



# People Raising Conference Preparation

We are looking forward to having you attend one of our People Raising Conferences. To maximize the impact of your training it will be necessary for you to complete the assignment throughout this document. We at People Raising are committed to reduce the fear and time it takes to raise needed funds. Thousands of people across the world have benefited from the People Raising principles. But the time, energy and prayer you personally put into it will make the difference.

May the Lord bless you as you prepare for our conference.

William P. Dillon

Founder & President

The very first thing you want to do is order copies of *People Raising: A Practical Guide to Raising Support* (now in a 13<sup>th</sup> printing) from the People Raising web site [www.PeopleRaising.com](http://www.PeopleRaising.com)

<http://www.peopleraising.com/purchase.cfm>

The People Raising text book is divided into two main sections

1. Cultivating a Positive attitude toward support raising
2. A 12 step strategy

The table of contents will show you how the People Raising strategy is developed

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1<sup>st</sup> of all it is wise to read the book through from cover to cover to get the overall strategy. This will allow you to see how each part of the strategy fits together.

Once you have read the text we want to go through the various aspects of People Raising and give you assignments that will build your confidence and help you prepare for the People Raising Conference.

## **Cultivating a Positive Attitude toward Support Raising**

### **Why Raise Support? (Text book pages 3-8)**

1. One value of support raising is that it stretches the faith of the missionary candidate.

How would you like to see the Lord stretch your personal faith?

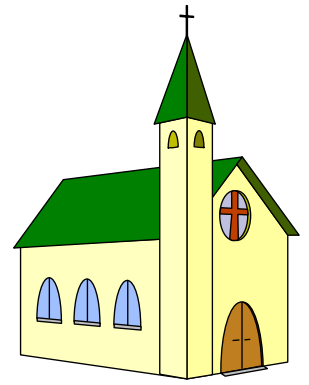
2. Identify three attitudes that might hinder your support raising.

1.

2.

3.

**Is Raising Support Biblical? (Text book pages 9-16)**



Study each of the following scriptures portions and answered these 3 questions:

1. What principle/observation can be made?

2. How does that impact my donors?

3. How does that impact me?

Exodus 35:4-5

2 Corinthians 9:7

I Kings 17:1-16

Proverbs 11:24-28

Matthew 6:1-4

Matthew 6:19-21

Luke 8:1-3

Acts 20:35

Romans 15:20,23,24

2 Corinthians 1:16

2 Corinthians 9:6

Philippians 4:10-20

**To Ask or Not to Ask? (Text book pages 17-40)**

There are three different support raising strategies that can be easily identified over the history of world missions.

George Muller—Prayer alone

Hudson Taylor—Pray and inform

D.L. Moody—Pray, inform and ask

Moody differed from his contemporaries with respect to fund raising because he believed it was highly honorable to raise money for a worthy cause. Do you feel raising support for your ministry is an honorable cause? (Provide more than simply a “yes” or “no” response)

What are some of the personal concerns you have on following the Moody model?

**What's Your Philosophy of Support Raising? (Text book pages 41-46)**

1. "Some missionary candidates may hide behind George Mueller out of convenience, not necessarily out of conviction."

Do you agree with this statement? Explain why.

2. "All support raising philosophies ultimately are dependent upon God and faith in His ability to meet your need."

Rewrite this statement in your own words to show you understand its underlying meaning.

**The #1 Enemy of Support Raising (Text book pages 47-54)**

1. Write the fears you personally have about raising support.

2. Take time now to pray that the Lord will help you overcome those fears as you raise support.

Note: You can overcome fear and gain confidence. But confidence comes from experience. Through People Raising we are committed to giving you a strategy and the more experience you have in working that strategy the more confident you will be

**Fund Raising is a Ministry (Text book pages 55-64)**

1. As you raise funds how can you specifically have a ministry to your prospects and donors?
2. As you raise funds how can you specifically have a ministry to local churches?
3. How might your life personally be enriched as you minister through People Raising?

**Cultivating the Necessary Skills for Support Raising**

**Developing a Support Strategy (Text book pages 65-72)**

1. Complete the following Principle #1.

People give to \_\_\_\_\_.

People give to \_\_\_\_\_ they \_\_\_\_\_.

People give to \_\_\_\_\_ they \_\_\_\_\_ and \_\_\_\_\_.

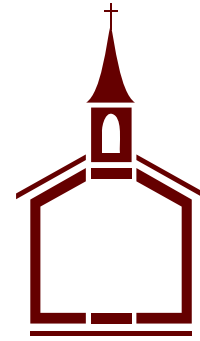
People give to \_\_\_\_\_ they \_\_\_\_\_ and \_\_\_\_\_ and they \_\_\_\_\_ for.

2. Principle #2 says, "The key to successfully raising support is to contact *the people you know* in the most personal and practical way."

