand pick the missionaries we support based on specific and customized criteria that me or my team have determined is meaningful to me/us." What does this mean? It means each missionary is essentially their own brand and each church is their own brand. Your brand might fit their brand...or it might not. "Relationship" usually means that the supporter feels a deeply personal connection with a missionary in some way that is uniquely meaningful to them. Some common qualities that pastors and individuals have said that help determine who and why they support missionaries are:

A missionary's ministry	WHAT THEY DO
A missionary's location and context	WHERE THEY SERVE
A missionary's perceived efficiency	PRODUCTIVITY
A missionary's perceived impact	RESULTS
A missionary' ability to communicate	INSPIRING
A missionary's "freshness"	PASSION
A missionary's perceived relevancy	UP TO DATE ("with it")
A missionary's perceived compatibility with our church DNA	SAME CULTURE / VALUES

There are 1001 reasons why a church or individual will feel connected to you or not. Your personal brand will connect with some and may not connect with others. We can't be everything to everyone but what we can do our very best to cultivate strengths in the areas listed above...broadening the tent stakes of our personal brand so that it has the widest appeal.

In the end, if a missionary's connection with the local church is only financial in nature it eventually leads to confusion as to the role, function and need for missionaries thereby undermining the ability to form vital supporting relationships. But if supporting relationships are characterized by cultivated quality in the areas listed above, partnership and accountability, it will lead to building strong support relationships. Pastor's want to feel that the support relationship is a two-way investment. The missionary benefits from gaining long term prayer and financial support. The Pastor benefits because the missionary enhances the church's long term growth in missions.

2. Partnership

Churches are developing a localized missiology that encourages partnership with those they engage with as they carry out mission for their local congregation. In former years the church sent missionaries out on a mission. Today, the church is on a mission and they are looking for partners to accomplish the world vision they feel God has put on their heart.

3. Stewardship

Churches tend to be more discriminate about who and what they support, particularly through hard economic times. They want to support missionaries who they perceive to be effective, passionate, and committed to their work and calling.

4. Leadership

Pastors are immersing themselves in the topic of leadership – to stay fresh and on top of the rapidity of change they face at home. There is a recognition that leadership and continuing growth is essential in all aspects of life, business and ministry.

5. Ownership

The local church is taking more and more ownership of global missions like never before. This is not just pastors and leaders but Christ followers in general. They don't just want to give dollars, they want to participate! This is a very hands on approach to missions involvement.

6. Entrepreneurship

Business as usual approach to itineration and the church-missionary support relationship is facing continued and growing challenges for both missionary and church. We live in a time of rapid discontinuous change. We face the need to reinvent ourselves on a continual basis in order to survive, let alone thrive.

7. Visionary

The local church expects a missionary to convey a strong and compelling missions vision. This affirms to your audience that you are striving towards a God size goal for the sake of the gospel. This is a CRITICAL MUST. It truly is the stuff that inspires, motivates and wins support.

8. Passion

The church NEEDS to see that our missionaries have fresh passion. Even if you have done the same work for years, you must cultivate and communicate fresh passion for the call, the work, the people you serve, and for the vision you faithfully carry to see lives transformed by the gospel. If a church can't sense your passion they are not as motivated to get behind you.

9. Meaning/Symbol

10. Strong Driving Values

#9 & #10 go together. People are searching for meaning and a worthy cause to identify with. What you stand for is an opportunity for others to join your tribe and stand for the same thing.

Article

3 THINGS A PASTOR WOULD LIKE TO SAY TO A MISSIONARY BUT CAN'T...

By Mike Acker, Lead Pastor CitiPoint Church, Mount Vernon WA

1. We Can't Always Understand What You Do.

I don't know of any pastor who doesn't want to impact the world! We believe in the Great Commission. We believe in Acts 1:8. We desire to see our local church have an impact beyond our local area.

But...we don't always know what a missionary does. We want to trust the system, we want to trust you, but we also want to know what we are doing through you around the world and what we are accomplishing as we partner with you.

Dave Ramsey (google him if you don't know him) tells the story of how he used to give large chunks of money to charities with little understanding of what they did. A friend pointed out that he would never do this with any other financial investment and yet missions and ministry are the greatest investment.

This is how many pastors feel. We want to give and yet we don't always understand what we are giving to. We want to give, yet we want to give where we know we are wise in our investment. We believe in **you** and when you help us see what you do, it bolsters our belief.

- Tell Stories [in a context we can understand] – not old stories, but new stories
- Show HOW your work impacts beyond your ministry location
- Give us simple schedules of what a week/month looks like for you on the field.
- Make videos.

2. Pastors Only Have 52 Sunday's A Year....or Less.

Many churches don't have a Wednesday night, Sunday School or Sunday evenings. Many churches have groups that are not easy to have a guest come in and share if the pastor is not there. American culture has crowded out extra time which makes the time pastors do have very valuable.

If pastors have staff who are training to become preachers, then the pastor is giving Sundays to them to preach. With Christmas and Easter and other special days, this typically leaves 40-46 Sundays for the pastor. Regular church attendance is around 2 Sundays a month and many skip a full month in the Summer. This leaves pastors with 28-33 Sunday's per year to impact families, train them, cast vision, connect them with groups, teach them to give and lead them to become a spirit empowered disciple of Christ.

Not only do pastors have 28-33 Sunday's, they only have an hour or hour and a half. Not only has the church schedule been reduced but it has been shortened. Attention spans are less and people are being bombarded with messages and invites and activities and football games and family responsibilities and overtime at work and...and...and...

What pastor's worry about most when a missionary comes to speak:

Pastors are competing with 15+ different sources to hold the attention of their people. This means that when pastors have an outside guest they are worried about:

A boring presentation

If guests lose the audience, it is hard for the pastor to regain it. Many churches have a large segment of non-traditional AG people, pre-Christians and de-churched people attending. Pastors work hard to earn their attention. When a missionary guest gives a boring presentation, it directly reflects on the pastor, AGWM and missions and trust and confidence is lost on all fronts.

An embarrassing presentation

I have heard pastors plead with all sincerity, "please don't embrace us." Don't do something random and unexpected that was not discussed with the pastor beforehand. Don't get out your favorite instrument and jump up with the worship team and start playing without letting the pastor know!

A mismanagement of time

Almost every pastor I am close to is extremely observant of the time. When a missionary guest goes beyond their window of time, it takes away from one of the 28-33 Sundays where we get to speak in to the life our congregation. [It frustrates the pastor and staff and trust is lost].

