

RAISING MONEY – INSIDE AND OUTSIDE OF THE CONGREGATION
Bob Connolly – November 2018

UNIVERSALS OF RAISING MONEY

- People give for 3 reasons – Faith (higher purpose); Opportunities; Being Asked
- To raise money it takes Leadership, Relationships and Good Strategy
- Fear of Asking for money is universal – rooted in the need for courage (risk-taking) and basic self esteem issues
- Art of asking: Right person asking the right person at the right time in the right way for the right amount
- Most important asking words “(pray) and consider”
- A lot more money out there than most people realize – develop money radar

CONGREGATIONAL GIVING

- Hard money is better than soft money
- 32% of the \$390 billion given away annually in America goes to “religion”; 25 years ago this number was 50%; 80% of this money comes from individuals
- Declining financial giving is usually related to internal conflict or membership decline
- Types of Giving – Annual, Capital and Bequests
- Earned Income is a new source of creative income: schools, day care, housing, coffee shops, etc

IAF ORGANIZATIONAL MONEY

- Hard money is the key value
- Ideal mix – 30% Dues; 30% Individuals (Friends of); 30% Earned Income; 10% Endowment Income or Other – including Foundations (Soft)
- Continuous training of organizers and leaders to develop a strong money culture – use the issue campaigns to raise funds
- Start an organizational endowment fund