

Fundraising Your New “Thing”

This class was taught by a start-up church pastor, youth minister and author, Mark Baughman. Mark runs Union Coffee, a coffee shop that doubles as a church, in Dallas, TX. His book, Flipping Church: How Successful Church Planners Turn Church Upside Down will be released in July 2016.

Mark’s basic premises were 1) good ideas are one donor away from legitimacy, and 2) as Peter wrote in The Bible, the young shall prophesy and have visions. Mark defines adolescence as lasting until one has financial independence and is established in a career.

The problem? The young have vision, but no money, and the older folks have money, but don’t like changes.

Here are 10 ideas for fundraising shared in this workshop:

1. Use pitching an idea as a way to learn and develop skills.
2. Turn a “no” into a possible win with:
 - : Do you think it’s a good idea?
 - : Do you know anyone who would like this idea?
 - : Can you think of another way to support this idea?Set a time to touch base again.
3. Build partnerships/friendships with people outside of the church. The whole community will benefit and can be involved.
4. Model generosity yourself (but without bragging). Allow others to know that you love the idea enough to donate too, so never donate anonymously.
5. Know the total scope of the project before asking for financial support, realizing that “plans may change once we get started.”
6. Total cost of the project must factor in the price of materials, salary of the church worker running the project, cost to clean the building, secretary salary, advertising, etc.
7. Pitching an idea is one-on-one work only. Successes can be shared with a group.
8. Only ask for money if you are convinced it’s the best way to go.
9. Set levels of donations (ie: \$10,000 will fund the whole project, \$5000 will..., \$2000 will...)
10. Change the way offering is introduced in worship services. Someone (a youth, perhaps) shares, in 6 sentences or less, how the donations given to the church in the past have made a life-changing difference to him/her for the better.

In The Bible, it says, “I am making all things new.” This is in the present tense. We share in the creative work of God. So, dream big, God-sized visions!