When a guest stays within this guideline...WOW. That pastor talks to everyone and becomes an easy reference for the missionary!

3. We Are Stretched.

Americans have lots of debt and little margin. Just ask Dave Ramsey. Some stats say that regular churchgoers only 'tithe' 2.8%. And new attenders take 6 months to 2 years before they begin 'tithing'. People are giving less.

The Northwest Ministry Network has a high number of missionaries! Which is exciting and nerve-racking...As missionaries call, so do the food banks, pregnancy resource center, Convoy of Hope, homeless shelter and the seemingly endless local charities. I could go on and tell you about the over 10 people/agencies that have contacted us in the last 20 days since 2015 began...I won't...suffice to say, churches get asked more.

We want to help. It hurts to say no. I know that our church has a plan that we have been working on. We have gotten rid of 4.5 million dollars of debt, sent 200+ through Financial Peace, spoken on money and revamped our budget. Yet, even with everything we have done we are stretched and we feel embarrassed to say so.

Some tips:

- Talk with us very openly about money. I met with a non-Ag missionary who wanted to meet. We chatted about stuff for 45 minutes and at the end I didn't know what he did, nor what he wanted. I assume he wanted support, but perhaps he just wanted to talk. I have never heard from him again. Please, talk to us openly about your needs and desires, yet without making us feel obligated.
- Ask us how we are. Get to know our story. Some churches do not feel this pinch on finances. In my previous pastorate we gave to 30+ missionaries and we did projects as well. I didn't know how lucky I was! Then I moved to this church and for the first 3 months we were \$24,000 in the negative! During this time I was solicited from a church plant, a very aggressive missionary letter and several regular missionaries and agencies. The people I appreciated were those who took time to hear that we were in a "do or die" situation. Those who didn't take time to get to know our story...well, I didn't want to hear about their story. It may be petty, but it is the result of a lack of partnership.
- Pray with us, talk with us, get creative with us. It's been a long 3 years of turning this church around. The people I am most inclined to work with are those who have worked with me. We are starting to support missionaries now that met with us 3 years ago. I feel like they are part of the church and not just stretching the church more.

That is my list of 3 things pastors want to say to Missionaries but don't feel like they can.

1. We can't always understand what you do.
2. We only have 52 Sunday's...or less.
3. We are stretched.

I have one more thing that every pastor wants to say, but doesn't always say:

We love you. Even when we are stretched, even when we can't help, even when we are embarrassed, even when we don't understand. We love you. We want to see you excel. We wish we could do more.

Sometimes we don't know how to say this, but believe me, we love you and value you.

Mike Acker
Lead Pastor of Citipoint Church
mike@citipointchurch.com



Discussion

10 Values That Influence Missions Support

Get into small groups to discuss the following questions. Remember, people can only see what we directly reveal to them. If churches and supporters are looking for these qualities in the missionaries they support, let's discuss practical ways we can cultivate these qualities:

RELATIONSHIP:

What might building relationship with a church look like?

PARTNERSHIP:

What are some ways you might partner with a church's missions vision in ways that would make them more effective and successful?

STEWARDSHIP:

Discuss the benefit of asking a pastor: "What is the main motivator or criteria for you and your church in deciding how to invest your world missions finances?"

LEADERSHIP:

What are some key leadership characteristics churches would expect to find in a career missionary?

OWNERSHIP:

In what practical ways can you help churches take ownership of global missions?

ENTREPRENEURSHIP:

Is there anything you need to modify, update or change to stay relevant to your support base?

VISIONARY:

In what practical ways can you demonstrate or communicate a strong ministry vision?

PASSION:

In what practical ways can you demonstrate or communicate passion?

STRONG DRIVING VALUES:

In what practical ways can you demonstrate or communicate strong driving values?

MEANING/SYMBOL:

In what practical ways can you help people find deep meaning in what you do?

4.

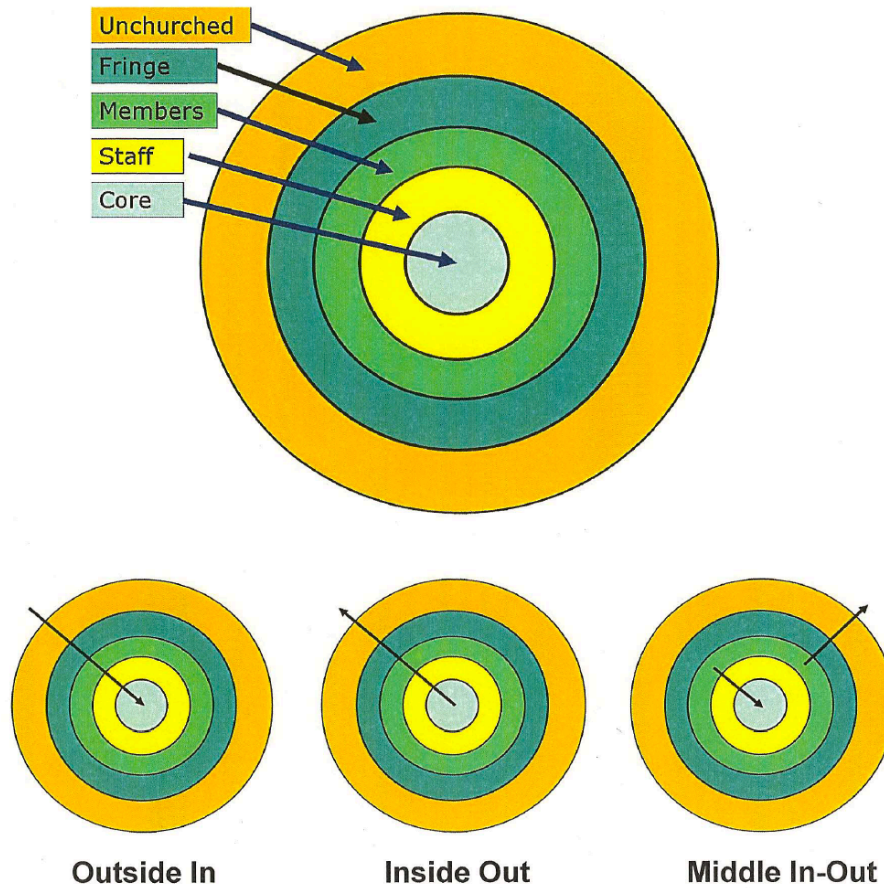
BASIC CHURCH ORIENTATIONS (DNA) & APPROACHES TO MINISTRY

By Mel Ming, Former NWMN Church Leadership Coach | © Leadership Development Resources, 2013

Please watch the video "Basic Church Orientations & Approaches to Ministry" by Mel Ming and follow the notes below. (1 hour).



