



# **Are You Ready to Raise Support?**



*ISI's  
Pre Partnership  
Development  
Program*

*Are You Ready to Raise Support?*

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## **Before You Begin**

Before you begin to raise support, you will receive ISI's Partnership Development (PD) training, which takes place when you come to the New Staff Orientation. There are several steps to take before that, and doing each of them well will significantly impact the time needed to raise your full support once you begin.

You will want to start the process with a solid base of potential donors poised and ready to respond to your invitation. We are giving you a *pre*-support raising program to follow for a few months *before* your training and before you begin to *actively* seek support.

As with any endeavor, the work you do as advance preparation is more than worthwhile. Think of it as building a new home. The first step is to pour a foundation. Builders call it 'the footprint' of the house. The foundation distributes the weight of a building and is therefore critical to the stability of whatever is going to rest upon it. When that is laid, the builder will put up the walls and roof, then insulate, wire, plumb and install the appliances. It may be months after you start to build before you are ready to put the key in the front door.



**Putting the key in the door  
is the point when you  
actively begin seeking your support.  
The door has to be on its hinges first.**



## ARE YOU READY TO RAISE SUPPORT?

You may be ready to join a ministry, but are you ready to raise the budget you will need to raise to sustain you through your service?

Most everyone entering a ministry that requires raising personal support has reservations. It is not an issue of believing God, or trusting His promises. It's a matter of wondering if you know enough people you can count on to bring in the amount of financial support you will need.



You probably don't. Few of us do when we begin this journey. But there is hope, as many who are consistently at full support can testify.

The people you consider friends probably already know where your heart is leading you. They are the most likely to begin to support you when you tell them you've joined a ministry. But after you have maxed out that short list, where do you go? People are unlikely to support someone with whom they have no relationship.

There are four levels of relationship that are common to most of us; intimate friends, close friends, casual friends and acquaintances. We all have many more acquaintances than friends. Even the most gregarious people we know are not likely to have a great many friends.

If we lump together the *intimate* and *close* friend categories it may add up to less than a dozen. We tend to have quite a few more *casual* friends, the people we see at church, at work or in the neighborhood. We know their names, recognize their spouses and children, and perhaps have been to their home for some event or other. But most of us have *hundreds* of acquaintances; people we've met and recognize but cannot call "friends."



You are going to need those people now. Once you have identified that large pool of people you've met at some point in your life, you can begin to build a connection with them. We will show you how to be intentional in deepening relationships and developing connections with many of those people starting right now.

## **A New Requirement**

Something is required of you now that you have not had to do before. You must know and become known to many people. Think of this as a quest, a stimulating adventure that will greatly enrich your life for years to come. Your life will be fortified with many people praying for you, participating with you—not just in ministry, but also in all of the experiences of your life. As you marry, have children, go through trials, you will be blessed as you share with them, drawing and giving comfort and fellowship. This is an investment you make in them and in yourself. You will draw strength from these people. They will become much more to you than financial partners as you invest in *their* lives.

Before you begin ministry with international students in your place of assignment, you will begin ministry to this group of eventual supporters.

### **Transformed Thinking**

Raising personal support for ministry changes one irrevocably. You will have a new understanding of the biblical basis regarding God’s provision for His work and His workers. You will go through a transformation in the way you think about people because now you expect something from the relationship that you didn’t before—something that comes before money.



When you applied to ISI, it didn’t matter to your friends what you did for a living because they weren’t involved with your work. Perhaps you were a teacher or an insurance broker, or maybe you hadn’t figured out yet what you wanted to be when you grew up. Those around you didn’t get a vote in your career choice. But now you need their *endorsement* in what you do.

Before anyone makes a decision to give, they go through a mental process of endorsement. They need to approve or sanction a person or cause before they decide to give. For the responsible steward, there must be an emotional response. That is exactly what you do when you give, whether you think of it consciously as ‘endorsement’ or not. Receiving endorsement depends on something you are or something you have said to earn that approval. That can be uncomfortable because you have not had to do it before. It can make you feel like a candidate running for election, which may generate a kind of “high” for some people and make others start looking for a deep hole in the ground.



