



THE
Fellowship
NETWORK INTERNATIONAL

PARTNERSHIP DEVELOPMENT RESOURCE GUIDE

*This resource guide was graciously shared with The Fellowship Network International by Every Nation, a movement of churches and campus ministries which exist to honor God by establishing Christ-centered, Spirit-empowered, socially responsible churches and campus ministries in every nation. They are one of the top organizations we know of providing excellent training for those who are raising support to help fund their ministry. This guide has been revised to fit within the scope of TFNI's members and their needs.

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PARTNERSHIP DEVELOPMENT

Introduction

What is Partnership Development (PD)? PD is the process of inviting others in the Body of Christ to join into the mission and work of the Kingdom of God that the Lord has given you to do. Whether you are helping the homeless, have a food pantry, or working with those touched by human trafficking, your Kingdom assignment is not just about you.

Like Paul, you may be helping to self fund your own ministry through tent-making. However, Paul soon realized that the partnership of other believers was a powerful tool in the advancement of the Gospel and received support through the Church in Macedonia, Philippi, Thessalonica, Berea and the Church in Antioch. He mentions individuals such as Epaphroditus, and Phoebe. Please remember that in the early church there was a culture of generosity marked by individuals giving, not necessarily an institutional offering or support we know of today.

Asking for support for the work of the ministry is an opportunity to invite other believers, the Father has called, to participate in His work. Just because He shared His vision and purpose with you does not mean your assignment/ministry is about you. Jesus declared, "I and the Father are One." Again, he declares in John 17 "May they be one as we are one." This is not just about our unity with each other, but rather our unity in Him through Christ bringing us into unity with Him and His body.

Your invitation to others to participate with you is making the Kingdom need known so that the Spirit of God can move on those He has called to join in His mission and purpose. Again, this is not about just supporting you! This is about allowing the Holy Spirit to call those to His vision and share in partnership with you of His work. Yes you may be leading the work with the Father, but it's all His and He is calling a number of His children to His work in your city.

Preliminaries

It is important that you have your organization set up correctly; as a Fellowship Network Member that should already be the case! However, you need to leverage your Board, drafting a resolution to strategically invite others in monthly support of the ministry. There needs to be proper accounting structures in place along with annual giving reports. It is important to have all partners submit their gifts to your ministry directly, *not to you personally!*

Furthermore, if the donation is undesignated, then it can go into the general operating fund. If they designate the support to a specific purpose (ex: purchase of food for the food bank), then it must be used for the designated purpose and can't be used for rent, utilities, salaries, etc. To do so would be considered FRAUD.

Encouragement

Above all, DO NOT FEAR! Many are not necessarily gifted in finance and administration. This is not a negative! However, good leaders surround themselves with competent people who are good at what they are not good at! Believe God for His provision to surround you with “Aarons”. Remember God gave Moses help! We strongly suggest you review the Financial Best Practices and Guidance Resource Guide found in your member portal. This will help you and help protect God’s work, your partners, the ministry and you!

Finally, anything new is going to be a challenge. It is natural for fear or insecurity to try to dissuade you from moving forward. Be obedient to the Lord and move forward trusting in Him. Finally, it would be prudent to have intercessors praying for you and for the ministry as you seek out those that are called to support this Kingdom work.

Preparation

1). Be organized! Have a short impactful presentation to provide those you are inviting to partner with the ministry. Have a summary budget, current and proposed, based on proposed growth. Transparency and accountability are trust builders! Not all budget details should be disclosed, however providing appropriate detail communicates trust.

- The presentation should clearly lay out the vision and the mission.
- Please use graphics and photos; “one picture is worth a thousand words!”
- It should clearly and demonstratively communicate the impact of your mission so far
 - ex: the Mission of the food bank is to assist those families struggling to feed their families. We have fed (x) number of families in the past 6 months, keeping (x) families from becoming homeless and keeping (x) number of children enrolled in school.
- Use the power of testimonies to connect potential supporters!
 - Testimony is the Spirit of Prophecy: meaning hearing testimony about how He, The Word, is moving today builds faith! Faith comes by hearing!

- Don’t be afraid to use numbers! This is about stewardship and about growing what God has called you to do! Remember, “Don’t despise the day of small beginnings!” Also, “He who is faithful with little will also be faithful with much.” Your honesty builds both trust and demonstrates stewardship!

2). Be confident but humble. Confidence is born out of conviction of the Lord. Conviction is to be *convinced* by God of what He has called you to do. This assurance is the platform of confidence; not in yourself but in Him and His instructions!

3). When you discuss the ministry and God's heart and vision you don't want to lead with "neediness"!