Basic Orientations (DNA) and Approaches to Ministry



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Understanding Ministry Orientations and Approaches

Outside In (Un-churched)	Outside In (De-churched & Frustrated Churches)	Middle In-Out	Inside Out
<i>Focus</i>	<i>Focus</i>	<i>Focus</i>	<i>Focus</i>
MISSIONAL IMPACT Focus on the community with the intent to bring them to Christ and grow them up	MISSIONAL IMPACT Focus on the crowd with the intent of impacting the community	MISSIONAL FAMILY Focus on the present members with the intent they reach out to their friends and neighbors and grow personally	MISSIONAL SPIRITUALITY Focus on developing the core with the intent they reproduce spiritually
<i>Starting Point</i>	<i>Starting Point</i>	<i>Starting Point</i>	<i>Starting Point</i>
Community	Crowd	Members/Congregation	Committed/Core
<i>Buzz words</i>	<i>Buzz words</i>	<i>Buzz words</i>	<i>Buzz words</i>
Impacting our friends and community	Impacting our friends and families	Family	Depth
Contextualizing	Making a difference	Community	Discipleship
Relevance	Church and/or Bible Relevance	Members	Reproduction
Becoming a movement		Experience	Authenticity
Being the church		Worship	Spiritual growth
<i>Key Characteristics</i>	<i>Key Characteristics</i>	<i>Key Characteristics</i>	<i>Key Characteristics</i>
Good public communicators	Good communicators	Good teaching pulpit	Disciplers
Big thinkers	Visionary	Good pastoral care	Relational leaders
Market savvy – create buzz	Influencers	Multiple age-level ministries	Commitment to discipleship
Strong core team	Strong support team	Meaningful worship	Ministry to individual
Ministry to unchurched	Using momentum to reach out	Programmatic	



Critical Issues	Critical Issues	Critical Issues	Critical Issues
Helping participant grow spiritually	Helping participant reach out to outsiders	Outside strategy	Outside strategy (e.g. servant evangelism)
Keeping it simple!	Keeping it simple!	Moving beyond central leader	Ability to morph structure into a larger size
Small groups or relational community	Small groups or relational community	Developing strong point people and primary strategy teams	Moving beyond core leaders & influencers
Mobilizing volunteers	Mobilizing volunteers	Developing second and third level leaders	Creating structure to implement ministry strategy
Children's ministry	Children's & youth ministry	Making it simpler	Developing strong point people and primary strategy teams
Weakness and Danger	Weakness and Danger	Weakness and Danger	Weakness and Danger
Crowd that is shallow	Only or primarily transfer growth	Tendency to become ingrown	Group that is small and ingrown
	Become leader centered	Lack of contextual understanding	Lack of contextual understanding
		Mediocrity – lack of significant impact	
Models	Models	Models	Models
Timberline Dary Northrup	North Point Andy Stanley	Vineyard	House churches
New Life Kitsap Wes Davis	Real Life Post Falls	Calvary Chapel Chuck Smith	Navigator-Chi Alpha
	Mars Hill Mark Driscoll		



<i>Mission Presentation</i>	<i>Mission Presentation</i>	<i>Mission Presentation</i>	<i>Mission Presentation</i>
Most likely a 2 minute window OR home group	Most likely a 2-5 minute window OR home group	Preach or 10-15 minute window	Share in service or home groups
Recommended presentation focus: How lost are reached thru your ministry & you are engaging in the culture	Recommended presentation focus: How you are making a concrete difference in lives	Recommended presentation focus: How churches are being grown & multiplied	Recommended presentation focus: How people are being disciplined
They want to hear your personal involvement in the vision	They want to hear the accomplishment of the vision and strategy	They want to hear the expansion of the church in your country	They want to hear stories of people transformed
You must put yourself into the vision (mission), not the denomination, program or delivery system	You must show results because of your ministry and strategy	You must show church kingdom growth because of you.	You must share your relationships with and involvement with people
<i>How you can help church</i>	<i>How you can help church</i>	<i>How you can help church</i>	<i>How you can help church</i>
Help them see how to partner in reaching beyond their community (Missio Dei) Mission of God for whole world.	Help them reach out to people with no religious background in their community (Contextualization) Incarnational living among non-Christians	Help them see they are missionaries to the lost in their community and they must personally act like missionaries (going and contextualizing)	Help them see the need to personally build relationships with non-Christians
To do the Mission of God takes partnership	To do the Mission of God means personal involvement	To do the Mission of God means extending grace to outsiders	To do the Mission of God means personal relationship with lost people



Activity

Serving the Local Church – Actions & Attitudes that Help

In the box below brainstorm important qualities that help build personal confidence in you and confidence in AGWM when presenting in churches.

**SERVING
THE
CHURCH**

AND THE SURVEY SAYS...

In a survey to pastors a question was asked:
“What do you NOT need from an AGWM missionary when they visit to itinerate in your church?” Here are their responses:

DON'T BE BORING.

I don't need...

- A boring presentation, a poor presentation, a dull presentation, being unprepared.
- On a few occasions they came uninspired, unprepared.
- I don't need them to preach if they are not preachers...communicate ahead of time if that is the case. I would rather have 5-10 minutes of good communication than
- A 40 minute tour of their field. We need some background but preach the gospel not a travel log.
- To be boring, or use second class visuals.
- A dry presentation of their country detailing things people don't identify with or can't identify with unless careful explanations given. The gap between many congregant's mindsets and the missionaries worldview must be bridged for successful communication and a good service.

DON'T LACK PASSION.

I don't need...

- Someone who is just trying to fill a service. I want a partnership between our church and the missionary.
- For them to not preach something with passion.
- I don't need a passionless, low energy presentation.

DON'T LACK FRESHNESS.

I don't need...

- For them to tell old stories of years gone by
- A canned program
- A canned show. I need to see the spirit moving in their lives.
- Out dated 20+ year old stories--dry no passion stories that bore everyone

DON'T LACK A POINT.

I don't need...

