## Webinars for Association Leaders

#### Practical resources for Evangelical Association Leaders



## WEA Leadership Institute

The WEA-LI offers specialized training in association leadership, as well as other training programs and resources.

Go to http://worldea.org and click on

- WEA LI (for training)
- Resources (for resources)



# Some guidelines

- We will begin at 2 minutes after the stated time.
- The presentation will follow a brief introduction
- Please use the chat window (text chat) for comments and questions (This will be moderated and your participation is welcome at any time)
- After the presentation we will have approximately 30 minutes for Question/Answers

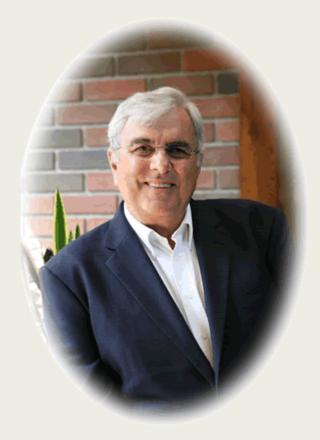


# The Power of Vision writing proposals that impact

with Rob Martin of the First Fruit Institute



## **Introducing Rob Martin**



Rob Martin presently serves as:

- A mentor/coach with First Fruit, Inc.
- The Lausanne Senior Associate for Resource Mobilization.



#### <u>The Basics</u> part one

- Proposals Don't Raise Money, You Do
- Proposals Gives Context to Your Strategy
- Most Fund Raising is Accomplished Before the Proposal is Read
- Donors Are Attracted to Your Purpose; They Fund Your Idea



# The Basics

part two

- Listening to Your Donor Is a Key Skill in Knowing How to Prepare Proposals
- Be Loving- Take the Time to Write It Tight- Use Fewer Rather Than More Words
- Get to the Point
  - Your Offer
  - The Need
  - Your Idea



## The Elements

#### part one

- Your proposal as seen through the aspects of Donor Motivation
  - Character
  - Track Record
  - Purpose
  - Idea
  - Communion of Giving and Receiving



#### DONOR MOTIVATION 1. Character

- Trustworthiness
- Courage
- Reputation
- Follow Through
- Caring (Manners)



#### DONOR MOTIVATION 2. Track Record

- Looking Back
- Story
- Ebenezers
- Where have you come from?
- What has been accomplished?

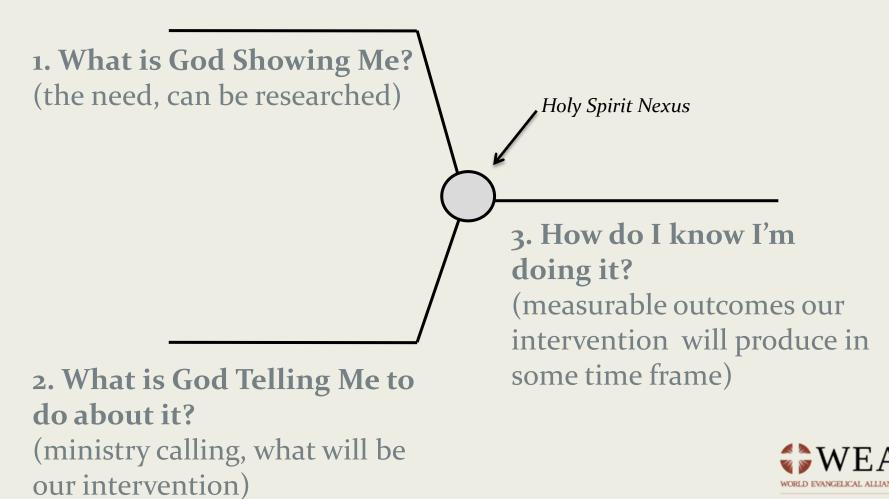


### DONOR MOTIVATION 3. Purpose

- This is Your Calling and Your Destination
- The three Questions
- What is God showing me?
- What is God telling me to do about it?
- How do I know I'm doing it?



## Faith Based Planning



#### DONOR MOTIVATION 4. Idea Developing Your Proposal

#### HOLY SPIRIT

Praying and counsel towards knowing what to do.

#### **ACTION**

What is our strategy to reach our outcomes?

- What are our resource needs to accomplish each strategy?(people, money & stuff)
- What are our learning and change points? (feedback loop for each strategy: plan, do, measure and change)
- Who is responsible for each strategy

#### RELATED ISSUES

- What is our budget? (real costs: total including volunteer and in-kind donations)
- What are our offers? (sometimes known as asks or requests)
- Who are our donors?
- What are our communication strategies?



## **DONOR MOTIVATION**

- 5. Communion
- The Lausanne Standards



#### The Elements

#### part two

- A. The Letter of Inquiry (or) Executive Summary
- One Page
- Your Connection (one paragraph)
- Your Offer (one paragraph)
- Your Mission Statement and Purpose (one paragraph)
- The Need (one paragraph)
- Your Strategy (one paragraph)
- Budget (summary)
- Contact Information
- Links



#### The Elements

part two

- B. The Proposal
- The Connection
- Your Offer
- Your Vision: Context, Mission Statement and Purpose
- Need
- Your Idea and Strategy
- Budget (Comprehensive, But Not Detailed)
- Story

- Addenda
- Track Record
- Endorsements
- Bios
- Reporting
- Further Stories
- Links



## **A Special Invitation**



Rob Martin serves as a mentor/coach with First Fruit, Inc and extends to the participants of this webinar an opportunity to receive coaching.

To access this no-fee service contact Rob @: <u>rob@firstfruit.org</u>



## We Value Your Feedback!

 Please help us improve future webinar experiences by providing your immediate feedback. Please, click below link to complete our survey

http://www.weali.com/survey/index.php?sid=37554&lang=en

