

# A Fundraising Model for Campus Ministry

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# Why do people give?

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- Belief in the mission
- High regard for the staff
- Belief that the organization is being fiscally responsible
- Because they are asked

# Why do people stop giving (or not give at all)?

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- Loss of a personal connection with the organization
- Supporting other causes
- The mission is no longer relevant to them
- Organization is not meeting its mission

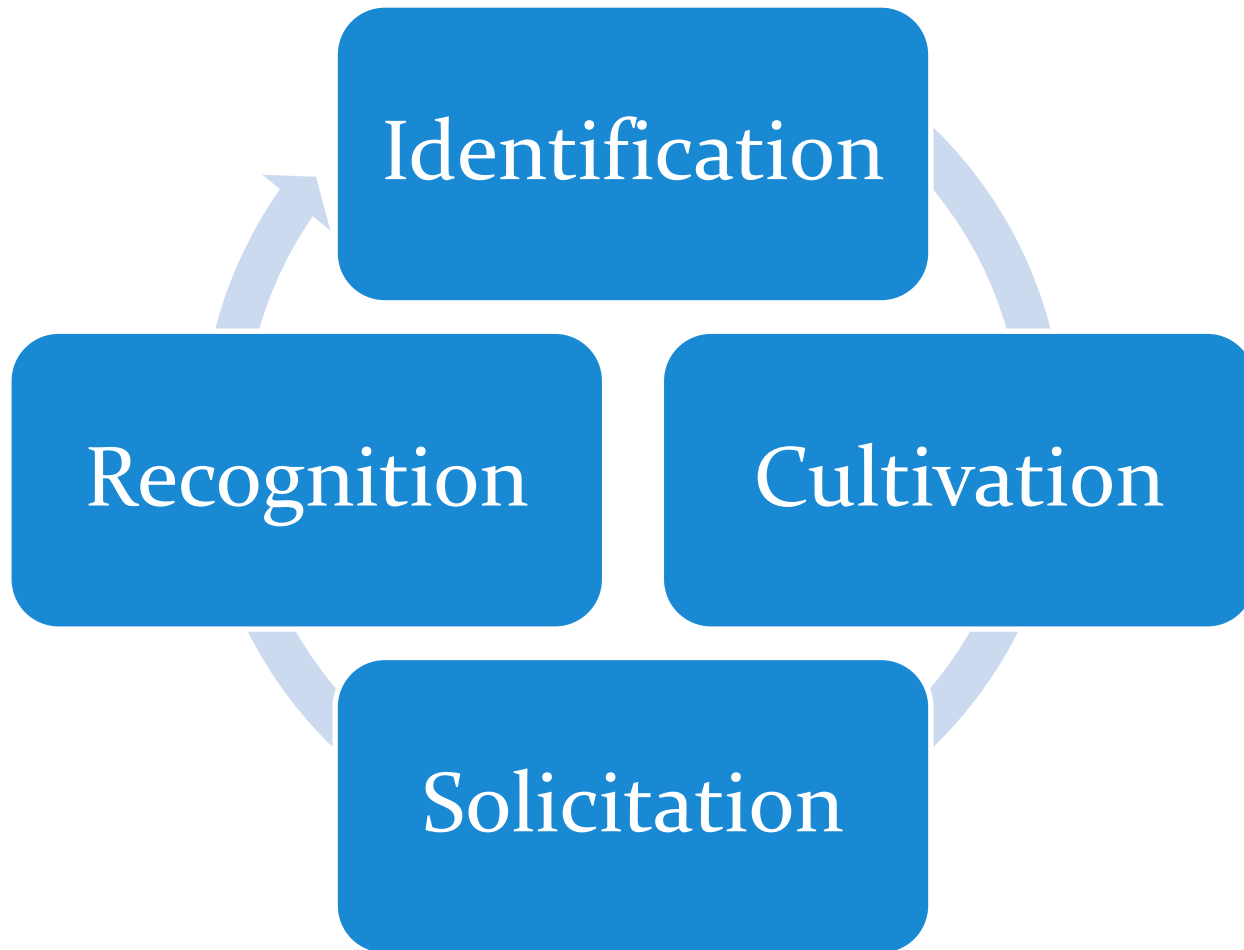
# Impact on Campus Ministry

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- Need to be able to clearly define your mission and communicate that you are meeting your mission
- Campus Minister needs to build relationships with supporters
- Be good stewards of all funds
- Get comfortable asking and thanking

# Fundraising cycle

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# Fundraising basics

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- Relationships
- Sharing your mission through stories
- Inviting and Asking
- Thanking and Recognizing
- Transparency in reporting

# Development

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- Mission statement
  - need a statement that you and the board know and live in to
  - What is it that you are providing to students in your context?