- I want to hear stories but not ones that have no point.
- Anything that does not directly relate to their particular mission.
- A poor quality or too-long video. A meandering presentation.
- I like real stories of what's happening, but not a full service of just stories. Preaching and building our people up...encouraging them to be missional "across the street and around the world." That's our vision for missions.
- A purely National Geographic presentation. People love details but they should promote the vision for and need of the lost rather than the exotic nature of where you are going.
- Wasted Time and nebulous vision--brief stories about individual people being impacted are crucial to putting a face to the mission.
- Not just preach, the people want to know what/where their money is making a difference.

DON'T GIVE COLD STATS.

I don't need...

- Lot of facts and figures.
- Cold statistics about their field
- Facts! Facts! Facts!
- A dry list of stats with no sensed passion for the mission.

DON'T NEED A SERMON.

I don't need...

- A sermon or preaching.
- We can do the sermons. We need our missionaries to tell stories...show excellent media. Paint a picture. Create a vision.
- Just preaching. We need to hear about their ministry, perhaps couched in the word but not necessarily a missions sermon.
- Them to preach a sermon or tell so many details that we get lost.
- I don't need 45 minutes of talking. Trust the pastor to help communicate the need to the people he walks with every day. Working together, we can probably raise some support.
- Although we give them the preaching time, we are not looking for a sermon.
- Don't need them to preach. Tell a story, cast vision. For many missionary, preaching isn't their strong suit anyway. I am more likely to give you 10 minutes to make a strong, passionate impression.
- Do not need them to be the featured speaker

DON'T GUILT TRIP OR LECTURE.

I don't need...

- To convince our congregation the need to participate in missions.
- A commentary on Americans.
- pessimism or a calloused attitude toward the congregation.
- Advice.
- Don't come saying, "God's given me a rather hard message for your congregation, you don't mind me sharing this with them do you? (this conversation actually took place between myself and a missionary minutes before presenting). Mostly, don't motivate by guilt...it doesn't work and I will just address it after you are gone anyway.
- I do not need someone to tell our people how bad they are for living in America.

DON'T BE NEGATIVE.

I don't need...

- Negative stories concerning missions.
- For missionaries to appear "stressed out" because of the taxing itineration schedule or the struggle to reach their financial goals. Many people in the church just don't relate.

DON'T BE A KNOW IT ALL.

I don't need...

- The to know everything.
- Overseas ministry is not superior to stateside ministry. I do not need a history lesson and who all they know. One may have many years of experience and plenty of titles, most people aren't concerned with that as it relates to Missions.

DON'T BE OLD SCHOOL.

I don't need...

- An old style suit and tie preacher style with a lot of AG jargon"

DON'T TAKE A COMPANY MAN APPROACH.

I don't need...

- A "company man" approach.
- We don't care about Springfield, AGWM, district, or world missions credit. We want to hear about helping people. How people come to faith in Christ, how they are being fed, clothed, and educated.
- Don't need to hear about 'AG things. Mission politics, struggles etc. No AGWM, LFTL, BGMC, STL etc.
- History of the AGWM.
- To go on and on about the Assemblies of God. Truth is that most people in my church don't care that timber ridge is an assembly of god church. They just like it so they come.

HAVE CONTENT WISDOM. ASK FIRST.

I don't need...

- Too much presentation about their family.
- Singing spouses or children....who can't.
- We don't need crazy outfits or greetings either.
- A total disregard for context, style, and mood. In essence, sensitivity and discernment.
- Asking for personal commitments from people.
- Beads and souvenirs from foreign lands. Those things are on National Geographic daily

DON'T BE ENTITLED.

I don't need...

- To hear that they only contact sovereign churches.
- Comments on how the pastor has only given them a certain amount of time to speak.
- An attitude of entitlement.
- An attitude about what the church "Owes" them since they have given up so much.

RESPECT TIME.

I don't need...

- Do not violate time limits.
- Be on time. I need them to communicate before they come about their needs.
- Respect the time parameters set forth.
- They need to stay reasonably close to the time frame given them
- For them to arrive late!

DON'T WORRY ABOUT MONEY.

I don't need...

- Pressure on the money part
- A story about how AGWM has increased their budget.
- Guilt if we do not respond to their need.
- A rebuke about giving or who the giving goes to.
- I do not need them to tell me how much they need to raise in their budget to get them back on the field. Who cares? Every ministry in the world needs money. What are you doing that would inspire us to have the local church partner with you?
- I do not want the missionary to dwell on their need, but spend time painting their vision. Missionaries must bridge the gap between the field and the local church.
- Them to tell me they need our monthly pledge support. I already know this, they already know this. I guess some pastors actually need to be reminded of this but i don't. If we can help, we will. I trust that these missionaries know that and hear that from our pastors. They shouldn't have to ask for monthly pledge support, it goes w/o saying.
- For them to pay me
- Pulling select individuals aside to ask for certain items or funds. We want to encourage relationship and connection, but the work/funds of missions need to go through the process that has been put in place.
- We need time to pray and talk to our church about what we can or cannot do.
- Please do not say that some may not be called to go, but they can (or are called) to give and pray. I am aware that not all are called to a specific place, but this undermines the reality of who the church truly is as a missionary community.

UNIT 2

Fundraising Plan

Fundraising Strategic Plan Check List

1.

FUNDRAISING PLAN CHECK LIST

By Carie Jorgenson, NWMN World Missions Facilitator

TECHNOLOGY & FUNDRAISING

**Fundraising is Now Mobile & Social
Upgrade Now, or Become Obsolete**

GET ORGANIZED

**Conduct a Fundraising Audit
Write a Fundraising Plan
Prioritize Your Fundraising Needs
Establish a Fundraising Budget
Automate Your Fundraising System
Create a System to Track & Evaluate Your Progress**

SET UP YOUR FOUNDATION

GET YOUR BRANDING DONE

Develop Your Core Story

- Purpose Statement (WHY IT MATTERS)
- Vision Statement (WHERE YOU ARE GOING)
- Values Statement (WHAT YOU BELIEVE)
- Information About the People (WHO YOU MINISTER TO)
- Information About the Need (THE PROBLEM YOU ARE ADDRESSING)
- Mission Statement (WHAT YOU DO)
- Strategy Statement (HOW YOU DO IT)
- Statement of Impact (RESULTS)

Develop Your Brand Identity

- Logo & Tagline
- Brand Design & Color Pallet

SET UP YOUR MEDIA & FUNDRAISING TOOLS

Get a stellar head shot photo!

