

Transformational Fund Raising

*Neighborhood
Transformation*



Introduction to Transformational Fund Raising

Transformational Giving is collaboration between you and God in which He infuses your organization and personal assets with His grace as you offer them in a way He asks to the people and purposes that He directs.

The approach is not about adding new donors but how to grow donors you already have and they add other donors. Also they do not call people donors or supporters but 'Champions' because they are the ones who grow the list and bring in money. Promoters of the cause provide funds for the cause. You want to build your champions assets not mine them. It is all about building around a cause and creating a following for the cause not necessarily our organization.

Fund Raising is equipping others to advance the cause within their sphere of influence. It provides people with the tools to spread their shared cause and call, and the invitation to act upon it.

TRANSFORMATIONAL FUND RAISING

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HOW TO USE THIS MANUAL

This lesson plan manual is part of an extensive series for use in Community Health Evangelism (CHE) or Neighborhood Transformation (NT).

CHE and Neighborhood Transformation

Community Health Evangelism (CHE) seamlessly integrates evangelism and discipleship with disease prevention and community based development. The work is wholistic, seeking to meet the whole need of individuals and communities through complete obedience to everything that Jesus commanded.

CHE lessons have been written to provide CHE trainers with tools that can be used to assist communities out of poverty while bringing people to faith in Christ. CHE trainers, skilled in participatory learning methods, use these materials to enable communities around the world to escape cycles of poverty and live as followers of Jesus. For information about CHE and how you can be trained as a facilitator, go to www.chenetwork.org.

Neighborhood Transformation is a strategy that helps churches minister in a wholistic manner to people in urban poor neighborhoods. It empowers people to take responsibility for their own lives. It helps neighbors to help their neighbors and moves them from welfare and relief to empowerment. It focuses on assets found in the neighborhood, rather than on fixing needs. Neighbors learn to work together and build local ownership, instead of waiting for outsiders to fix their problems. For more information about Neighborhood Transformation, or NT, go to www.neighborhoodtransformation.net.

Neighborhood Transformation (NT) and Community Health Evangelism (CHE) work side by side and are based on the same principles. CHE began in rural areas of Africa, and has now spread to more than 105 countries. However, the world is becoming more urbanized. Through Neighborhood Transformation, CHE was adapted to work in urban poor areas in North America. Urban CHE applies the strategies of Neighborhood Transformation to cities around the world.

How does CHE/NT training work?

CHE/NT training is intended to empower individuals and communities as architects of their own development. The CHE/NT trainer does *not* deliver pre-packaged solutions in a lecture, but facilitates discussions that involve the people themselves in creating their own solutions. The purpose of this lesson plan material is to enable the trainer to facilitate those discussions. This basic principle must be understood and guide the user of these materials in the training process. The chart below compares the two approaches:

Lecture (Traditional Approaches)	Discussion (The CHE/NT Way)
Content Focused	Learner Centered
Advice giving	Awareness raising
People listen	People create solutions
Outsider owns solutions	Insiders own solutions
People wait for outsider to resource the project	People take action

CHE/NT lessons are formatted to make it easy for the trainer to facilitate *discussions* and involve the people themselves in analyzing problems, identifying resources, and creating solutions. There are a few simple keys to using this material for its intended purpose:

1. Keep the group small and sit in a circle. Rather than standing in front of participants who are seated in rows, sit with them in a circle. The optimal size for participatory learning is between 15 and 30 people. Never stand up when you speak. Break frequently into smaller groups of 3-6 for more in-depth discussion.

2. Focus on facilitating activities and encouraging discussion. The left column of each lesson plan contains the methods, questions, and activities the CHE/NT trainer will use to facilitate learning. The CHE/NT trainer's primary responsibility is to create a learning environment. The methods, activities, and questions in the left column of the lesson plan are designed for that purpose.

3. Value and record the contributions of each participant. When solutions are being brainstormed, always have one member of the group serving as a scribe to record the group's ideas on a large sheet of paper. Post these sheets of paper on the walls of the room for the remainder of the seminar. When facilitating discussion, ask the questions in the left column of the lesson plan and repeat the answers of each participant orally while the scribe is recording their contribution.

4. Contribute knowledge as a participant in the discussion rather than as the expert. The knowledge in the right column of each lesson plan is a list of ideas that the group will likely come up with as they brainstorm together. The CHE/NT trainer compares these ideas with the knowledge in the right column of the lesson plan and contributes important thoughts from that column that have been overlooked only after the group's ideas have been presented and recorded.

5. Be learner centered. Use nametags and call participants by name. Begin where the people are and involve them in the process of topic selection. Use language they can understand. Remember that building relationship is essential to a creative process, and to cooperative efforts that bring about change.

6. Focus on assets. Ask God to help you see what the people have, not what they lack. Help them to see themselves as stewards of resources rather than victims of circumstance. Identify local resources. Help them appreciate and build on their successes.

7. Be action oriented. The purpose of the session is not to transfer knowledge from the trainer to the participants. The purpose of a CHE/NT session is to involve participants in creating solutions that they will own and implement. The process should be one of self discovery. People are more likely to act on their own ideas, then on ideas presented to them by another.

8. Learn to use starters and the SHOWD questions. Starters are used at the beginning of a lesson to visualize real life situations, and pose a single problem in a clear and concise way. The purpose of a starter is to focus an issue and stimulate the thinking process. Each starter, whether it is a picture, a role play, a case study, a story, or an object lesson, is followed in the lesson plan by one of more of the SHOWD questions. These questions serve as a framework for CHE/NT lessons, but often only the first two or three questions are asked after a starter because the other questions will be answered in the body of the lesson:

- What do you **S**ee? (Retell the story, describe the picture)
- What is **H**appening? (Focus the problem or the issue to be discussed)
- Does this happen in **O**ur place? (Relate the starter to real life)
- **W**hy is this happening? (Identify causes)
- What can we **D**o about it? (Create solutions)

What outcomes are we looking for?

The following transformational indicators can measure the success of our training activities. These are the outcomes that we consistently see in mature CHE/NT programs around the world, and what we are looking for in the lives of those we train:

1. Shared vision: The community sees a better future and has hope that it can be achieved.
2. Leadership: Godly Christian leaders are positioned and equipped to lead the community toward the accomplishment of its vision.

3. Ownership: People are taking responsibility for their own health and well being.
4. Cooperation: People are united and working together for the common good.
5. Volunteers: People are taking initiative and acting sacrificially to meet the legitimate needs of others.
6. Dignity: People have recovered their identity as made in the image of God and their vocation as stewards of creation. Instead of being controlled or victimized by their environment, they are stewards of it.
7. Learning, Skill, and Resources: People are equipped to identify needs and resources, put together a plan, and mobilize volunteers to accomplish their vision. People are continually reflecting on what is happening in order to learn how to be more effective.
8. Christian Community and Witness: People are becoming followers of Jesus. Believers are meeting together for fellowship, prayer, Bible study and worship, and are sharing Christ with their neighbors in word and deed.
9. Multiplication: Knowledge and skills learned are being transmitted to others.

Once the above outcomes are achieved in the lives of people, their communities change. Health improves, infant mortality decreases, agriculture becomes more productive, jobs are created, water systems, roads, schools and clinics are built, and churches are established or strengthened. Peace, justice, compassion, and righteousness are witnessed in the community and God is glorified. All of this will be the result of solutions created and owned by the people, not programs blueprinted and delivered from the outside.

Adapting the lesson to the context

It is impossible to create lesson plans that can be used universally without adaptation to the context and culture of the participants. The stories and illustrations used in these lessons are intended to provide a framework for discussion of key issues, but will need to be adapted by the user to the context. The participatory process, however, that involves the participants analyzing problems, identifying resources, and creating solutions, must never be compromised.

APPROACH

Date: 12/09

(1 HOUR)

- OBJECTIVES:**
1. Participants understand the key principals of Transformational Fund Raising
 2. Participants understand the difference between Transformation and Traditional Fund Raising

OVERVIEW FOR TRAINERS: This is the 1st lesson in a series on Transformational Giving. The information for this lesson comes from Mission Increase of Lake Oswego, OR.

METHOD	TIME	KNOWLEDGE
Role Play: 1 st I've just been told I have to raise funds for my CHE project. What do you think? 2 nd I sure don't like that, that's not my job 1 st I hate the idea of fund raising; always going around begging 2 nd That's not my job. it's a fund raisers job to get me money so that I can do ministry 1 st I agree ----SHOWD questions---- S = What do you <u>See</u> ? H = What is <u>H</u> appening?		
I. Fund Raising A. What comes to mind when I say fund raising? Do in large groups	5"	I. Fund Raising A. What comes to mind when fund raising is talked about! 1. Getting money from others 2. Getting people onto my mail list so I can solicited money from them 3. Hard sell ask 4. Need it for an organization to stay alive 5. Fund raising departments job not mine 6. Being a beggar B. Barriers to fund raising 1. Fear to make new contact and to ask others for something 2. Not understanding that raising funds is Biblical 3. Wrong view of who is the providers of funds 4. Thinking it is someone else's job
B. What are barriers to fund raising	5"	

APPROACH

METHOD	TIME	KNOWLEDGE
<p>II. Transformational Fund Raising</p> <p>A. Give out description of Transformational Giving HO In Small Groups come up with words that describe Transformational Fund Raising</p>	20"	<p>II. <u>Transformational Fund Raising</u></p> <p>A. Characteristics of Transformational Fund Raising</p> <ol style="list-style-type: none"> 1. It's biblical to support Christian ministry. 2. It is collaboration between us and God. 3. It's about finding people who are interested in your cause and helping them grow deeper into the cause. 4. It is not about adding new donors its growing existing people interested in your cause. 5. You are identifying champions for your cause who will promote the joint cause. 6. It is about building on your champions existing sphere of influence. 7. It is always an offering to God 8. There is a taking of ownership by people as they grow more deeply into your now joint cause. 9. It's about intentionally equipping your champions to be your ministry.
<p>B. Transformational Fund Raising Principals Give Transformational Giving Principals HO Break into 10 groups; assigning each group one Principal. They are to give the Implications their Principle. Report Back!</p>	20"	<p>B. Transformational Fund Raising Principals</p> <ol style="list-style-type: none"> 1. Every act of giving is first and foremost a statement about the faithfulness of God. 2. Is based on the abundance and trustworthiness of God, not a theology of scarcity. God has an unlimited pool. 3. It is better to give than to receive. It begins with us giving without asking what is in it for me in return for my gift. 4. Champions connect with organizations for the purpose of enhancing their mutual impact on the cause, not primarily for the purpose of funding organizations to impact the cause on their own.

APPROACH

METHOD	TIME	KNOWLEDGE
		<ul style="list-style-type: none"> 5. Relationships between champions and organizations are primarily peer-level accountability relationships, not friendship or organizational support relationships. It is about networking champions together. 6. The champion, not the organization is called to be the primary means of advancing the cause within the champion's sphere of influence. 7. The relationship between champion and champion is as important as the relationship between champion and organization. 8. Giving is not a process but rather the result of the process of a champion being comprehensively coached to share the cause effectively within his or her sphere of influence. 9. Giving is learned, not latent in champions. 10. Champions connect with each other and with organizations not according to the amount of their giving but by the degree of comprehensive personal ownership they are exhibiting in the cause.
<p>C. How is this different then Traditional Fund Raising Discuss in large group</p>	7"	<p>C. How Traditional Fund Raising is different then Transformational FR.</p> <ul style="list-style-type: none"> 1. Look at donors to give you money so that you can do ministry. They give, you do. It is the "they give I go" attitude. 2. Look at donors as providers instead of how can we help them grow in their walk with God. 3. Must keep finding new donors. 4. Must keep asking, asking, asking. 5. Whoever has the best sales pitch or appeal will get the most money. 6. There is a transaction that takes place, agency gets money and donor gets gratification.

APPROACH

METHOD	TIME	KNOWLEDGE
		7. Requires and uses many different solicitation tools.
IV. Transformational Fund Raising and CHE		IV. <u>Transformational Fund Raising and CHE</u>
A. What similarities are there between Transformational fund raising and CHE?	5"	A. Similarities Between Transformational fund raising and doing CHE <ol style="list-style-type: none"> Both focus on people Both focus on where they are Both focus on empowering people Both take time Both focus on helping grow with their relationship with God and people Everything done is to glorify God Focus is on finding and growing champions Multiplication in both Bible is central Relationships is central to both
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<u>ATTITUDE:</u>	Facilitator has heart of compassion and desire to help those they are working with to become like Christ in all areas of life.	
<u>SKILL:</u>	Participants will be able to teach the content of this lesson and share it individually.	
<u>EVALUATION:</u>	Facilitator will know that participant has learned the content of this lesson when they see them practice the content of this lesson in their lives and see them teach others.	
<u>MATERIALS:</u>	<ul style="list-style-type: none"> - Newsprint - Marking pens - Masking tape - Handouts – Description of Transformational Giving Approach - -- Transformational Giving Principals 	

This lesson used in: Teaching Fund Raising

Description of the Transformational Giving Approach HO

Mission Increase (MI) teaches and promotes that Transformational Giving is the way for Christian organizations to raise funds. MI believes that Transactional Giving is a secular approach and does not work for Christian organizations. They believe that normal fund raising done by Christian Organizations is unbiblical because it is transactional.

Mission Increase's definition of Transformational Giving is: Transformational Giving is collaboration between you and God in which He infuses your corporate (organization) and personal assets with His grace as you offer them in a way He asks to the people and purposes that He directs.

The approach is not about adding new donors but how to grow donors you already have and they add other donors. Also they do not call people donors or supporters but 'Champions' because they are the ones who grow the list and bring in money. Promoters of the cause provide funds for the cause. You want to build your champions assets not mine them. It is all about building around a cause and creating a following for the cause not necessarily our organization.

To them, Fund Raising is equipping others to advance the causer within their sphere of influence. It provides people with the tools to spread their shared cause and call, and the invitation to act upon it.

What they call Transformational Giving is not Fund Raising but Ownership and Champion Building and helps change our focus on how to help others obtain ownership of a jointly held cause and how they become the ones who spread the cause. People are 60 times more responsive to something coming from someone in their sphere of influence then something from outside of their sphere of influence.

It is not building new donor lists and trying to cultivate them to give to your work. It is all about building ownership in your cause (broader then your organization), not initially your organization at first which then leads to them providing funds and then involving their friends in the cause.

The beginning point is built on the premise that I am a Gift to the donor or body of Christ not the other way around therefore ask myself, what do I have to offer the body of Christ and then provide it to them. In addition it is important to build your cause because that is what interests people not an organization. Your cause should be a biblical one for Christians which includes:

1. Define your cause in Biblical terms. (CHE, empowerment, poverty)
2. Identify what the typical Christian is to do in relationship to the cause at different levels (see below).
3. List the major barriers for Christians to take action for the cause.
4. Identify what is the most basic thing that a normal Christian can do to get started.