What does it mean to contact people in the most personal way?

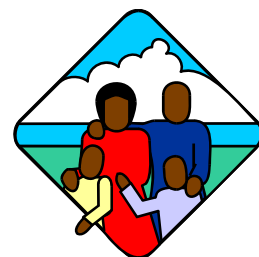
What does it mean for you to contact people in the *most practical way*?

**Step 1 - Begin with My Home Church (Text book pages 73-80)**



At this point DO NOT formally approach your home church for support. You need to do your homework and after further People Raising training proceed. Meanwhile do the following homework:

1. Discover some of the policies the church has regarding funding missionaries. Such questions as:  
  
How much do they typically fund an individual? Married couple? Married with children?  
(Select your status)  
  
Do they have a deadline for submitting request?  
  
Is there an application to be completed?  
  
Who is the decision maker? Pastor? Missions Committee? Other?  
  
Ideally: You want to meet with them to convey your vision
2. Begin to identify some of the possible ways for you to share your ministry at your home church, i.e., Sunday school, worship services, youth activities, etc.
3. Gather literature on your mission including the doctrinal statement and supporting materials that will give the pastor confidence in the mission organization.



**Step 2 – Determine to Whom I Will Go for Support (Text book pages 81-88)**

1. Begin to compile your list of prospective donors. Check off each category after you have added names from this category to your list of prospective donors.

Church friends

\_\_\_ Church friends from home church

\_\_\_ Church friends from current church (if different)

\_\_\_ Church friends from other churches you have attended.

Relatives

\_\_\_ Parents

\_\_\_ Brothers

\_\_\_ Sisters

\_\_\_ Grandparents

\_\_\_ Children

\_\_\_ Aunts and uncles

\_\_\_ Cousins

\_\_\_ Nephews

\_\_\_ Nieces

\_\_\_ Other relatives

Neighbors

\_\_\_ Past neighbors

\_\_\_ Current neighbors

School contacts

\_\_\_ Grade school

\_\_\_ Junior high school

\_\_\_ High school

\_\_\_ Junior college

\_\_\_ College

\_\_\_ Graduate school

\_\_\_ Health insurance agent

Employment

\_\_\_ Care insurance agent

\_\_\_ Past part-time jobs

\_\_\_ Business insurance agent

\_\_\_ Past full-time jobs

\_\_\_ Lawyer

\_\_\_ Current job

\_\_\_ Broker

Service contacts

\_\_\_ Banker

\_\_\_ Barber or beautician

\_\_\_ Mechanic

\_\_\_ Dry cleaners

\_\_\_ Plumber

\_\_\_ Dentist/orthodontist

\_\_\_ Nursery/preschool teacher/babysitter

\_\_\_ Family doctor

\_\_\_ Avon lady

\_\_\_ Surgeon

\_\_\_ Printer

\_\_\_ Specialists

\_\_\_ Christian bookstore owner

\_\_\_ Pediatrician

\_\_\_ Contractors

\_\_\_ Eye doctor

\_\_\_ Auto mechanic

\_\_\_ Other doctor \_\_\_\_\_

\_\_\_ Others (Review the Chamber of Commerce directories.)

\_\_\_ Accountant

Friends

\_\_\_ Home insurance agent

\_\_\_ Review your Christmas list.

\_\_\_ Review your parents' Christmas list.

\_\_\_ Review your wedding list (if married).

\_\_\_ Review your address book.

\_\_\_ Review your families' personal phone book.

\_\_\_ Remember people with whom you've pursued hobbies, sports, and other interests.

Contacts from your mission

\_\_\_ Missionaries

\_\_\_ Administrators

\_\_\_ Personnel department

\_\_\_ Board members

Friends from other missions

\_\_\_ Missionaries

\_\_\_ Administrators

\_\_\_ Personnel department

\_\_\_ Board members

Club and civic contacts

\_\_\_ PTA/PTO

\_\_\_ Neighborhood associations

\_\_\_ Christian Businessmen's Association

\_\_\_ Other (Rotary, Kiwanis, Lions, Optimist, etc.)

Miscellaneous

\_\_\_ Companies or foundations

\_\_\_ Other

### **Step 3 - Record and Catalog Prospects (Text book pages 89-98)**



Download the People Raising Tracking Program on the People Raising web site

<http://www.peopleraising.com/purchase.tracking.cfm> (Not Available for MAC users)

For MAC users and those not familiar with Excel there is a PDF file that can be printed to provide the necessary reports.

This is not a full fledged data base but information you will need as you develop your strategy.

After ordering the People Raising Tracking Program you will receive an email with 2 files:

1. Excel file with the tracking program
2. Word file which is a help file with full instructions

**It would be wise to make a backup of the original People Raising tracking program. In the future you might want to return to the original file.**

As you open up the **Excel** spreadsheet notice eight tabs at the bottom. Here you will see listed seven worksheets that make up the file.