- Get a professional grade photo!
- Photo must be a hi resolution photo for online application
- Take one photo with children and one without children
- Background should be either a natural setting or a neutral and non-distracting

Networking Print Material

- Branded Prayer card
- Branded Vision & Mission Document
- Branded Brochure (if needed)
- Branded Promo pieces (if needed)
- Increase Font Size
- Use High Quality Imagery
- Streamline and Simplify Design (Clean & Uncluttered)
- Integrate website info, social media info, giving info on all print pieces
- Elevator Speech

Website

- Branded & Mobile Compatible Website
- Integrate social media, e-newsletter opt in and giving info
- Increase Font Size
- Use More High Quality Visuals
- Streamline and Simplify Design (Clean & Uncluttered)
- Get a better About Us page
- Get a better Donate Page
- Use Impact Statements

Email Communications

- Branded & Mobile Compatible E-newsletter
- Branded & Mobile Compatible Email Fundraising Appeal
- Branded Email Awareness Campaign
- Increase Font Size
- Use More High Quality Visuals
- Streamline and Simplify Design (Clean & Uncluttered)
- Integrate website info, social media info, giving info on all pieces

Social Media

- Branded Facebook Group
- Integrate website info, social media info, giving info on all pieces
- Post Regularly or Don't Start a Group

Mobile

- Branded Text to Give

Phone Calling / Booking Services

- Branded Introduction Communications
- Branded Introduction Packet
- Integrate website info, social media info, giving info on all pieces

Public Speaking

- Brand Message (Story)
- Branded Promo Video
- Branded Slideware
- Branded Presentation Table/Materials

SET YOUR FUNDRAISING GOALS

Example Goals

Increase email list by ____%

Increase Facebook friends by ____%

Increase Facebook group participants by ____%

Spend ____ amount of time on Facebook per day

Increase number of new pledges by ____%

Pass out ____ amount of prayer cards / print pieces

Example Action Items

Upgrade website

Upgrade online media to mobile compatible

Increase font size on all media

Use better visuals on all media

Launch a Facebook or other social media awareness campaign

CREATE A SYSTEM TO TRACK YOUR PROGRESS ON GOALS

MAKE A FUNDRAISING & EDITORIAL CALENDAR

Create a master fundraising calendar to keep track of the following:

- Speaking engagements
- Events to attend
- In person appointments (meetings with pastors, supporters)
- Meetings with missions boards or other decision making committee's
- Time to spend phone calling / instant messaging / emailing
- Time spent writing e-newsletters
- Dates newsletters go out

- Time spent connecting & adding content to social media
- Planned online awareness campaigns
- Time spent doing follow up & sending thank yous

KNOW YOUR POTENTIAL DONOR SOURCES

Potential Donor Sources

- Family
- Friends
- Individuals
- Churches
 - In Your District & Out of Your District
 - Non AG Churches You Have a Connection with
 - Churches of Friends & Family Members (they connect you)
- Business Owners

Create a Donor Database

- Gather contact information.
- Keep track of where they are in the support process.
- Keep track of vital notes and areas of interest on key donors.
- Prioritize your donors according to giving, potential, relationship etc.

CREATE A PLAN TO CREATE CONTENT

- Content for In-Person Presentation
- Content for Print Material (for Networking)
- Content for Website
- Content for E-Newsletters
- Content for Facebook Group
- Content for Email Fundraising Appeals

CREATE A PLAN TO CURRATE CONTENT

- Take and file quality photos of your ministry
- Take and file quality video footage of your ministry
- Make a file of testimonies and stories of impact
- Establish a process for curating visual content and stock photos

IN PERSON FUNDRAISING

SPEND TIME RELATIONALLY NETWORKING

Helpful Tools When Networking

Prayer Card

Your Ministry Vision & Mission Document/Magazine/Brochure

Have a 30 second to 1 Minute Elevator Speech
Have a Presentation You Can Adapt for 3min, 5min, 10min, 15min
A Promo Video (or a Brand Manifesto Video)

Create a Networking Plan

As you network the goal is to build relationships and raise awareness – not ask for money! You are seeking to connect people to your brand through a variety of “soft asks” that are not money related but in turn help generate relationships that lead to support.

Make a list of methods and strategies you will use to network:

- Make in person appointments to share your story
- Spending time with others or inviting others to join what you are doing.
- Seek to make new relational connections
- Strengthen existing support relationships
- Share your story to anyone who will listen!!!
- PR your brand:
 - Invite people to take your promo material
 - Invite people to visit your website
 - Invite people to watch your promo video
 - Invite people to friend you on Facebook
 - Ask if you can add people to your Facebook group
 - Ask if you can take people's email to add to your e-newsletter
 - Ask people to join you in prayer
 - Invite people to connect in person to share your story

Attend Events & Functions

Attend district events, area meetings and church services to network and make connections (not to promote yourself or ask for support or to share in church services)

Take Names & Build Your Email List

- Make a “hit list” of potential supporters
- Prioritize your hit list by those who may have the greatest support potential.
- Invite potential supporters to be Facebook friends.
- Get to know the “super-connectors” around you.
- This is the Information Age! Use it to your advantage.
- Be honest, open, and vulnerable enough to genuinely allow other people into your life so that they can be vulnerable in return.
- Collect emails and start building your email list.
- Add as many people as you can to your Facebook page and Facebook group

Call / Contact People

- Create a contact schedule
- List your calling/contacting goals

- Call or contact for the following reasons:
 - Schedule appointments to build relationship & share your story
 - Schedule services to share your story
 - To follow up
 - To say thank you

SPEND TIME PUBLIC SPEAKING

Public Speaking

- Create a Public Speaking Calendar
- List Your Public Speaking Goals

WHEN APPROPRIATE, MAKE THE “ASK”

When Appropriate, Ask to Share at a Church Service or Venue

“Would you consider allowing me to share at your church / small groups / other church venue?”

When Appropriate, Ask to Share in Other Settings

“Would you consider allowing me to share my story over coffee / to missions team / in office appointment etc.”

When Appropriate, Ask for a Monthly Commitment

“Would you consider supporting me at \$_____ a month?”

When Appropriate, Ask for Partnership Opportunities

“I often host short term teams. Would you like more information about partnering together for a short term trip?”

When Appropriate, Ask How You Can Serve the Church

“I like to invest in helping churches advance their missions vision. I teach a seminar on _____ if you would find it helpful.”