# Development

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- Stories
  - Need stories to share
  - Supporters want to know the differences you are making in the lives of college students
  - Routinely solicit stories from your students about how the ministry is impacting them and ask for permission to use the stories



# Development

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- Elevator speech
  - 30 seconds
  - What you do and the difference your ministry is making in your context
  - Campus Minister and board members need to know this and be able to share it with anyone at any time

# Development

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- Asking and Inviting
  - Supporters want to be asked
  - They want to feel as if their support makes a difference
  - Invite them to join in your ministry and be a partner with you in making positive changes in the lives of the students

# Development

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- Thank and Recognize
  - Always say thank you
  - Even if they choose not to give, thank them for prayerfully considering it
  - Hand-written thank you notes by campus minister, students, and the board

# Development

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- Transparency
  - Need to be able to provide a clear understanding of how money is used
  - Connect the money to the mission and show how money is making a difference in student's lives
  - Narrative budget as part of your annual report

# Development

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- Team approach
  - Campus Minister as Chief Development Officer
    - Face of the organization
    - Story teller
    - Coordinator
    - Primary relationship with donors
  - Board/Committee
    - “Connectors” and “Influencers”
    - Write thank you notes and send appeal letters
    - Host meetings between prospective supporters and Campus Minister
    - Development staff for the organization

# Board member development

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- Charter- have a board member charter that outlines roles/responsibilities/expectations
- Passion- board members must be passionate about Campus Ministry and have “buy in” of the mission
- Leaders- board members should be leaders in their churches and in the community; looking for “influencers”, “connectors”, and “decision makers”

# Board member development

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- Vision/Policy setting: board (with leadership from the campus minister and input from the students) should be setting the vision and policies for the campus ministry and leave implementation/operations up to the campus minister

# Board member development

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- Donors- Board members MUST be donors
  - Requirement for minimum amount they should give OR
  - Make a “personally significant gift” OR
  - “Give or Get” policy
- Fundraising should be primary focus of the Board- Should be the development staff of the organization



# Constituents



Alumni



Community Friends



Home Churches



Local Churches



Denominational partners



# Alumni

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- Build a database
  - Go through old records (let students help you)
  - Create alumni Facebook group
  - Use social media to get in touch with former alumni and get their contact information



# Alumni

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- Be intentional at graduation
  - Give them a gift at graduation
  - Write them an individualized letter wishing them well and include a pledge card
  - Start easy, ask for \$10/month



# Alumni

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- Annual alumni event
  - Around some other natural time that alums would come back to campus (homecoming, football game, graduation, etc.)
  - Time of fellowship to catch up with old friends
  - Invite former campus ministers
  - Create an alumni “award” and give annually
  - Make sure to use this event as an opportunity to hand out pledge cards/envelopes



# Alumni

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- Regular contact via newsletters/social media
  - Keep alumni updated with social media status updates
  - Send them newsletters regularly (electronic, preferred)
  - Annually send them an update on how the year went with an “ask” for support



# Community Friends

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- List of ways they can help you
  - Financially
  - Bring meals
  - Adopt a student
  - Mentor a student
  - Lead worship
  - Drive students to church
  - Provide housing for students during breaks



# Community Friends

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- Annual “Thank You” event
  - Invite everyone who has provided any type of support to attend
  - RSVPs
  - Students plan and execute (maybe even cook)
  - Entertainment/program
    - Music, stories from the year, worship
  - Consider creating a Community Friend annual award and presenting it
  - Say THANK YOU!!!



# Community Friends

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- Ongoing communication
  - Email and electronic newsletters
  - Create a “friends” committee and have them organize themselves and create their own communication protocols
  - Annual thank you letter and ask





# Local Churches

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- List of ways they can help you
  - Financially
  - Bring meals
  - Adopt a student
  - Mentor a student
  - Lead worship
  - Drive students to church
  - Provide housing for students during breaks
  - Encourage student participation at church (choir, volunteer advisor, etc.)