Transformational giving is built on collaboration. When God is on the scene, giving is not something we do. Giving can't start with or be done by me. It is not initiating anything even us responding to anything. It is something that can only be done by God.

A Transformational Gift is always an offering to God. It needs to be offered humbly, reverently, expectantly and worshipfully without thought of return, nor without preconception of what God will do with it. God is giving us His people thereby he will multiply you so that His people are well prepared to accomplish His work. The focus is not on God providing for your ministry but God providing for His people through your ministry. They build their whole approach on 10 Transformational Giving Principles.

Transformational Giving Principles
Every act of giving is first and foremost a statement about the faithfulness of God
Is based on the abundance and trustworthiness of God, not a theology of scarcity. God has an unlimited pool.
It is better to give than to receive. It begins with us giving without asking what is in it for me in return for my gift.
Champions connect with organizations for the purpose of enhancing their mutual impact on the cause, not primarily for the purpose of funding organizations to impact the cause on their own,
Relationships between champions and organizations are primarily peer-level accountability relationships, not friendship or organizational support relationships. It is about networking champions together.
The champion, not the organization is called to be the primary means of advancing the cause within the champion's sphere of influence.
The relationship between champion and champion is as important as the relationship between champion and organization.
Giving is not a process but rather the result of the process of a champion being comprehensively coached to share the cause effectively within his or her sphere of influence.
Giving is learned, not latent in champions.
Champions connect with each other and with organizations not according to the amount of their giving but by the degree of comprehensive personal ownership they are exhibiting in the cause.

Underlying their approach is a process of developing ownership in champions through three stages, Participation, Engagement and Ownership. (PEO). In later lessons we changed the word Participation to Entry.

There is an ownership transfer, which begins with Entry (doing something) then engagement (equipping) and then Ownership (multiplication). From a spiritual perspective Entry can be compared to evangelism, engagement to discipleship and ownership with multiplication. In CHE terms relief or doing is the Entry stage, betterment or equipping is the engagement and our empowerment and multiplication is their ownership stage. (See Chart Degrees of Involvement)

Biblical marketing is about equipping champions to be your ministry. Therefore we need to intentionally equip our people to know and be the cause and message we are doing. Your marketing message is for YOUR people, NOT for those who do not know you. You want the people who know you to promote the cause not your organization people. Therefore your messages you create are for those who know you so that you prepare them to tell and demonstrate the message to those they know and you do not know.

IDENTIFYING YOUR CAUSE

Date: 12/09

(1 ½ HOURS)

- OBJECTIVES:**
1. Participants will understand how important it is to have a cause and how it attracts and keeps people.
 2. Participants will have identified the cause that they are passionate about.
 3. Participants will have tested their cause statement against the Bible.

OVERVIEW FOR TRAINERS: This is a lesson modified from a series on Transformational Giving. The information for this lesson comes from Mission Increase, of Lake Oswego, Oregon. This should also be used in Neighborhood Transformation TOT I to help participants understand how we want to create a cause statement that attracts others to become involved in our cause.

METHOD	TIME	KNOWLEDGE
Role Play:		
1 st I hear we are supposed to have a cause that drives us. Do you have one?	5"	
2 nd No, in fact I don't even know what one might be		
1 st Me either. Besides, how would you go about identifying a cause that excites you?		
2 nd Is it supposed to excite me?		
1 st I think so, but who knows?!		

----SHOWD questions----S = What do you See?H = What is Happening?

- I. Cause Statement
- A. What is a cause statement? 2"
1. Give Webster definition. Have on Newsprint for group to see.
 2. Give definition of a Cause Statement 2"
- B. Why is it important to know and articulate your cause? Discuss as a large group. 8"

- I. Cause Statement
- A. A cause statement is:
1. A cause is a reason for an action or condition that brings about an effect or a result
 2. **Cause Statement** is: One or two sentences that contain the focus of your ministry. It tells what your ministry is all about that catches attention.
- B. Importance of a cause:
1. It focuses the ministry we do
 2. It can attract people to what we are doing
 3. Generally larger than just one's organization
 4. It excites people who are interested in a similar cause
 5. It excites us to reach out to fulfill it.

IDENTIFYING YOUR CAUSE

METHOD	TIME	KNOWLEDGE
C. Put on newsprint NT's Cause: <i>Helping to bring neighborhoods out of poverty and people to maturity in Christ</i> . What do the participants think about this statement?	7"	C. Observations from NT Cause Statement: <i>Helping to bring neighborhoods out of poverty and people to maturity in Christ</i> .
D. How do you go about creating your cause statement? Give out <i>Building a Cause Statement</i> handout.	10"	D. How you go about creating your cause statement: <ol style="list-style-type: none"> 1. Why was the organization founded? 2. Things that excited you to become involved in what you are doing. 3. How does this impact the target neighborhood? 4. Look for recurring themes and patterns to consolidate them. 5. Create one sentence that is your Cause Statement. 6. Practice it and hone it.
E. Things to remember in creating your statement. Give points to group.	3"	E. Things to remember in creating your statement: <ol style="list-style-type: none"> 1. Keep it short 2. Keep it simple 2. Be provocative 3. Catch people's attention 4. Elicit, "That's interesting, tell me more." response
F. Break into groups by neighborhood and have them develop their own cause statement. Report back as large group.	20"	F. Developing their cause statement: <ol style="list-style-type: none"> 1. Keep it short 2. Keep it simple 3. Be provocative 4. Catch people's attention
II. Creating a Biblical Basis for Our Cause Statement.		II. <u>Creating a Basis for Biblical our Cause Statement</u>
A. Why is it important for your cause to be biblically grounded?	5"	A. Why is it important for your cause to be biblically grounded: <ol style="list-style-type: none"> 1. We are Christians looking to attract Christians to our cause. 2. If want to see total transformation, then Christ must be at the center. 3. The Bible is a Christian's guide book for life, therefore use it often.
B. Give out <i>Biblical Basis for our Cause Worksheet (blank)</i> . Go over briefly.	2"	B. Reviewing <i>Biblical Basis for our Cause Worksheet</i> handout.
C. Using the cause statement, what is the biblical basis for NT's Cause? Break into four groups and use blank worksheet. Record their responses on newsprint.	20"	C. Biblical basis for your cause

IDENTIFYING YOUR CAUSE

METHOD	TIME	KNOWLEDGE
D. Give out <i>Biblical Basis for our Cause Sample</i> handout.	3"	D. <i>Biblical Basis for our Cause Sample</i> handout.

ATTITUDE: Facilitator has heart of compassion and desire to help those they are working with to become like Christ in all areas of life.

SKILL: Participants will be able to teach the content of this lesson and share it individually.

EVALUATION: Facilitator will know the participants have learned the content of this lesson when they see them practice the content of this lesson in their lives and see them teach others.

MATERIALS:

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- Newsprint
- Marking pens
- Masking tape
- *Building a Cause Statement* handout
- *Biblical Basis for our Cause Worksheet* (blank) handout
- *Biblical Basis for our Cause Sample* handout

This lesson used in: Transformational Giving fund Raising and Segmented NT TOT.

Building a Cause Statement

- Why was our organization founded and for what purpose?
- What does our above answer mean for our neighborhood?
- List things that excite you about what you are doing and reasons why.
- Look for underlying patterns of what you have found to consolidate your ideas.
- Consolidate down to one sentence a Cause Statement that is exciting in present tense, easy to remember.

Biblical Basis for Our Cause Blank Handout

Our Cause Is: Helping to bring neighborhoods out of poverty and people to maturity in Christ

What is the Biblical language for your cause?

What does the Bible call us to do in relation to the cause?

How does the cause intersect with a regular person?

What are the potential barriers of doing what the Bible calls us to do in relation to the cause?

Biblical Basis for Our Cause Sample Handout

Our Cause Is: Helping to bring neighborhoods out poverty and people to maturity in Christ.

What is the Biblical language for your cause?

To participate in God's mission to restore all creation to wholeness by being a faithful witnesses in Word and Deed through God's redeeming love and work.

- Luke 10:27 Love God totally in areas of your life which deals with whole person and reach out to your neighbor in love as you would for yourself.
- Luke 4:18,19; Isaiah 61:2,3. Deal with the whole person by reaching to them in all areas of their life.
- Luke 9:1,2; Luke 10:1,8,9, Jesus sends out 12 and 72 people (respectively) to reach out wholistically to others
- Matthew 28:8-10, We are to teach all God has commanded us which is to deal wholistically with people.

What does the Bible call us to do in relation to the cause?

- Love all people and reach out to them; don't wait for them to come to me.
- Love requires a relationship therefore we must get to know people. We can't just give people things.
- When we do things for people that they should be doing for themselves we actually hurt them, not love them.
- The goal is a ministry that deals with all areas of a person life thereby transforming them from the inside out and then these people in a given neighborhood are transforming their neighborhood in the same way.

How does the cause intersect with a regular person?

- Getting people out of their comfort zone and into the neighborhood which is hard
- When we do things for people we (which we are inclined to do) make them dependent on others; which is not showing love. We have to equip people with a different worldview of empowering not doing things for others.

What are the potential barriers of doing what the Bible calls us to do in relation to the cause?

- Fear of walking the neighborhood and being hurt or rejected
- Fear I will be taken advantage of by reaching out to strangers
- Fear of exposing myself as I get to know others and they get to know me as we develop a relationship.

BUILDING OWNERSHIP IN THE CAUSE

Date: 12/09 (Revised 01/10)

(1 HOUR)

- OBJECTIVES:**
1. Participants will understand the importance of people's ownership in a common cause if it the cause is to move forward.
 2. Participants will know how to use and create an EEO Chart.

OVERVIEW FOR TRAINERS: This is the third lesson modified from a series on Transformational Giving. The information for this lesson comes from Mission Increase, of Lake Oswego, OR. This should also be used in Neighborhood Transformation TOT I to help them understand how we want to build ownership of those involved as well as the process for doing an EEO.

METHOD	TIME	KNOWLEDGE
Role Play:		
<p>1st I hear we are supposed to learn today how to build ownership. Do you have any idea what that's about?</p> <p>2nd Not me, what's our cause?</p> <p>1st Who knows and why do we want to build ownership in whatever that cause is?</p> <p>2nd Beats me.</p> <p>1st I hope someone knows something about this.</p>	7"	
----SHOWD questions----		
<p>S = What do you See?</p> <p>H = What is Happening?</p>		
<p>I. Building Ownership to a Cause</p> <p>A. What is needed to build ownership in a cause? Give out <i>Building Ownership in Our Cause</i> handout if not done ahead of time. Discuss as large group.</p>	10"	<p>I. <u>Building Ownership in a Cause</u></p> <p>A. How to build ownership in a cause:</p> <ol style="list-style-type: none"> 1. Identify your cause in simple easy to understand terms that can be said quickly. 2. Make sure your cause is expressed in Biblical terms as well as lay terms. 3. Identify activities that can allow you to share your cause broadly. 4. Identify activities that help people come in at their level of commitment. 5. Build learning opportunities that allow people to better understand your cause. 6. Start talking to people sharing your cause. 7. When people become interested, categorize where they are in relationship to the cause. 8. Build ways that help people become more deeply in your cause.

BUILDING OWNERSHIP IN THE CAUSE

METHOD	TIME	KNOWLEDGE
<p>II. Service and Learning Opportunities Chart</p> <p>A. In general, what is a Service and Learning Opportunities Chart? Refer them to the handout. Discuss as a large group.</p> <p>B. Characteristics of the three groups. Refer back to the handout. Break into six groups, with two groups each looking at one letter. Divide by organizations if possible.</p> <ol style="list-style-type: none"> 1. E 2. E 3. O 	<p>7"</p> <p>20"</p>	<p>II. <u>Service and Learning Opportunities Chart</u></p> <p>A. A Service and Learning Opportunities Chart is:</p> <ol style="list-style-type: none"> 1. A chart showing three different commitment levels <ul style="list-style-type: none"> - Entry (E) - Engagement (E) - Ownership (O) 2. Identifies way that people can become involved at their commitment level 3. Is three lists of different activities 4. It assists people to move upward in commitment from E to E to O <p>B. Characteristics of each (EEO)</p> <ol style="list-style-type: none"> 1. Entry 2. Engagement 3. Ownership
<p>III. Application</p> <p>A. Create an EEO chart for a church working in a neighborhood doing NT. Can be generic or specific dependant on how the group wants to do it.</p> <p>B. Break into small groups to do. Have two groups each work separately on one of the letters (EEO). Hand out blank chart. Report back.</p> <p>C. As large group, create one EEO chart with all answers posted on it by letter.</p> <p>D. Give out <i>Neighborhood Transformation Service and Learning Worksheet</i> handout</p> <p>E. Go over any questions the group may have regarding this assignment.</p> <p>F. Home Assignment. Go back to your team and create a specific EEO for your cause that you have previously created.</p>	<p>25"</p> <p>5"</p>	<p>III. <u>Application</u></p> <p>A. Creation of EEO Chart for a Church Doing NT in a neighborhood.</p> <p>D. <i>Neighborhood Transformation Service and Learning Worksheet</i> handout</p> <p>E. Questions</p> <p>F. Home Assignment</p>

BUILDING OWNERSHIP IN THE CAUSE

ATTITUDE: Facilitator has heart of compassion and desire to help those they are working with to become like Christ in all areas of life.

SKILL: Participants will be able to teach the content of this lesson and share it individually.

EVALUATION: Facilitator will know the participants have learned the content of this lesson when they see them practice the content of this lesson in their lives and see them teach others.

MATERIALS:

- Newsprint
- Marking pens
- Masking tape
- *Building Ownership in Our Cause* handout
- *How EEO Works* handout
- *Service and Learning Opportunities Worksheet* handout (blank)
- *Neighborhood Transformation Service and Learning Worksheet* handout

This lesson used in: Neighborhood Transformation TOT I

Building Ownership in Our Cause

Background

A big challenge in starting a new ministry is identifying people who are willing to become participants in helping to deal with a cause, in our case alleviating poverty physically, spiritually, socially and emotionally in a neighborhood and a city through local churches. We need to identify people who are willing to participate and then eventually take ownership

Building a Cause

It is critical in building ownership to a cause, that you identify your cause in simple easy to understand terms that can be said quickly. The cause needs to be expressed in Biblical terms as well as lay terms so people see it as doable as well as having eternal impact. This may take some time to write your cause statement with a group. The key is to identify people who have some interest in your or a similar cause.

