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**GTP.org**

A GTP GLOBAL WEBINAR



# BUILDING ORGANISATIONAL CAPACITY AND GROWING LOCAL GIVING

GLOBAL TIPS FOR BOARDS, CEOS,  
AND MINISTRY FUNDRAISERS

SPEAKERS:  
ROB MARTIN  
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GARY HOAG  
ERENY MONIR

16 JULY 2020  
5AM SEATTLE / 6AM DENVER  
1PM LONDON / 2PM ALEXANDRIA

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# SPEAKERS



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Training &  
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& CEO,  
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# Global Webinar Overview

**1**

**Building  
Organisational  
Capacity**

**2**

**Growing  
Local  
Giving**

**3**

**Doing  
Practical  
Assessment**

**4**

**Discussion  
and  
Takeaways**

**Post questions in chat bar. Get slides and video at [gtp.org](https://gtp.org).**





**1**

**Building  
Organisational  
Capacity**





# Why build capacity?

1

**It is the biblical paradigm for positioning ministries to thrive. We have a key role to play.**

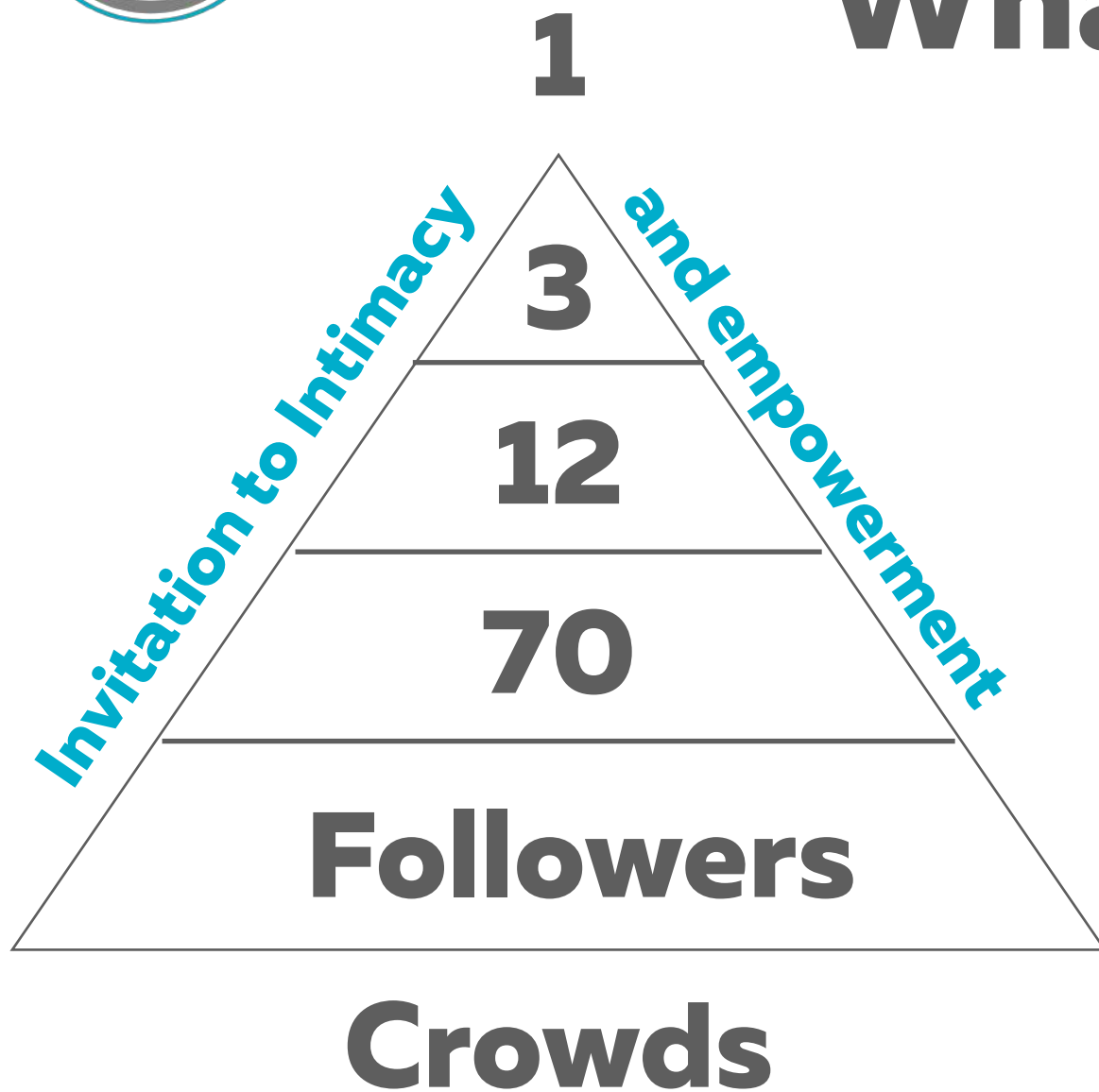
Now after this the Lord appointed seventy others, and sent them in pairs ahead of Him to every city and place where He Himself was going to come. And He was saying to them, “The harvest is plentiful, but the laborers are few; therefore beseech the Lord of the harvest to send out laborers into His harvest.” Luke 10:1-2

