Funds Development Tasks

Things to do to begin drawing individual Presbyterians into the support of NWCs

For NWC leaders:

1. Identify and emphasize the aspects of a NWC that offer your supporters opportunities to understand, participate and share ownership of the mission.
2. Reinterpret expense budget to identify expenditures that have a specific and immediate impact within the NWC and positive impact on its mission.
3. At the outset, offer specific gift opportunities to as many people as possible, displacing expenditures of existing capital and building a circle of donors to provide future support. Initially, the number of different people who give is more important than the amount given.
4. Learn the basic rhythm of funds development when integrated into day-to-day ministry. Invite-involve-ask-thank, repeat.
5. Involve as many people in the community as possible in all aspects of the funds development rhythm – providing hospitality, leading (actual or virtual) tours, telling stories, giving testimonies, communicating thank you, etc.
6. Identify and empower one or more people in leadership who can take the lead in identifying and executing funds development aspects inherent in ongoing ministry.
7. Identify a donor to the NWC that can give testimony to how his/her financial involvement has been a personal transformative experience.

For pastors of congregational partners with NWCs

1. Communicate the potential renewing and refreshing impact that involvement with a NWC can bring to the congregation and its members – the grandparent/grandchild analogy may be helpful.
2. Identify and urge participation by those in your congregation who have a particular interest in new churches being established and/or a passion for seeing the young, the immigrant, the unchurched discover the love of Jesus through a new community of faith.
3. Work with session and the congregation to communicate and interpret the intent and rationale of doing funds development for NWCs among individual members. The goal is not to displace other giving, but to invite members who feel called to participate in a NWC to consider additional gifts in this area.
4. Follow-up a church gift to the NWC with a gathering where additional gifts are solicited from individuals. In the future, consider using church giving to match individual gifts from members.
5. Identify a point person among those personally and financially involved with the NWC who will be aware of opportunities to communicate the life, impact and dreams of the community to the congregation and encourage the congregation to discover ways they can support the NWC.

For presbytery leadership

1. Develop shared goals for the presbytery, identifying the number NWCs to be established and the elements of support that will be provided by the presbytery.
2. Communicate the positive, presbytery-wide impact of establishing NWCs, emphasizing the potential renewing and refreshing impact on congregations that sponsor a NWC – the grandparent/grandchild analogy may be helpful.
3. Communicate with congregational leaders and sessions to explain and interpret the intent and rationale of doing funds development among individual members. The intent is not to displace other giving, but to invite members who feel called to participate in the larger presbytery NWC goals to consider additional gifts in this area.
4. Identify and urge NWC sponsorship by those congregations who have a particular interest in new churches being established and/or a passion for seeing the young, the immigrant, the unchurched discover the love of Jesus through a new community of faith.
5. Reinterpret NWC support budget to identify expenditures that have a specific and immediate impact on an NWC and advance the presbytery mission to foster healthy NWCs.
6. When possible, offer identified expenditures as gift opportunities to selected individuals, displacing expenditures of existing capital and building a circle of donors to provide future support.
7. Host an annual gathering where existing NWCs share their experiences, emerging NWC leaders are introduced, and funds are solicited from individuals to allow the presbytery to make grants and provide other support for additional NWCs.
8. Identify a donor to a NWC that can give testimony to how his/her financial involvement has been a personal transformative experience.

What training and preparation is needed?

Integrating funds development into the life of your NWC

Who to ask? When to ask? What to ask for? What motivates giving?

Is acquiring funds to support a NWC simply a means to an end, or a means to deepen the faith of donors?