Think back when you were just catching the vision for your cause and begin to identify what caused your interest and commitment to grow. Think back what activities and learning were instrumental in your growth. Then begin to identify activities that can allow you to share your cause broadly. Once you have a list of these items, create activities that help people come in at their different levels of commitment at that time. It is important also to build in learning opportunities that allows people to better understand your joint cause.

Now you want to identify people who may be already have some involvement in your cause or with people who you think you might want to start talking to in order to share your cause and gauge their interest. Try to categorize the person's level of commitment at that time. Then invite them to participate in activities that are at the same level as their commitment level. Begin to involve people in observation of and participation in activities that builds their interest and commitment. God has a Biblical call on every Christian's life to become involved in doing ministry.

What is Service and Learning Opportunities

The Service and Learning Opportunities process is about people being at different levels of commitment and involvement. EEO was developed by Mission Increase to deal with the above paragraphs by helping to identify people and help them in their growth to become owners of your (wholistic neighborhood transformation, cause for the purpose of them become owners of the cause with their personal involvement, spreading the word to others and their financial support. We have modified it slightly to be:

- E—Entry in a common cause and learning simple things about that cause.
- E—Engagement is becoming more deeply engaged in that cause.
- O—Ownership is where the cause becomes theirs and they begin to multiply their commitment to the cause.

EEO is an approach to identify people who might be interested in a common cause with your organization. It then identifies people at three different levels of involvement as well as creating a list of activities for each one of the three different levels that helps people grow in their commitment to your cause and helps move them onto a higher level. Underlying this approach is a process of their developing ownership in a cause in people through three stages, Entry, Engagement and Ownership. (EEO) It is about creating an EEO chart that can be a guide to help people know what they can do at each stage as well as a metric for them to see if they have accomplished that metric.

- Entry is the E in the approach and serves as a host of projects that people can easily become involved in. It is people learning about the cause getting them Doing Things which are short term, high-impact, high-touch, easy to understand and likely to make a participant hungry for the next level. It includes:

- This stage is about identifying people who might have an interest in your cause and begin to explore that cause with them
 - Invites people to do something that relates an area of their interest.
 - This can be compared to Evangelism.
 - It is a simple doing stage with very early and simple equipping.
 - It focuses on a project
 - It is short term
 - High Touch
 - It begins to get people involved in developing the lowest level relationships with others.
 - It gives people a good idea of what the ministry and cause is all about through involvement in simple activities.
 - Understandable without external reference. Their names may not be known
 - It helps the champion get their hands around what the agency does.
 - It is important to build good signature projects that involve their participation.
 - 70% of people involved at this stage will never move to other stages
 - Being involved at this stage should never leave a person satisfied with what they are doing but wanting more involvement in the cause.
- Engagement is the second E of the approach and serves as an on-going discussion partner, giving people opportunities to understand and engage with the cause at a deeper level. This stage is all about Equipping people to become more involved.
 - Engagement is growth and deeper involvement and understanding
 - It equips people to embrace a lifestyle and involves them more deeply in doing things.
 - It is about advancement of our people.
 - It is all about God's work in their life by us providing opportunities for this to happen.
 - This can be compared to discipleship and individual growth
 - It is built on encouragement and coaching. Coaching can be done individually as well as part of a group.
 - It moves the champion beyond the project stage deeper into the agency's cause.
 - It involves intentional mutual accountability to see the cause happen. It is an explicit covenantal agreement where each part, agency and individual to do certain things for each other and to hold each other accountable that it happens.
 - It is like a wedding engagement, it starts to matter who you are with and what you like.
 - It is rare for people to know you and not know this
 - Education and experience is built on how can I impact the cause?
 - It focuses on growth.
 - Only 20% of all people involve move onto this stage.
- Ownership is the O and the highest level in commitment to the cause. People begin to begin to organize their efforts to mobilize people and resources in their sphere of influence to involve others to become involved. They serve as a supporter and accountability partner, providing tools, coaching and accountability. This stage is all about Multiplication, which we all espouse.
 - This stage supports people who will get others involved in the cause.
 - This is where multiplication takes place.
 - Here networking becomes important

- It is replication oriented.
- Champions replicate their experience within their sphere of influence.
- The ministry provides the tools, structural support and the encouragement,
- This is a transfer of cause not a legal transfer
- You want board members at this level who are giving and multiplying
- They set their own agenda for the fulfillment of the cause.
- Only 10% of total people involved will move to this stage.

There is an ownership transfer, which begins with Entry (doing something) then Engagement (equipping) and then Ownership (multiplication). From a spiritual perspective Entry can be compared to evangelism, Engagement to discipleship and Ownership with multiplication.

It is important that you offer multiple opportunities to learn about the cause in small bite size segments as well as offer multiple simple activities for people to be involved in. One without the other does not bring about the intended movement from the Entry level to Engagement to Ownership.

In NT terms relief or doing is the Entry / participation stage, betterment or equipping is the Engagement and our empowerment and multiplication is their Ownership stage. (See Chart Degrees of Involvement.)

How EEO Works

The first step is to use a worksheet (Give out blank EEO Worksheet) where you list opportunities of different activities that would help involve a person at that particular level of activity.

Service and Learning Opportunities Worksheet

Entry	Engagement	Ownership

The next step is to take a list of all of your people and try to categorize them into one of the three levels so that you know how to challenge a person to help them move onto the next level of commitment.

Once you have the different activities and learning opportunities on the chart note if they are Learning by the letter L or Activities by the letter A so see that you are somewhat balances in what you will be offering.

Just because an item is at one level and the person is at a different level does not mean they cannot do the item. People can do what ever activity or learning they are willing to do no matter what level they are at.

Once you have done the above you begin to plan the activities you have identified to begin to draw people into your cause.

Remembers this is God's work and His timing. Not everyone will move forward when you expect them to. You are looking for that hunger after your common cause. Some may never progress from the stage they are in. Our responsibility is to give them opportunities that allow them to progress which they may or may not accept.

Service and Learning Opportunities Worksheet

[illegible]

Neighborhood Transformation Service and Learning Worksheet

Entry	Engagement	Ownership
Walk in the neighborhood with others gathering information through senses (A)	Learn why and how to do Asset Mapping (L)	Continue segmented training and start applying what learned in the target neighborhood. (L&A)
Go to neighborhood meetings with someone else (A)	Do Asset Mapping in neighborhood with neighborhood activities (A)	Do Asset Mapping door to door, bringing new people with you (A)
Help prepare for an event (A)	Begin to talk about NT to others informally (A)	Become part of the facilitation team and begin to do ministry in the neighborhood. (L&A)
Participate in an event in the neighborhood with others (A)	Help organize and do an activity or event in the neighborhood (A)	Lead small group trainings around the groups interests even if new to the facilitator (L&A)
Do prayer walking in neighborhood with others (A)	Spend time on their own in the neighborhood (A).	Train potential new workers in segmented training. (L&A)
Go along with some doing Asset Mapping (A)	Input regularly asset responses into database and manipulate it looking for patterns (A)	Make presentations on NT to explain what do to and elicit people becoming part of NT (A)
Provide administrative help occasionally (A)	Teach a small group in the neighborhood something they know well and feel comfortable in (A&L)	Regularly support NT financially (A)
Input data to set up database for asset responses (A)	Participate in Neighborhood Association meetings (A)	Invite new people to join you as you do some of your activities in the neighborhood. (A)
Provide needed materials or funds for an event. (A)	Start Neighborhood Transformation Segmented training (L)	
Read books about cause from Reading List (L)	Apply Disciplines of Love with chosen individuals (A)	
Small Group Introduction to NT Principals (L)	Small group six session study "On Earth as It is In Heaven" (L)	
Learn about Discipline of Love and create possible list (L)		
See movie Bless Child at Home and debrief as group (L)		

L= Learning

A = Activity

CREATING AN ELEVATOR SPEECH**Date:** 12/09

(1 HOUR)

- OBJECTIVES:** After working through this lesson, participants will be able to:
1. Participants understand what an Elevator is and where and how to use one.
 2. Participants have drafted and practiced giving one.

OVERVIEW FOR TRAINERS: This lesson is used to help trainers be able to quickly tell others what Neighborhood Transformation in such a way that it catches their interest and they want to know more.

METHOD	TIME	KNOWLEDGE
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Role Play:

7"

- 1st I hear we are supposed to be able to tell people what we do in Neighborhood Transformation in less then 30 seconds. Do you have any idea what they want?
- 2nd Not me. I can't even clear my throat in less then 15 seconds.
- 1st Why do we have to keep it so short? That seems impossible to me.
- 2nd I sure couldn't do that.
- 1st Me either.

----SHOWD questions----S = What do you See?H = What is Happening?**I. Background Elevator Speech**

- A. What is an elevator speech? Discuss as large group.

5"

- B. How and where do you use an elevator speech? Discuss as a large group.

5"

- C. What needs to be done to prepare your elevator speech?

8"

I. Background Elevator Speech

- A. An elevator speech is:
1. A very short pithy description of what you and your agency does
 2. Catches people's attention to want to hear more
 3. Less the 30 seconds in length
 4. Causes people to ask questions that you can reply to
- B. How and where to use an elevator speech:
1. Someone asks, "What do you do?"
 2. Meet a stranger and want to see if they are interested in what you do
 3. Have to introduce yourself and what you do quickly to a group.
 4. Like to enlist people's assistance.
- C. What needs to be done to prepare your elevator speech:
1. Think what excites people when you tell them what you do. What might grab others interest?

CREATING AN ELEVATOR SPEECH

METHOD	TIME	KNOWLEDGE
		<ol style="list-style-type: none"> 2. Know yourself, your key strengths using adjectives 3. Outline your talk 4. Look for changes and modify 5. Give talk to others 6. Remember must be given in under 30 seconds and grab people's interest.
II. Creating and Practicing a Elevator Speech		II. <u>Creating and Practicing Your Elevator Speech</u>
A. Give out <i>Elevator Speech Worksheet</i> and briefly go over.	5"	A. Four parts to an elevator speech: <ol style="list-style-type: none"> 1. I am organizationally 2. I Do 3. I Help 4. I am personally (name) 5. Invitation to help
B. Verbally state <i>Sample Elevator Speech</i> . Ask for feedback.	3"	B. Verbal example: NT about lifting neighborhoods out of cycles of poverty and helping people to become mature in Christ.
C. Have each person draft their own elevator speech.	15"	C. Each person drafts his or her own elevator speech.
D. In pairs, have each one say their elevator speech to the other. Give suggestions.	7"	D. In pairs, have each one state their elevator speech, along with suggestions.
E. Have them rework their speech based upon the feedback they received.	5"	E. Reworking their speeches.
F. Break into small groups and have each person give their speech. As a group, choose the best one to share later.	20"	F. Elevator speeches in small groups.
G. Have the best speech from each group share in large group.	10"	G. Best speech from each group shares in large group.

ATTITUDE:

SKILL: Participants will be able to give their exciting 30 second Elevator Speech to others.

EVALUATION: Are the participants able to give an Elevator Speech that attracts others to ask questions and join them in Neighborhood Transformation

MATERIALS:

- Newsprint
- Marking pens
- Masking tape
- *Elevator Speech Worksheet* handout
- *Sample Elevator Speech* handout

Elevator Speech Worksheet

I Am organizationally:

I Do:

I Help:

I am (name):

Invite:

Sample Elevator Speech

Are you tired of continuing giving people things and nothing seems to change in their life? I am with Neighborhood Transformation, which equips churches to assist neighborhoods to break out of poverty and people to become mature in Christ.

We train church people how to identify the assets in individuals and identify what the neighborhood wants to do. We then provide training materials and organizational skills to accomplish their desires for all area of their lives.

As people begin to take back control of their lives, they as an aggregate, begin to transform their neighborhood from the inside out. By the way, I am Stan Rowland. Would you know anyone who might be interesting in learning more about Neighborhood Transformation?

DEVELOPING AND COACHING CHAMPIONS

Date: 06/10

(1 HOUR)

- OBJECTIVES:**
1. Participants will learn how God builds leaders and learned the importance of enabling others and investing our lives in others.
 2. Participants will be challenged to undertake the task of helping others to develop their gifting, skills and spiritual lives in order to become a better leader.

OVERVIEW FOR TRAINERS: This lesson is a modification of a lesson from the Servant Leadership Series by Development Associates International of Colorado Springs, CO.

METHOD	TIME	KNOWLEDGE
Role Play: Two leaders talking		
1 st I heard talk that we are supposed to coach others. Do you know what that means?	10"	
2 nd I don't have the foggiest idea – another egghead idea.		
1 st I hear it's supposed to be helping others become leaders, but why would I want to do that?		
2 nd Not me. I'd be training someone to take my job. Then what would I do?		
1 st Another harebrained idea.		
2 nd Yeah!		
----SH questions----		
S = What do you See? H = What is Happening?		
I. Coaching/Mentoring		I. <u>Coaching/Mentoring</u>
A. What is Coaching/Mentoring		A. Coaching/Mentoring Is:
We use the term Coaching, Mentoring as interchangeable. Discipleship is a similar term spiritually		Someone coming alongside another person to help them grow in some way, whether it is in a physical, spiritual, emotional or social way.
B. Someone Who Coached you	5"	B. Someone Who Coached You
Think about someone that came alongside you in the past. What did they do? How did it work?		1. What someone did who coached you:
		- Met with regularly.
		- Worked together through a paper or study.
		- Had fun together.
		- Held me accountable to do things.
		- Had relationship with them
		- Let me do what was coached on alone and not under their direction
		- Encouraged me
		- Held me accountable
C. Desirable qualities of coaching. Discuss in large group.	5"	C. Desirable Qualities of a Coach
		1. Willing listener
		2. Encourager and motivator
		3. Patient and flexible
		4. Respectful of differences
		5. Willing to let go sooner than later

METHOD	TIME	KNOWLEDGE
D. Evaluating your coaching skills		D. Evaluating Your Coaching Skills
1. Hand out <i>Coaching Assets Assessment</i> for individuals to fill out on themselves.	15"	1. Assessing your coaching skills
2. Share what you have found with another person.	10:	2. Sharing with another
II. Coaching/Mentoring Others		II. <u>Coaching/Mentoring Others</u>
A. What can you do to help coach someone? Discuss in small groups. Report back.	20"	A. How to Coach Someone:
		1. Take the lead in supporting them in their development, in a one to one relationship.
		2. Serve as a positive role model.
		3. Build their self-esteem and motivation.
		4. Build relationships by planning and participating in activities together.
		5. Strive for mutual respect.
		6. Help set goals and work towards accomplishing them.
		7. Look at what they need.
		8. Ask them what they need.
		9. Guide them to the sources that will help them.
		10. Being with them.
		11. Caring for them.
		12. Intentionally teaching them.
		13. Ask their opinion and take it seriously.
		14. Give them responsibility.
		15. Give them the message that you trust them.
		16. Let them do things on their own.
		17. If you have a back up plan if they fail. You aren't releasing them.
		18. Give them respect and praise publicly.
		19. Realize they may be better than you.
		20. Mentor willing to release Mentee to do on own.
B. Why do leaders not coach people? Discuss in large group.	5"	B. Why People Do Not Coach Others:
		1. Too busy.
		2. Don't realize how important it is.
		3. Don't know how to Coach others.
		4. Too insecure in their position
		5. Afraid the person will look or be better than them.

