

# Fundraising as (and for) Ministry

**Jordan Bles**  
**Director of Development**  
**National Benevolent Association**  
**[jbles@nbacares.org](mailto:jbles@nbacares.org)**

# Fundraising as Ministry

“In fundraising as ministry, we are inviting people into a new way of relating to their resources. By giving people a spiritual vision, we want them to experience that they will in fact benefit by making their resources available to us. We truly believe that if their gift is good only for us who receive, it is not fundraising in the spiritual sense. Fundraising from the point of view of the gospel says to people: I will take your money and invest it in this vision only if it is good for your spiritual journey, only if it is good for your spiritual health.” - *Henri Nouwen, “The Spirituality of Fundraising”*

# Relationship Fundraising

“Relationship Fundraising drills into the core of our value system to remind us that fundraising is not, most definitely, the science of predictable responses to predictable actions based on hard-and-fast rules of experts. No indeed. In this age of “professionalism” – the era of the marketing guru – it’s all too easy to forget that fundraising is more art than science. It is people giving to people . . . the hope of a shared dream . . . the success of a worthy cause. And it will not be effective if we continue to treat our donors simply as computer records within gift categories.” - *Jennie Thompson*

# Fundraising 101

- **Making a plan**
- **Cultivating donors**
- **Making the ask**
- **Grants**

# Making a Plan

- **Make a plan, and work the plan!**
- **Budget money to raise money**
- **Know what you can do**
- **Be prepared**

# Making a Plan

January				
	Week 1	Week 2	Week 3	Week 4
Mailings	Finalize year end giving reports	Mail year end giving reports		Prep lists for Q1 mailing
Email	New Year celebration email		Fundraising email	
Social Media	New Year celebration post		Posts around theme of email	
Visits				Dallas donor visits
Grants			Call with program staff for FTE grant	

# Cultivating a Donor

- **Making first contact**
- **Building a relationship**
- **Getting them invested**
- **Continuing the relationship**
- **Doing your homework**
- **Making the big ask**

# Making the Ask

- Know who you are asking
- Know what the ask is going to be
- Be ready to hear 'no' way more than you will hear 'yes' - but always plan to hear yes!
- Paint the prospective donor a picture
- Close the deal - make a specific ask!



# Grants

- **This is still primarily about relationships**
  - Focus on what work you do, and do research into organizations that fund that kind of work (The Foundation Center)
  - Build a relationship with the people awarding the grant
  - Find foundations and grants through your existing networks
  - Make a plan and work your plan

# Resources

- **Websites to visit:**
  - [www.pursuant.com](http://www.pursuant.com)
  - [www.afpnet.org](http://www.afpnet.org)
  - [www.blackbaud.com](http://www.blackbaud.com)
  - [www.foundationcenter.org](http://www.foundationcenter.org)
  - [www.nbacares.org](http://www.nbacares.org)

# Stay in Touch!

Let me know how I can help!

Jordan Bles

[jbles@nbacares.org](mailto:jbles@nbacares.org)