

Some thoughts on
coming up with money
for youth ministry



Howard Culbertson

Ever feel like this?



Goal for this seminar:
Take the fear out of fund
raising



Effective fund-raising



- z Appealing cause
- z Defined goal
- z Invested youth
- z Approaching deadline
- z Keeps donors abreast of progress

Avenues

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z Events

Avenues



z Events

- y Concert / Dinner theatre / Church talent show w/food and drink sales
- y 5K Run / Walk-a-thon / Serve-a-thon
- y Pancake breakfast or dinner
- y Charity auction
- y "Free" car wash
- y Restaurant fundraiser

Avenues



z Events

1. *Consider recruiting “corporate sponsors”*
2. *Caution: Lots of man-hours needed. ROI may be less than hoped-for.*

Avenues



- z Events

- z Selling something

Avenues



- z Events

- z Selling something

 - y Baked goods / other food items

 - y Product sales

 - y T-shirts

 - y "Slave days"

 - y Garage sales

 - y Discount cards

Avenues



- z Events
- z Selling something
- z Crowd-funding on social media

Avenues

- z Events
- z Selling something
- z Crowd-funding on social media



Avenues



- z Events
- z Selling something
- z Crowd-funding on social media
 - y Facebook with PayPal account
 - y GoFundMe.com / GiveForward.com

Avenues



- z Events
- z Selling something
- z Crowd-funding on social media

Notes:

- y Raising money on social media will be a lot of work.*
- y Credit card companies get a percentage.*

Avenues



- z Events
- z Selling something
- z Crowd-funding on social media
- z Approaching individual donors

Why people will give to you



- z They want to serve the Lord
- z They are generous
- z They like what you are going to do
- z You articulate your vision well
- z You are facing a challenge with great courage

Avenues



- z Events
- z Selling something
- z Crowd-funding on social media
- z Approaching individual donors
- z Giving campaign

Avenues




- z Events
- z Selling something
- z Crowd-funding on social media
- z Approaching individual donors
- z Giving campaign
- z Long term: Getting it in “the budget”



“I hate asking people for money.”



z Then, don't ask for money.

- 
- z Then, don't ask for money.
 - z Ask for prayer that God will provide the "x" amount needed.



Don't view yourself as
begging for money.



Don't view yourself as
begging for money.


You are simply offering people
opportunities to do what God
has called them to do: *Give.*

Think relationships

Not checkbooks

- z Don't focus on money (or your lack of it).
- z Focus on creating a network of prayer supporters for your ministry.

Share the spiritual needs, your vision, your passion



You are *friend-raising*, not
fund-raising.

“There’s no shortage of
donors. The shortage is of
passionate, thrilling vision.” –

Unknown

Key thoughts:



Make “raising money”
mean creating a network
of prayer supporters
(rather than just getting
the necessary money)

Key thoughts:



Your own volunteer ministry multiplies the dollars people give to Kingdom purposes.



You are not begging for money.

You are allowing people to do what God has already called them to do: *Give*.

This PowerPoint presentation is available along with related materials and other PowerPoint presentations at <http://home.snu.edu/~hculbert/ppt.htm>

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