



# Praxis

**Nonprofit Strategies**



[www.praxisnps.com](http://www.praxisnps.com)

Fundraising Rooted  
in Relationship & Mission



The Church Network





**Praxis Nonprofit Strategies** works with mission-centered organizations to cultivate the relationships and resources they need to deliver positive change in the world.

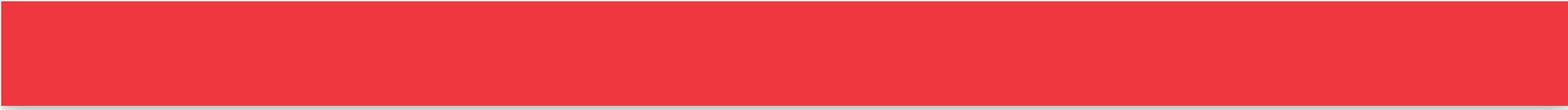


Praxis Services:

- Feasibility Studies
- Capital Campaign Management
- Annual Fund Support

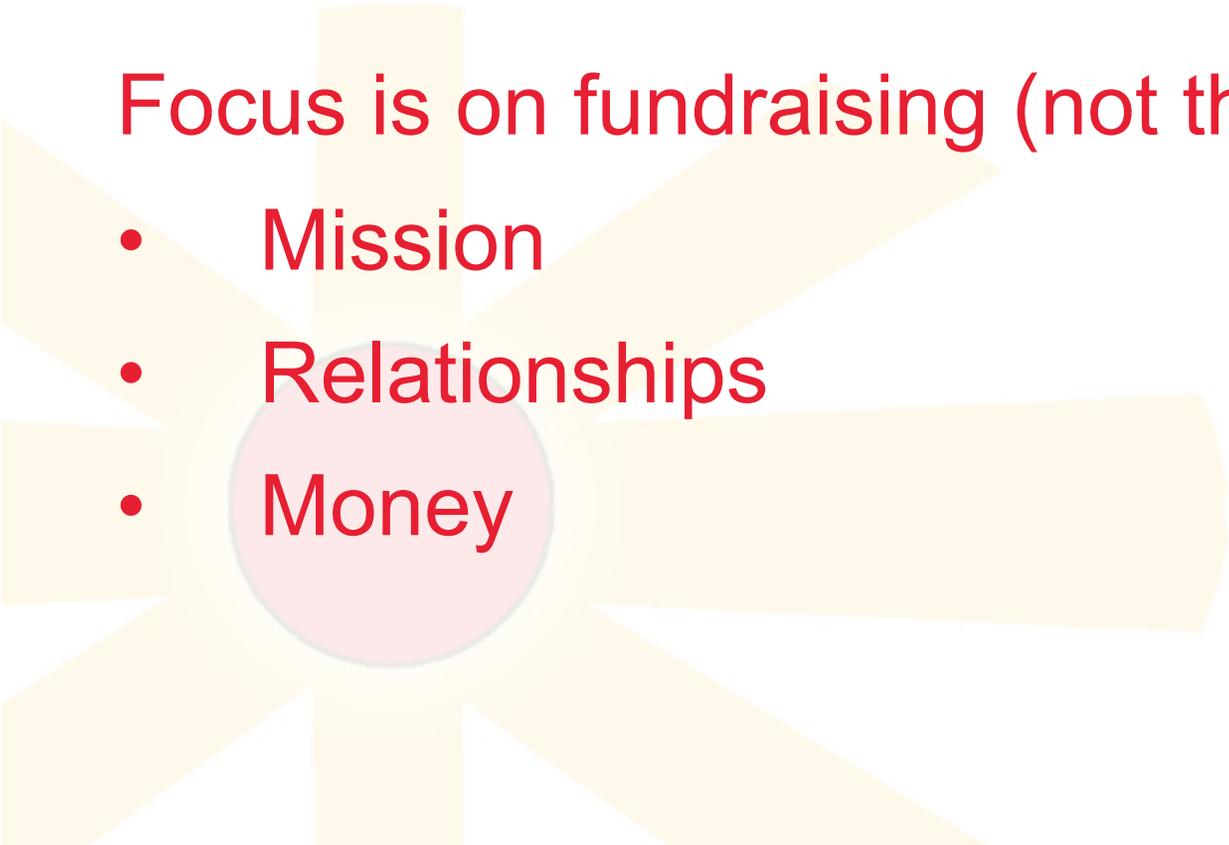


# STEWARDSHIP AND SECULAR DEVELOPMENT: What church stewardship programs can learn from nonprofit fundraising offices

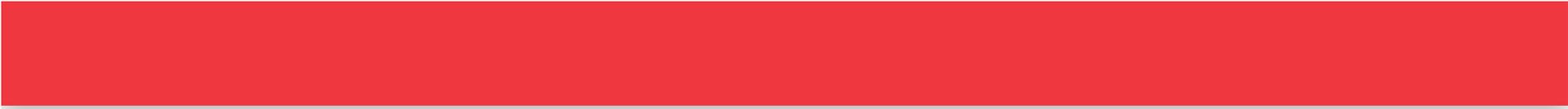


# TODAY'S DISCLAIMER:

Focus is on fundraising (not theology)

- Mission
  - Relationships
  - Money
- 





# Workshop Agenda:

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1. What We Know - Giving Trends and Data
  2. Stewardship Model
  3. Development Model
  4. Using Volunteers and Staff
  5. Questions and Closing



# Guiding Principles:

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1. Interactive
  2. Shared perspectives, ideas, and experiences
  3. Fast-paced (you can read slides later)
  4. We may not finish everything and skip some slides





