

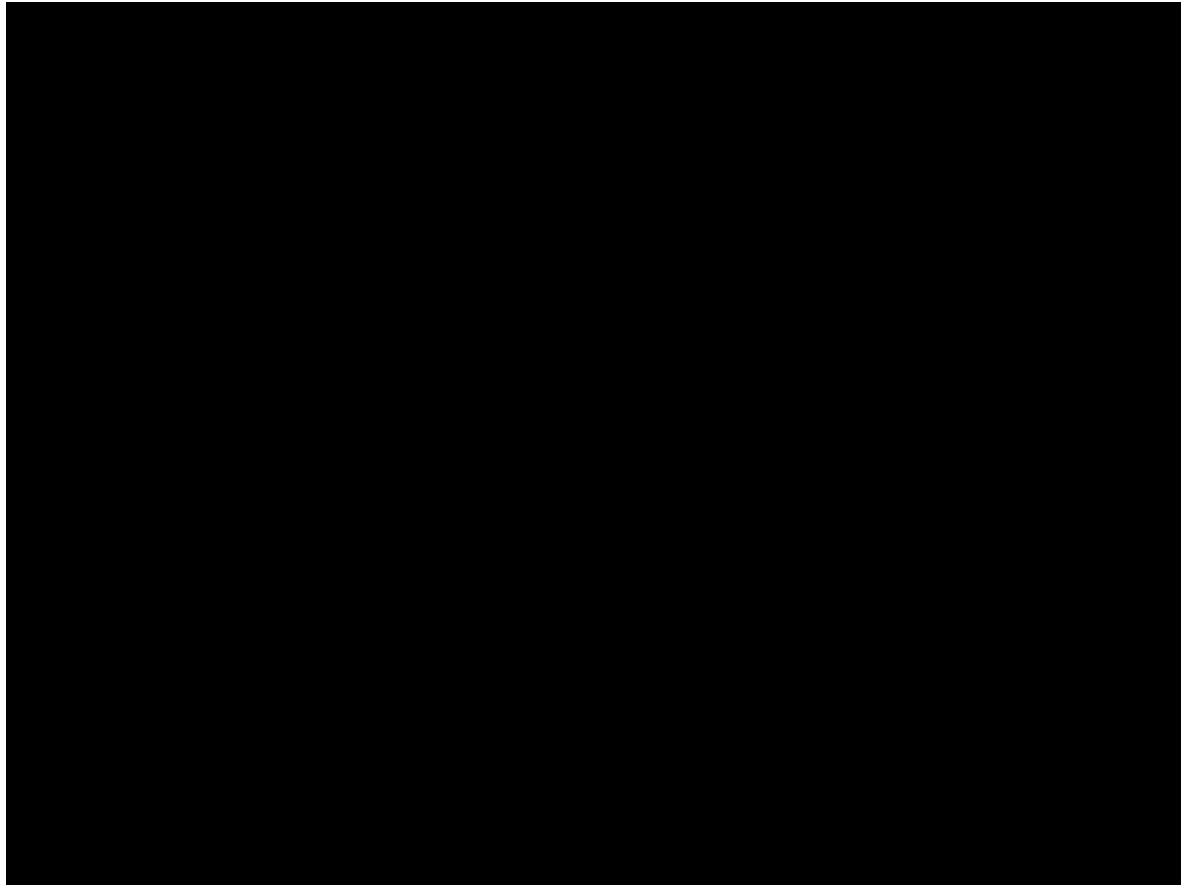
# Compassion



# Plan



# World Vision



# Video Questions

- What are the differences between the Christian organisations and secular organisations TV adverts?
- Should they be different? Does it matter?
- What biblical principles should we use to assess a Christian TV advert?
- What would counter cultural look like in a TV advert?

# The 4 seasons approach to fundraising

- Based on the Book “The Sower” ( Rodin and Hoag)
- Using 1 Cor 3 v6-7 as the biblical basis of the model
- Fundraising is considered in 4 Seasons
  - Winter - preparation
  - Spring - sowing seed
  - Summer - cultivating the Souls
  - Autumn - reaping the Harvest

# Biblical basis for the model

1 Cor 3 v6-7

I planted the seed Apollos watered it, but God made it grow. So neither he who plants nor he who waters is anything, but only God who makes things grows

# 4 seasons questions

- Share where your organisation sits on the continuum between the Secular and Biblical positions for all 3 points ?
- For each of the 3 points discuss if you feel your organisation needs to change it's approach?
- If change is needed discuss what actions you might take?
- Prepare to share your insights with the whole Forum

# Winter

- Understanding our roles as Leaders
- Strategy and Planning
- Preparation



# Winter - preparation

## Secular

1. Leaders consider their role as being the fund-raiser for the organisation
2. Leaders Strategize to get people to make gifts to their organisation
3. Leaders do whatever works to get people to respond generously.

## Biblical

1. Leaders understand their role is to sow biblical stewardship principles; God is the fundraiser.
2. Leaders gather biblical truths that encourage people to become givers who are rich toward God.
3. Leaders model generosity and pray for God to help people grow spiritually in the grace of giving

# Spring

- Transaction v Transformation
- Recognition v Stewardship
- Relationships v Drawing people closer to God

# Spring – sowing seed

## Secular

4. Leaders seek transactions: gifts to accomplish their organisations' purposes from donors who have financial resources
5. Leaders reinforce worldly thinking through strategies such as public donor recognition that may work culturally but be inconsistent biblically.
6. It all about relationships! The Leaders goal is to build relationships with people that will result in many gifts over many years.

## Biblical

4. Leaders seek transformation: to help others use the spiritual and material gifts entrusted to them to accomplish God's work.
5. Leaders help people discern between worldly thinking and godly thinking by modelling biblical stewardship principles
6. "It's all about the most important relationship!" the leaders goal is to draw people closer to God. As a result they will be more generously involved in God's work.

- Walking with people
- Sharing Biblical Truths
- Organisation v Kingdom

# Summer - cultivating

## Secular

7. Leaders manipulate givers through moves management to get them to make gifts to the organisation.
8. Leaders communicate with the ultimate goal of getting something from people.
9. Leaders encourage people to join the to accomplish their purpose

## Biblical

7. Leaders leave the giving result to God. They try to discern where people are in their stewardship journey to encourage them to grow in the grace of giving
8. Leaders communicate with the goal of imparting something to people
9. Leaders seek to engage others to get involved in God's work in community

# Autumn

- Monetary or ministry goals
- Scarcity v abundance
- Celebrate people or give thanks to God

# Autumn - harvest

## Secular

10. Leaders rely on their own efforts and measure success in monetary terms.
11. Leaders' perception is fear-based; in a scarcity mentality they compete for limited resources from givers
12. Leaders celebrate what people have done and give them glory.

## Biblical

10. Leaders trust God to provide and set spiritual or ministry goals
11. Leaders see through the lens of faith so an abundance mentality allows them to co-labour rather than compete
12. Leaders celebrate God's provision and give glory to Him

# references

- The Sower – Rodin and Hoag
- The Treasure Principle – Randy Alcorn
- Revolution in Generosity –Wilmer
- Stewardship Study Bible
- Growing givers hearts - Jeavons, Burch Basinger
- 10 Principles of Christian Giving - John Stott
- The spirituality of Fund- raising - Henri Nouwen
- The Choice – Hoag, Rodin and Wilmer
- Good news for the poor – Tim Chester