**Sent ahead in pairs. Ask God for people.**



# What did Jesus do?

1



He engaged ordinary people in mission. Luke 8:1-3.

He invited the receptive on a journey to intimacy and empowerment. Luke 9:1-6 (12)

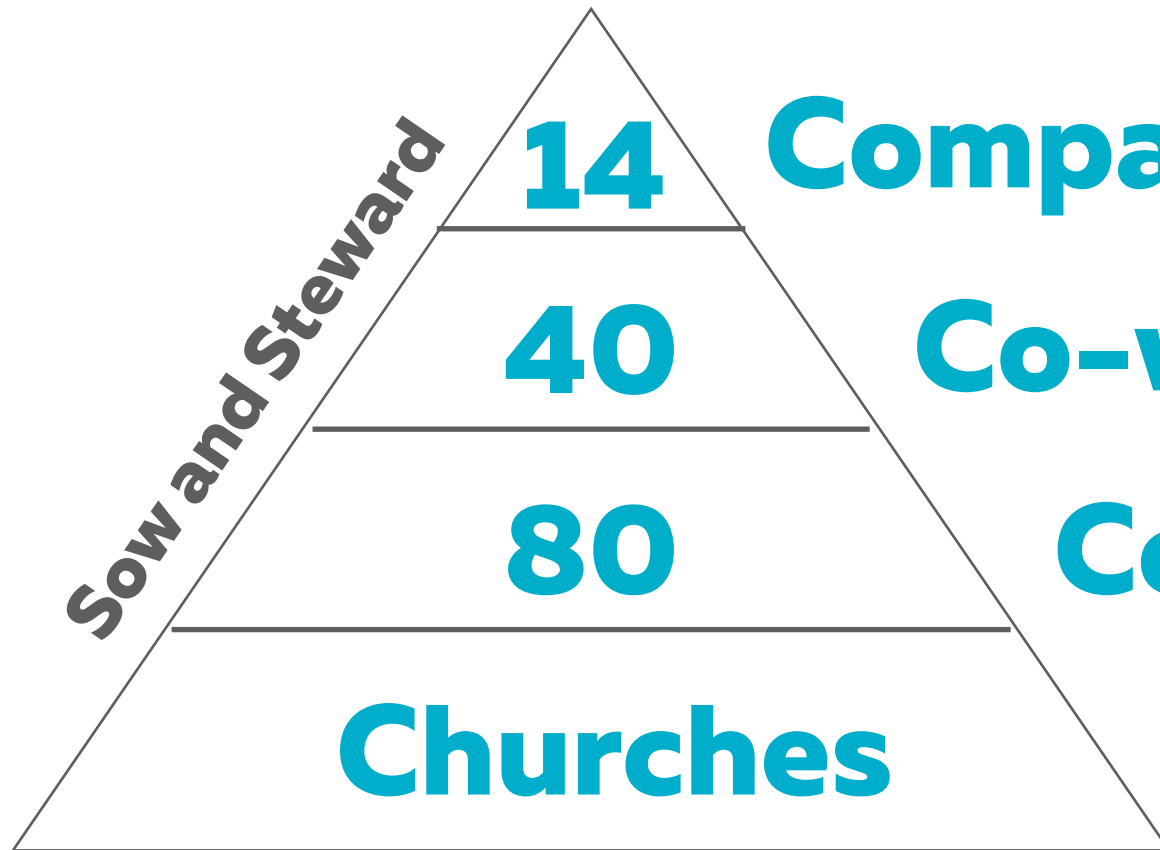
The movement grew by mobilising the followers God raised up from the masses. Luke 10:1-2 (70)