# What We Know About Giving

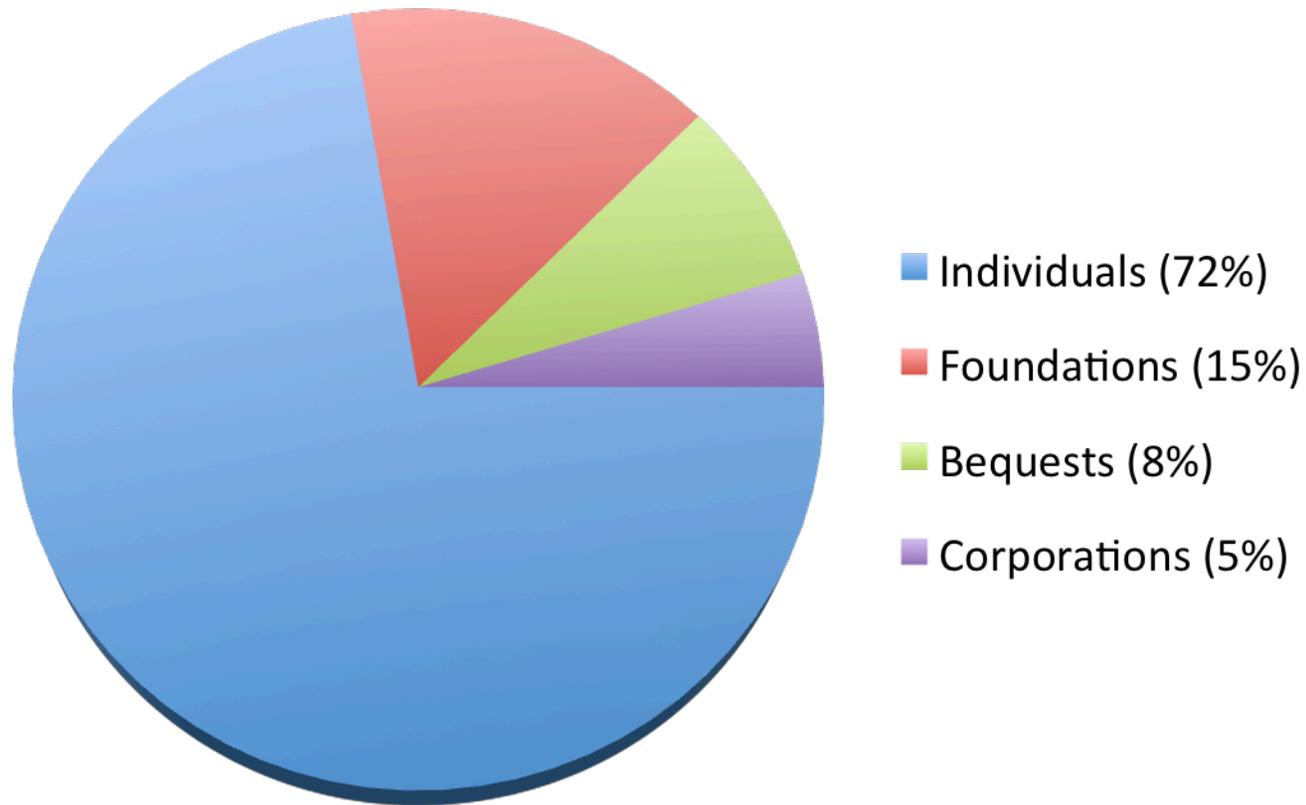


# Giving USA Research - 2016

1. Residents in the United States gave:  
**\$390.05 billion**
  2. The average and median household gifts were:  
**\$2,974 and \$870**
  3. What percentage of United States household gave:  
**85%**
- 