In a normal friendship, you are not looking to gain anything from the other person except the joy of their company. You share a meal together, a ballgame, or just hang out because you like each other. There is mutual gratification. Now you have a need for something from the relationship that you didn’t have before. The mutuality of the connection between you has changed in a not-so-subtle way. Endorsing you leads to the concept of investment, and that involves among other things—money.

### **Questionable Motivation?**

When you have to make many new connections for the purpose of eventually gaining financial partners, how do you keep from feeling that you are becoming mercenary? It is true that your motivation is to find many people who will partner with you in ministry.

If you have no desire to involve a person as a true partner with you in ministry, no intention of seeking anything but a regular check from them, don’t do it. That *would* be mercenary. Check your heart attitude

with each name you add to your contact list. There may be some whom you honestly will not want to invite to partner with you.

Dallas Pastor O.S. Hawkins said, “Integrity is rooted in the part of you that’s going to live as long as God—in your private world. Integrity isn’t rooted in the public life; it’s only revealed there. It’s not rooted in the professional life, only reinforced there. It’s not rooted in the personal world of interpersonal relationships, only reflected there. Those who lack integrity in ministry are often exposed publicly. Many of them may practice immorality for many years in their private lives, but on nearly every occasion, it is eventually made known before a watching world.”

*“May integrity and honesty protect me, for I put my hope in you.” (Psalm 25:21)*

*“Pray for us, for our conscience is clear and we want to live honorably in everything we do.” (Hebrews 13:18)*

### **It’s Not About Money – It’s About Mission!**

When you are ready to actively seek support, you will not be asking people to help you pay your bills while you serve the Lord. You will be offering them the opportunity to invest in a strategic and fruitful ministry, which means they will also share in the fruit that ministry bears. Good stewards want to invest in ministry that is bearing fruit for the Kingdom of God. Think about what motivates *you* to give to any Christian work. Paul understood that giving is an act of worship. “*Not that I am looking for a gift, but I am looking for what may be credited to your account*” (Philippians 4:17, NIV). The results or fruit of our gifts is ‘credited to our accounts.’

If you were selling vacuum cleaners, real estate, or even cows, the exchange of money would buy something tangible. But you will be inviting people to participate in the *intangible*. They can’t plug it in, move into it, or milk it. You will give them the opportunity to make an *eternal* investment.

Why would people begin to endorse your vision, your passion, your skill, and your credibility? Because you are going to be making the intangible tangible, month-by-month, year-by-year, as you communicate with them. (We will show you how in your NSO training.) For now, the task is to change your thinking about what friendship means for you, now, and for the rest of your life. Seeking support to sustain you in ministry is not about begging for money.

*“Friendship consists in forgetting what one gives and remembering what one receives.”*  
*Alexander Dumas*

*“You make more friends in two months by becoming more interested in other people than you can in two years by trying to get other people interested in you.”*  
*Dale Carnegie*

### **No Longer Normal**

Get ready for an adventure that will greatly expand your reservoir of contacts. You will end up with many more relationships than is normal in our society today. Get used to it. You will never be ‘normal’ again. You will develop deeper relationships with a host of people. This is how a large donor base is built. You are pouring the foundation.

*Step: A short movement made by raising one foot and lowering it ahead of the other foot*



## **Step One: Building Your Contact List**

As part of the application process to ISI, we ask you to prepare a Personal Contact List (PCL) of people who might support you when you begin to raise financial support. It might take up to 100 contacts to bring in your full support and to create a strong prayer team. Not everyone you ask will be led to support you, so you may need a pool of twice that many households and churches.

We have provided a guide to help you identify these people. We have also included information on Contact Management Software in the index. You may already have a useable system in your computer. Choose one and begin to use it immediately as you build your database of information. (See pages 14 and 16.)