Lead with vision and faith! Remember He already promises to, "supply all of your needs according to His riches in glory." This is more about a heart posture. If you are consumed with need, then that will be reflected through fear and anxiety in your presentation. Your confidence and humility should reflect God's faithfulness and ability, and should also inspire vision in those you speak with.

3). Dress for success! How you present yourself matters! Think sharp business casual, especially with business leaders!

4). Make sure that you have a established payment pathway that makes it easy for those who want to support the work of the ministry. A Zelle QR code for example.

6). Respect their time! If they say they have 15 minutes then honor that. If they only have 5 min then honor that! If you see them become distracted or disinterested, then say something like, "I can see that you are busy and have other matters on your mind, would you like to reschedule when you have more bandwidth? I want to honor your commitments." Don't allow rejection to become your narrative. You are a powerful person and God is leading in faith to those called to come alongside His ministry and work!

7). Always write a thank you note as a follow up after your meeting; whether they gave or didn't give. They took their time to listen and prayerfully seek the Lord. Writing a thank you note regardless is a positive and it is honoring. More on this later.

Some of the above will be repeated and expounded upon in the material below.

Keys to Success!

The following are characteristics which we need to adopt in order to be successful in raising support for the ministry.

Faith

Faith is the foundation of partnership development.

Unless the Lord builds the house, those who build it labor in vain.
Psalm 127:1

1. Faith in God's unconditional love.

- During the PD process, you will experience fear and face rejection. God's answer to this roadblock is faith in his unconditional love.

*For the Lord will not forsake his people;
he will not abandon his heritage.*

Psalm 94:14

- Men and women will sometimes reject you, but God will continually uphold you.

If God is for us, who can be against us? He who did not spare his own Son but gave him up for us all, how will he not also with him graciously give us all things? Who shall bring any charge against God's elect? It is God who justifies. Who is to condemn? Christ Jesus is the one who died—more than that, who was raised—who is at the right hand of God, who indeed is interceding for us. Who shall separate us from the love of Christ? Shall tribulation, or distress, or persecution, or famine, or nakedness, or danger, or sword? . . . No, in all these things we are more than conquerors through him who loved us.

Romans 8:31–35, 37

- When you experience rejection from others, you will have a chance to fellowship with Jesus in a deeper way as you experience—in a small way—the rejection he experienced.

*He was despised and rejected by men,
a man of sorrows and acquainted with grief;
and as one from whom men hide their faces
he was despised, and we esteemed him not.*

Isaiah 53:3

2. Faith in God's provisional promises.

- During the PD process, you will experience dependency. God's answer to this roadblock is faith in his promises to meet all your needs.

*For the Lord God is a sun and shield;
the Lord bestows favor and honor.
No good thing does he withhold
from those who walk uprightly.*

Psalm 84:11

- You can have complete confidence that God will meet your needs because he loves you.

*Consider the ravens: they neither sow nor reap, they have neither storehouse nor barn,
and yet God feeds them. Of how much more value are you than the birds!*

Luke 12:24

- You can have complete confidence that God will meet your financial needs because he has made a covenant with you.

*You shall remember the Lord your God, for it is he who gives you power to get wealth,
that he may confirm his covenant that he swore to your fathers, as it is this day.*

Deuteronomy 8:18

3. Faith in God's divine call.

- During the PD process you will experience uncertainty. God's answer to this roadblock is faith in his divine call upon your life.

*Before I formed you in the womb I knew you,
and before you were born I consecrated you;
I appointed you a prophet to the nations.*

Jeremiah 1:5

- You eradicate uncertainty when you believe that God formed you for a specific purpose.

*For you formed my inward parts;
you knitted me together in my mother's womb.
I praise you, for I am fearfully and wonderfully made.
Wonderful are your works;
my soul knows it very well.
My frame was not hidden from you,
when I was being made in secret,
intricately woven in the depths of the earth.
Your eyes saw my unformed substance;
in your book were written, every one of them,
the days that were formed for me,
when as yet there was none of them.*

Psalms 139:13–16

- You eradicate uncertainty when you believe that God chose you to be fruitful.

*You did not choose me, but I chose you and appointed you that you should go and bear
fruit and that your fruit should abide, so that whatever you ask the Father in my name, he
may give it to you.*

John 15:16

Character

1. God will develop your character during the PD process because character is revealed and forged under pressure.

*We rejoice in our sufferings, knowing that suffering produces endurance, and endurance
produces character, and character produces hope, and hope does not put us to shame,*

because God's love has been poured into our hearts through the Holy Spirit who has been given to us.

Romans 5:3–5

2. There are three primary areas of your character you can expect God to develop during the MPD process: integrity, humility, and diligence.

Integrity

1. Integrity is the steadfast adherence to God's work; it is proven honesty, trustworthiness, and incorruptibility. It is a prerequisite for God's trust.