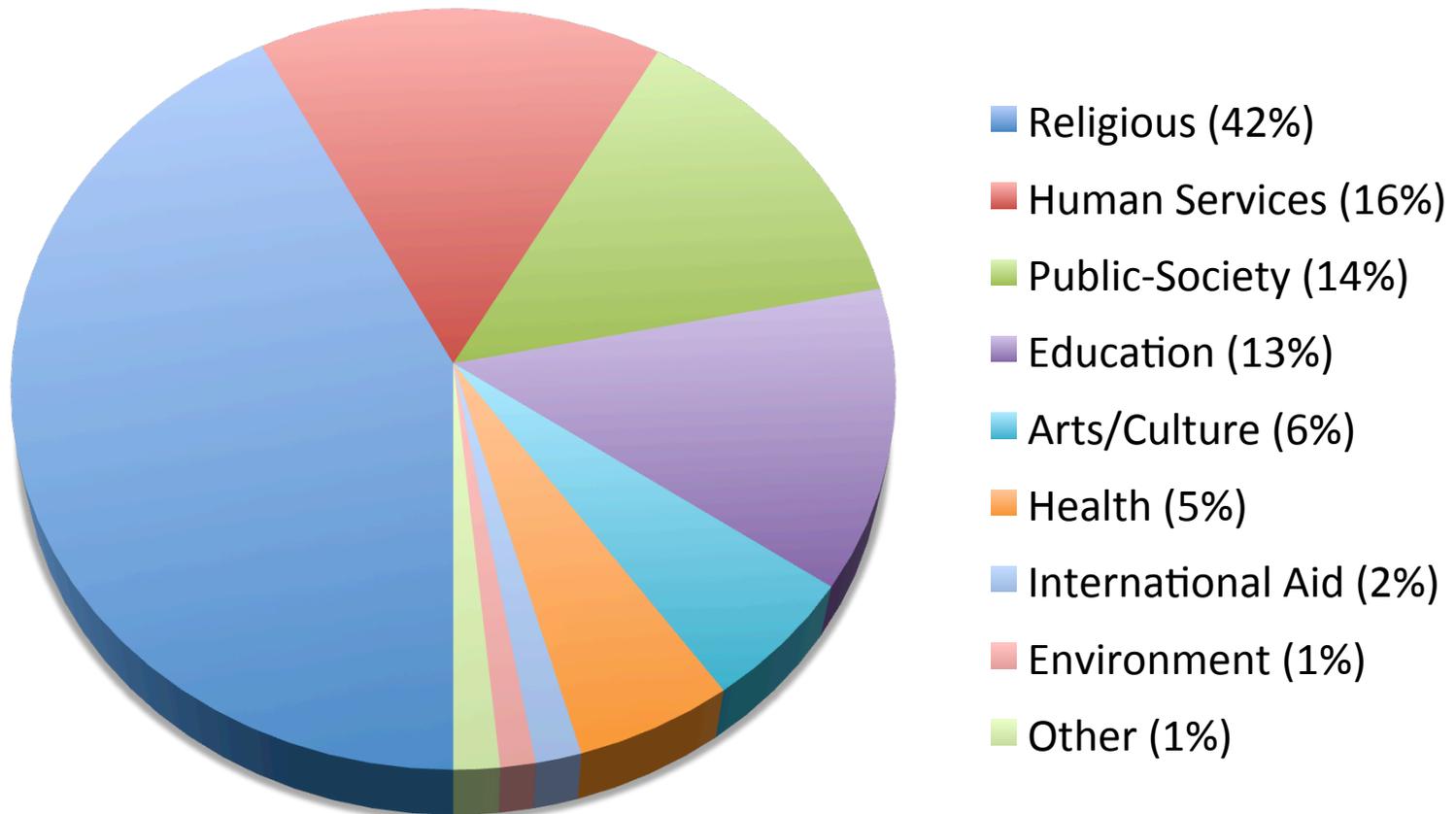
# Giving USA Research - 2016

Contributions by Source



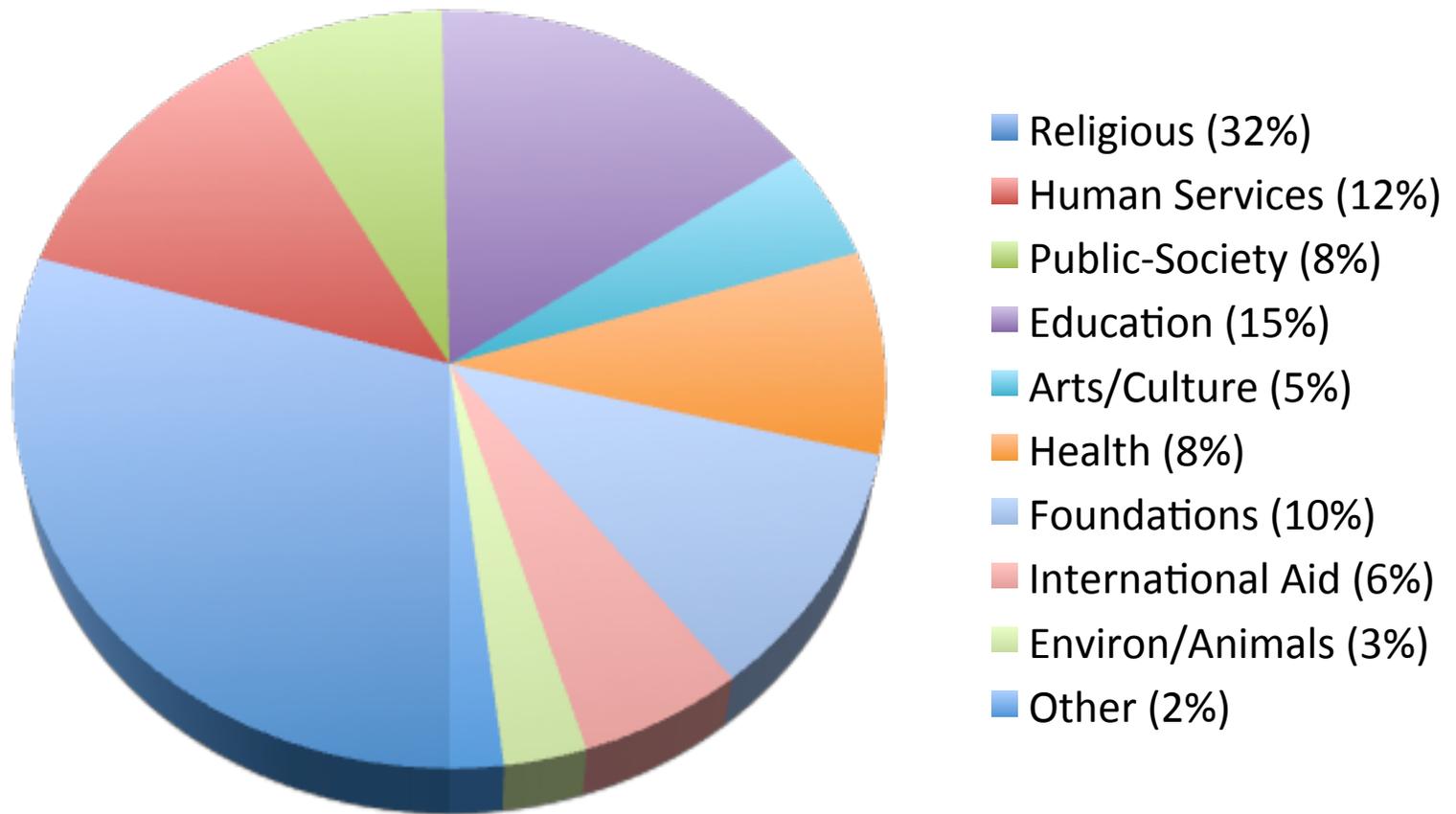
# Giving in Kansas City - 2011

## Contributions by Recipient Type

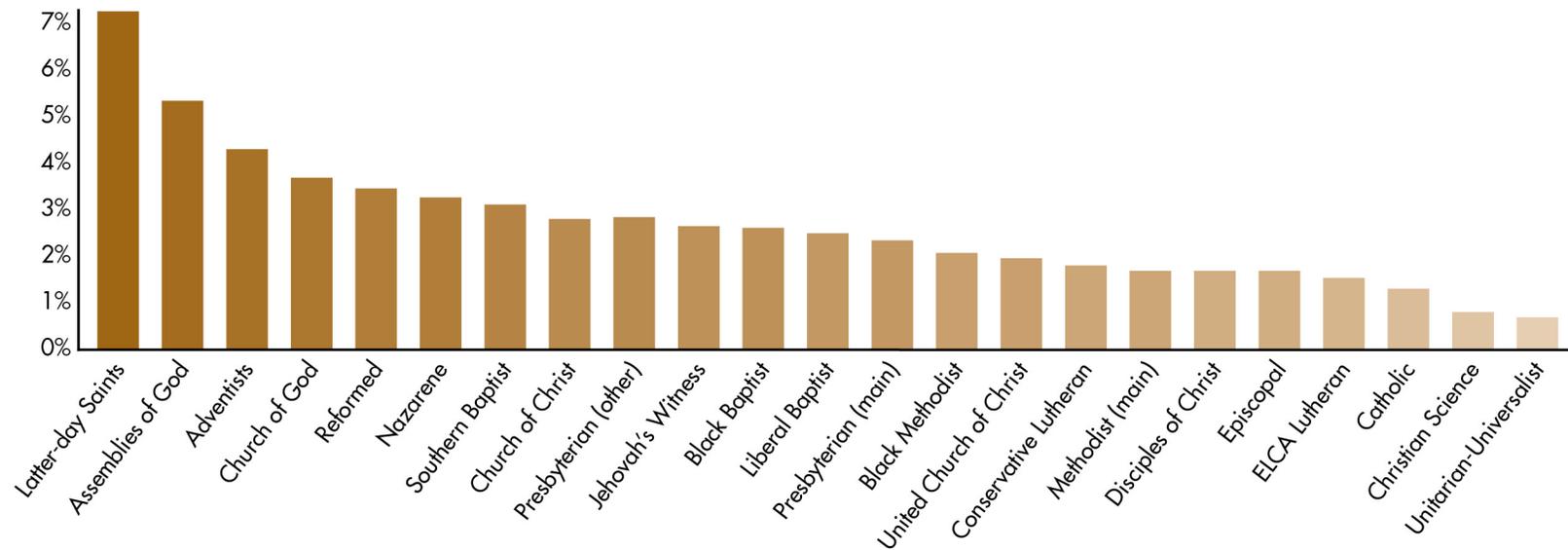


# Giving USA Research - 2016

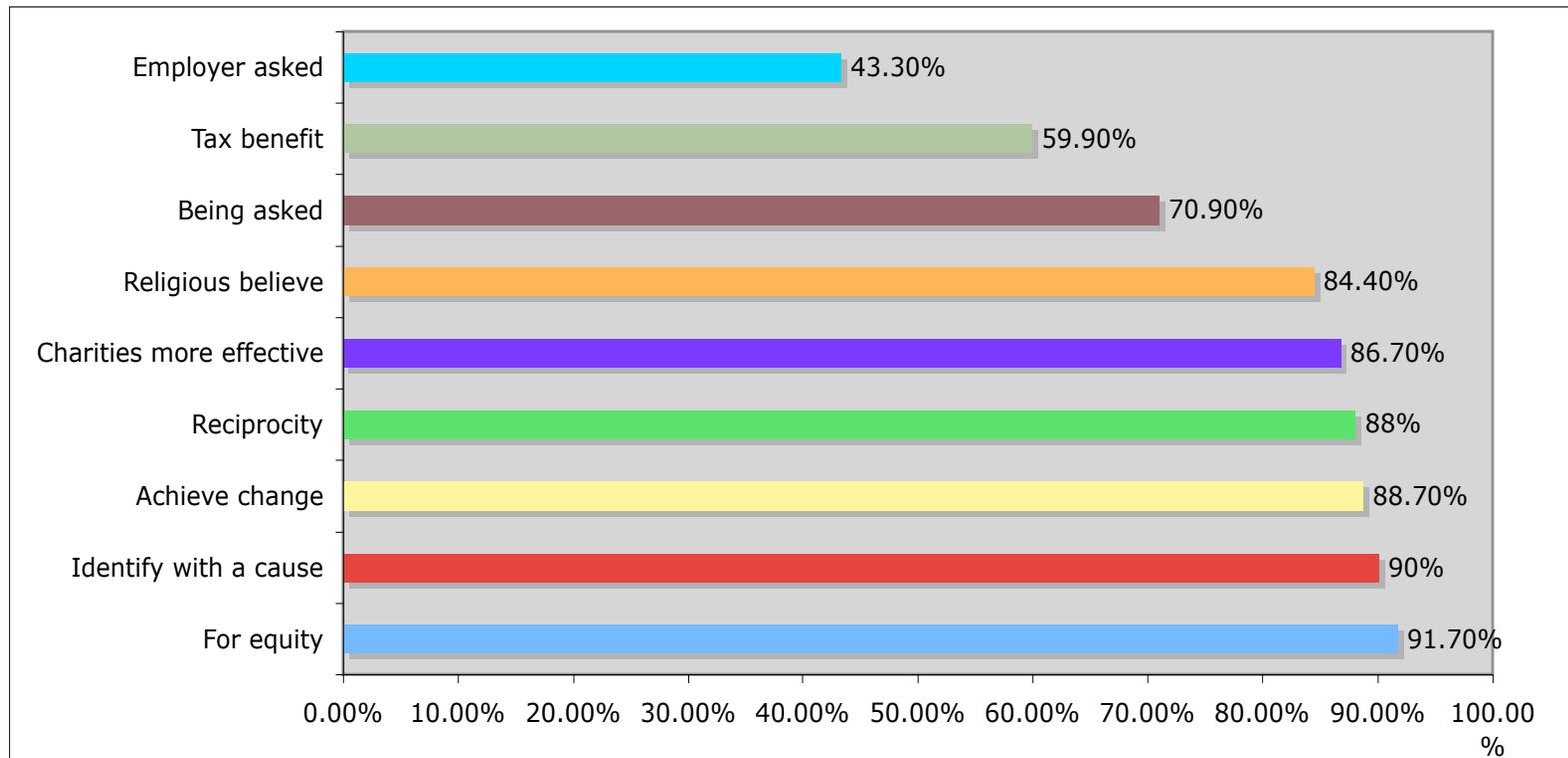
## Contributions by Recipient Type



# Giving as a Percent of Income by Denomination



# Donor Motivation





# What is Your Perspective?

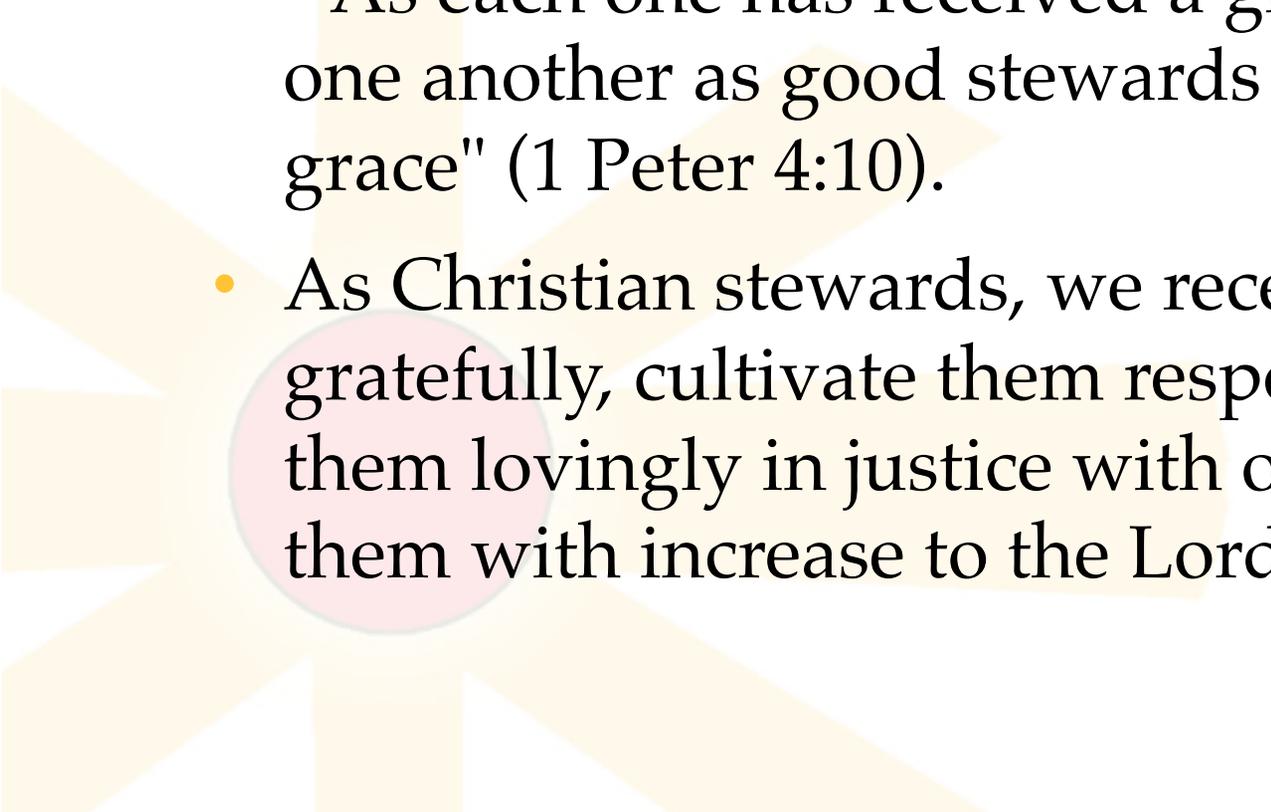
- Do these data resonate with your experiences?