When to Make These Kinds of Asks

A good time to make these kinds of asks is when you have spent some initial time establishing awareness and report with potential supporter. Establishing awareness and report takes longer these days because people give to what they feel “connected to” or to whom they have a certain level of relationship with.

ONLINE FUNDRAISING

SPEND TIME SOCIAL FUNDRAISING

- Use Facebook to cast vision and share about what you are doing
- Post pics to your Instagram or Pinterest account (if applicable) and share your links
- Create a posting schedule if it helps you
- List your social media goals
- Plan out content ideas for posts
- Get in the habit of posting real time happenings w/ pics of the moment!

MOBILE FUNDRAISING

SPEND TIME MOBILE FUNDRAISING (IF APPLICABLE TO YOU)

- Use twitter to cast vision and share about what you are doing
- Create a posting schedule if it helps you
- List your social media goals
- Plan out content ideas for posts
- Get in the habit of posting real time happenings w/ pics of the moment!
- Plug your text to give feature if you have that.

STEWARDED DONOR RELATIONSHIPS

KEEP YOUR WEBSITE CURRENT

SEND QUARTERLY E-NEWSLETTERS

SPEND TIME FOLLOWING UP

SPEND TIME SAYING THANK YOU

- Brainstorm a list of “when to say thank you”
- For each thank you opportunity, think through how best to say thank you:
 - Standard email / Text message / Instant Message
 - Highly visual and inspirational e-newsletter communication
 - Thank you video(s) (imbedded in e-newsletter, FB, website etc.)
 - Thank you presentation (Prezi or PPT imbedded in e-newsletter, FB, website)
 - A person hand written note
- Create an annual thank you program & impact & progress report
- Thank you's should include your branding
- Where applicable, thank you's should include your social media & e-newsletter opt ins

2.

NETWORKING IS A CONTACT SPORT

By Craig Mathison, AGWM Missionary to Spain & Carie Jorgenson, NWMN World Missions Facilitator & Terrance Hall, NWMN AGWM Missionary to Russia

"Success in any field, is about working with people, not against them."

"Real networking is about finding ways to make other people more successful."

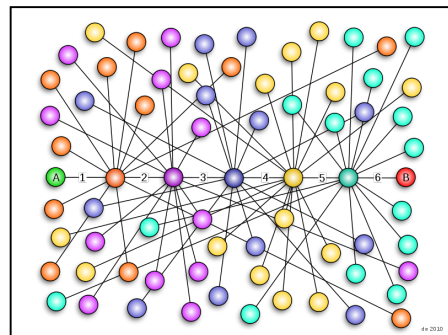
"Today, I have over 5,000 people on my contact list...who will answer the phone when I call."

Never Eat Alone by Keith Ferrazzi & Tahl Raz

The Rule of Six Degrees of Separation

Six degrees of separation (also referred to as the "Human Web") refers to the idea that everyone is on average approximately six steps away from any other person on Earth, so that a chain of, "a friend of a friend" statements can be made, on average, to connect any two people in six steps or fewer.

"Six Degrees of Separation", Wikipedia,
http://en.wikipedia.org/wiki/Six_degrees_of_separation
(accessed 4/30/11)



Building Your Network

1. Everyone has the capacity to be a **CONNECTOR**. Like business itself, being a connector is not about managing transactions, but about **MANAGING RELATIONSHIPS**.
2. A network functions precisely because there's recognition of **MUTUAL** need.
3. The currency of real networking is not greed but **GENEROSITY**. It's about finding ways to make other people more successful.
4. The value of a network grows in proportion to the square of the **NUMBER OF ITS USERS**.
5. Most of us don't find networking the least bit instinctive or natural. You have to **WORK HARD** to be successful at reaching out to others, but that doesn't mean you have to work long.
6. Creating a circle of genuine relationships requires one to be *out there*, in the mix, all the time. Push past the **FEAR OF FAILURE** and find the courage to talk to people. It's not about success or failure; but striving for greatness or risking nothing and being certain of mediocrity.
7. You can't clone yourself, so clone your events. Find ways to **INCLUDE** others in whatever you are doing.

NEVER EAT ALONE: NETWORKING PRINCIPLES₁₀

Find a Role Model

Find someone who is a natural connector and let them help you.

Get Involved

Find places you can serve and connect with others. Volunteer your time. Attend functions and events to meet people. Invite others to join you in whatever you are doing.

Just Do It

Set a goal for yourself of initiating a meeting or get together with someone you know, someone you know very little, or someone you don't know! The idea is to just do it!

Don't Schmooze

Offer what you say with sincerity and passion. A few meaningful and focused conversations can be more effective than trying to engage a large number of people in a short amount of time.

Don't Come Empty-Handed

In connecting with others it's about what you are able to give away. Add something, don't take.

Be Transparent

People respond with trust when they know you are dealing openly and honestly with them.

Be Personal

As your network grows mass communications are certainly the easiest way to go but don't forget to make a genuine connection by taking the time to personalize when it is needed.

Do Your Homework

Take time to know who you are trying to connect with. This is the art of good listening, observing, and asking the right questions. Being able to comment about some aspect of who they are tells them you care and are interested in them.

Take Names

Identify the people who can help you meet your goals and invite them to be a part of your support team. Relatives, friends of relatives, your friends, your spouse's friends, your spouse's relatives and contacts, current colleagues, church members, professional and social organizations, neighbors, people you went to school with, people you have worked with past and present, etc.

Warm the Cold Call

1. Convey credibility by mentioning a familiar person or institution (credibility is the first thing you want to establish in any interaction).
2. State your value proposition. In what way can you help them? "Talk a little, say a lot. Make it quick, convenient and definitive."
3. Impart urgency and convenience by being prepared to do whatever and whenever it takes to meet the other person on his/her own terms.
4. Be prepared to offer a compromise that secures a definite follow-up at a minimum.

Never Eat Alone

Being invisible is a fate worse than failure. Be visible to your growing network of friends and contacts. Find creative ways to reach out to others over breakfast, lunch, coffee, an event, Facebook, shopping, or on the basketball court. However and wherever!

Follow up

Keep track of those you have made a contact with and follow up within 24 hours!

3.

PHONE CALLING CHURCHES

By Craig Mathison, AGWM Missionary to Spain & Carie Jorgenson, NWMN World Missions Facilitator & Terrance Hall, Former NWMN AGWM Missionary to Russia

Out of 100 phone calls made to pastors, on average only 7 calls are returned. These days' phone calling is not effective as it used to be in the past but it does not mean it does not have a role to play. You can still incorporate phone calls into your connection strategy to schedule appointments with people to share your story, not necessarily to ask for a service or a pledge. That comes later after you have built rapport and is better done in person.

