**Include fund development in your NWC plans at the beginning**

Where will funds come from to support your NWC?

* The Presbyterian Mission Agency (PMA) is committed to early investments to establish NWCs – offering resources to equip leadership and grants to prime the pump.
* Ongoing support for a NWC must come from your relationships with local sources.
* The amount of money available through traditional sources - mid-councils and congregations - is diminishing; but individual Presbyterians have never been wealthier.
* Your fund development strategy should concentrate on offering individuals an opportunity to participate financially and personally in the NWC.

How are individual donors drawn into the endeavor?

* Individual donor development should begin as soon as there are plans to spend any money.
* In the beginning the number of people making a gift is more important than the amount of money or length of commitment.
* The environment surrounding the beginning stages of an NWC includes many aspects that motivate individual giving – personal connectedness, specificity, urgency, and clear outcomes. Such gifts feel like personal investments.
* Early in the life of an NWC there are a number of modest expenses for assessments, internships, coaching and training that fit these motivating criteria. Rather than covering these expenses from grants we suggest that you offer them as investments to those who already believe in the leader(s) and the NWC endeavor.
* A cadre of committed donors will be needed before you know it, and those who have made an investment will be your most likely supporters in the future.

How can I learn more about individual donor development?

* Jon Moore is available to consult with your presbytery or your new worshiping community to assist in developing strategies for increasing financial support and investment in NWCs. Contact Jon.Moore@pcusa.org to schedule a conversation.