DEVELOPING AND COACHING CHAMPIONS

METHOD	TIME	KNOWLEDGE
<p>C. Benefits of coaching others</p> <p>1. Discuss Large Group</p>		<p>6. Don't believe they have anything to offer others.</p> <p>C. Benefits Of Coaching Others</p> <p>1. Personal fulfillment by contributing to another and the community.</p> <p>2. Satisfaction in helping someone to mature.</p> <p>3. Learning new things from those we are working with.</p> <p>4. Giving back</p> <p>5. Revitalizes your own development.</p> <p>6. Increases your self-awareness.</p> <p>7. Enhances your self-esteem.</p>
<p>III. Biblical Basis for Coaching</p> <p>A. What are Biblical Examples of Mentoring</p> <p>B. What Might a Mature Champion Look like in NT</p>		<p>III. <u>Biblical Coaching</u></p> <p>A. Biblical Examples of Coaching or Mentoring</p> <p>1. Moses and Joshua</p> <p>2. Elijah and Elisha</p> <p>3. Barnabas and Paul</p> <p>4. Paul and Timothy</p> <p>5. Jesus and his 12 disciples</p> <p>B. What a Champion Doing NT Might Look Like:</p> <p>1. Being a full disciple of Jesus following and obeying his direction</p> <p>2. Having relationships with others and coaching them</p> <p>3. Being a full wholistic disciple because Discipleship and Coaching are very similar but Discipleship is more commonly used in spiritual terms.</p> <p>4. Walking the talk of a Christian</p> <p>5. Practicing Lk 10:27, Love God totally and their neighbor as themselves.</p> <p>6. Spreading how neighborhood transformation is transforming peoples lives to others</p> <p>7. Being part of NT training team working in a neighborhood.</p> <p>8. Learning more and more about transformation and applying what is learned.</p> <p>9. Helping person grow to full commitment to the jointly held cause of transformation in a neighborhood.</p> <p>10. Seeing mentees doing what they have been coached to do on their own.</p>

DEVELOPING AND COACHING CHAMPIONS

ATTITUDE: Facilitator has heart of compassion and desire to help those they are working with to become like Christ in all areas of life.

SKILL: Participants will be able to teach the content of this lesson and share it individually.

EVALUATION: Facilitator will know participants have learned the content of this lesson when they see them practice the content of this lesson in their lives and see them teach others.

MATERIALS:

- Newsprint
- Marking pens
- Masking tape
- *Coaching Asset Assessment* handout

Coaching Assets Assessment

1 2 3 4 5

1. You have a burning desire to lead, coach, and teach as well as a positive attitude toward learning.
2. You are effective at building professional relationships, and have a reputation for people skills.
3. You possess basic human wisdom or emotional intelligence, and other people have said so.
4. You are able to deliver a simple, powerful, consistent message to your team that shapes, limits, and defines thinking and behavior.
5. You have a powerful, results orientation that you re-create in others.
6. You have an ability to teach others your ideas, share your knowledge, and ignite learning in others.
7. You have the ability as a business leader to see the strategic big picture, and to have a balanced view of complex situations.
8. You show generosity of spirit by giving people the gift of your presence. You are generous with your ability to give authentic feedback that praises and corrects.
9. You have specialist or subject-matter expertise that relates to your business—for example in research and development, marketing, or production.

TRACKING CHAMPIONS PROGRESS

Date: 6/10

(1 HOUR)

- OBJECTIVES:** After working through this lesson, participants will be able to:
1. Learn the importance of identifying key factors that help people become committed to a cause.
 2. Understand why it is important to track these factors in people in their different levels of growth to a cause.
 3. Be able to create a Transformational Database so they can track the different people undertaking Neighborhood Transformation

OVERVIEW FOR TRAINERS: Most of the content is adapted from Missionary Increase's power point "Transform Your Data Base".

METHOD	TIME	KNOWLEDGE
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Role Play:

- 1st I hear we are supposed to keep track of all peoples growth as they are involved in NT
- 2nd Right I'm not sure I want to do that, isn't that prying into their lives?
- 1st Right and I'm not sure that is Biblical
- 2nd Even if we get these two problems, do you know how to do that
- 1st Not a clue!
- 2nd Me either

----SHOWD questions----

S = What do you See?
H = What is Happening?

- I. Transformation
 - A. What is Transformation?

 - B. What is Transformational Data?

- II. Tracking a Champion's Progress
 - A. What is Meant by Tracking and using a Database

- I. Transformation
 - A. Transformation is:
 1. Any significant and lasting transition in a person's life wherein you switch from one substantial perspective or practice to something wholly different that genuinely alters you at the basic level
 - B. Transformational Data is:
 1. The record of any significant and lasting transition in the life of your champion related to the cause

- II. Tracking a Champion's Progress
 - A. What Is Meant by Tracking and Using a Database?
 1. Identifying key items in an individual's life that help him and us know where he is in life.

TRACKING CHAMPIONS PROGRESS

METHOD	TIME	KNOWLEDGE
		<ol style="list-style-type: none"> 2. The keeping track of those items by logging them into a data base 3. A database is a software program that allows data to be kept and then accessed to see the progress of different people's progress. 4. Transformational database is a data base of all items that lead to our transformation
<p>B. Biblical Basis for Tracking and Using a Data Base</p> <p>What is the underlying theme of the verses below?</p> <p>I Chron 28:9 Isa 43:1 Psm 139:1-31 Matt 6:8 Lk 12:6-7 2 Tim 2:19 Rev 21:27</p>		<p>B. Underlying Premises from the Bible for Tracking and Using a Data Base</p> <p>God Knew us from before we were born and intimately knows us now. He is tracking us</p> <ol style="list-style-type: none"> 1. I Chron 28:9 2. Isa 43:1 3. Psm 139:1-31 4. Matt 6:8 5. Lk 12:6-7 6. 2 Tim 2:19 7. Rev 21:27
<p>C. What is God's Purpose for Us</p> <p>Eph 4:11-13</p>		<p>C. What is God's Purpose for Us</p> <ol style="list-style-type: none"> 1. To be transformed into His likeness 2. To build up the body of Christ 3. Unity in Christ 4. Maturity in Christ
<p>III. Getting Started in Creating Data to Track</p> <p>A. What Things (activities and learning) were Key for You to Become Committed to a Cause</p> <p>Do in Large Group</p>		<p>III. <u>Getting Started in Creating Data to Track</u></p> <p>A. Key Activities and Learning that Helped You Become Committed to a Cause</p> <ol style="list-style-type: none"> 1. Participate in a work day 2. Did a Bible Study on Neighborhood Transformation 3. Tutored and adult in ESL 4. Walked a strange neighborhood regularly to meet people 5. Volunteered in office
<p>B. What could be used as a guide identify items to track</p> <p>After Discussion give out Handout</p>		<p>B. Things Could be Used to Identify Items that Might be Tracked</p> <ol style="list-style-type: none"> 1. Items from overall PEO chart for all champions. 2. A Sample Profile of what a full grown Champion would look like 3. A list of ways that people have become involved in mission causes. 4. List what steps you went through to become involved in a cause.

TRACKING CHAMPIONS PROGRESS

METHOD	TIME	KNOWLEDGE
		5. Create a list of common steps champions pass through on their way to full maturity and ownership. 6. Convert this list to a set of short statements that can be recorded yes/no 7. Set up data base form that allows this data to be tracked. The data in the fields must be customizable and reportable. 8. Train your staff to do this. 9. Create a series of short messages to help people move forward in their transformation progress.
IV. Application		
A. Go home and develop a Transformational Database through the 9 steps above		IV. <u>Application</u> A. Establishing a Transformational Data Base

References:

ATTITUDE: Facilitator has heart of compassion and desire to help those they are working with to become like Christ in all areas of life.

SKILL: Participants will be able to teach the content of this lesson and share it individually.

EVALUATION: Facilitator will know participants have learned the content of this lesson when they see them practice the content of this lesson in their lives and see them teach others.

MATERIALS: Newsprint, markers, masking tape, Bible
Handout: Where to Look to Create a Master List of Characteristics to be Tracked

This lesson is used in:

TRACKING CHAMPIONS PROGRESS

Where to Look to Create a Master List of Characteristics to be Tracked

Items from overall PEO Chart

A Sample Profile of what a fully developed Champion would look like.

A list of ways that people have become involved in mission causes

List what steps you went through in becoming involved in a cause.

Create a list of common steps champions pass through on their way to full maturity and ownership

Convert this list to a set of short statements that can be recorded yes/no

Set up data base form that allows this data to be tracked. The data in the fields must be customizable and reportable.

Train your staff to do this.

Create a series of short messages to help people move forward in their transformation progress.

MARKETING THROUGH A SIGNATURE PARTICIPATION PROJECT (SPP)

Date: 04/10 (Rev 6/12)

(2 Hours)

- OBJECTIVES:** After working through this lesson, participants will be able to:
1. Understand a New Approach to Marketing
 2. Know what a Signature Project is all about and how to organize one for their ministry
 3. Organize and hold a Signature Project for their ministry

OVERVIEW FOR TRAINERS: This is the fourth lesson in a series on Transformational Giving. The information for this lesson comes from Mission Increase of Lake Oswego OR.

METHOD	TIME	KNOWLEDGE
Role Play:		
1 st We have a really great ministry. When people hear about it they are really hooked	7"	
2 nd I agree but no one knows who we are, we are the best kept secret in town		
1 st I agree but how do you get people to know about us?		
2 nd If only people were aware then they would see the good things we do and they would gladly support us and help us.		
1 st We are tired about being the best kept secret in town		
2 nd		

----SHOWD questions----

S = What do you See?
H = What is Happening?

- I. Traditional Marketing by Non-Profits
 - A. Normal Definition of Marketing by Non-profits
Ask Large Group for 3"
 - B. Traditional Marketing Options
Ask Large Group 5"

- I. Traditional Marketing by Non-Profits
 - A. Normal Definition of Marketing by Non-profits
 1. Teaching others to understand your organization so they will help to build your organization through funding of it.
 2. They key is to get funding from others
 - B. Traditional Marketing Options
 1. Celebrity Endorsement
 2. Ask people to give to your ministry one time or on an on-going basis
 3. Major Corporations provide money, gifts in kinds or matching grants etc
 4. Social Media Campaigns

MARKETING THROUGH A SIGNATURE PARTICIPATION PROJECT (SPP)

METHOD	TIME	KNOWLEDGE
C. Ways Traditional Marketing of the World Works Large Group	7"	C. Ways Traditional Marketing of the World Works 1. Gets recycled by helping when convenient to the person 2. Describe the ministry in words 3. Flaunt accomplishments of the ministry 4. Get attention via clever messages 5. Impact limited to statistics and others stories
II. Different Marketing Approach A. Biblical Basis. Read 2 Corinthians 3:2-3 Large Group What do these verses say about Marketing	7"	II. <u>Different Marketing Approach</u> A. Biblical Approach 1. Be a living letter, an example of what we say. 2. Relate to people on one to one basis 3. Participation not just observation is central
B. What are ways to become a living letter Large Group	8"	B. Ways to Become a Living Letter 1. Get involved 2. Embody the ministry, a living example of it 3. Validate the cause through your lifestyle 4. Get attention via a changed life and passion 5. Impact for all to see.
III. Central to a Better Biblical Way is to build Participation through a SPP A. Description of a Signature Project Give out SPP Handout Large Group	5"	III. <u>Signature Participation Project</u> A. A Signature Participation Project is: 1. An opportunity for people to come and see, taste a bit of your ministry
B. What Makes up a Signature Participation Project (SPP) Large Group	10"	B. A Signature Participation Project includes: 1. A unique event for your ministry to build your cause. 2. Conducted by your champions/owners 3. Will reach people in your champion's sphere of influence. 4. Leaving participants wanting more. 5. Never an end in itself 6. Cause people to become engaged at an ever higher level 7. Should be a living brochure for your cause.

MARKETING THROUGH A SIGNATURE PARTICIPATION PROJECT (SPP)

METHOD	TIME	KNOWLEDGE
C. Traits of SPP Ask Large Group	10"	C. Traits of SPP 1. Project oriented, one time event to build your cause 2. Short term 3. Simple 4. High touch for those invited and the owners 5. Easily understandable 6. Have a high yield 7. Represent a small glimpse of what could be far past their grandest dreams. Synergistic! 8. A giving opportunity is part of the event but not the main focus.
D. What must be done prior to holding a SPP event Large Group	8"	D. What Must Be Done Prior to Holding a SPP Event 1. Must have people who own your cause jointly 2. Must have a strong cause statement that attracts people 3. People are involved at the entry level of the EEO process 4. Must have something that is unique to your ministry that generates excitement
IV. Planning a SPP Event		IV. <u>Planning a SPP Event</u>
A. Give out HO Planning a SPP Event Discuss Briefly	5"	A. Work sheet for Creating an SPP Event
B. Preparing own SPP Break into groups by organization to create their SPP Note: <i>this exercise is not intended for you to have finished your SPP but is a starting point from which you need to finish on your own.</i>	30"	B. Creating Your SPP Event
C. Presenting Groups SPP plan to Large Group	10"	C. Presenting a Groups SPP's Plan
D. Give Out filled out SPP Plan. Ask, What Note	5"	D. Filled Out SSP
E. SSP Evaluation Sheet Use to evaluate your SSP Plan	5"	E. SSP Evaluation Sheet

MARKETING THROUGH A SIGNATURE PARTICIPATION PROJECT (SPP)

References:

ATTITUDE:

SKILL: Participants will to plan and implement a SPP event

EVALUATION: The participants will have held a successful SPP event

MATERIALS:

- Newsprint, markers, masking tape
- Handout - Signature Participation Project HO
 - SPP Blank Worksheet
 - SPP Plan for SLC
 - SSP Evaluation Sheet

Signature Participation Project HO

A Signature Participation Project (SPP) an opportunity for people to come and see and taste your ministry. It is a unique event for your ministry to build your cause. It should be conducted by your champions/owners that will reach people in the champion's sphere of influence. It should always leave the participants wanting more where they never find fulfillment within its boundaries. It will open participants eyes to something far grander, once we see it, we find ourselves completely swept away. It should be a living brochure for your cause not your organization.

