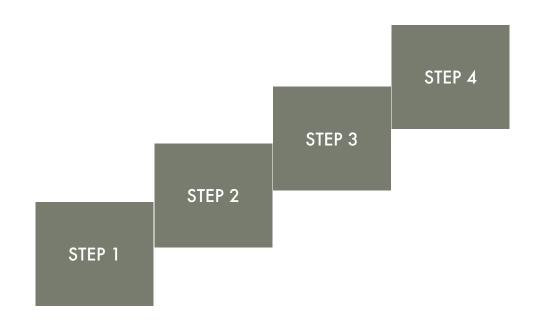
SESSION 2: GROW SIGNIFICANT GIVING STEP BY STEP



PLANNING



You can only raise money for two things...

What "business" are you in?

Mission is how we do, what we do, and who we serve.

Vision is **why** we do what we do.
Vision is for a **life** that is saved or changed.





Well-educated - completed a quality academic program
Wise - knows how to use the knowledge acquired
Biblical Worldview - possesses a thinking that is
informed by Scripture

Effective Leader - has a positive influence on others **Strong Communicator** - articulates thoughts and ideas clearly

Highly Connected to God - strong in faith and spiritual disciplines

Cross-cultural - interacts well with different kinds of people

Engages the World - committed to serving others **Faithful in Difficulty** - endures all things with resilience

YOUR MESSAGE SAVING OR CHANGING LIVES

YOUR VISION AND VISION PROFILE

KEY QUESTIONS

GIVING DRIVEN STEPS

STEP 1
COMPLETE

STEP 2

STEP 3

STEP 4

What are our vision, mission, and values?

How did we get here?

What are we working toward / what is our strategy?

What are the giving driven steps?

PROSPECT PLANNING FIRST WHO, THEN HOW

A prospect plan is simply a list.

MOMENTUM METHOD PROSPECT PLANNING

GREEN ORANGE RED

ADVANCED PROSPECT PLANNING

DONORS TO RETAIN

- List highest to lowest in total giving for the year
- Establish a target amount, range, or commitment level for each and every one
- Calculate the possible low and high totals

DONORS TO REGAIN

- List from highest to lowest in total giving
- Go back 5-7 years
- Calculate the total potential giving of donors to retain group

DONORS TO RECRUIT

- People new to your audience/community
- People who attend experiences
- People who have been referred to you
- People selected from your non-donor list

NON-DONORS

- Identify who to release
- Identify who to recruit, and add to your donors to recruit list
- Look for ways to stop training people to not give
- **Provide** quality communication and experiences that add value

PROSPECT PLANNING PRACTICE