# How about Paul?

1

**Christ**



**Jews and Gentiles**

To build God's building, we sow and steward all God brings to us.





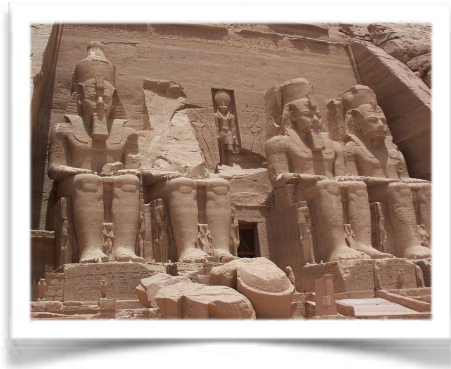
# Definition

1

## What is Organizational Capacity?

Organisational Capacity is the level that your (1) staff, (2) systems, (3) structure, and (4) support come together to deliver (5) services that satisfy the present situation and that position the ministry to address new opportunities in a manner that perpetually depends on God. (“Sustained Interdependence”).





# 5 Parts

# 1

## What does this look like practically?

1. *Staff* - Do you nurture a solid team of people, staff and volunteers (including org charts with roles and duties)? *Jesus nurtured the Twelve and Paul spent time with his companions and co-workers.*
2. *Systems* - Do you empower people to steward the work? Are you delegating responsibility or authority? *Again, consider the examples of Jesus with the Great Commission and Paul with his delegates.*



## 5 Parts

# 1

3. **Structure** - Do you have oversight and accountability? Grow trust with internal reports and externally with peer accreditation. God's workers attune to the Spirit and serve in pairs.
4. **Support** - Do you have a wide base of prayer and giving? Grow community with multi-channel communication. As people are receptive they are engaged in deeper ways, largely with time and correspondence.
5. **Services** - Do you offer services that can only grow by addition? Jesus and Paul empowered for multiplication?



# Why BOC?



BOC (Building Organizational Capacity) precedes sustained support. Rob Martin, *When Money Goes On Mission* (pp. 198-9).





# How to BOC?

1

## **Tip 1 for Boards - Ask questions about the 5 parts of OC.**

While most inquire about dollars and outcomes, ask about the staff, systems, structure, support, and services.

## **Tip 2 for CEOs - Empower people with peer accountability.**

In your season, give away power and set up guardrails. If you do not do this, the ministry will die with you.

## **Tip 3 for Ministry Fundraisers - Grow givers deep and wide.**

Map plans. Sow faithfully in the hearts of the receptive. God wants them to join in His work with what they have.