Provide Your Full Information & How to Contact You

- ALWAYS TELL THEM WHO YOU ARE: Leave your full name, country you are serving AND that you are an AGWM Career missionary or Missionary Associate and what Network or District you are from. Don't assume people know this.
- ALWAYS LEAVE YOUR CONTACT INFO: It can be frustrating for a church if it is difficult to get in contact with you. If you have a change in contact information, be sure to notify all of your supporters and potential supporters (those you have networked with).

Making “Cold Calls”

- New contacts are cold calls so warm them up! This applies to cold introduction with individuals too!
- Be friendly and relational. Take a brief moment to make a meaningful connection.
- Find someone who knows the person you are trying to connect with and who can help you learn about them and/or even make an introduction for you.

4 Rules for Warming the Call

"In fifteen seconds, I used my four rules for what I call warm calling":

- Convey credibility by mentioning a familiar person or institution (Credibility is the first thing you want to establish in any interaction).
- State your value proposition. In what way can you help them? "Talk a little, say a lot."
- Impart urgency and convenience by being prepared to do whatever it takes whenever it takes to meet the other person on his/her own terms.
- Be prepared to offer a compromise that secures a definite follow-up at a minimum.

Call Backs

- Plan on several call backs to reach the pastor or missions coordinator.
- Understand that most pastors are likely not to return your call.

Timing of Calls

- Time your calls well for a better chance to make a connection.
- Larger churches: call the church office for pastors during office hours.
- Smaller churches: with permission, call pastors at home, but not late at night.

Who to Contact

- The church secretary or administrative assistant may be your best asset to help connect you with the right person. Treat them well and call them by name if possible.
- Inquire who would be the best person to connect with to discuss the opportunity to share your ministry. It may or may not be the senior pastor. In many cases the missions portfolio has been delegated to the missions pastor, the missions committee, or other designated team member.

What to Say on the Phone: Qualities that Help¹¹

When Making a First Time Contact

- Think through in advance what you want to say. Use good phone courtesy. Speak kindly and graciously to the one facilitating the call for you.
- Identify yourself and speak clearly and concisely.
- Be upfront as to the nature of your call. Do not be vague or misleading.
- Answer any clarifying questions that are asked of you. Do not be short or evade.
- Be willing to talk to someone other than the senior pastor. Many churches delegate the missions responsibility to very capable staff members who may be your greater asset!
- Make friends with the office secretary or pastor's administrative assistant.

When Scheduling a Service

- Call far in advance and offer a wide range of date options.
- Provide budget information without applying pressure.
- Be willing to meet in person before the service date for a get to know you time.
- Schedule a pre-service planning time with the pastor or missions leader.

- Ask how you can serve the pastor and how you can help his/her agenda.
- Ask what may be expected of you and how you can adapt to the church's needs.
- Be willing to do anything when at the church (do a window, interview, attend Sunday school, missionary fellowship, small group, children's ministry etc.)
- Make a confirmation call or email prior to arriving to the service.
- Be gracious if the answer is no or not at this time.

What Not to Say on the Phone: Qualities that Hinder¹²

- Don't beat around the bush and say things like: "Um, I was wondering if you would like to have a missionary service?"
- Don't give off an impression of entitlement.
- Don't focus too much on finances.
- Don't be too quick to present demands on the visit. (i.e. hotels, meals, etc.)
- Don't lack enough information about the ministry.
- Don't lack clarity on how to make your ministry personal to the audience.
- Don't lack in professionalism (i.e. appearance, presentation, contact, etc.)
- Don't give the feeling the church is just another stop along the way.
- Don't show that you lack understanding of the local church's needs and context.
- Don't push for an immediate answer at that moment.

Dealing with Gatekeepers

- Understand the role of gatekeepers - person(s) you need to go through before getting to the person you want to connect with.
- Make the gatekeeper an ally, not an adversary. See them as assets to tap into.
- With a first call you don't want to come off as aggressive.
- Use a combination of respect, humor, and compassion.

Follow Up!!

- Keep a record of all contacts you have made.
- Follow up applies to contacts made with individuals too!
- Write down the results of your appointment in a log.
- Follow up with a new contact within 12-24 hours!
- Remind them of what you said you would do, not what they said they would do.
- Always express your gratitude.
- Follow-up with those who have helped set up contacts for you.
- Plan on more than one call to reach the person you are trying to connect with.

4.

MEETING WITH PASTORS & PEOPLE

Types of Appointments

- Coffee or a meal
- Organized presentation w/ a small group
- Just getting together and spending time with someone
- A scheduled church service or venue such as Sunday school, group, midweek gathering
- Meeting with the church board or missions committee

Meeting with Pastors

If a church schedule does not permit a service or venue, ask if it is still possible to meet with the pastor or missions director at a time that is convenient to present your ministry and need for consideration of support.

What to Bring to an In-Person Meeting

- Prepare a packet of informational materials that concisely explains the following:
- Your brief background
- The country you are serving (If an MA, include who you are serving with)
- Your story – Info about your people, needs, mission, strategy, vision, values
- What role or duties you fulfill on the field
- Your purpose, vision, values, mission and strategy
- Your budget and present financial need
- Info on the ways supporters can donate, stay connected, and get involved
- **Again, provide your contact information and remember to follow up!**

Things to Discuss w/ the Pastor (or Designee) Before a Presentation

- Pastor's expectations: Length of time to share, dress attire, language that fits church culture
- Share your financial need
- If it is okay to pass out pledge cards or not (can people give directly to the missionary or must people give through the church)
- If it is okay to have a display table in the lobby (if desired)
- If you are in a sensitive country, to not post anything about you online

Fundraising Check List for Missionary Associates

Step 1: Begin with Your Home Church

Step 2: Determine to Whom You Will Go for Funds

- Make a list of as many potential supporters as you can and gather contact info

Step 3: Record, Catalog, and Prioritize Your Prospects

- A Group – Most Likely to Support You
- B Group – May Support You If Encouraged
- C Group – May Possibly Support You But Not Sure

Put supporters in the following categories:

- First Line Connection – You Know Them Personally
- Second Line Connection – A Friend, Relative or Co Worker Knows Them Personally

Step 4: Get the Word Out. This is Critical.