  - How could this data inform better fundraising in our churches?
- 



# Fundraising and Stewardship



# My Stewardship “Framework”

- "As each one has received a gift, use it to serve one another as good stewards of God's varied grace" (1 Peter 4:10).
  - As Christian stewards, we receive God's gifts gratefully, cultivate them responsibly, share them lovingly in justice with others, and return them with increase to the Lord.
- 
- 



# My Experience of Stewardship

- Gift
  - Relationship
  - Transformation
- 
- A stylized sun graphic with a pink circular center and several yellow rays extending outwards, positioned behind the list items.



# Professional Expression of Stewardship

- Gifts
  - Theological / philosophical understanding
  - Helping others discover gifts
  - Prayer and reflection

# Professional Expression of Stewardship

- Relationships
  - Theological / philosophical understanding
  - Building connections (to people and institutions)
  - Church, local, and global community

# Professional Expression of Stewardship

- Transformation
  - Theological / philosophical understanding
  - Kingdom building
  - Personal growth
  - Stronger institutions
  - Stronger communities

# Personal/Professional Perspective

## Stewardship Model Strengths

- Spiritual / philosophical (risk of manipulation)
- Intimacy of Relationship: God-Church-Self (risk of not understanding donors)
- Proximity of community (risk of poor communication)
- First-party fundraising (risk of self-serving appeals)



# What is Your Perspective?

- What strengths / weaknesses do you see in this model?
  - Are there ways your churches have drawn from the strengths of a stewardship model to improve fundraising?
- 



# Fundraising and Development

# Defining Development

Development is a part of the marketing of a nonprofit and involves building relationships with people and organizations that will offer support. It is concerned not only with raising money, but doing so in a way that develops strategic relationships and reliable sources of income that will enable the nonprofit to implement its mission and sustain the pursuit of its vision.