It is more then just a project at the entry level that attracts people. It should cause people to become more engaged with the cause on a level capable generalizing substantive change.

The event should have the following characteristics that in reality are similar to what we teach in CHE for a Seed Project.

- Project oriented one time event to build your cause.
- Short term
- Simple to plan and do
- High touch for those invited and the owners
- Have a high yield
- Easily understandable
- Represent a small glimpse of what could be far past their grandest dreams because it is synergistic; where the sum of the parts is greater than the whole.
- A giving opportunity is part of the event but not the main focus

It should result in people learning about, talking about, volunteering and donating to your cause

.

SIGNATURE PARTICIPATION PROJECT (SPP) WORKSHEET

The purpose of this assignment is to help you plan an SPP that can be conducted *by your champions* for the purpose of spreading your shared cause in *their* sphere of influence.

Ministry Name: _____

Step One: Identify Your Marketing Message

- A. What is the Biblical language for your cause?
- B. What does the Bible call us to do in relation to the cause?
- C. How does the cause intersect with a regular person?
- D. What are the potential barriers of doing what the Bible calls us to do in relation to the cause?

Step Two: Create Your SPP

What project can we create that can be conducted by our Os and will reach P's (and Pre-P's) in their SOI? In three or four sentences, please provide a general description of your proposed SPP.

Step Three: Evaluate your project according to the key characteristics of an effective SPP.

- A. Please describe how your SPP demonstrates the following:
 - a. **Project-oriented:**
 - b. **Short-term:**

c. **High Touch:**

d. **High Yield:**

e. **Understandable without external reference:**

f. **Synecdochic (represents the whole):**

Step Four: How Does The SPP Lead to Transformation?

Planning and executing an SPP is part of the 'living brochure' design process for your ministry. As Paul says in 2 Corinthians 3:3, "You show that you are a letter from Christ, the result of our ministry, written not with ink but with the Spirit of the living God."

- A. Describe the characteristics of a 'living brochure' for your ministry.
- B. Describe how your SPP encourages owners/participants to BE the ministry (and not just support or empathize with the ministry)?
- C. Describe how you will recruit and equip an O(s) to lead this SPP and to help Ps become Es?

SIGNATURE PARTICIPATION PROJECT PLAN FOR SLC

The purpose of this assignment is to help you plan an SPP that can be conducted *by your champions* for the purpose of spreading your shared cause in *their* sphere of influence.

Ministry Name: Neighborhood Transformation

Step One: Identify Your Marketing Message

Participate in God's mission to restore all creation to wholeness by being faithful witnesses in Word and Deed through Gods redeeming love and work.

1. What is the Biblical language for your cause?
 - Lk 10:27 Love God totally in areas of your life, which deals with whole person and reach out to your neighbor in love as you would for yourself.
 - Lk 4:18 &19, Isa 61:2&3. Deal with the whole person by reaching to them in all areas of their life.
 - Lk 9:1,2 & Lk 10, 1,8,9, Jesus sends out 12 and 72 to reach out wholistically to others
 - Matt 28:18-10, We are to teach all God has commanded us; which is to deal wholistically with people.
2. What does the Bible call us to do in relation to the cause?
 - Love all people and reach out to them. Don't wait for them to come to me.
 - Love requires a relationship therefore must get to know people; we can't just give people things.
 - When we do things for people that they should be doing for themselves we actually hurt not love them.
 - The goal is a ministry that deals with all areas of a person life thereby transforming them from the inside out and then these people in a given neighborhood are transforming their neighborhood in the same way.
3. How does the cause intersect with a regular person?
 - Getting people out of their comfort zone and into the neighborhood which is hard
 - When we do things for people (which we are inclined to do) we make them dependent on others, which is not showing love. We have to equip people with a different worldview of empowering not doing things for others.
4. What are the potential barriers of doing what the Bible calls us to do in relation to the cause?
 - Fear of walking the neighborhood and being hurt or rejected
 - Fear I will be taken advantage of by reaching out to strangers
 - Fear of exposing myself as I get to know others and they get to know me as we develop a relationship.

Step Two: Create Your SPP

1. What project can we create that can be conducted by our Os and will reach P's (and Pre-P's) in their SOI? In three or four sentences, please provide a general description of your proposed SPP.
 - Show Hollywood film on poverty, Cry of the Child that shows different types of poverty and how easy it is to slip downward where it is not really a person's fault. Stop film in 4 places to discuss what seen. Short discussion of what seen.
 - Then give short overview of how Neighborhood Transformation attempts to alleviate poverty and empowers people to take responsibility for their own lives using the assets found in the people of the neighborhood.
 - Group discussion by each champion with those he invited to see who might be interested.
 - The outcome of the movie is that people come to a five hour Envisioning Seminar at another date bringing the pastor of their church and other key potential people to see if the church wants to actually begin a Neighborhood Transformation program in a nearby urban poor neighborhood.
 - From that meeting the churches decide if they want to work in a neighborhood of their individual choosing and then come to the first of seven training. They then apply what they have learned from that first training in their chosen neighborhood for 4 to 6 months before they come back for the second training.
 - The overarching goal is to raise up churches to reach out to a nearby urban poor neighborhood to begin to alleviate poverty by empowering people to take more responsibility for their own life.

Step Three: Evaluate your project according to the key characteristics of an effective SPP.

1. Please describe how your SPP demonstrates the following:
 - **Project-oriented:** champions raise up people in their SOI to come to the one time showing to filter out those who might be interested in becoming part of a Neighborhood Transformation team by coming to training.
 - **Short-term:** One time 2-3 hours
 - **High Touch:** Discussion of what seen 4 times in movie. When Champions discuss the people in their SOI their reaction and who might be interested in coming to a one day training and then reaching out into a nearby neighborhood through their church.
 - **High Yield:** Getting multiple churches involved in transforming multiple neighborhoods in their city.

- **Understandable without external reference:** Movie clearly shows poverty at it's worst and with short overview of how NT can begin to impact poverty.
- **Synecdochic (represents the whole):** Goals is to reach whole person and then the whole neighborhood. People will see that poverty is not isolated things but many small things that cause a person to be trapped in poverty.

Step Four: How Does The SPP Lead to Transformation?

Planning and executing an SPP is part of the 'living brochure' design process for your ministry. As Paul says in 2 Corinthians 3:3, "You show that you are a letter from Christ, the result of our ministry, written not with ink but with the Spirit of the living God."

1. Describe the characteristics of a 'living brochure' for your ministry.
 - A person that is a champion for NT in their church and is a facilitator reaching out to a nearby underserved neighborhood.
 - The person is practicing word and deed as one in their personal life. They are "Walking the Talk" of Christianity not just talking about Christianity.
 - They are then instrumental in working in a nearby under-served neighborhood where they are multiplying themselves in others and then seeing that neighborhood transformed from the inside out.
 - Transformation is taking place in the champion/facilitator and their target neighborhood.
2. Describe how your SPP encourages owners/participants to BE the ministry (and not just support or empathize with the ministry)?
 - They will be actively involved in NT as champion, facilitator and promoter of wholistic transformational ministry.
3. Describe how you will recruit and equip an O(s) to lead this SPP and to help Ps become Es?
 - I have a relationship with 30 or so people who have been involved in my ministry over 30 years in Salt Lake therefore I will be recruiting them to plan, invite people in their SOI and implement the SPP to show the movie and introduce the NT concept to the Churches where they attend.

Developing & Evaluating a Signature Participation Project (SPP)

Directions: Rate each SPP idea on each of the 8 traits of a successful SPP on a scale of 0 to 5 (with 0 being "doesn't address this aspect at all" and 5 being "addresses this aspect perfectly")

SPP IDEA:

	Rating	Improve the Score
Project Oriented		Can we get people to do the same work we are doing? Is the SPP inclusive for different types of people? Is it singularly focused?
Short-Term		Can we connect it to a time of year when people are already thinking of our cause? Can we refine the timeline to make it more accessible to more people?
High-Touch		Can we add one more sensory dimension to this activity? Can we modify this SPP to appeal to every sense?
High-Yield		Can we shape this SPP so participants get immediate feedback that helps them see the impact & value of the work?
Understandable		Can we make this SPP appeal to people who don't know who we are? Can we make it so that youth and adults can both easily understand it?
Synecdochic		What additional components can we bring in to further highlight the cause?
Giving		Is the giving tied to the project and not the organization? Is it a 'beginning' giving step that all can reasonably take?
Unexpected / Transformational Qualities (In community, prayer, counter-cultural, self-denial, etc.)		What additional ways can this SPP encourage or stimulate spiritual growth? Can we gather unlikely groups of people together in service? Can we incorporate prayer? How can we incorporate our identified key biblical language? Is there an element of sacrifice required by participants?
TOTAL Score		Perfect Score = 40 points

A Question to Consider: Can we equip and empower our "Owners" to plan and put on an SPP? And does the SPP allow for our Owners to easily invite people from their sphere of influence to participate?

BANQUETS AND EVENTS

Date: 8/11/10

(1 Hour)

- OBJECTIVES:** After working through this lesson, participants will be able to:
1. Understand that big events and banquets are not just to raise money but to raise up people to become part of the PEO (Participation, Engagement, Ownership) process.
 2. Assess the amount of work that is involved in holding such an event.
 3. Begin to plan for an event with the help of the manual referenced below.

OVERVIEW FOR TRAINERS: This is an Overview for holding a Banquet or Big Event taken from the Missionary Increase presentation. For those interested in holding such an event we highly recommend that you purchase Fund Raising Dinner Operations Manual that gives all the details required to run a great event. www.missionincrease.org This is part of Engaging Ministry Partners Series but it is not always used.

METHOD	TIME	KNOWLEDGE
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Role Play:

- 1st I hear it is important to hold big events once in a while for Neighborhood Transformation
- 2nd Right, but why?
- 1st I have no idea
- 2nd Big events take a lot of work and being a local trainer is taking up all my time. I'm not very excited to do one
- 1st Neither am I.

--SH Questions--

S = What do you See?
H = What is Happening?

- I. Banquets or Big Events
 - A. Why Hold a Big Event
 - B. Purpose of a Big Event
Discuss in Large Group.

- I. Banquets or Big Events
 - A. Why Hold a Big Event
 1. Create excitement and momentum
 2. Raise money
 3. Raise up new people to become involved
 4. Builds commitment level of existing people as they take responsibility for event.
 5. People want to be part of something big, not just give money.
 - B. Purpose of Big Event
 1. In Transformational Fund Raising the idea is not to view a person as a donor, who comes to give money. As they become an owner of your cause, giving will follow.
 2. The primary purpose is to attract new people to become part of your cause.
 3. Collecting checks is not enough
 4. Events are volunteer intensive
 5. Individuals recruit attendees from their circle of friends, as they are most likely to come.

BANQUETS AND EVENTS

METHOD	TIME	KNOWLEDGE
<p>C. Why a Sponsored (Paid For) Event? Sponsored means that someone, other than the agency or attendees, pays all of the costs for the event ahead of time</p>		<p>C. Why a Sponsored (Paid For) Event:</p> <ol style="list-style-type: none"> 1. So that all money (100%) raised by the event goes totally for the ministry. 2. More people will come if they do not have to pay a big ticket fee. 3. Eliminates risk for agency of the event costing more than funds raised. 4. It's easier to engage sponsors for 20 tables of 10 people each than to sell 200 tickets. 5. This is an event to attract champions. We want to attract new people; but they are less likely to come if they have to pay for ticket since they don't know you. 6. Having the event sponsored will grow your existing champions to be deeper and more capable champions. It will build them toward full ownership in your cause.
<p>II. Volunteers A. Why Use Volunteers</p>		<p>II. <u>Volunteers</u> A. Why Use Volunteers</p> <ol style="list-style-type: none"> 1. Requires more people than a typical small agency has to run such an event. 2. Inviting people beyond the volunteers' circle of influence builds the crowd far more than using staff member circles. 3. They are viral carriers, taking on a life of their own. 4. People are more likely to come if a personal invitation is given.
<p>B. Volunteers to do What</p>		<p>B. Volunteers to do What</p> <ol style="list-style-type: none"> 1. Event Coordination Team 2. Prayer Team 3. Dinner Coordinator (1) 4. Sponsor Coordinator (1) 5. Table Host (10-20) 6. Table Sponsor (10-20) 7. Volunteers at Dinner <ul style="list-style-type: none"> - Greeters - Ushers - Seating Coordinator - MC - Person to assign the volunteers' duties - 3 minute testimony speakers - Decoration team - Clean up team - Sound Coordinator - Honorary Chairman/Big name draw
<p>C. Where Volunteers Come From</p>		<p>C. Where Volunteers Come From</p> <ol style="list-style-type: none"> 1. Attendees from previous or this event 2. Donors 3. Champions 4. Church Members

BANQUETS AND EVENTS

METHOD	TIME	KNOWLEDGE
		5. Table sponsors from companies, table hosts, champions of ministry 6. Your personal contacts, friends and family 7. Referrals from others of who might help 8. Business 9. Board and staff members 10. From your PEO plan for your cause (help them grow in God's Kingdom)
III. Five P's for an Successful Transformational Event A. Introduce Five P's of a Successful Event Introduce Briefly Print on paper	5"	III. <u>Five P's for a Successful Transformational Event</u> A. Introduce Five P's of a Successful Transformational Event 1. Prayer (Jam 5) 2. Packed (Table Hosts) 3. Paid For (Table Sponsors) 4. Programs (Educational and Inspirational) 5. Proper Follow-Up (PEO)
B. Key Points for Each of the 5 P's. Break into 5 small groups assigning one P to each group to come up with key points they can think of for their P Prayer	20"	B. Key Points Prayer: James 5 1. Everything worthless except prayer 2. Pray without ceasing 3. Need prayer team from start and throughout whole time 4. Don't count on self, count on prayer making the event successful. 5. New Idea: Consider 5x5x5 for prayer. Pray for 5 things for 5 minutes at 5 AM & 5 PM
C. Packed Tables Through Table Hosts		C. Packed Table by Having Table Hosts: 1. Have each Table Host invite their friends to come and sit at their table. 2. You want them to take ownership for filling their table, to get people to event. 3. Hosts distribute invitations and personally invite friends. 4. Need one person to coordinate Table Hosts. 5. Table Hosts not expected to pay any of the costs. 6. They do not have to lead the conversation at their table.
D. Paid for by Table Sponsors		D. Paid For by Table Sponsors 1. Sponsor agrees to pay for all the costs for a table. 2. With everything paid for everybody is more relaxed. 3. Determine total cost per person, including food, travel, speaker, & all event expenses. 4. Sponsor can be a Table Host but better if different person. 5. Sponsor can be a person committed to your cause.