Spend some time doing an address search for people you've been out of touch with for a while. You will need phone numbers as well as e-mail and residential addresses. As you add names to your list, consider that if you can barely remember what people look like, it is likely they don't remember you very well either, are not likely to care what you are planning to do, and are certainly not going to be ready to invest in your ministry or to pray for you. But *begin* with these people you've already met. Reconnection is going to be a fun ride and you are the one taking the initiative. You will be meeting new people along the way.

## **Step Two: Connecting**



A chief characteristic of our society is busyness. Shallow contact with people is normal. "Hi, how are you?" has to change to "Hi, let's get together."

The investment here is yours—in time, money, and caring. Your telephone bill may go up some as well as your entertainment expenses.

In the course of living, we are continually meeting new people at church, at work, and in the neighborhood. You may need to practice being more socially outgoing than is comfortable for you right now. It will begin to feel good, as you gain a new and useful skill.



In this cyber age, it's not hard to connect with people.

In this cyber age, it's very difficult to connect with people.



## This Is Not the X-Games

Turn off the countdown clock. This is going to take time. Cultivating a genuine relationship of mutual trust and regard will mean spending time together, or being in meaningful and frequent communication—even if it's at a physical distance from each other. It may take weeks or months of connecting, expressing an interest in *their* lives and informing them of what you are planning to do in the future, before you can think of them as a potential donor.

In this 21st century, who of us has time to give to anyone outside of our immediate domestic and work environments? We're all living our lives at warp speed, but we can't make friends that way. The hours will have to come from something else you're doing that will have to be put aside temporarily.

Tom Rath and Donald Clifton, in their book, *How Full Is Your Bucket?* say, "Our lives are shaped by our interactions with others. The results of our encounters are rarely neutral; they are almost always positive or negative...they accumulate and profoundly affect our lives."

"We are all travelers in what John Bunyan calls 'the wilderness of this world'...and the best that we find in our travels is an honest friend.

He is a fortunate voyager who finds many. We travel, indeed, to find them.

They are the end and the reward of life."

*Robert Louis Stevenson*

Use whatever means you can to access people; e-mail, a letter, or phone call to connect. The best way by far, is to meet personally with them. Whatever the means by which you connect, you will need to be creative in thinking of ways to interact, taking advantage of events or subjects that interest them. Ask about their lives. Be a good listener. Avoid talking about yourself until asked. You are looking for an opportunity to get to know *them* better so poke around.

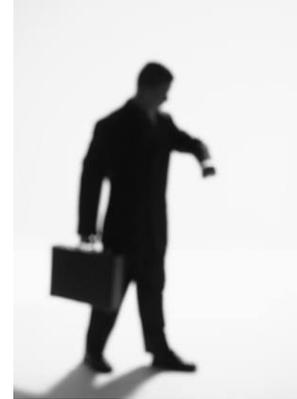
## The Call

All that is said here referring to the "call," can also be applied to a face-to-face contact at church, work, or wherever you are seeing people. If they are not in your area, make a call. (E-mails and letters will be covered later.) Decide who can be reached during the day and who will need an evening call.

**Calls are for the purpose of connecting with people not raising support.** The focus of the conversation will be on *them*, not you. If you keep that in mind the call will be more natural and comfortable. Ask yourself how God might want to use you to minister to this person.

**Before you call, think.** What will you ask them about themselves? How will they know that you are calling because you care about them? Trust them to get around to you in the conversation. If they do, don't feel that you have to launch into the ISI vision. Be prepared to share something the Lord is teaching you. There will be time to talk about ISI as the friendship progresses, and as they begin to exhibit an interest in *you*. Think about how to *bless* people by what you share in your end of the conversation.

**When they answer.** Always ask, "Do you have a few minutes to talk?"



**Call people who are out of your area.** Don't leave messages on machines unless it's just to identify yourself with your number. They may be screening their calls. It's probably best not to ask them to call you back. How likely is it that someone you don't know very well will return your call? Keep trying until you can speak personally.