# Five Basic Steps in Development

- Identification
- Information
- Interest
- Involvement
- Investment

# Identification

## Tools:

- Alumni and past participants
- Board and volunteer contacts
- Prospect research
- Social media followers
- Donor circles and pyramids

# Identification

## Common Strategy:

- Raise money from the inside out and from the top down (stewardship: ignoring the Pareto Principle)

# Information

## **Tools:**

- Brochures / Website
- Annual report
- Social Media

## **Common Strategies:**

- Cultivate before asking (stewardship: lack of compelling case and outreach)

## **The Clueless Donor**



# Interest

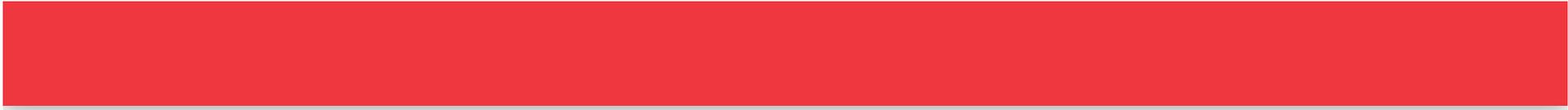
## Tools:

- Donor-centric communication
- Distinguishing communication (e.g. program successes, accolades, media)

## Common Strategy:

- Match organizational features with donor needs (stewardship: failing to recognize donor interests beyond theological and love of church)

## The Anonymous Giver



# Involvement

## Tools:

- Events or reunions
- Volunteering
- Board or committee service

## Common Strategy:

- Capture donor's time and talents prior to seeking his/her treasure (stewardship: low levels of participatory decision-making)

## The Crazy Giver



# Investment

## Tools:

- Annual fund
- Capital campaigns
- Direct response / marketing
- Endowments
- Major gifts
- Online fundraising / social media
- Special events

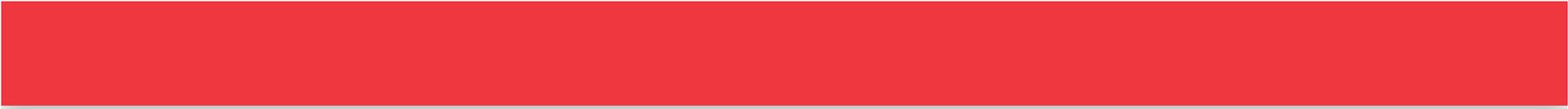
# Investment

## Common Strategies:

- Connect the case to organization vision
- Appeal to donor's unique desires to contribute to that vision
- Aim for peer-to-peer solicitation
- Personalize your solicitation
- Targeted appeals (annual, capital, special event, Christmas)

# What is Your Perspective?

- What strengths / weaknesses do you see in this model?
- Are there ways your churches have drawn from the strengths of a development model to improve fundraising?



# Secular Fundraising Leadership



# Success Depends on Leadership from

- Board of Directors
- Fundraising Volunteers
- Staff



Leadership

# Board of Directors

- Make a "leadership" contribution based on ability to contribute
  - Help establish, approve and carry out fundraising goals and strategies
  - Cultivate relationships with key supporters and solicit contributions from personal and professional networks
  - Monitor fundraising goals and strategies
- 

# Development Committee

- Recommend fundraising goals and strategies
  - Lead Board fundraising campaigns
  - Involve and motivate Board members' fundraising by considering each member's unique talents
  - Lead Board efforts to evaluate and modify fundraising goals and strategies
- 

# Staff

- Help plan fundraising goals and strategies
  - Help clarify fundraising responsibilities to volunteers and provide training
  - Make fundraising easy by providing good information and clear marketing material
  - One-on-one discussion with each Board member about potential contacts
  - Accompany volunteers on solicitation calls
  - Manage routine fundraising activities and tasks
- 



# What is Your Perspective?

- What strengths / weaknesses do you see in this leadership approach?
  - Are there ways your churches can draw from secular fundraising leadership to improve fundraising?
- 



# Questions



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