BANQUETS AND EVENTS

METHOD	TIME	KNOWLEDGE
E. Program is Educational and Inspirational What is needed for a program to be successful?		<p>6. Sponsor can be a business interested in your cause</p> <p>E. Program, Educational & Inspiration</p> <ol style="list-style-type: none"> 1. The purpose of the program is to educate and inspire. 2. Not selling your organization but your Cause. 3. You want it to be a very special night for those who attend. 4. Want "WOW power" from the event. 5. Should include good food, either meal or special desert. 6. Must bring your cause to life. 7. Hold at a quality facility, decorated to highlight your cause. 8. Length is no more than 2 hours, including meal. 9. Have response cards with specific requests for people to complete. 10. Must be tight, well-practiced program. Nothing left to chance. 11. Best season to hold is spring or fall, away from holidays or big community event. 12. Saturday night is best followed by Friday night. 13. Need very well thought out, succinct "Ask". Be clear re: what and how they can be used as well as money.
F. Proper Follow-up Using PEO Process		<p>F. Proper Follow-Up, PEO</p> <ol style="list-style-type: none"> 1. Without follow-up after the event the night was wasted even if money raised. 2. Need to plan for multiple PEO opportunities which are presented to the people to become involved. 3. Table Host does the follow-up since they invited the friend.
IV. Speaker		IV. <u>Speaker</u>
A. What Do You Expect from the Speaker Key things to expect from a speaker		<p>A. What Do You Expect from the Speaker</p> <ol style="list-style-type: none"> 1. Be Prepared 2. Be creative, remember "WOW power" 3. Stick to what they are supposed to present 4. Be at event before start so they can be briefed 5. Be sold out for cause.
B. Ways Speakers Fail Why do you think Speakers Fail? Do Large Group		<p>B. Ways Speakers Fail</p> <ol style="list-style-type: none"> 1. Too many speakers saying too many things. Stick to a few key ideas. 2. Failing to require scripts for all speakers with you critiquing them and giving speakers feedback. 3. Failure to rehearse ahead of time. 4. All speakers at the event do not do sound check and given last minute instructions just before event starts.

BANQUETS AND EVENTS

METHOD	TIME	KNOWLEDGE
		5. Abdicating leadership to the emcee, speakers etc. Each should be given instructions concerning their job. 6. Not being dramatic. Ask what would you want people to Learn, Feel and Do and How to Respond. 7. Failing to ask people to do something. 8. Recognizing everybody who helped make the event possible.
V. Steps & Schedule for Event A. Hand out detailed list of what needs to be done starting 6 months ahead of time. Spend little time on this Show Missionary Increase Fund Raising Operations Manual	5"	V. <u>Steps & Schedule for the Event</u> Refer to Handout Fund Raising Operations Manual

References:

ATTITUDE: Facilitator has heart of compassion and desire to help those they are working with to become like Christ in all areas of life.

SKILL: Participants will be able to help prepare and participate in a Banquet or Event

EVALUATION: Are the participants able to help set up a banquet and event

MATERIALS: -Newsprint, markers, masking tape
 -Handout 5 Ps of a Successful Event
 Overall Time Line
 Fund Raising Dinner Operations Manual

This lesson is used in: Engaging Ministry Partners and Transformational Fund Raising

Five P's of a Successful Event

Prayer

1. Everything worthless, except prayer.
2. Pray without ceasing.
3. Need prayer team from start and throughout whole time.
4. Don't count on self, count on prayer making the event successful.
5. New Idea: Consider 5x5x5 for prayer. Pray for 5 things for 5 minutes at 5 AM & 5 PM.

Packed Table by Having Table Hosts

1. Have one person as Table Host to invite their friends to come and sit at their table.
2. You want them to take ownership to fill their table, to get people to event.
3. They pass out invitations and personally invite friends.
4. Need one person to coordinate Table Hosts.
5. Table Hosts not expected to pay any of the costs.
6. They do not have to lead the conversation at their table.

Paid For by Table Sponsors

1. Sponsor agrees to pay for all the costs for a table.
2. With everything pre-paid, everybody is more relaxed.
3. The cost is more than just food, but includes travel costs etc so have total cost per person.
4. Sponsor can be a Table Host but better if different person.
5. Sponsor can be a person committed to your cause.
6. Sponsor can be a business interested in your cause.

Program: Educational & Inspiration

1. The purpose of the program is to educate and inspire.
2. Not selling your organization but your Cause.
3. You want it to be a very special night for those who attend.
4. Want "WOW power" from the event.
5. Should include good food, either meal or special desert.
6. Must bring your cause to life.
7. Hold at a quality facility, decorated to highlight your cause.
8. Time, no more then 2 hours including meal.
9. Need response cards for people to fill out with a specific "ask".
10. Must be tight well-practiced program. Nothing left to chance.
11. Best season to hold is spring or fall away from holidays or big community event.
12. Saturday night is best followed by Friday night.
13. Need very well thought out succinct "ask". Make it clear, detailing what and how they could serve, as well as donating money.

Proper Follow-Up, PEO

1. If no follow-up after the event then the night was wasted even if money is raised.
2. Need to plan for multiple PEO opportunities that are presented to the people to become involved.
3. Table Host does the follow-up since they invited the friend.

FOUNDATION GRANT WRITING

Date: 4/10

(1-1/2 HOUR)

OBJECTIVES:

After working through this lesson, participants will be able to:

1. Identify and develop relationships with foundations that passionate about the same thing as ourselves.
2. Write Grants that are based on Transformational Giving approach.

OVERVIEW FOR TRAINERS: This is the fifth Lesson Transformation Giving series. The information for this lesson comes from Mission Increase, of Lake Oswego, OR.

METHOD	TIME	KNOWLEDGE
Role Play:		
1 st		We really need money for our ministry. I'd like to go to a foundation to get a large amount. Do you know where to go?
2 nd		No I don't have an idea. Besides we have been taught to build relationship with people who provide money and help them fulfill their vision, how do you do that with a foundation?
1 st		I have no idea. Foundations are organizations not people.
2 nd		I wonder how Transformational Giving works with them if it does at all
1 st		Who knows?
2 nd		Not me

----SHOWD questions----

S = What do you See?

H = What is Happening?

- I. Foundations and Transformational Giving
 - A. What Key Points must be remembered when working with foundations when following Transformational Giving approach

- I. Foundations and Transformational Giving
 - A. Key Points With Foundations and Transformational Giving
 1. Foundations can become champions for us therefore treat them as champions.
 2. Foundations have a passion for certain causes; find those who are similar to our cause.
 3. Key is finding foundations aligned with our cause.
 4. Foundations are people wanting to do great things.
 5. Develop relationships with people in foundations the same way as with independent people.
 6. Take foundations through the PEO process.

FOUNDATION GRANT WRITING

METHOD	TIME	KNOWLEDGE
B. How Do We Find the Right Foundations that holds a similar passion to our cause?		B. Finding Foundations With a Similar Cause Passion <ol style="list-style-type: none"> 1. Ask people you know, who they know, for funds development or spiritual projects. 2. Talk to other organizations. 3. What other organizations have a like-minded foundations. 4. Web, Google search 5. University thesis 6. Research in libraries 7. When an article appears about our passion, check to see if any funding agency is noted. 8. Existing similar projects, finding out who funds them. 9. Network, network, network 10. Non-Governmental Agencies 11. Missionaries
II. Foundation Directory		II. <u>Foundation Directory</u>
A. What is The Foundation Directory Give knowledge		A. What The Foundation Directory Is: A directory that lists descriptions of foundations throughout North America; which can be searched on by many different characteristics.
B. Where Find Foundation Dir.		B. Where to Find Foundation Directory <ol style="list-style-type: none"> 1. Buy the service, \$18 -\$180/mo. 2. Many local libraries have the book in reference section. 3. A few large libraries have on-line search version.
C. What kind of Information can you find in the Foundation Directory? Give out Sample Page from Foundation Directory to answer		C. Kind of Information Found in Foundation Directory <ol style="list-style-type: none"> 1. Types of non-profits they fund 2. Types of projects and programs they fund 3. Geography they serve 4. Who they have funded with copy of the proposal 5. Their passion 6. Whether they receive letter of inquiry 7. Funding cycles 8. Key staff who direct proposals 9. Website, so you can get more information 10. Is their interest in people or infra-structure 11. Will they fund spiritual ministry 12. What % of a project's budget will they fund 13. Will they fund start up organizations or must they have a track record over years

FOUNDATION GRANT WRITING

METHOD	TIME	KNOWLEDGE
<p>III. Now What, Now That You Know Who Potential Foundations Might Be</p> <p>A. How To Establish And Build A Relationship With A Foundation</p> <p>B. What should we Know and Put in Writing a Letter of Inquiry (LOI)</p>		<p>III. <u>Now What, Now That You Know Who Potential Foundations Might Be</u></p> <p>A. How To Establish And Build A Relationship With A Foundation</p> <ol style="list-style-type: none"> Find out all you can about the foundation through web sites, people who know them etc. Follow their requirements fully. Send letter of inquiry if they accept them. Invite foundation to hear a speaker on your joint passion. Send them an article or link that might interest them. Meet key people at the foundation. Good if someone they know introduces you. Thank them for the impact they are having. <p>B. Writing a Letter of Inquiry (LOI) or Executive Summary</p> <ol style="list-style-type: none"> Follow their requirements if they have any Only send LOI to those who accept them Keep to 2 pages or LESS Address to a person Short Description of organization Statement of problem Project Overview Expected Impact with time frame Amount of funds needed
<p>IV. Project Proposal</p> <p>A. Format for Proposal</p> <p style="padding-left: 40px;">Give Handout</p> <p style="padding-left: 40px;">Briefly discuss</p> <p>B. What Should be Remembered Before we Begin Writing</p>		<p>IV. <u>Project Proposal</u></p> <p>A. Format for Proposal</p> <ol style="list-style-type: none"> Introduction Organization Description Need for the Project State Aims and Objectives Details of Program People Involved Project Evaluation Cost of Project Appendixes <p>B. What to Remember Before Writing a Proposal</p> <ol style="list-style-type: none"> Honor foundation by submitting the proposal properly. Follow Directions. Understand funding criteria and guidelines. Address to specific person. Answer questions exactly as asked.

FOUNDATION GRANT WRITING

METHOD	TIME	KNOWLEDGE
C. Rules in Writing a Good Proposal What should we know about Writing a Good Proposal		5. Give details about your geographic area. 6. Don't assume they know you. 7. Have third party edit it before it is sent. 8. Explain how you are cutting edge. 9. More is NOT always better. C. Rules in Writing a good Proposal 1. Create Outline before you write. 2. Write as you speak with simple words. 3. Double and triple think your choice of words. 4. Don't exaggerate. 5. Use a grammar book, dictionary and thesaurus. 6. Stick to active voice. 7. Stick to the facts; do not include judgment statements or controversial ideas. 8. Limit the use of adjectives. 9. Leave out I, we and our. 10. Don't use abbreviations and acronyms. 11. State the obvious; don't assume the grant maker knows all.
D. Sample Proposal Give our Sample Proposal and Briefly Discuss		D. Sample Proposal See Sample
E. What Should be Done to Follow-up to Submitting a Proposal		E. Follow-up to a Proposal Submission 1. Call and write to say thanks. 2. Pray for a positive decision. 3. Reconfirm follow up appointment. 4. Visit at appointed time. 5. Clarify any reporting details. 6. Send progress reports whether they fund or not.

References:

ATTITUDE:

SKILL: Participants will be able to find like-minded Foundations and be able to write proposal to them.

EVALUATION: Are the participants able to obtain funding from foundations?

MATERIALS: -Newsprint, markers, masking tape
 - Handouts Sample Page Foundation Directory
 Format for a Proposal
 Sample Proposal

This lesson is used in:

Format for a Proposal

A. INTRODUCTION

Describe the problems and needs to produce justification for what is proposed to be done.

B. IDENTIFY PROJECT

1. Name of project
2. Geographical Area covered
3. Person in charge
4. Who owns the project, whom does it belong?

C. STATE AIMS AND OBJECTIVES

1. Describe clearly what the project desires to achieve.
2. How do you expect to solve the problems described in the introduction?
3. List specific long-term objectives (3 to 5 years).
4. List specific short-term objectives needed to reach the long term objectives (6 to 12 months).

D. DETAILS OF PROGRAM

1. Population and size of target area.
2. How many families or people will benefit from the project?
3. List the activities that will be done to accomplish the stated objectives.
4. Length of project in months.
5. How the project will be controlled.
6. How the project will be monitored and evaluated.

E. PEOPLE INVOLVED

1. Provide the names, qualifications and experience of the leaders of the project.
2. Is special training required for the people prior or during the project?

F. PROJECT EVALUATION

1. How measure goals and objectives.
2. Review project performance monthly, quarterly.
3. How include staff inputs and participants feedback.

G. COST OF PROJECT

1. Show what has already been spent.
2. Prepare a detailed budget for the project by quarter and for the total year for the years of the project for which funding is being requested.
3. Detail what the local contribution is expected to be.
4. Detail what amounts of money will be required by quarter.
5. Explain how long you will require financial help.
6. Explain when the project will become self-funded.

WHAT IS SOCIAL MEDIA?

Date: 04/10 (Rev 06/12)

(2 HOURS)

OBJECTIVES:

After working through this lesson, participants will be able to:

1. Understand what Social Media is all about and how it can generate ownership in their cause.
2. Have a presence on multiple social media sites.
3. Be able to actually attract and build ownership in their cause through social media.

OVERVIEW FOR TRAINERS: This is the tenth lesson in Transformational Giving.

METHOD	TIME	KNOWLEDGE
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Role Play:

7"

- 1st Do you know what social media is?
- 2nd I have no idea but I think it is a thing of the future.
- 1st Maybe I think it has something to do with the web.
- 2nd I hear that social media somehow can be used in fund raising, any ideas how?
- 1st Not me since I don't even know what social media is all about
- 2nd Who knows, I hope someone can help us.

----SHOWD questions----

S = What do you See?
H = What is Happening?

I. Social Media

A. What is Social Media

Give out What is Social Media Handout to read.
Best if can be done ahead of time.
Break into Small Groups to answer and Report Back.