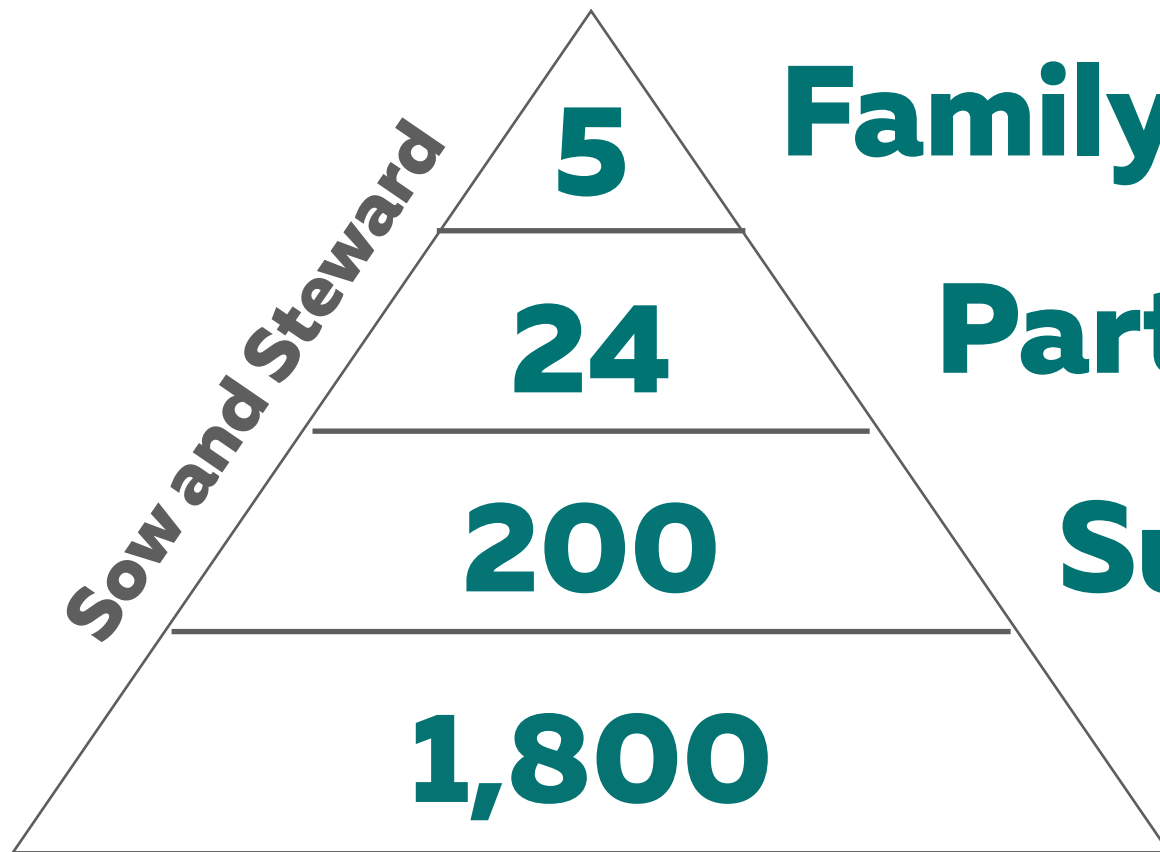




**Christ**

# BOC Example

**1**



**Family (Staff)**

**Partners (Volunteer, Board)**

**Support (Give, Pray)**

**Receptive (Programs)**

**Global Church**

Serve in pairs. Pray for and empower people.



**1**  
**Building  
Organisational  
Capacity**



# Comments?

**1**

**What are givers looking for related to OC?  
How should receiving organizations respond?**





**1**

**Building  
Organisational  
Capacity**



**Comments?**

**1**

**Why is building OC important? Got any advice for boards, CEOs, and ministry fundraisers?**







**2**

**Growing  
Local  
Giving**







# Four Foundation Stones

2

## Laying the Foundations for Growing Local Giving

4. Understanding the needs of supporters (ministry partners)
3. Understanding the needs of the people you serve
2. A vision of a future reality God has put in your heart
1. God's calling for His workers