# Local Churches

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- Church partnership agreements
  - Financial support
  - Programmatic support
  - Space provided
  - Appointed spot on board
  - Worship participation/leadership (students and campus minister)



# Local Churches

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- Annual “Thank You” event
  - Invite each church that has provided support
  - RSVPs
  - Students plan and execute (maybe even cook)
  - Entertainment/program
    - Music, stories from the year, worship
  - Consider creating a church annual award and presenting it
  - Say THANK YOU!!!



# Local Churches

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- Ongoing communication
  - Regular relationship meetings with leadership of church (Pastor, committee chair, influential church member, etc.)
  - Make sure to identify a point person for all communication to flow through
  - Email and electronic newsletter
  - Annual thank you letter and ask



# Denominational Partners

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- Mid-councils/governing bodies of denominations
- Identify the “influencers” and the “connectors” and the “decision makers”
- Build relationships with all of these people
  - Call them for “advice” and seek their “guidance”
  - Get to know them and let them get to know you and your passion for Campus Ministry
  - Make sure some of your key board members know them and build relationships



# Denominational Partners

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- Invite them to attend your board meetings “ex officio” and give a state of the presbytery address to your board
- Follow all of their procedures for grant requests and turn in your requests early
- Seek their guidance on how best to make the request
- Constantly tell them thank you and how important their support is



# Denominational Partners

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- Make sure your Local Church partner leaders are aware of your relationship with the denomination; good and bad. Ask that they remain a constant advocate for your campus ministry.
- Invite them to the annual Thank You event
- Make sure they receive all of the newsletter correspondence

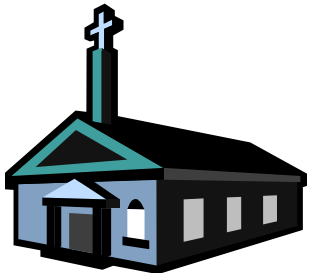


# Home Churches

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- Letter to session and pastor
  - Church home away from home
  - List ways they can support their students:
    - Care packages
    - Cards/letters of encouragement
    - Assign deacon to pray for them and keep in touch with them
    - Organize gatherings of college students for fellowship during school breaks
    - Attend Pastor/Student day
    - Financial support





# Home Churches

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- Financial Support
  - Talk about what you provide to students; meals, worship, fellowship, mission, safe space, pastoral care, etc. at no cost to student
  - Ask about a scholarship fund and inquire if it can be used to help support a church member's campus ministry
  - Ask for the church to consider making campus ministry a line item in their mission budget or even better in their education ministry budget and encourage them to send money to all of the campus ministries where they have students