*O Lord, who shall sojourn in your tent?
Who shall dwell on your holy hill?
He who walks blamelessly and does what is right
and speaks truth in his heart.*

Psalms 15:1–2

2. Integrity is a prerequisite for man's trust. The more integrity you have, the more confidence people will place in you and the more they will allow you the privilege of influencing their lives.

3. Integrity is not perfection; it is doing what you know to do and behaving in a way that is consistent with your values and beliefs.

So whoever knows the right thing to do and fails to do it, for him it is sin.

James 4:17

4. God gives security and guidance to the person of integrity.

*Whoever walks in integrity walks securely,
but he who makes his ways crooked will be found out.*

Proverbs 10:9

*The integrity of the upright guides them,
but the crookedness of the treacherous destroys them.*

Proverbs 11:3

Humility

1. Humility is not self-deprecation, shyness, or a lack of ambition. Humility is recognizing that everything we have and everything we are is the result of God's grace.

But by the grace of God I am what I am, and his grace toward me was not in vain.
1 Corinthians 15:10

2. Humility is acknowledging that we can do nothing without God. Jesus is our chief example of humility.

And being found in human form, he humbled himself by becoming obedient to the point of death, even death on a cross.
Philippians 2:8

3. Humility is measured by how we respond to God's will.

And you shall remember the whole way that the Lord your God has led you these forty years in the wilderness, that he might humble you, testing you to know what was in your heart, whether you would keep his commandments or not. **Deuteronomy 8:2**

4. God gives grace (James 4:6), wisdom (Proverbs 11:2), and honor to the humble (Luke 14:11).

Diligence

1. Diligence is the willingness to govern yourself toward noble purposes. That is why the most difficult person you will ever have to lead is yourself. No one will give you more trouble or be more difficult to manage than yourself.

The diligent man will get precious wealth.
Proverbs 12:27

I count him braver who overcomes his desires than him who conquers his enemies, for the hardest victory is over self.
Aristotle

2. Diligence is the decision to develop productive habits that lead toward your goals. Right thoughts produce right actions, right actions produce right habits, right habits produce right character, and character produces a right destiny.

*Keep your heart with all vigilance,
for from it flow the springs of life.* **Proverbs 4:23**

3. Diligence is the determination to stay on course even during difficult times.

The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty.

Proverbs 21:5

Personal Support

1. Because of the magnitude of God's mission and the biblical mandate for relationships, we dare not work or walk alone.
2. There are three areas of support for you in your PD journey.
 - a. Your team around you
 - b. Your Board of Directors
 - c. The Body of Christ
 - i. Ask your pastor, best friend, or a mentor to allow you to share your presentation with them. Not to ask for their support, but for their feedback!
 1. Feedback is your friend! Use it to improve your presentation and yourself!
 - ii. Gather a personal prayer team.
 - iii. Connect regularly with your team and your Board to update them on your progress. Allow them to encourage you and pray for you.

Partner Care

I thank my God in all my remembrance of you, always in every prayer of mine for you all making my prayer with joy, because of your partnership in the gospel from the first day until now. And I am sure of this, that he who began a good work in you will bring it to completion at the day of Jesus Christ.

Philippians 1:3–6

1. The purpose of partner care is to steward your relationship with your partners. Remember the basis of your relationship with your partners is that of Love!
 - a. It's easier to keep a partner than develop a new one!
2. Cast vision for both what God is doing through your ministry and partnership.
 - a. Look for ways to emphasize their involvement in the Great Commission ("We did it" vs. "I did it").
3. Communicate regularly.
 - a. Like all important relationships, PD requires time, energy, and attention.
 - b. Communicate with a variety of communication forms and platforms, e.g., text messages, videos, photos.

- c. Relationship is two ways! Ask them about their family, personal or business needs! Do not hesitate to ask to pray for them on the spot (if appropriate) and include them the prayer list with your intercessors. Be sure to follow up in future conversations and see what the Lord has done! Rejoice with them or continue to lift them up in prayer.
- 4. Express gratitude.
 - a. The greatest failure in PD is failing to express gratitude. Gratitude should be genuinely expressed for their gift, but also for them as a person!
 - b. Thanklessness can lead to partners leaving your team.
- 5. Practicals
 - a. Send a thank-you note after every meeting. Personalize and handwrite it.
 - b. Follow up with missed gifts and lapsed partners promptly.
 - i. Calling a partner about a missed gift creates an opportunity for them to reestablish their giving and for you to pray with them and build the relationship. Always, assume the best when you call!
 - c. Send a newsletter every month.
- 6. Tips for newsletters
 - a. Do
 - i. Thank your partners.
 - ii. Focus the content on the mission.
 - iii. Focus on one theme.
 - iv. Include testimonies.
 - v. Include your giving link, and a picture of yourself.
 - vi. Write an engaging subject line.
 - vii. Check in with your partners to make sure it doesn't go to spam.
 - viii. Use an editor or editing tool. (Mail Chimp or Constant Contact are great platforms!)
 - b. Don't
 - i. Make an ask.
 - ii. Add people to your newsletter before you have asked them to join your monthly team.
 - iii. Use "insider language."

