

*Fundraising as a  
cornerstone of Integral  
Mission*

# The two questions

Over the years we have applied good practice standards and principles to our fundraising approaches

1. But are these distinctly Christian?
2. Have we had the courage to look deeper into the theology and subsequent practice for an integral mission response to fundraising?

# prayer

- Link up with a person sat next to you
- Ask them what they hope to get out of today
- Pray for what they asked for
- Then reverse roles

# My experience

# What today is not about

- Questioning the importance of Fundraising
- Discussing Good and Bad fundraising
- Discussing successful fundraising techniques
- Promoting a particular type of fundraising
- Discussing ethical issues associated with fundraising
- Critiquing fundraising carried out by non Christian organisations

# So what is Today about

- Discussing and sharing what makes fundraising distinctly Christian

Or to put it another way

- What does the Bible teach us about Fundraising and as Christian organisations how does that impact on how we fundraise.

# Philip Yancy

- Saved every fundraising appeal From a Christian organisation he received in a month 62 in all
- After analysing them he concluded that the appeals from Christain Organisations used the same transactional techniques as everyone else
- Not a single appeal focused on his need as a Christian to honour and obey God through his giving.

# Prof Blomberg

Why is that that Christian Ministries that are raising money do not stress the central biblical truths that giving

- Is a part of a whole life transformation
- Stewardship and sanctification go together as signs of Christian obedience and maturity
- God will call us to account for what we do with 100% of the possessions he has loaned us.



# C. S. Lewis

“I do not believe one can settle how much we ought to give. I am afraid the only safe rule is to give more than we can spare. ....

.....There ought to be things we should like to do and cannot do because our charitable expenditure excludes them.”

# John Stott

Christian giving is to be marked by self-sacrifice and self-forgetfulness, not by self-congratulation.



Fundraising is a very rich and beautiful activity. It is a confident, joyful and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God's Kingdom.

— *Henri Nouwen* —

**AZ QUOTES**

# Henri Nouwen

When we approach fundraising in a spirit of gratitude, our confidence in our mission does not depend on how the person we are with responds to our request! We are free to remain secure in God's love with our hearts set joyfully on the kingdom.

John Bunyan



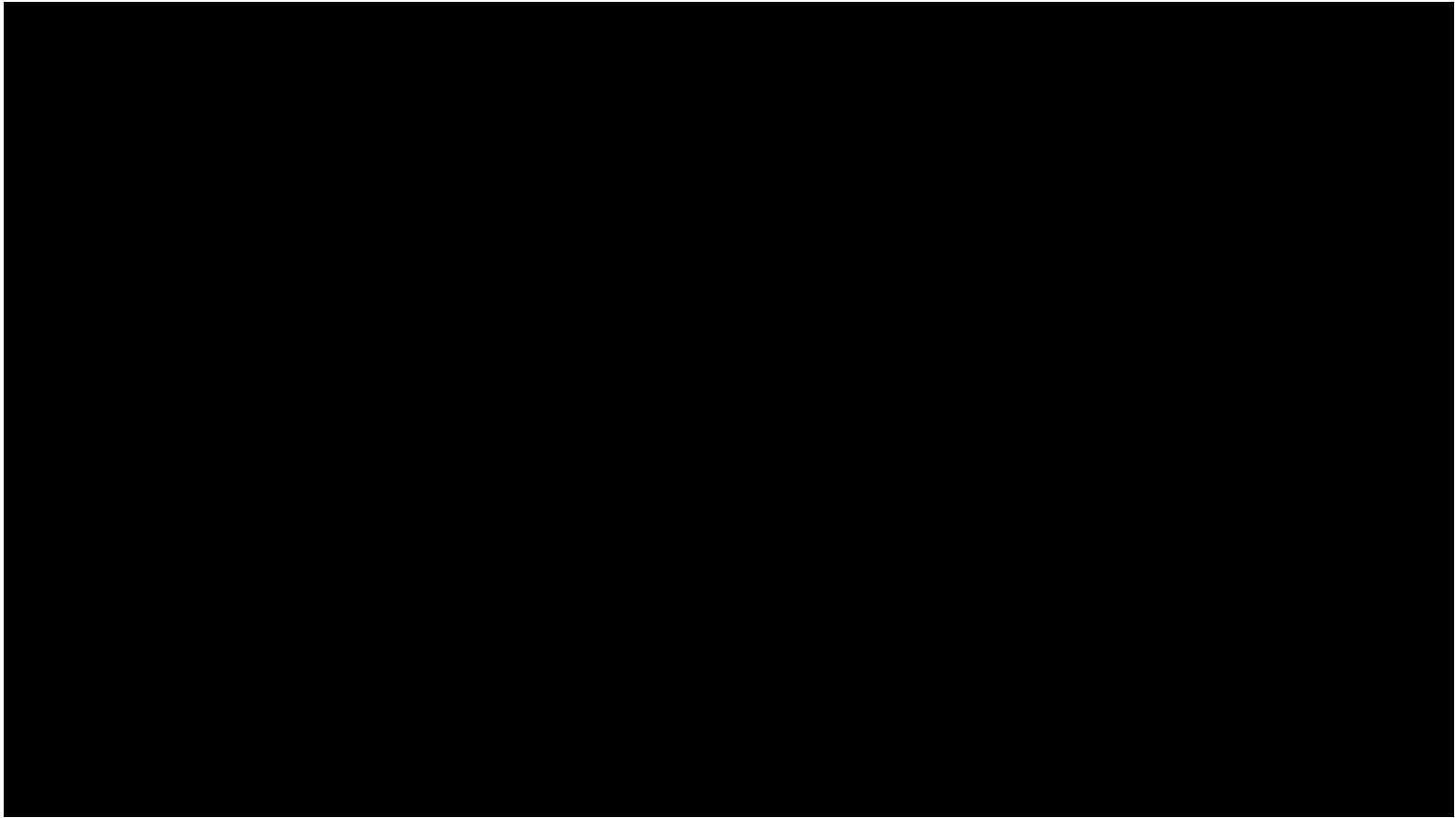
You have not lived today until  
you have done something for  
someone who can never repay  
you.

AZ QUOTES

# 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?

# Save the Children



# Christian Aid





# Oxfam