For the People Raising Conference **ONLY** complete Report #1: Prospect & Donor Information

This will help you develop a Master list and estimate **DONOR CAPACITY**. This list is used for both prospects and donors.

Under Step 7 of the 12 step People Raising strategy—Track Support, we will cover reports #2-#6

Note:

1. Make sure you complete **FULLY** the information requested to the best of your knowledge. Some information you will have to do some further investigating.
2. Don't be surprised you will have difficulty determining the amount to ask for. Give it your best try and we will have to assist you.

3. When it comes to Priority we want to prioritize as follows

H-High

M-Medium

L-Low

A high priority is a prospect that has a high capacity to give or has signaled to you a strong interest in giving to your ministry.

We determine a person is a high priority based upon such things as their job i.e. Vice President and by their life style: Home they live in, car they drive etc.

Once your data is entered print the following reports:

1. Print by zip code (this will show you the concentration of people in a given zip code and it makes sense to plan support raising trips to those with a significant concentration of prospects)

Printing instructions:

1. Make sure you are in the worksheet: Prospect-Donor Info.
2. Sort the sheet by zip code (If you need help on sorting, in Excel choose F1 and enter the word "sorting")
3. If you have entered lengthy notes in column M and want to print 1 page across click the cursor at the very top of column M and right click and choose FORMAT CELLS. Select ALIGNMENT. Next select WRAP TEXT. You can then adjust the width of the column
4. Under PRINT select print PREVIEW. Select "PAGE SET UP" choose SCALING. Select FIT TO fit to 1 page wide and \_\_\_\_\_high (ADD 9 OR HIGHT).Select OK. Select PRINT.

Take the printed sheet of names by zip code and identify your top 10 highest concentration of prospects by zip code.

1.

2.

3.

4.

5.

6.

7.

8.

9.

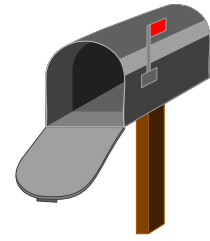
10.

Using the same instructions for sorting and printing you can do additional reports as needed for example:

1. Print By priority High/Medium/Low

2. Print by number of incomes i.e. All those with 2 incomes

**Step 4 - Mail the First Prayer Letter (Text book pages 99-106)**



1. Prepare the first draft of your initial letter, using following components to measure your effectiveness. Grade yourself A, B, C, or D on each component.

**Grade**            **Component**

**Content**

\_\_\_\_\_ Did you grab the reader's attention?

\_\_\_\_\_ Did you briefly bring the person up to date with your life?

\_\_\_\_\_ Does your burden and vision show?

\_\_\_\_\_ Do you name and talk about the organization under which you will serve?

\_\_\_\_\_ Have you shared your financial need?

**Layout**

\_\_\_\_\_ Is the letter neatly typed?

\_\_\_\_\_ Do you have sufficient white space and generous margins?

\_\_\_\_\_ Are the paragraphs too lengthy?

\_\_\_\_\_ Did you use graphics?

\_\_\_\_\_ Do you plan to add a personal handwritten note?



**Step 5 - Make Appointments (Text book pages 107-124)**



1. Using the 7 steps listed below. Write up a sample script and be prepared to role play at the conference. (Remember your goal is to GET THE APPOINTMENT not to share your whole story)

**Step 1** Identify yourself.

**Step 2** Be sure you have the right person.

**Step 3** Engage in general conversation.

**Step 4** State the reason for your call.

**Step 5** Ask for the appointment.

**Step 6** Finalize details.

**Step 7** Wrap up your conversation.

Note: You can review a live role play by securing the 6-hour People Raising DVD training program on the People Raising web site

<http://www.peopleraising.com/purchase.cfm>

2. There is a 2 Step Approach in handling objections

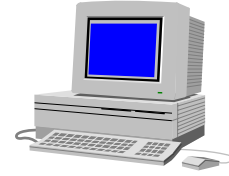
Step 1- Respond To Objection

Step 2 - Ask For Appointment Again

Practice with another person on the objections found on pages 116-117







### **Step 7 - Track Support (Text book pages 151-158)**

In Step 3 - Record and Catalog Prospects we introduced you to the People Raising Tracking Program and we had you download the People Raising Tracking Program on the People Raising web site

<http://www.peopleraising.com/purchase.tracking.cfm> (Not Available for MAC users)

For MAC users and those not familiar with Excel there is a PDF file that can be printed to provide the necessary reports.

We had you complete Report #1: Prospect & Donor Information- This helped you develop a Master list and estimate DONOR CAPACITY. This list is used for both prospects and donors.