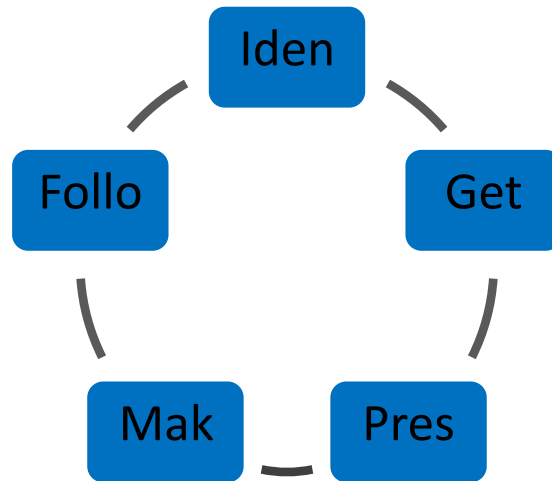
Organization

1. The goal of PD organization is to administrate your process and manage your team. Remember, those supporting you are participating as partners in the ministry.
2. You do this because you are both professional and relational.
3. You are responsible for the organization and administration of your team.
4. Organization requires you to be self-governed. You will need to set goals, divide them into weekly goals, and track your progress.

Practicals

- a. Keep your contact list, notes, scripts (how you will tell your story), and other resources in one spot.
- b. Create and regularly update your contact list and partner information.
- c. Determine weekly goals and action items.
- d. Track your progress.
- e. Regularly check and respond to emails, phone calls and texts. A reply within 24 hours is normative and acceptable.
- f. Monitor your PD by using a spreadsheet or other software to helps you remained organized.
- g. Examples of how to set goals and accountability:
 - i. How many meetings do I need to have this week to keep me on pace with my goals?
 - ii. What are the most important things for me to accomplish this week?
 - iii. When do I need to make this happen?
 - iv. What tasks should I prioritize?
 - v. What obstacles could I face this week?
 - vi. How did I do?

STARTING THE PD PROCESS



Identify Contacts

So, what qualifies someone as a contact?

Principles:

1. Contacts are the lifeblood of PD.
2. What qualifies someone as a contact?
 - a. You have their contact information (name and number).
 - b. You are willing to engage them.

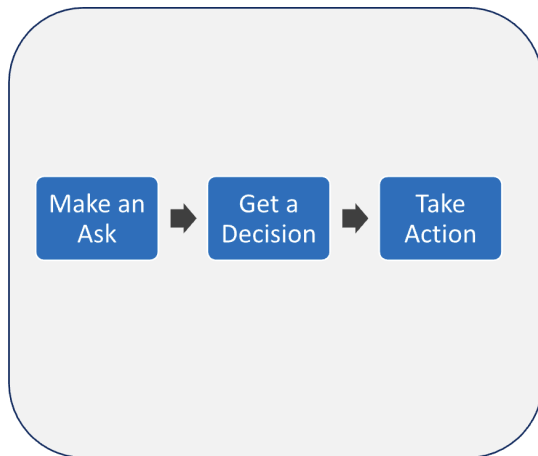
Practicals:

1. Create a contact list spreadsheet.
2. Brainstorm contacts with your Board and your team.
3. Strategize your contact list.
 - a. Prioritize your contact list based on likeliness to meet—most likely, likely, and least likely.
 - b. Organize your contacts by their location.
 - c. Identify your first 40 contacts.

Get the Meeting

The goal of engaging a contact is to ask for a meeting and get a decision.

The Fundamentals



Step 1: Make an Ask

1. Ask for what you want.
2. The best way to engage a contact is a phone call.

The method of asking for a meeting must include:

1. Introducing yourself
2. Introducing the ministry
3. Explaining why you're calling him or her specifically

Ex: "Hello (name), How are you? (Response) I am calling you to ask for a time for us to meet. As you may know, I am leading (x) ministry here in our area. I would like to share with you our Vision, Mission and impact of what we are doing. We are seeing an opportunity to grow and are looking for partners willing to financially join with us to maximize impact upon our community for His glory. When would be a good time for us to sit down together?"

Step 2. Get a Decision

1. In the process of getting a decision, you will identify and respond to hesitations, ask again, and confirm their decision.
2. Hesitation is not rejection.
3. Assume the best of the potential partner.