20"

I. Social Media

A. Social Media Is:

1. The new way people are communicating with each other and a group of friends.
2. Uses web technology
3. User-content generated
4. Uses new media technologies
5. Takes many forms
6. Many of these technologies are free
7. Is content centered which is created, used and distributed by the user itself
8. It is about creating your own brand, who you are
9. It is like minded people connecting together
10. Its about getting creative to develop relationships
11. Its not about you, but what you know
12. It's about, "will people talk about you like they do about a friend?"

WHAT IS SOCIAL MEDIA?

METHOD	TIME	KNOWLEDGE
		13. Will people look forward to your next communication? 14. Will people be inspired to share your information you have just passed onto them? 15. Will you be seen as an expert on your topic? 16. It's being transparent therefore what you say does not have to be perfect
B. What are examples of different Social Media Networks with a brief explanation of each. Large Group	10:	B. Examples of Social Media with Brief Description of Each 1. Facebook: Largest network with two-way communication with your friends you allow to be a friend and has pages for your organization to build followers to your cause. 2. Twitter: Allows users to communicate with their followers who follow you. But must be short 140 character (tweets) or less. 3. LinkedIn: Used more for professional communication by being an on-line resume. 4. MySpace: Similar to Facebook but primarily used by those under 35 and more socially oriented. 5. Blogs: A content publishing tools that displays your posts (content) for all to see and follow if desired by them. 6. Pinterest: Allows users to visually share, curate and discover interests by posting images or videos to their own or others pinboards, usually with a common theme. It is focused on the concepts of a person's lifestyle enabling you to share your interest with others. 7. YouTube: Allows people to share their videos very easily with over 20,000 users. 8. Flickr: Allows people to share their pictures with others easily

WHAT IS SOCIAL MEDIA?

METHOD	TIME	KNOWLEDGE
C. Why Should We Use Social Networks Large Group	t"	C. Why Use Social Media 1. They're free. 2. They are popular; everyone is using them. 3. Allows you to be personal and professional at the same time. 4. They extend your brand and your relationship with your customers. 5. It tells a lot about you, which can boost awareness of you and your business to others. 6. They can be intertwined with each other. 7. They are a two-way communication channel. All can be inter-twined. 8. They are easy to use.
II. Social Media A. Key Truths Large Group	8"	II. <u>Social Media</u> A. Key Truths about Social Media 1. It isn't something you do to an audience; it's something you equip an audience to do, to their audience. 2. It isn't for all things; just for some things therefore you need to figure out what those "some things" are for you organization. It must be strategic and intentional. 3. Once it gets started it takes on a life of it's own. 4. It about the message, not the too; It is always about the message. 5. Social Media does not raise money. People Do! It only a tool not the message. 6. It is not a substitute for relationships. It is a tool for developing relationships and engagement.
B. What must be done to begin to build new followings? Large Group	10"	B. What Must Be Done to Build Your New Following 1. Leadership must embrace the concept of Social Media. 2. Be clear on your mission and decide what you will communicate through social media. 3. Commit staffing to social media efforts. 4. Allocate budgets to social media efforts. 5. Identify your champions who are already using social media and equip them.

WHAT IS SOCIAL MEDIA?

METHOD	TIME	KNOWLEDGE
		<ol style="list-style-type: none"> 6. Add social media components to your fundraising efforts. 7. Connect with other ministries. 8. Connect with other resources out there. 9. Have a short distinct “cause statement” that allows people to say “I might be interested in that.” 10. Have short explanation that tells what you do, for those who want to know more. 11. Give people ways that people can participate with you, even though they are not physically present to where you are. 12. Build understanding in what you do through short teachings on your blog or on an on-line learning opportunity.
<p>III. Create Opportunities for people to participate at their level of interest</p> <p>A. Introduce Three Levels of Participation via the Funnel Give out Funnel Handout and Explain 8”</p> <p>B. Break into Six Small Groups giving two groups one of the three levels. They fill out activities and learning experience that can be done remotely for their level 20” Entry Engagement Ownership</p>		<p>III. <u>Examples of Activities and Learning Activities at Each of Three Levels</u></p> <p>A. Funnel of Three Levels of Participation</p> <p>B. Entry</p> <ol style="list-style-type: none"> 1. Sign up as a fan 2. Sign up & read Newsletter 3. Do short on-line learning like River Crossing video 4. Promote NT on your Facebook Page 5. Tweet about NT 6. View movie ‘Cry of the Child’ and respond to questions 7. View CDT clips to learn about NT <p>C. Engagement</p> <ol style="list-style-type: none"> 1. Invite their friends to become fans 2. Take on-line or group 4 week MLT Module 1 intro to NT 3. Post story or video on you Tube and invite others to view 4. Invite friends to come together to see and discuss ‘Cry of Child’ movie. <p>D. Ownership</p> <ol style="list-style-type: none"> 1. Foster start of NT team in city 2. Lead MLT I Study with group 3. Write a story or create video on Facebook to encourage people to join 4. Have special twitter account for people at entry level

WHAT IS SOCIAL MEDIA?

METHOD	TIME	KNOWLEDGE
		5. Become a local trainer reaching out to a neighborhood
IV. Developing a Social Media Plan A. Give our Social Media Plan Handout Explain Briefly	8"	IV. <u>Developing a Social Media Plan</u> A. Social Media Plan Handout

References:

ATTITUDE:

SKILL: Participants will be able to use and create social media presence on multiple social media networks. Then be able to generate followers who grow from Entry level to Engagement level to Ownership level

EVALUATION: Are the participants able to use Social Media as well as build ownership with followers who involved in Social Networks

MATERIALS: -Newsprint, markers, masking tape
 -Handouts- What is Social Media
 Why are Social Media Important
 Involvement Funnel
 Social Media Plan

This lesson is used in: Transformational Fund Raising

What is Social Media? Handout

What is Social Media?

Social media is the combination of user-generated content with “new media” distribution technologies. It can range from information about your products and services to opinions about your political views. Social Media takes many forms including text, images, video and audio. Popular Social Media mediums include message boards, blogs, vlogs, podcast, and wikis. Social Media is about how all of these existing free technologies link and work together to create one worldwide communication system for your company!

Social Media is all about the new way people are communicating with each other and a group of friends, which uses web, media technologies that take many forms of which many of these technologies are free. It is content centered which is created, used and distributed by the user which helps the person create their own Brand. It is like-minded people connecting together which is all about getting creative to develop relationships. It's not about you but what you know.

It's about will people talk about you like they do about a friend. Will people look forward to your next communication and be inspired to share your knowledge you have just shared with others. Will you be seen as an expert on your topic? It's being transparent therefore what you say does not have to be perfect

What Are the Major Social Media Networks?

Facebook is, by numbers alone, the most popular social networking site today, with more than 350 million registered users. It's a site that lets people share updates, photos, videos, articles, and more with “Friends,” who they have to approve to be in their network. Businesses and organizations can create “Fan Pages,” which other Facebook users can become fans of, just like they do sports teams, musicians, and celebrities.

Twitter is a social networking service that allows users to communicate with their “Followers.” It's open to anyone, so you can follow or be followed by people you know and people you don't. Users choose a “handle” that is their user name preceded by the @ symbol, and communicate via short messages and updates (called “Tweets”) that have a maximum length of 140 characters. Tweets can be very easily “Retweeted” (RT) and shared with the simple click of a button.

LinkedIn is the more “professional” social network of the Big Three. It lets users create what amounts to an online resume and connect with other peers — be it friends, colleagues, or other business associates — through online networking. Businesses and organizations can also set up profiles on the site; many businesses use it to recruit (and check references) for new hires.

MySpace was one of the first social networking sites to rocket to popularity. Today, mainly younger users populate the site; the majority is under the age of 35.

A blog, by definition, is simply a content publishing tool that displays your posts in chronological order, with the most recent on top and earlier ones below. Your content can be whatever you wish: opinions, education, news, product reviews, etc.

Pinterest allows users to visually share, curate and discover interests by posting images or videos to their own or others pinboards, usually with a common theme. It is focused on the concepts of a person's lifestyle enabling you to share your interest with others

YouTube allows people to share their videos very easily with over 20,000 users

Flicker allows people to share their pictures with others easily

Truths about Social Media

It isn't something you do to an audience; it's something you equip an audience to do, to their audience. It isn't for all things just for some things therefore you need to figure out what those "some things" are for your organization. It must be strategic and intentional. Once it gets started it takes on a life of its own. It is about the message, not the tool. It is always about the message; Social Media does not raise money. People Do! It's only a tool not the message. It is not a substitute for relationships. It is a tool for developing relationships and engagement

How to Get Started

Leadership must embrace the concept of Social Media. You must be clear on your mission and decide what you will communicate through social media. You also need to commit people and budget to the fulfillment of your social media efforts. You need to connect with other ministries and resources already there to be effective.

There needs to be a short distinct Cause statement that allows people to say I might be interested in that. This followed by a short explanation that tells what you do for those who want to know more. Then you need to give people ways that people can participate with you even though they are not physically present to where they are as you build understanding in what you do through short teachings on your blog or on an on-line learning opportunity.

Why Are Social Media Networks Worth Using?

They're free. Facebook, Twitter, LinkedIn, and MySpace all offer free accounts. You can even blog for free with services like Wordpress.com and Google's Blogger.com. Some — like LinkedIn — do offer paid accounts with more features that are targeted at more advanced users, but for the purposes of getting started, there's no upfront cost for most of the social networking sites.

They're popular. Facebook alone has more than 350 million users. To put that in perspective: That's more than the population of the entire United States. Chances are good that many of your customers or the people you want to reach are on at least one of the social media networks.

They're not just for college kids. One major stereotype associated with many forms of social media: They're only for young folks. This is not true at all. In fact, usage of Facebook by users 18–24 actually *went down* each month during the third quarter of 2009. According to Facebook, its fastest growing demographic is users over the age of 35. And, the Pew Internet & American Life Project says the median age of a Twitter user is 31. That same Pew survey says 40 is the median age of LinkedIn users.

They allow you to be personal and professional. On Facebook, you can have two identities: one for you and one for your business or organization. Facebook offers an option known as “Fan Pages,” which are different from the standard “Friend” connections, and allows you to message just to “Fans,” keeping any personal information about you separate and contained to your profile. Copyright © 2009 Constant Contact, Inc. All rights reserved.

They can tell a lot about you. Profiles on these sites can help boost awareness about your business as they can contain pertinent information about your products and services. Think of them as dynamic yellow pages for the digital age. Much of your activity and profiles on social media sites can be made “public,” meaning they can be indexed by search engines — one more way to make sure your business comes up as the answer when someone is searching for a solution to their problem.

They extend you, your brand, and your relationship with your customers. The goal of marketing is to stay in front of your customers and to remain top of mind with them. You use email marketing to reach their inboxes, and now you can use social media to extend that reach into other interactive areas of the web where your customers gather. People who use social media look for other likeminded folks and businesses. Make sure they find you by having a presence on the appropriate networks for your business.

They're two-way communications channels. Twitter and Facebook in particular are great vehicles for having a “conversation” (albeit a public one) with your customers. You can see what they're saying about you and respond, and vice versa. Using tools like Twitter Search (<http://search.twitter.com>), you can quickly see any mentions of your business, organization, product, or service. Taking Twitter Search a step further, you can look up key terms related to your business and find out what people are saying about them. With Twitter, you don't have to be following someone or connected to them to respond. So if you see something relevant come up in the search results, you can easily (and quickly) respond by mentioning the person's handle (i.e., his or her username preceded by the @ symbol) in your Tweet. On Facebook, particularly if you have a Fan Page, make sure to log in to the service often to check for comments and posts. Unlike with a standard Facebook account, there's no option for receiving email alerts every time something new is posted to your Fan Page. You have to log in and check for new posts.

They're everywhere. You don't have to be at your computer to post to any of the major social media networks. For instance, you can post to your Twitter feed via a simple text message. If you have a Smartphone like an iPhone, Blackberry, or Windows Mobile device, there are applications that let you update your social networking sites on the road. You can go beyond

text too: Your mobile phone's camera can be used to capture images and video, which can be uploaded to your blog and social media accounts, giving customers a richer (and real-time) media experience. Many of the popular blog platforms also allow posting from a mobile device.

They can be intertwined. Social media sites are not silos of information. You can easily share content between networks. Your Twitter post can also feed your Facebook page and LinkedIn account. Likewise, your blog posts can be automatically fed to Facebook every time you post one. But, make sure not to overwhelm one account with updates from the other. If you have a blog, make sure your posts include links to the services you use — this helps expose your post to a wider audience and helps to increase your presence when people search for you on a search engine.

Most social media services are easy to use. They don't require a lot of Web savvy. If you can build a high quality newsletter, you should have no trouble getting around social media networks and blogging platforms.

Giving Everyone the Opportunity to Participate

EXPOSE

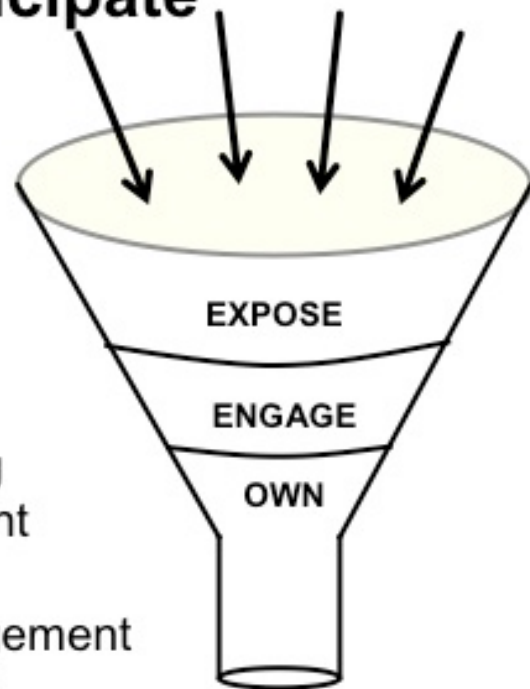
Easy Entry
One Time
No Commitment

ENGAGE

Several Times
Heart is Changing
Some Commitment

OWN

Continuing Engagement
Recruiting Others
High Commitment



From Mariner's Church

Social Media Plan

YOUR GOALS

1. What's your vision of success? Imagine you've launched your campaign and it's a runaway success. What does that success look like?

YOUR AUDIENCE

Understand whom you're talking to so you can make them an offer that appeals to them. Here's a simple way to get started: Think about one of your best customers or supporters. Create an offer that would appeal to that person specifically.

2. What does your best customer/supporter want or need? What would really "WOW!" this customer/supporter?

3. What type of incentive has inspired this customer/supporter to take action in the past?

4. What is it about your business that would make this person want to refer you to their friends?

YOUR ORGANIZATION

5. What products or services do you provide that make your best customer/supporter's life better?

THE DYNAMITE OFFER

Now that you're thinking with your best customer/supporter in mind, your offer will attract others just like them to your business or organization.