# Preparing Well

2

## King David prepared to build the Temple - 1 Chron. 22:1-5

- What do you want to raise funds for?
- What resources (**money, staff, volunteers, skills, connections, time**) do you have available?
- What resources are you praying for God to supply to do the work?
- What are your fundraising (or rather people-raising) goals for the next 12 months?
- Who will you approach and how? (more on this in a few minutes)

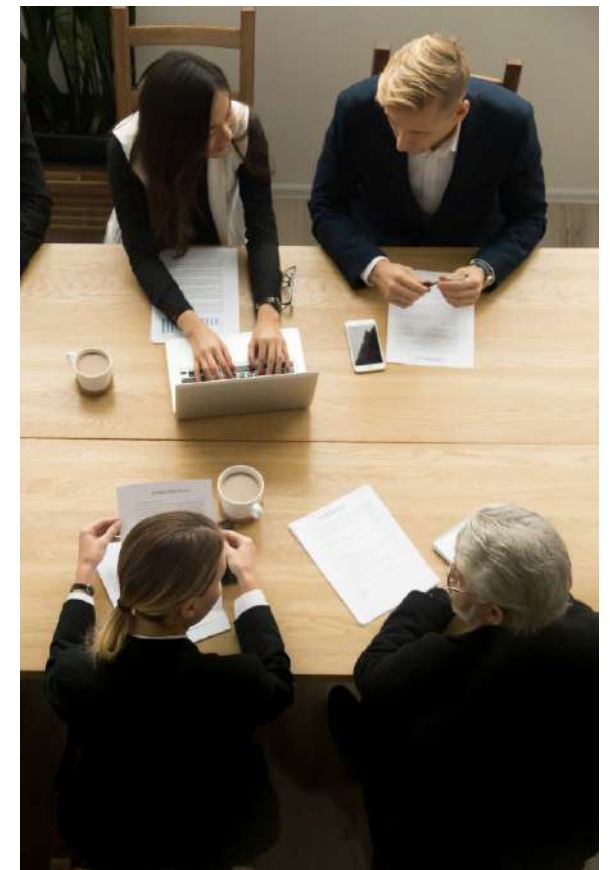


# Your Partnership Plan

2

**Do your planning and prepare your fields before building your house. Prov. 24:27**

1. **Purpose:** What has God called you to accomplish (and to invite others join in)?
2. **Programmes:** What programmes (or services) do you offer and how do you carry them out?
3. **Stories and Impact:** Who benefits from your services or programmes and in what ways
4. **Uniqueness:** Why your ministry to serve these people? What part does God have you playing?