**For local people,** see if they would like to meet you for breakfast or lunch so this can be a face-to-face get-together. A meal in your home is even better. Suggest whatever is reasonable and convenient for them.



**Before you call, pray.** Ask God to make you sensitive, to be alert to how He may want to use you in the life of that person. There may be an opportunity for you to pray with them. Don't miss it. It shows you care about what they have shared with you. It shows you paid attention and are getting involved with them. Take notes about what is going on in their lives so you can send a note or e-mail soon after the call and mention something you discussed.

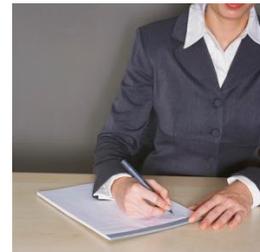
**How do you want them to feel when the call is over?** You want them to know why you called, not to hang up and wonder if they are supposed to do something about the call. You want them to smile and think, "It's nice to be back in touch with him/her."

**After you call, pray.** Slow down, think, and pray. The Lord may want to show you something about that person before you rush on to the next call.

**After you call, follow up.** Within 48 hours, send a brief note (remember to get an e-mail or home address) or call them again, referring to something said in the conversation. Tell them you are praying for them. This is simply behaving as a good friend behaves. If this is feeling different than the way you've related to people before—it probably is. How would it make you feel to be treated this way?

## The Letter

The phone call is preferable because of the interaction. If you can't call, then send a letter. Prepare a letter with several paragraphs that focuses on the addressee, not you. Don't even think of doing a generic newsletter. Do *you* read those? The statistics are not good for generic mail.



- Personalize the letter to each individual,

*"Dear Brian, Do you still have that 1992 Mustang? I remember the day we left some rubber on Hwy 65 in Springfield on our way to Kansas City. What have you been up to for the past five years? Did you go to Purdue for engineering?"*

- Think of what it would take to stimulate them to answer your letter. Demonstrate a genuine interest in them. *"Did you finish law school/seminary? get married? have kids?"*
- Include your address, e-mail, and phone number, making it easy for them to respond.
- Include news about yourself, what you've been doing since you were last in touch. Tell them what God has been doing in your life.

- When they reply, respond within a few days. Don't let it drop. Capture all the information you can for your database and use it appropriately: Spouses names, children's names, where they work, etc. All of this helps you personalize your contacts in the future.
- Continue developing the relationship. Share a bit about your vision to work with international students. After you have been trained in asking for support, it will be natural for you to communicate more to them and ask them to prayerfully consider joining your support team. By that time, they will care enough about you to consider it.

“We cannot tell the precise moment when a friendship starts.  
As in filling a vessel drop by drop, there is at last a drop which  
makes it run over; so in a series of kindnesses there is at last one  
which makes the heart run over.”

*James Boswell*

Do a sincerity check frequently as you work at this. Your task as well as your goal is to expand your base of potential donors before you begin the support raising process. But as you go about this, if you find that you are relating to people dishonestly, thinking only of how much they may give when you ask them to become a donor, back up. Paul said:

Here is a very simple formula for determining your motives...

*“Don't be selfish; don't try to impress others. Be humble, thinking of others as better than yourselves. Don't look out only for your own interests, but take an interest in others, too.” (Philippians 2:3-4)*

As you begin to relate to people, they are asking themselves about you too.

- Do they trust you?
- Do you genuinely care about them?
- Are you creating questions in their minds about your intentions?

Keep relationships current with your present friends. Enlist them to pray for you and to refer you to their contacts. Those who already know what you are planning to do, who understand your passion and the vision of ISI, will make up your first prayer team. It will be important to keep them informed on a regular basis, perhaps every other week.