6. Why should visitors "Like" your page? "Like" our page to receive..... (reflect on questions 1, 4, and 5)

7. Write your “Like” page copy (This is the message people see before they “Like” your page.)
What action do you want your customers to take and when?

a. Headline (reflect on questions 2 and 3)

b. Body (reflect on questions 2 and 5)

c. Call-to-action (refer to question 6)

8. Write your Reveal Page copy (This is the page that is displayed after someone “Likes” your page.)

What action do you want your customers to take and when?

a. Headline (State what they are receiving)

b. Share Call-to-action: Why should they share this offer with their friends?
(refer to questions 4 and 6)

9. Write your email body copy Why should they check out your offer on Facebook?

HOUSE PARTIES

Date: 1/12

(1 Hour)

- OBJECTIVES:** After working through this lesson, participants will be able to:
1. Participants understand the purpose, goal and expected outcomes for a House Party.
 2. Participants can help champions to their cause to plan and implement successful House Parties.

OVERVIEW FOR TRAINERS: This is part of the Mission Increase series.

METHOD	TIME	KNOWLEDGE
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Role Play: Two People Talking

- 1st** I was thinking about doing a Fund Raising Dinner but that is for so many people I wonder if there is anything smaller.
- 2nd** I heard about a House Party, like a Tupperware Party my wife used to hold.
- 1st** I don't know, what goes from a big banquet to something so small I wonder if we can raise much money?
- 2nd** But it's not just about raising money, I thought we were supposed to raise up people to help us.
- 1st** It's so confusing I wish I knew what was involved in doing a house party.
- 2nd** Me too.

----SHO questions----

S = What do you See?
H = What is Happening?

- I. House Party Background
 - A. When I say House Party or Tupperware Party, what comes to your mind?
 - B. Who has been to a House Party, tell us what took place?

- I. House Party Background
 - A. House Party/Tupperware Party
 1. Party in someone's home.
 2. Someone bringing friends together to sell them something.
 3. If not known, the purpose of the party is to sell something, I felt deceived or used.
 - B. What Takes Place at a House Party
 1. People invited to a friend's house to see products friend is selling.
 2. Games played
 3. Products shown by host

HOUSE PARTIES

METHOD	TIME	KNOWLEDGE
		<ol style="list-style-type: none"> 4. Opportunity given for people to order the products 5. Product gotten later with host delivering
C. What do You Know About how House Parties got started and for what Purpose		<p>C. House Parties Background</p> <ol style="list-style-type: none"> 1. Started in 1958, Tupperware one of the first 2. Today part of a \$29 Billion Direct Marketing industry 3. Corporations are committed to this way of selling their products 4. Consumers are 6 to 7 times more likely to recommend a product they were sold by a friend 5. 88% of people who buy a product, base it on a personal recommendation 6. A person engaged in something they participate in is more likely to take action, talk to others and generate positive word of mouth
II. A House Party to Raise Champions for a Cause		II. A House Party to Raise Champions for a Cause
A. What it is Not		<p>A. What a House Party is Not:</p> <ol style="list-style-type: none"> 1. An immediate way to bring in funds for your cause 2. Small scale Fund Raising dinner but easier 3. Staff led in staff's home 4. Entertainment focused 5. Way to give executive update
B. What a House Party Is		<p>B. A House Party is:</p> <ol style="list-style-type: none"> 1. Led by a passionate champion of the cause 2. Reflects the host's interest in the cause 3. Should give multiple ways to become involved 4. About doing interactive things at the party not just explaining 5. Done in small groups 6. One expression of participation is giving money

HOUSE PARTIES

METHOD	TIME	KNOWLEDGE
<p>III. Planning and Doing a House Party Give out <u>How to Plan a Party HO</u> Break into 5 five groups giving one group a different facet of the Planning. Report Back</p> <ul style="list-style-type: none"> - Identify Goals - Identify Host - Invitations - Agenda - Follow-up <p>A. Identify goals, purpose etc</p> <p>B. Identify Your Host</p> <p>C. Invitations</p> <p>D. Develop Party Agenda</p>		<p>III. <u>Planning and Doing a House Party</u></p> <p>A. Purpose, Goals, Outcome</p> <ol style="list-style-type: none"> 1. Event Goals 2. Primary Purpose of Event 3. What Know About Your guests 4. What Outcome do you Want for your guests <ul style="list-style-type: none"> -What want them to Know -What want them to feel 5. Budget 6. Date of event <p>B. Identify Host</p> <ol style="list-style-type: none"> 1. Already Involved financially 2. They volunteer with cause 3. Has numerous experiences with the cause 4. Can talk about the cause 5. Natural ambassador for cause 6. Enjoy entertaining people 7. Networker <p>C. Invitations</p> <ol style="list-style-type: none"> 1. Create special name for event 2. How get people to the event <ul style="list-style-type: none"> Compelling reason to come 3. Personal invitation by host 4. Follow with written invitation and RSVP card 5. Get out 8 weeks ahead of event <p>D. Party Agenda</p> <ol style="list-style-type: none"> 1. Length of event one to two hours 2. Refreshment and Décor 3. Host Welcome and testimonial 4. What takes place during 45 minutes experience time for guests 5. Debrief at least 10 to 15 minutes after even 6. Other testimonials 7. Ask 8. Time Line for time together

HOUSE PARTIES

METHOD	TIME	KNOWLEDGE
E. Follow-up with guests After Party		E. Follow-up of Guests 1. Individual follow-up with each guest after the party by the host to: --Thank for coming --Find their reaction to event --Do they want to become involved some way if so how 2. Ministry send acknowledgment immediately
IV. Timeline A. Timeline Refer to timeline for 8,4,2,1 week in handout		IV. Timeline A Timeline

References: Mission Increase Power Point

ATTITUDE: Banquets and House Parties are not just about raising funds but about raising up people who will become champions for your joint cause.

SKILL: Participants will be able to equip their cause champions to hold house parties.

EVALUATION: Are the champions of the participants holding successful house parties

MATERIALS: -Newsprint, markers, masking tape
-Handouts- How to Plan a House Party HO

This lesson is used in: Mission Increase Lessons for Transformational Giving

How to Plan a House Party TG-style HO

1..Identify your event goals. The key to successfully planning any project is to identify specific goals or outcomes, and it's no different with your house party. Since your HP is champion-led, however, your host should be involved in goal-setting. Here are some questions to consider:

- **What is the primary purpose of the party?** To broaden the base of champions? To engage an E or O as a host? To coach the host in communicating the cause? To secure volunteers for a particular project? To raise money?
- **What do you know about your guests?** This is where the host plays a key role in shaping the event. Certain details about the guests could influence decisions about the gathering. For example, a champion may elect to hold a party at his place of business, knowing that many of the guests would be co-workers and it would be most efficient and convenient. Given busy schedules, he might limit the gathering to one hour.
- **What outcome do you want for your guests?** We suggest you articulate answers as follows:
 - When people leave, we want them to know. (education)
 - When people leave, we want them to feel. (inspiration)
- **What is your budget for the event?** What does your budget include? (i.e. refreshments, food, invitations, decor, parking costs) Where will the funds come from (i.e. annual budget line item, contribution from host)?
- **What is the date of the event?** Work with the host to decide.

2. Identify your host. When it comes to host selection, you'll want to consider servant-leaders who exhibit passion and involvement in your cause.

An ideal host has been involved both financially and as a volunteer with your organization for some time. The host has had numerous experiences with the cause that he can talk about -and, by God's grace, has either witnessed or experienced life transformation. In fact, the best time to talk to a champion about hosting a HP is right after they've acted in the cause and have seen or experienced great impact! We've also seen great hosts who are passionate about the cause but have been involved with the ministry as little as a few months.

Good hosts are natural ambassadors who tend to be involved in a handful of spheres of interest (though this isn't critical). They are often skilled social networkers and are wired to talk openly about their passions and values. Frequently, they enjoy entertaining people.

Here's how you could start the conversation: *"Would you consider hosting something like a Super Bowl party for our cause, but a little different. The goals of the gathering would be xyz and the program would be something like abc. Here's how we'll help you so that it's a success for the Kingdom..."*

Most importantly, your host will agree to be the driver of the event - with support from you and your organization. When you talk with a candidate, you'll need to be clear about their lead role. S/he will be proactive about inviting friends and taking care of details related to the party itself but you should guide the program and outcomes. Your host will play a key role at the event in promoting the cause. Talk through these questions w/your host - and coach him in delivering succinct, strong answers:

- **How do you feel about the cause?**
- **Why do you give time & money?**
- **What benefit is it to guests to attend this gathering?**

3. Consider the invitations. First, consider and agree on what you want to call these events going forward. A house party? A casual gathering? A special name for these events that relates to your ministry? You may want to survey your board and/or a group of champions to find out what 'feels' best. Because your prospective invitees are likely bombarded with invitations to non-profit, church and ministry events, think about how you'll get guests to the event i.e. the content of the invitation. The answer is to focus on the experience, to provide a teaser about a firsthand experience they'll have which will change their thinking about the cause.

Work with the champion to actually script out a compelling oral and written invitation. Just put yourself in the shoes of the listener to consider if the invitation is effective or not. Would you go if somebody invited you to this (and presuming the host knows your inclination towards an interest in the cause)?

Since we'll recommend a six to eight week timeframe to plan your house party, you have options as far as invitation vehicles: Evite, Facebook, printed w/personal note, personal email, phone call, text message, in person (the most effective).

When it comes to the type of invitation, defer to your host and his/her knowledge of the guests. Champions usually appreciate HPs for their informal nature and that includes the invitation process.

Be sure to get invitations out as soon as the date is set. As part of the invitation process, you'll want to arrange for follow-up calls to those who don't respond to the invitation. Using technology may make this process more efficient but not necessarily more personal. Plan to make personal calls re: the RSVP process - and reminder calls prior to the event will be helpful too.

4. Develop the Party Agenda. With invitations sent out, it's time to develop the event agenda.

Length of gathering: Generally, one to two hours is the right amount of time, depending on the experiential piece and if your event includes a meal. You may want to schedule it a bit longer if you are gathering guests in one location then going to another for the experience (to hand out sandwiches, for example) - but longer events may negatively impact attendance so be careful. Also, punctuality in start and finish is important to your host and guests.

Refreshments/decor: the venue will impact choices about food and decor. Some hosts may want to serve a simple meal or dessert if the gathering is in a home. Decor might include a cause-related display (i.e. photos and letters from sponsored children) but it's optional. If the decision is made to offer food/drinks, plan who will make arrangements (and how provisions will be funded).

Host welcome/testimonial - As the 'event driver,' the host will welcome the guests and likely facilitate the event. After 10-15 minutes to allow for arrivals, the host will begin the program with an introduction including his/her testimonial related to the cause. It is critical that you as ministry leader have met with the host beforehand to practice this part together. The host may also comment on life transformation he has witnessed in others related to the cause.

Experience - 45 minutes to 1.5 hours, plus or minus. Your guidance to the host is expected for this program element. Suggest an experience (or brainstorm with him) that matches his area of passion.

Debrief - Be sure to include 10-15 minutes at the end of the experience to debrief it w/the guests. Sharing can be very powerful and it also builds the peer network.

Other testimonials - A testimonial of life change from a client, especially, or volunteer is powerful if well done. Identify individual(s) in advance and coach that person in sharing his/her testimonial effectively. Focus not only on 'life before the ministry' but how life has changed since meeting the ministry and what the future looks like now compared to before. Each testimonial should be no more than 3-5 minutes.

Ask - The host is the best person to make the ask, given passion as well as credibility and relationship with each guest. He shared his own testimony at the beginning so he now ties together the experience and the other testimonial (s) with a compelling case for his guests to get involved. An effective ask at a HP should center on a project - child sponsorship is an example - that would allow the guest to feel he is making a difference. If the experience has been impactful, and the stories inspiring, you could expect donations at the party or afterwards.

Don't forget to consider and prepare a response vehicle ahead of time. It can be as simple as a manila envelope or as complex as individual response pieces and accompanying envelopes. You don't want your guests to be confused about what to do with their checks.

5. Timeline. Let's consider the timeline for planning your HP. Aim for eight weeks but the timeline may be condensed to six weeks. You may want to plan for longer than eight weeks if your annual development calendar is really full with other activities!

- **Six to eight weeks out**
 - Identify host; meet with that person to confirm his/her agreement.
 - Identify date, time, and location for event; avoid Nov & Dec given other holiday planning conflicts. Also avoid 'family time' slots like Saturday morning & afternoon, Sunday morning. Defer to your host who knows the guests best.
 - Draft guest list; aim for a group of 10-20 people; depending on situation, may need to invite 40-50 to achieve that goal.
 - Agree on invitation, text, RSVP method, and how invitations will go out.
 - Distribute invitations.
 - Begin daily prayer for event; invite several champions - who may or may not attend event - to specifically pray for event and guests. Email prayer team weekly with specific requests.
- **Four weeks out**
 - Determine program agenda and experience.
 - Schedule coaching session(s) with host re: sharing about the cause, the Ask.
 - Schedule coaching session(s) re: other testimonials.
- **Two to four weeks out**
 - Make follow up phone calls to those who have not yet RSVPed.
- **One week out**
 - Make reminder/confirmation calls to guests who will attend.
 - Assign event helpers (if relevant).
 - Finalize food and decor details as needed.

6. Follow-up with guests after the party. Once the event itself is over, there is still work to be done. Some of the work is for the host and some is for you as ministry leader.

- **Host:** Thank each guest (after the event, not just at the event) for coming, whether or not he gave a donation. Ideally this would be a personal connection (phone, email) so that the host could get feedback about the event to pass back to the ministry. If certain guests are not interested in moving forward with the cause and it has been made clear to the host, he should convey such information to the ministry.
- **Ministry:** Send gift acknowledgements immediately; work with host to determine a next step to offer each individual. Document details about the party i.e. what worked, what didn't work, suggested changes for next time. Reference this information as you plan your next house party. Review prayer requests during planning process; consider how prayers were answered and how God moved during the planning as well as during the event itself. Consider how you might share these findings with the host, staff, your board, and even your wider champion audience.
- **Ideas for next steps** - Depending on the timing of your house party, you may invite your guests either to your SPP (if that's in place) or your annual fundraising dinner. Otherwise, you and your host should talk through one or two options for each guest for further engagement - ideally using your organizational PEO map.

A next step could also be a meeting between the guest and the ED or a board member, if the host thinks that's appropriate. Focus at this point on getting to know and engage the guest rather than on dollars. Agree on who will communicate with the guest (host or staff); defer to the host's suggestions.

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