



## FUNDRAISING GUIDE

YWAM was founded in 1960 and quickly grew to be the largest missions movement in the world in part because of our decentralized nature and relationship based fundraising. YWAM has trained millions of missionaries and currently has over 20,000 full time staff operating in over 1,000 different locations in 180 nations. Each one of those missionaries has embarked on the journey of raising their own funds for their training and ministry. Not one YWAMer, even our founder Loren Cunningham, receives a paycheck. Raising our own funds has enabled YWAM to grow exponentially and removed barriers from sharing the gospel. However, fundraising can be difficult! We want to share with you some information on the why and the how of fundraising so you can open the door to God's calling on your life.



## Why Fundraise?

We are trying to follow a Biblical Model.

We make the effort to raise funds because we believe missions is a worthy cause. Jesus himself says in Luke 10:2, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field." Although thinking about raising funds for your DTS can be daunting, remember God is calling you to be a worker in the harvest for this season and it's a worthy cause! Financial support from God's people is His model for taking care of those who are in full time ministry. Look into these examples in the Bible:

### Example of the Levites [Numbers 18:24](#)

The sole job of the Levites as priests was to represent God to the people and the people to God, therefore they could not produce an income like the other tribes. Because of their special focus, God commanded the people of Israel to tithe towards the Levites.

### Example of Jesus [Luke 8:1-3](#)

Jesus and his followers went throughout cities and villages preaching the good news of the Kingdom of God and healing people of their infirmities. Although Jesus assumedly had the trade of a carpenter like his father, his focus was on his ministry even though that meant no steady paycheck. This text in Luke mentions several people Jesus was ministering to who "provided for them out of their means." The generosity of individual contributors sustained Jesus' ministry.

### Teaching of Jesus [Matthew 10:9-10](#)

Jesus instructs his disciples to partner with him in spreading the message of the Kingdom throughout the region. In their work, he instructs them to not acquire money in return for their services and to live minimally. The disciples of Christ relied entirely on the faithfulness of God towards them through the generosity and hospitality of willing and curious hearts of the people of Israel.

### Example of Paul [Philippians 4:18](#)

Although Paul was a tentmaker by trade, his focus had to be on his mission to spread the gospel among the Gentiles. This left him without an income. In the closing of his letter to the Philippians, Paul thanks the church of Philippi for sending him help for his needs. Throughout the book of Acts and the letters,



Paul models relationship-based fundraising, as the generosity of those he ministered to funded his missionary efforts and supported him with prayer. Without Paul's sponsors, the gospel may not have spread past the first century.

#### Teaching of Paul [1 Corinthians 9:13-14](#)

While humbly reasoning with the church of Corinth, Paul states, "Do you not know that those who are employed in the temple service get their food from the temple, and those who serve at the altar share in their sacrificial offerings? In the same way, the Lord commanded that those who proclaim the gospel should get their living by the gospel."



## 1 Know what you are doing and why you are doing it



*And Jesus came and said to them, "All authority in heaven and on earth has been given to me. Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age."*

— [Matthew 28:18-20](#)

People will be drawn to your story as you passionately communicate what you are doing and why you are doing it. In your DTS, you are going to have fun, make lifelong friendships and grow personally and spiritually. But at the end of the day, you are pursuing training because of the call Jesus has on your life to learn how to be his disciple and to make disciples of the nations.

In preparation for fundraising, we suggest you take some time to process and answer these 2 sets of questions and use the provided references to come up with your answers.

<b>What is DTS?</b> <b>Why do I want to do a DTS?</b>	<b>What is YWAM?</b> <b>Why am I choosing to work with this organization?</b>
<i>Helpful References</i> <ul style="list-style-type: none"> <li>• YWAM Salem DTS webpage</li> <li>• DTS in 30 seconds (YWAM Salem Youtube)</li> <li>• DTS legacy video (YWAM Salem Youtube)</li> </ul>	<i>Helpful References</i> <ul style="list-style-type: none"> <li>• YWAM Salem webpage</li> <li>• YWAM international website</li> <li>• YWAM in 90 seconds Youtube video</li> </ul>

## 2 Pray



*Do not be anxious about anything, but in everything by prayer and supplication with thanksgiving let your request be made known to God.*

— Philippians 4:6

Fundraising starts and ends with prayer, and has plenty of prayer sprinkled in the middle. Prayer is so important because ultimately only God can move in a person's heart, but we also need to do our part. Prayer is crucial, but it should be coupled with action. For example: pray before you send out support letters, pray before you make follow up phone calls, pray and thank God every time funds come in... you get the idea. Inviting others to pray for you is a great way to get more prayer and get others invested in what you are doing.