## **Church Support**

### **Your Home Church:**

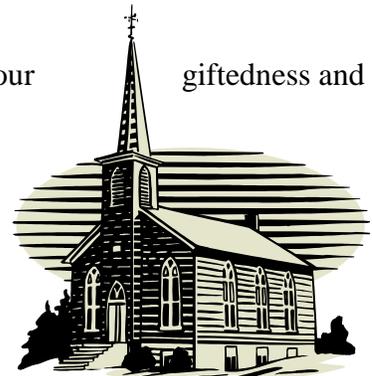
In the past thirty years or so, many churches have been influenced by the good work of ACMC (*Advancing Churches in Missions Commitment*) to have a more thoughtful, focused approach to missions. As a result, missions committees are giving much more consideration to the types of ministries the church will support and how much they will give toward those budgets.

Many churches today want to be involved in the early stages as a member begins to respond to God's call to missions. Too often, members who feel called to Christian service go through the process of joining a mission and then come to their church to ask for support.

A good portion of your support may come from your home church, provided you are part of a good-sized, missions-minded church. A great deal will depend on how well you are known to the pastor, missions pastor, missions committee members or elders who have nurtured or disciplined you. If you are not well known around the church, take steps *immediately* to become known and visible. That means you need to be seen serving in some way.

Make an appointment with the missions pastor or your senior pastor. Leaders of the church should be aware of your thinking and your heart for missions.

- Share with them how God is leading you.
- Invite their participation, their counsel, their assessment of your suitability for this particular ministry.
- Seek a confirmation of your calling and their endorsement.
- Serve the church in any capacity you can; worship team member, small group leader, Sunday School teacher; short-term missions participant, children's or youth volunteer, or in any areas of your giftedness around the church.



### **Other Churches:**

Reconnect with the churches where you have a natural contact, your parents' or grandparents' church, or one in a former neighborhood. Begin now to contact leaders and friends there to renew a relationship. Seek opportunities to share with leaders how you feel God is leading you.

## **Stay Pro-Active**

All of this is laying the groundwork. The harder you work at this now, the easier it will be to see your full support committed when you begin letting your friends know of the opportunity to invest in your ministry with ISI.

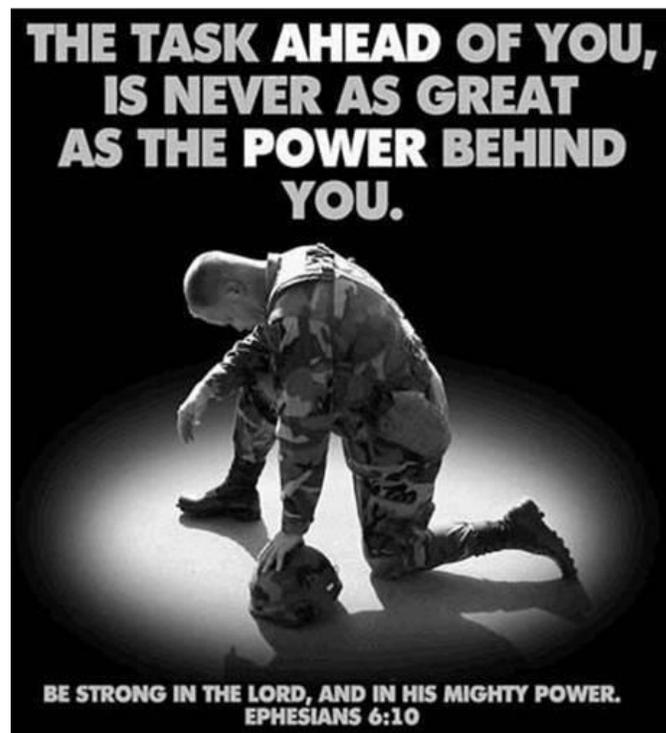
When you attend your *New Staff Orientation (NSO)*, we will train you in how to begin offering these friends an opportunity to invest in reaching international students for Christ.

The first thing God will do is to change your attitudes about support. He will use the process first of all to further refine and deepen your relationship and walk with *Him*. By the time your full support is committed and you are released for ministry, you will be ready to enter a faith-walk life experience that will take you through many years of consistent support and relationships with many people that you, and they, will treasure.

When you feel confident that you have a solid relationship with a large number of people, you are ready to come to ISI's *New Staff Orientation* for your formal training in partnership development.