The first step in getting a decision is to identify the hesitation. In other words, listen.

- f. Identify hesitations.
 - i. *"It sounds like you're saying . . ." or "It seems like . . ."*
 - ii. *"Is that right?"*

"A problem well stated is a problem half-solved."
Charles Kettering, head of research at General Motors

- g. Respond to hesitations.
 - i. *"Is it helpful to know that . . ."*
 - ii. *"Does that help? Does that answer your question?"*
- h. Ask again.
 - i. *"Would you be willing to meet with me to hear more about the ministry?"*
 - ii. *"Are you available this Thursday afternoon?"*
 - iii. Confirm their decision.
 - 1. Yes, the meeting is scheduled
 - 2. No
 - 3. Undecided, call back later (short term or long term follow up depending on circumstances and what they communicate.)

Step 3. Take Action

- 1. "Yes" answer
 - a. Agree on a time and a meeting place.
 - b. Send a confirmation text

PD Tip: Don't call or text ahead to ask if the partner can still meet. Just don't do it.

- 2. "Undecided" answer
 - a. Ask to follow up within two days.
 - b. Agree on the day and time you will follow up.
 - c. Record it.

Common Hesitations

- 1. Busy (now or later)
 - "I am not looking at my schedule right now."
 - "I don't know what I have going on this week."
 - "I am out of town for the next several weeks."
 - "My work schedule is unpredictable."
 - "We are going on vacation, and then the kids will start school back up."

Example responses:

- *"It sounds like you are busy at the moment. Would you like me to give you a call tonight when you can look at your schedule or talk to your wife?"*
- *"It sounds like you're busy right now but you're interested in meeting. Can I text you some potential times this week so you can look at your schedule, and I'll follow up with you?"*
- *"It sounds like you've got a lot going on these next few weeks. Can I make a note to call you back next month after you have moved, and we can schedule something then?"*

2. Ability to give

- *"I already give to a bunch of missionaries."*
- *"Is this about money?"*
- *"I don't want to waste your time. I already know I can't give."*
- *"I've just lost my job, and my income is unpredictable."*

Example response:

- *"It doesn't surprise me that you are partnering with other missionaries/involved in another ministry. I appreciate you telling me that. Is it helpful to know that there is no financial obligation?"*
- *"I love meeting with people to share about my ministry. Most people I've met have been encouraged to hear about how God is moving in our community. Would you be willing to meet?" . It is also important to inform them that your meeting may lead them to think of those in their network who would be interested in the ministry.*

3. Confusion about the purpose of the meeting

- *"Can you send me some information?"*
- *"Why do we need to meet?"*

Example response:

- *"I am happy to send information about our/the organization/ministry. I prefer to meet people in person to share more details about the ministry and ways to partner with us. Would you be willing to meet over coffee for about 30 minutes?"*

4. Relational gap/Relational risk

This hesitation is often felt more than said.

- *"It's been so long since I've seen you."*
- *"How did you get this number?"*
- *"Who is this again?"*

Example responses:

- *"I know it's been a few years, but you came to mind because . . ."*

- *"I remembered you shared part of your testimony."*
- *"You had an impact on my life when I was in high school."*
- *"I am meeting with leaders in the area who I thought might be encouraged to hear how God is moving in our city/area."*
- *"You're one of my best friends, so, of course, you are high on my list."*
- *"I know I have shared a bit about the ministry earlier and I wanted to update you on what the Lord is doing and how He is calling us to grow!"*

PD Tip: A person might have all of these hesitations.

Engaging Contacts

The Hierarchy of Communication Methods

1. Phone calls
 - a. If you have their phone number, call them.
2. Text messages
 - a. Use texting if it is the only way a contact will respond to you. Text contacts to schedule a phone call, and let them know that you want to speak briefly about your ministry. If you set up a meeting through text, make sure you send a message with all the meeting information at the end. *"Looking forward to seeing you Tuesday the 12th at 11:00 a.m. at Starbucks!"*
3. Direct messages
 - a. Use social media (e.g., Facebook, Instagram, LinkedIn) if it's the only contact information you have for someone. Direct messages can help to warm relationships and get phone numbers. If you set up a meeting through social media, make sure you get their phone number and send a confirmation text with the meeting information.
4. LinkedIn/Email
 - a. Use LinkedIn or email to initiate relationships and set up meetings with professional contacts. You may need to include your contact's assistant in an email.

Bridging the Relational Gap

1. Preface a phone call with an introduction letter or email if you don't know the contact or haven't spoken to him or her in a long time.
2. Talk to your friends and family about your ministry and let them know that you will be reaching out to share more.
3. Initiate new relationships with people in your community and social circles.
4. Call Cycles

Call cycling is a strategic approach to engaging your contacts in order to ask for a meeting.