At the conference we will focus on Reports #2-6

Report #2: Weekly Planning Report- [Next Week]-Will help you develop a STRATEGIC PLAN for your fundraising activities for the next week

Report #3: Weekly Time Log-Will measure your TIME & EFFORT as you raise funds

Report #4: Weekly Planning Report- [Past Week]-Will measure your fundraising ACTIVITY of the past week against your plan.

Report #5: Donor Roster-Pledged Donors will measure DOLLARS raised and provide a tracking mechanism for pledged (e.g. monthly) donor giving.

Report #6: Donor Roster-Special Gift Donors will measure DOLLARS raised and provide a tracking mechanism for special gift donor giving.

**Step 8 - Say "Thank You"(Text book pages 159-168)**



Memorize this

Say Thank You

Say Thank You Immediately

Say Thank You Immediately In Writing

Write it in your heart

Live it out

**Step 9 - Conduct a Letter/Phone Strategy (Text book pages 169-176)**



1. Go back to your People Raising Tracking Program and make a list of those who you will not be able to personally visit because of distance.
2. Prioritize that list by High, Medium and Low
3. Review Pages 169-174 and create a letter that you will send out promising a call
4. After the People Raising Conference you will utilize the 6-Step presentation used for the one on one visits but this time it will be by phone.

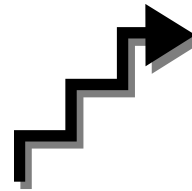


### **Step 10 - Expand Contacts (Text book pages 177-200)**

At the People Raising Conference we will focus on 2 major ways of expanding your contacts:

1. Asking donors for a referral
2. Utilizing a Dessert Time

Read pages 177-200 to review both strategies



### **Step 11 - Cultivate Support (Text book pages 201-214)**

1. Review Pages 201-214 and identify five creative ideas you will incorporate into your donor cultivation program.

2. Begin a daily diary so you are well prepared to share what the Lord is doing in your ministry.

## **Step 12 - Resolicit for support (Text book pages 215-223)**



Note: This DOES NOT apply to a brand new person raising funds, however, if you have already raised support this is a good option for you

1. Check through your *pledged donors* and identify all that have not increased the amount of their pledge in the last twelve months.

A. Prioritize that list by identifying each according to high, medium, and low priority.

B. Indicate what you think each could do in the way of increasing the amount of his or her pledge.

C. After more People Raising training you will want to systematically visit or call each donor. Challenge him or her to upgrade their pledge.

If a donor feels they cannot increase his pledge, ask if they would give a special gift.

2. Check your list of *special gift donors*

A. Prioritize that list by identifying each donor according to high, medium, and low priority.

B. Indicate what you want to challenge him to do in the way of a pledged amount.

C. After more People Raising training you will want to systematically visit or call to ask each if he will become a pledged donor.

If they still cannot become a pledged donor, ask if they will give another special gift.

## **The Role of Prayer (Text book pages 223-238)**

Read once again pages 223-238

Where do you go from here?

**Step 1 Utilizing the checklist below make sure you have mastered each of the necessary steps.**

|  |                 |
|--|-----------------|
| Role play <b><u>making an appointment</u></b> by phone<br>(Chapter 12) Step 5 – Make Appointments<br>Study Guide Pg 38<br>Facilitator’s Guide Pg 35<br>DVD/ CD #3  | Date completed: |
| Role play handling <b><u>phone objections</u></b><br>(Chapter 12) Step 5 – Make Appointments<br>Study Guide Pg 39-40<br>Facilitator’s Guide Pg 36-38<br>DVD/ CD #3 | Date completed: |
| Role play the <b><u>six step presentation</u></b><br>(Chapter 13) Step 6 – Conduct The Visit<br>Study Guide Pg 43<br>Facilitator’s Guide Pg 40<br>DVD /CD #3       | Date completed: |

|  |                        |
|--|------------------------|
| <p>Role play responding to the <b><u>four common responses</u></b> by a prospect</p> <p>(Chapter 13) Step 6 – Conduct The Visit</p> <p>Study Guide Pg 44</p> <p>Facilitator’s Guide Pg 41-42</p> <p>DVD /CD #3</p>   | <p>Date completed:</p> |
| <p>Role play <b><u>getting new names</u></b></p> <p>(Chapter 17) Step 10 – Expand Contacts</p> <p>Study Guide Pg 59-63</p> <p>Facilitator’s Guide Pg 56-59</p> <p>DVD/CD #5</p> <p>Note: At the appropriate time set up <b><u>dessert times</u></b> with key high priority donors.</p> | <p>Date completed:</p> |

**Step 2 Work the 12 step plan (Don't take short cuts**

**Step 3 Use the People Raising tracking program to lay out your WEEKLY plan.**

**Step 4 Find a person with fund raising experience (People Raising experience) to provide the following:**

1. accountability
2. troubleshooting
3. encouragement