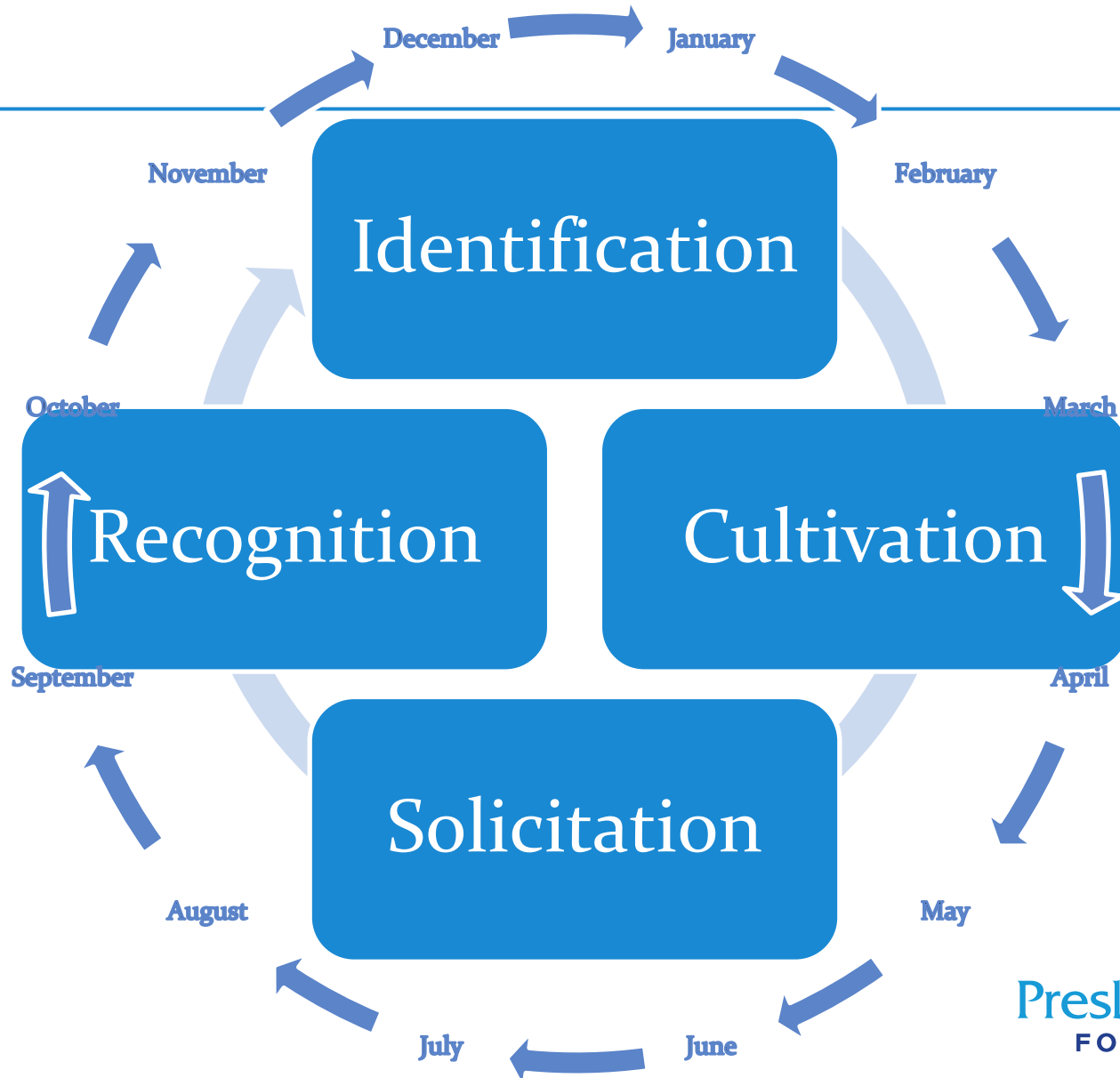


# Home Churches

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- Note from student
  - Ask each student to write a letter to their home church thanking the church for all they have done in raising them
  - State that they have found their “church home away from home” and that the campus ministry is helping to nurture them and support them while they are away from home
  - “Please consider supporting me while I am away at college through prayer, care packages, and consider supporting my campus ministry financially”

# How do we do this?



# Annual Calendar for Fundraising

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- See Sample Annual Calendar
- Create your own Annual Calendar
- Share it with your Board
- Campus Minister and Board hold each other accountable to it

# Tools

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- Database- need a way to manage constituents, track relationships, giving history, and a way to segment out different groups for different solicitations
  - Excel
  - GiftWorks
  - eTapestry

# Tools

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- Electronic Giving- Need to be able to accept all forms of donations
  - Ministry Partnership Program of Presbyterian Foundation
  - [www.presbyterianfoundation.org/onlinegiving](http://www.presbyterianfoundation.org/onlinegiving)

# Tools

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- Electronic Newsletters
  - [www.mailchimp.com](http://www.mailchimp.com)
  - [www.constantcontact.com](http://www.constantcontact.com)
  - [www.verticalresponse.com](http://www.verticalresponse.com)
- Social Media
  - Facebook, Twitter, Instagram, LinkedIn
- Stationery
  - Custom thank you cards

# Fundraising 201

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- Endowments
- Wills emphasis
- Planned Giving
- Major donors

Call your Presbyterian Foundation MRO for help!



# Checklist

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- ✓ Mission statement clarity
- ✓ Get your Board “on board” with fundraising
- ✓ Create an Annual Calendar
- ✓ Create lists of your constituents
- ✓ Engage your constituents through relationships, stories, and activities
- ✓ ASK
- ✓ THANK

# Help?

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Find Your MRO:

[www.presbyterianfoundation.org/mro](http://www.presbyterianfoundation.org/mro)