1. Making the phone call does not mean the task is complete.
2. The cycle includes phone calls, voicemail, and texting.
3. Call cycling communicates urgency.

PD Tip: If you don't persist in calling someone, it communicates that it is not important.

4. Assume the best.

Example of Call Cycling:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am-9am	Initial Call (No voicemail)						
9am-10am	Initial Call (No Voicemail)	Initial Call (No voicemail)		Call and leave a voicemail w/acknowledgement			
10am-11am						Call and leave a voicemail w/acknowledgement	
11am-12pm		Call and Text	Call and send a text				
12pm-1pm							
1pm-2pm		Call and Text					
2pm-3pm				Call and leave a voicemail			
3pm-4pm							
4pm-5pm	Call and leave voicemail						Call (No voicemail)
5pm-6pm	Call and leave a voicemail	Call and leave a voicemail					Call (No voicemail)
6pm-7pm							Call (No voicemail)

Present the Ministry

The goal of the meeting is to present the ministry and make an ask.

Your ministry is professional and relational.

- The potential partner needs to know that this is a trustworthy place where he or she can invest their money.
- The potential partner needs to know that you care about him or her and the mission. Remember if you true agenda about loving the person well, they will discern that! If your agenda is just about getting money, they will discern that too!

I thank my God in all my remembrance of you, always in every prayer of mine for you all making my prayer with joy, because of your partnership in the gospel from the first day until now. And I am sure of this, that he who began a good work in you will bring it to completion at the day of Jesus Christ.

Philippians 1:3–6

Professionalism

- When you present the ministry, you represent the ministry.
- You are the leader of the meeting.
- People don't mind agendas; they don't like hidden agendas.
- Practicals:
 - Come prepared with resources and visual aids.
 - Arrive five to ten minutes early to pray, review your material, and check your appearance.
 - Greet your potential partner, introduce yourself, and thank him or her for meeting.
 - Listen actively. (Listen to what they are saying and then say, "I want to repeat back to you what I think I heard you say. I want to make sure I am listening well.")
 - Make eye contact.
 - Adjust for cultural expectations.

Relationship Building

- Be ready to minister! Do they need prayer for healing? Listen for clues and faithfully pray for them in the meeting expecting God to move! As stated earlier, ask for their prayer requests and add them to your list for your intercessors!
- Rapport bridges the relational gap between the potential partner and the presentation.

Practicals:

- Look for clues.
- Keep questions relevant to the purpose of the meeting.
- Budget an appropriate amount of time for building rapport.

Ministry Presentation Book (or digital slideshow)

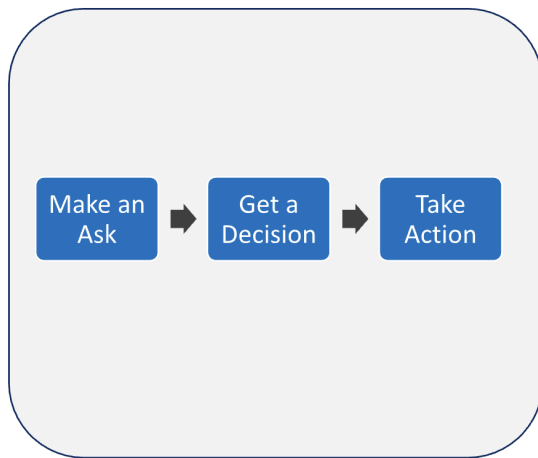
1. The presentation book is a tool that provides structure and a visual aid for the ministry presentation.

- a. This is strongly suggested.
- a. The ministry presentation communicates:
 - Who the ministry is, who you are.
 - What the ministry does.
 - Why we do it—to honor and obey God and fulfill the Great Commission.
 - How the potential partner can be involved—by sending out laborers into the harvest field.
- b. You will include:
 - The vision and mission for the ministry
 - Testimonies
 - Pictures
 - Evidence of financial stewardship
 - 1. Last year's budget giving an overview of how much was given, how much went to actual ministry, to administration and tie that back to results. The testimonies mentioned above are part of building a framework of integrity and trust!

Make the Ask

1. The goal of the ask is to get a decision.
2. Ask for what you want. (We are looking for donors for a special project in order to meet x goal. We are looking for monthly giving partners to help the ministry achieve x goal.)
3. The ask is not the end of the meeting.
4. Ask for one thing at a time.

The Fundamentals



Step 1: Make an ask.

Ask for three tiers of amounts in descending order.

After you ask, be quiet.

E.g., “(Name), at this time will you partner with me for \$300, \$200, or \$100 a month?”, or “(Name), at this time will you partner with us for \$ X amount of our goal of \$ Y.”