## 3 Create/Organize a contact list



### **Part 1: Creating**

Take part in an activity we like to call "name-storming". Take at least 20 minutes to write down everyone you know. When listing people to ask for funds, do not eliminate anyone who comes to mind. Who will fund you is not a decision you can make. That is between the people you inform and God.

- Do not assume "poor people" won't give
- Do not assume people in full time ministry won't give
- Do not assume only people you are close to will give
- Do include friends, family, church members, churches, friends of friends/family, family of friends

### **Part 2: Organizing**

Keep track of your support raising in an Numbers, Excel, or Google spreadsheet. The important thing is that you organize them in way that you can easily access their information. Categories you should include on your spreadsheet:

- Email
- Phone
- Home Address
- Contact Category (current pledged funders, special gift funders, non funders, etc.)

- When you last contacted them (ex note: called and left a voicemail on 8/17/14)
- Whether or not you've written a Thank You letter to those that give or commit to pray for you

## 4 Making Sponsors out of contacts



Once you have compiled your list of contacts, now is the time to share your story and ask them to partner with you! Here is a good process to follow:

### **Write**

Write a fundraising letter that includes the what and why behind the YWAM school, your need for sponsorship, and how to give. Proofread and then send letter to all contacts.

### **Connect**

It is important to invite people to help you in letters and emails, but following up by asking them in person or over the phone will create a greater response. Call your contacts 1-2 weeks later to see if they received the letter asking them to sponsor you.

*What method of connection has the most success in receiving sponsorships?*

- Face to Face 46%
- Telephone 27%
- Personal Letter 14%
- Group Meeting 9%
- Facebook Post 0.1%

### **Ask**

Ask if they would be willing to give toward your school. Don't be afraid to ask for specific amounts. If they cannot decide right then, give them a timeline. Ex: "I'll call you on Monday and see what you have decided." Understand the YWAM Salem accounting process so you can explain it to potential supporters clearly and make it easy for them. Keep track of your sponsors in your spreadsheet.

**Use attached copies of "Giving Instructions" to make giving easy for your potential sponsors!**

## 5 Keeping Contacts and Sponsors Updated



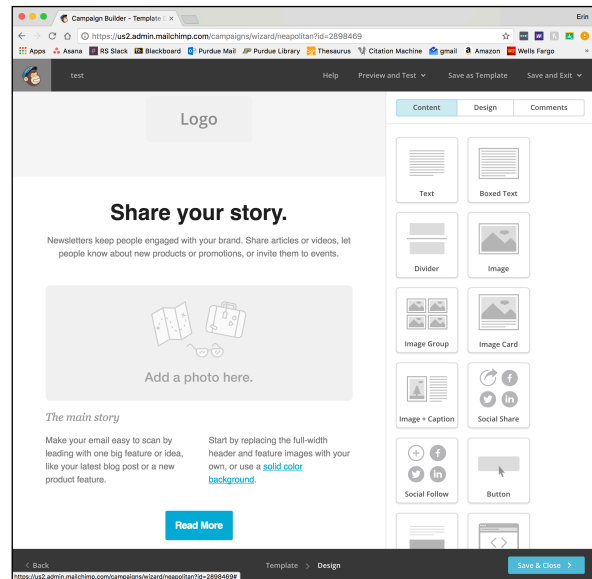
Your job with a contact isn't over once they've committed to fund you. It is your responsibility to 1) thank them and 2) keep your contacts, whether they funded you or not, updated on your training toward ministry. The best way to do this is by sending thank you cards and keeping people updated through newsletters.

### ***Thank You Card Tips***

- Write a prompt handwritten letter after you have received a new monthly supporter or a special gift
- Keep a record of everyone (on your spreadsheet) you've thanked so you don't miss anyone
- Be genuine and make sure each card is personalized

### ***Newsletter Tips***

- We recommend sending one newsletter update a month during your school
- Use MailChimp (free professional newsletter service) to build great image driven email updates
- Things to include
  - ☐ What you are learning
  - ☐ Impact stories
  - ☐ Pictures
  - ☐ Prayer Requests
  - ☐ What's coming up next?
  - ☐ Link to online giving form
  - ☐ Your contact information
- Send newsletter to all contacts on your list as well as posting on social media platforms like Facebook.



**Want more resources? Here are our favorites.**

Download FREE ebook "Raise your Support with Confidence" by Aden Ezra Wright

Read "The God Ask" by Steve Shadrach