We're eager to hear you say,

**“I'm Ready!”**



## **APPENDICES**

## DONOR MANAGEMENT SOFTWARE

Following is a list of software along with a comment or two from ISI staff members who use these programs. Many of these tools are also available for Mac computers.

1. Microsoft Access MS Word Office

2. Microsoft Word Table MS Word Office

3. Excel Spreadsheet MS Word Office

*“Excel is easy for doing mail merges to print the letters and envelopes. Here’s something I do with it that might be unique, though. For each round of letters, I add another column to the spreadsheet. In that column, I write the initial lines (the personal message) that is to appear at the beginning of each donor’s letter. Then I do a data merge from a Word document that contains the rest of the letter (the part everyone receives). I simply merge in the first name & spouse name fields, as well as the ‘first paragraph’ field, for this month’s letter—all at the appropriate places in the document. By the way, I do not delete the previous month’s ‘personalize’ column (so far). I just add another column each time. That allows to me to quickly go back and review what I have written in the past for each person.”*

4. Outlook Contacts MS Word Office

5. Donormanager ([www.donormanager.com](http://www.donormanager.com))

The Donor Management Program for Missionaries is a free, downloadable, Windows-based program designed to help missionaries keep track of information about their ministry partners. It is designed specially for missionaries who raise their own financial support. The program is made available free to missionaries. The purpose of the program is to give you information management tools to help you strengthen your relationships with your ministry partners.

6. Time and Chaos ([www.chaossoftware.com](http://www.chaossoftware.com))

This is a competitor of Outlook which costs under \$50.

7. Maximizer ([www.maximizer.com/webstore/max\\_full\\_q106\\_feb.html](http://www.maximizer.com/webstore/max_full_q106_feb.html))

*“There are three main contact managers for the PC: Goldmine, ACT, and Maximizer. I chose Maximizer because it had better reviews than the rest, and it had user-defined fields so that I could add extra things I wanted to keep track of. You can try this program free for 15 days...”* Cost is \$189 for a CD or download.

8. TntMPD ([www.tntware.com/tntmpd/downloads.htm](http://www.tntware.com/tntmpd/downloads.htm))

A free resource from Campus Crusade. *“Very easy to use.”*

9. Mail Magic 2 (<http://en.infinisys.co.jp/product/index.shtml>) Available for \$9-18.  
*“...Also, I use an email merge program that enables me to do the same kind of merge to email from the same Excel spreadsheet. I use a program called ‘Mail Magic 2’ for that, which I purchased and downloaded online. It enables you to do the same thing (see comments on Excel above) with pulling in the name and first paragraph fields, and it sends a separate, individual email to each person (rather than just putting them all together in the CC or BCC email fields).”*
  
10. ACT! by Sage (<http://estore.act.com/>)  
*“Word on the street is that ACT has the largest number of users, and has a lot of add-ons. There are many consultants to help people figure things out if they get stuck.”* About \$200.
  
11. Peopleraising Tracking Program (<http://peopleraising.com>)  
Ready-made Excel data sheets for managing donor contact information. About \$10.

## **BUILDING A PERSONAL CONTACT LIST (PCL)**

This worksheet will help you discover your potential financial partners as you build your database.

Have you ever raised support before?

What was the total budget?

What was the amount you actually raised?

How long did it take you to raise those funds?

How long was the period of commitment from donors (short term, long term)?

List actual names to begin to form your PCL

Couples

Singles

Relatives

Neighbors

Parents' friends

Student peers

Coworkers

Faculty members

Business friends

Professional friends

How many churches might consider supporting you?

Home church

Childhood church

University or Seminary church

Parents' and grandparents' church

Others

Consider the people you have lost touch with over the years.

Childhood friends

Former neighbors

Elderly friends of parents and grandparents

High school, college, or grad school friends and teachers

Former work colleagues

Former employers

Professional/service personnel (e.g. mailman, doctor, dentist, mechanic, financial advisor, etc.)