Step 2: Get a decision.

- Identify hesitations.
 - *“It sounds like you’re saying/It seems like . . .”*
 - *“. . . Is that right?”*
- Respond to hesitation.
 - *“Is it helpful to know that . . . ?”*
 - *“Does that help? Does that answer your question?”*
- Ask again.
 - *“With that said, would you partner with me for _____?”*
- Confirm their decision.
 - Yes, with an amount
 - Yes, without an amount
 - Undecided
 - No

Most Common Hesitations

- a. Amount
 - *“Are those the only amounts I can give?”*
 - *“I can’t do that much.”*
- b. Frequency of giving
 - *“I don’t think I can commit to monthly giving.”*
 - *“Can I do a single gift?”*
- c. Timing
 - *“I am paying off debt, and we can’t start giving until the end of the year.”*
 - *“We’ve already committed to giving to other organizations for the next couple of months.”*
 - *“We just bought a car or a new home, so we can’t give right now.”*
 - *“I won’t be able to start giving until next month.”*

Responses to Common Hesitations

- d. Amount
 - “Are those the only amounts I can give?”*
 - “I can’t do that much.”*

Example responses:

- *“No, those aren’t the only amounts you can give. Is there an amount you had in mind?”*
- *“Is there a lower amount that you would be able to do?”*

- e. Frequency
 - “Can I give an annual gift instead of monthly?”*
 - “I don’t think I can commit to monthly giving”*

Example responses:

- *“Yes, you can. I ask people to join my monthly team because it is the most sustainable way for me to be on the mission field long-term. Is there a reason you have that preference?”*
- *“Okay, is it helpful to know that you could give a single gift? Is there an amount you had in mind?”*

- f. Timing
 - “I won’t be able to start giving until next month”*
 - “We are paying off debt, and we can’t start giving until the end of the year.”*

Example responses:

- *“Is it helpful to know that you can set up your gift to begin at a later date? Would you be willing to make that decision today?”*

- *“It sounds like you are excited about partnership, but right now isn’t a good time. Could I follow up with you a bit closer to that date? When would be a good time to follow up?”*

Less Common Hesitations

- g. Organization
 - They want to know more about the ministry or any affiliations in your community (your local church or TFNI).
- h. The philosophy of PD.
 - They have questions about the biblical basis for PD.
 - They want to know why you are developing a partnership team instead of volunteering in ministry while working another job. If you already are working and volunteering your time, say so! But add that the ministry is growing and the demand of the ministry is necessitating your request.
- i. Logistics of PD
 - They are curious about the logistics of partnership. Can they send you money directly? (Any monies raised for support should go to the ministry and be overseen by proper governance and distributed accordingly. If that is not possible you can ask your local church to treat you as a missionary and they place your support in a restricted fund and it be disbursed to you 2x monthly. This will require the Elderships approval and you will be subject to their accountability.)

Step 3: Take action.

Express gratitude.

Sign up or follow up (for “Yes” and “Undecided” answers).

Example response: “Thank you so much! Your partnership will go a long way in helping us reach the ministry’s goals or providing (fill in with your answer).”

Follow up with your potential partner.

- Ask to follow up within two days.
- Agree on the day and time you will follow up.
- Record it.

Example response: “Thank you so much for praying about it and considering partnering with us. I completely understand taking time to think and pray about your decision. Today is Wednesday, so I’ll give you a call on Friday or Saturday to follow up with you. Is there a better time or day that works for you?”

Example response: “Thank you so much for partnering with us! I completely understand taking time to look through your budget to figure out an amount. Does Sunday afternoon work for me to give you a call and follow up? Do you want to check your schedule for Sunday to find the best time?”

Additional Asks

After you review the giving options, you will make additional asks and go through the same steps.

Make an Ask —> Get a Decision —> Take Action

Close the Meeting

- a. Set expectations of when and how they will hear from you through monthly newsletters.
- b. Gather personal information.
- c. Ask for prayer requests and pray.
- d. Express gratitude.
- e. Remind them of when you will follow up.

Giving Options

Online Giving:

If your organization is large enough you can work with your web developer to set up a secure online giving platform for your donors/partners. This can come in the form of both monthly deductions drafted out of their bank account or their credit card. *This requires a spirit of excellence in managing this. If a donor stops giving and their request is missed and a draft is made from their account...This would be a significant problem.

Smaller organizations may want to consider an third party online giving platform. Below are other options.

Zelle: Most banks use this platform and Partners can Zelle your ministry monthly. It is immediate, and eliminates check processing, handling of cash, etc...

Bill Pay through their local bank: The partner's bank automatically sends their monthly gift to the office as a check. The partner does this through their local bank or their bank's website.

