



MULTIPLY 417

Passion: The Bridge between People and Purpose

Staff raise money? How do you hold them accountable? Part 2

Hey Rick,,

You have joined the staff of a great ministry. You are excited and ready to go with all the passion and zeal you would expect. You have your first meeting with your supervisor and he/she starts to go over your goals for the week.

1. Visit both assigned ministry sites-campuses 2x
2. Attend at least one school sponsored event - connect with 10 kids
3. Set up at least 2 soda, breakfast, or lunch 1-on-1 appointments
4. Lead 10 teenagers to Christ
5. Connect with appropriate school personnel

Wait? What? Back-up a sec.

None of us agree with #4. None of us believe it is a viable, realistic, and certainly not a theologically correct goal. Why? Because the ultimate work of the Holy Spirit can't be charted, or locked down on a to-do list. He's given us our role, and even our tasks (in the YFC world we even label so of those tasks, RMA's), but the final piece is His and His alone. Paul is pretty clear on that matter in I Cor. 3:6

So let's start again with our first supervisor meeting, but now it is around development goals and assignments.

1. Send out 30 emails to partners and prospective partners
2. Follow up with 30 phone calls
3. Set up and accomplish 15 appointments to ask for support
4. Raise \$5,000

What do you think? Did your head snap as

As you set your goals for your staff in fundraising, give strong consideration to how much development actually parallels the journey of evangelism. Use development Relational Ministry Actions (RMA's), I call them faithful activities, and set your primary goals around how many (work effort) and in what combination (strategic effort) they should be employed. If you find they are honestly and effectively meeting those two standards and still not seeing financial success, then it may be time to evaluate a third dimension - Skills.

Finally, just to be clear I love the parallel between evangelism and development. The analogy works great right up until we have to put something down in the checkbook. Yep, no question at that point the analogy does breakdown. We won't close the doors (most likely) because we are behind in our salvation goal numbers (if we even have those anymore). But we just may have too if we are \$100,000 in the red in our finances.

So I'm not suggesting on some scale, at some point, how much has been raised by a staff member won't have to play in to their ongoing employment status. But, again, may I encourage you it is not the starting point, nor the only point. I believe you should be setting goals for, monitoring, and creating accountability around the four areas I've now talked about in last weeks and this week's post

Do you need a plan? Do your staff need a plan? Does your supervisor need a plan? I can help and with the incredible advancement in virtual classrooms,

fast this time as it did with our first list?

I believe it should have. In my humble opinion I want to suggest (quite strongly) our development #4 task is as completely invalid, and theologically incorrect as our #4 was above for our ministry work.

The work of the Holy Spirit is the same for opening a pocket book, as it is to open a heart. In his book, *Spirituality of Fundraising*, Dr. Henry Nouwen agrees when he says "Fundraising is a call to conversion".

A call to conversion, not conversion itself. The recipient must respond and for that to take place the Holy Spirit must move.

platforms, and apps, the value I can provide is well worth the small investment.

I offer a multi-week hybrid training (live and virtual) that very much includes an action plan for staff in their fundraising strategy including attainable and trackable metrics for Work Effort, Strategic Effort, Skills Execution, and dollars raised (\$\$\$). I've been fortunate to already work with numerous chapters around this material with very solid results. Want to know more? [Contact me or email me.](#)

Passionately,

Rick

P.S. If you are reading this and one of the wonderful folks working for a faith based non-profit other than a Youth for Christ chapter, thanks so much. I believe the core beliefs, content, and strategy around development (or fundraising) expressed here are totally valid for any faith based ministry or non-profit. My experience in working with non Youth for Christ ministries is growing, but yes you will still see lots of references due to my 31+ years of YFC history. Always feel free to speak up and let me clarify for you if that creates confusion. This tip is a prime example.



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