- Send Support Letter
- Set Up a Facebook Page or Group
- Inform, Inspire and Invite Your Potential Donors to Join Your Support Team

Step 5: Make Appointments with Your Top Potential Supporters

Step 6: When a Visit is Not Practical Conduct a Phone Appointment

Step 7: Conduct the Visit and Make the Ask

Step 8: Track Your Funds (AGWM does this for you.)

Step 9: Always Say Thank You

Tips for Missionary Associates on How to Ask

What to Talk About

1. Start with casual greetings and small talk. SMILE, and look the person in the eyes.
2. Explain the missions opportunity you will be a part of (host, people, what you will do, passion)
3. Talk about how much you need to raise and your

When Making the Ask

1. Before you ask:

- Don't rush this part! What you say is critical. Slow your pace and pause
- Make eye contact and smile!
- Speak with sincerity

2. When you ask:

- Convey importance.
- Be specific about what you are asking for. Ask for a concrete amount.

3. After you ask:

- Close your mouth and pause. Let them respond. Don't be tempted to break the silence.
- NEVER apologize.
- Be gracious, whatever the response. Thank them.

Resources

Media, Branding, Tools,
Helps, Fundraising

BRANDING & GRAPHIC DESIGN

www.creativecommission.com	HIGHLY RECOMMENDED They provide full graphic design services for missionaries prayer cards, e-newsletter template, letterhead and envelopes, print material
www.prodigypixel.com	Sister company to Creative Commission and they work in the same building together. Print, Logo, Web
DeMoninn's Art Studio 253-381-4806 info@demonnin.com www.demonnin.com	Michelle is a Christian and has worked with the NWMN on projects in the past. She can do a wide variety of branding design work from graphics, to logos, to website graphic design an any publications needed.
Mindy_Pongpanik, Freelance Designer mindyp@outlook.com	Mindy works for the Northwest Ministry Network as the administrative assistant for the Women's Ministries Department and graphic design. She does freelance jobs on the side for pastors and missionaries as availability permits
Adam Roberts, Freelance Designer www.adampatrickroberts.com	Adam serves as the worship and arts pastor and does graphic design on the side.
Other Options www.netministry.com www.everlastinggraphix.com www.grassroots.org	

NEWSLETTER CREATION / PROVIDER

Adobe Slate https://slate.adobe.com/welcome/	BEAUTIFUL PRESETATION - RECOMMENDED! Create and share beautiful visual stories & newsletters
Adobe Spark https://spark.adobe.com/	Create and share beautiful visual stories
www.flipboard.com	Create your own magazine
STANDARD EMAIL PROVIDORS www.mailchimp.com www.constantcontact.com www.chalkline.org www.mynewsletterbuilder.com www.madmimi.com www.streamsend.com	MAILCHIMP IS RECOMMENDED

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www.stocksnap.io	<p>BEAUTIFUL IMAGES! StockSnap.io has a large selection of beautiful free stock photos and high resolution images.</p>
www.unsplash.com	<p>BEAUTIFUL IMAGES! Unsplash releases 10 new photos every 10 days and they're released under the creative commons public domain license.</p>
www.negativespace.co	<p>Negative Space provides 20 new photos every week released under Creative Commons CC0. The photos are searchable and can be sorted by category, copy space and color.</p>
<p>Other: www.pixaby.com www.splitshire.com www.freeimages.com www.stockphotosforfree.com www.creationswap.com</p>	

WEBSITES

Free Template Website

<p>www.squarespace.com www.weebly.com www.wix.com www.outreachwebsites.com</p>	<p>HIGHLY RECOMMEND SQUARESPACE.COM These free website builder sites provide:</p> <ul style="list-style-type: none"> You start with a free template from the library. You add and remove features you want using various tools/apps/features from the menu. You add your own content Limited structural changes can be made Cost ranges from \$-24/month
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Custom Built Websites

<p>www.prodigypixel.com www.netministry.com www.outreachwebsites.com</p>	<ul style="list-style-type: none"> You Pay for Design & Building of Site & Hosting Webmaster must make structural changes Client receives backdoor editing privileges
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Semi-Custom Built Website

<p>Les Laas, Graphic Designer 5833 111th Ave NE, Kirkland WA 98033 206 755 3417 leslaas@gmail.com www.Leslaas.com</p>	<ul style="list-style-type: none"> Designer Uses a Word Press Template Designer Builds Template w/ Add Ons Cost is \$25/Hour. Site May Take 5-10 hours to Build. Cost includes building website and adding content to the site.
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Semi-Custom Built Website

<p>www.cloversites.com</p>	<ul style="list-style-type: none"> Church website design group Offers a variety of templates for purchase \$1,000 one-time fee then \$20 monthly to host
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SLIDEWARE

www.Prezi.com
www.preziuniversity.com
www.flowboard.com

BLOGGING

www.typepad.com
www.skelliewag.org
www.tumblr.com
www.blogger

BRANDING & PRESENTATION HELPS

www.brandingfaith.com
<http://sethgodin.typepad.com/>
<http://blog.guykawasaki.com/>
<http://www.garrreynolds.com>

Seth Godin's Blog
Guy Kawasaki Blog
Garr Reynolds Website

FUNDRAISING HELPS

Fundraising Websites & Blogs

www.peopleraising.com
www.nptechforgood.com
www.thefundraisingauthority.com
www.thestorytellingnonprofit.com

Non Profit Tech for Good & Heather Mansfeild
Vanessa Chase

Web Based Fundraising Tools

www.gofundme.com
www.razoo.com
www.mobilecause.com

Mobile Marketing – Text/Email/Social Media Connection

www.reachmodo.com

Support Raising Seminar

<http://www.supportraising.org/seminar/henri.html>

READING LIST

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Leading Change

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Branding for Non-Profits by DK Holland

Branding 123 by Barry Silverstein

Brand Identity Essentials by Kevin Budelmann, Yang Kim, and Curt Wozniak

Building Strong Brands by David A. Aaker

Emotional Branding: How Successful Brands Gain the Irrational Edge by Daryl Travis

Permission Marketing : Turning Strangers Into Friends And Friends Into Customers by Seth Godin

Differentiate or Die : Survival in Our Era of Killer Competition by Jack Trout

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The Art of the Start. - Kawasaki, Guy.

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- ⁷ Chart is found in Alan Roxburgh book *The Sky is Falling*
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