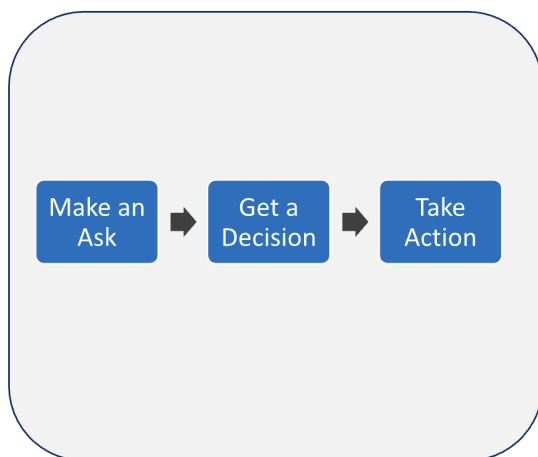
Mailed in Check or Money Order: Some partners prefer to personally manage their gifts each month. Checks should be made payable to your ministry and in the Memo should state “Monthly Donation”.

Over the Phone: If you ministry can receive credit card or ACH payments then you should be able to take payments over the phone.

Referral Ask

- This is a priority skill because you will exhaust your initial list of contacts.
- The goal of asking for referrals is to generate quality contacts.
- Referrals are earned through trust.
- Gaining referrals is a skill that is developed over time.
- Asking for referrals is not optional.

The Fundamentals



Step 1. Make an ask.

- Expect a response.
- Use “we” language instead of “I” language.
- Be patient and prepared to ask in different ways.
 - The partner often does not expect this ask.
- Follow a script.
 - *“Another way you could help us is to connect us with others who would be excited to hear about the ministry/nfp organization. Could you think of five to seven people who would be encouraged by how God is moving through this ministry in our region/city/town?”*

Step 2. Get a decision.

- Identify hesitations.
 - *"It sounds like you're saying/It seems like . . ."*
 - *. . . Is that right?*
- Respond to hesitation.
 - *"Is it helpful to know that . . ."*
 - *"Does that help? Does that answer your question?"*
- Ask again.

"With that said, could you think of three to five people who would be excited to hear about x ministry/organization?"
- Confirm their decision.
 - Yes, with a referral's contact information
 - Yes, without a referral's contact information
 - Undecided
 - No
- Most common hesitations
 - They answer the wrong question.
 - *"I don't know people who can give."*
 - *"I don't know if they are in a good financial position right now."*
 - *"This person already partners with a couple of missionaries."*
 - Example response: *"Is it helpful to know that there is no financial obligation? Most people are really encouraged to hear about how God is moving in the lives of college students. Does that help?"*
 - Brain fog
 - *"I can't think of anyone right now."*
 - Example response: *"What's been helpful for other people when I have asked is to think of [people in their Bible study, coworkers, college friends, family members, etc.]."*
 - Permission
 - *"I am uncomfortable giving my friends' information out."*

Example responses:

- *"Would it be helpful if you reached out to the people who came to mind to ask if you could pass their information along? I have a short introduction that you can send ahead of time to introduce me."*
- *"Could I get a list of the names of people you will reach out to?"*

Step 3. Take action.

- Yes
 - Record the names and numbers of the referrals, and give a copy of the list to your partner.
 - Ask questions about how they know the referral and take notes.
 - Ask your partner to introduce you by sending an introduction text.
 - Move the referral to the top of your contact list and call within two days.
- Yes, but the partner needs permission to give contact information
 - Set up a time and date to follow up on their decision.
 - Record the names of the potential referrals, and give a copy to the partner.
- Undecided
 - Set up a time and date to follow up for a decision.
- No
 - Express gratitude.
 - Remember, a “no” now is not a “no” forever.

Follow- Through

1. The purpose of follow-through is to bring closure to the PD process.
2. The second greatest failure in MPD is the lack of follow-through.
3. Do what you said you would do and persist until it's done.
4. Assume the best of your partner, and do not jump to conclusions when you run into obstacles.

How can you reframe your thoughts about this situation to assume the best of the partner?

5. Follow-through goes best when you set it up well in the meeting.
6. Practicals
 - a. Follow up at the time you set in the meeting.
 - b. If the partner misses the follow-up time, call them back quickly to get a response.
Remind your partner of what you asked at the meeting.
 - c. Share your goals and timelines to help create urgency.
 - d. Get a decision.
 - e. Take action.
 - i. Sign your partner up to give.
 - ii. Follow up for referrals.
 - iii. Write a personal handwritten thank-you note for everyone you've met with.

This is a lot of information to take in and if you need clarification or would like counsel or encouragement don't hesitate to call the TFNI office at 214.492.1254 and ask for Chip Payne, Director of Operations.