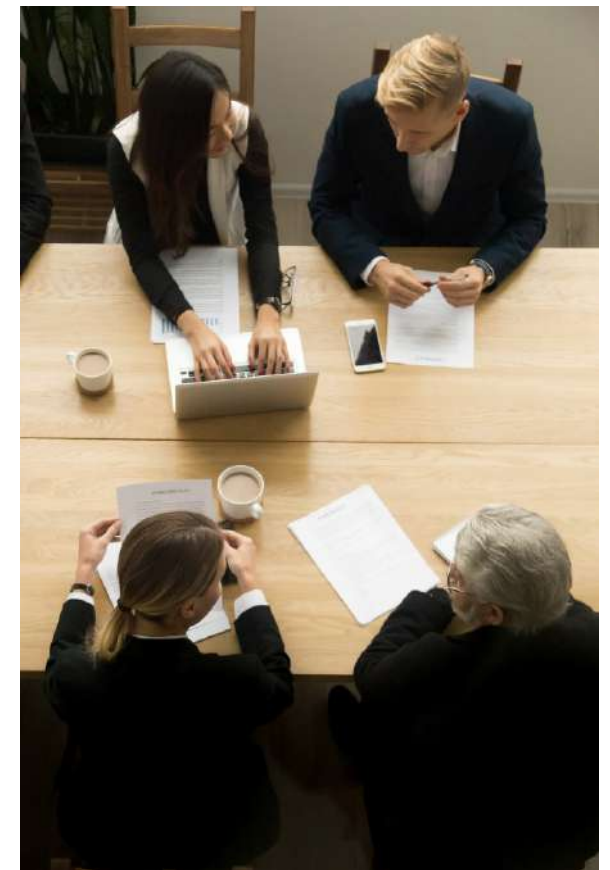




# Your Partnership Plan

2

5. **Progress:** What are the fruits or outcomes that have resulted from your faithful activities
6. **Accountability:** Got administrative standards? Are you accredited by a peer accountability group?
7. **Discernment:** What are your ministry goals for the next 3 years? How is God leading you?
8. **Stewardship:** How will you be accountable to all ministry partners for accomplishing your ministry goals and using God's resources wisely?







# Stewarding Sources

2

## Identify and evaluate sources of ministry funding

People Groups	How many?	How much?	How often?
Individual Givers	1,500	£155,000	3x/year
Wealthy Christians	20	£95,000	1x/year
Christian Trusts	10	£40,000	
Local Churches	20	£35,000	1x/year
Ministry Partners	4	£25,000	1x/year
Business Enterprises			
Other (Events)	2	£4,000	1x/year



# Count the Cost

2

**But don't begin until you count the cost.  
For who would begin construction of a  
building without first calculating the cost  
to see if there is enough money to finish it?**

**Luke 14:28**

- How much money do we need to raise?
- How do this need relate to the different possible groups supporter groups?





# Inviting Participation

2

**But the noble make noble plans, and by noble deeds they stand. Isaiah 32:8**

## People Groups - Faithful Activities

- Individual Givers - emails / events / letters / newsletters / church visits
- Wealthy Christians - meetings / small events / emails / visits to projects
- Christian Trusts - proposals / visits to projects / meetings
- Local Churches - offering / follow up emails / volunteering / giving
- Ministry Partners - invest in God's work / share costs / help in kind
- Business Enterprises - gifts from income of "business as mission" work
- All categories - social media

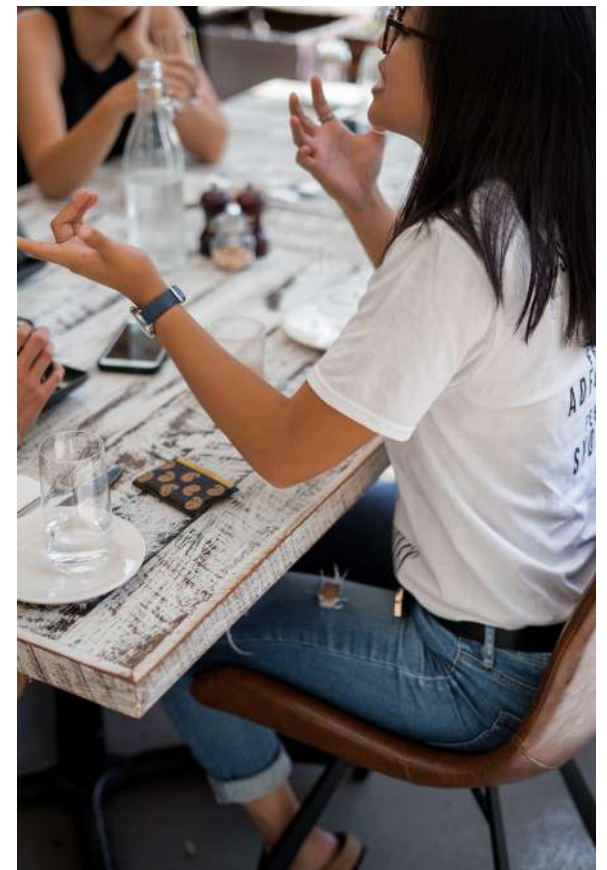


# Putting it Together

2

## Six Tips to Remember

1. Fundraising is not about money. It is about enabling supporters to worship God with the resources they steward, so they share His love in practical ways.
2. Learn to see things through your supporter's eyes. Listen. Ask questions. Understand them. Before they understand you, first understand them.
3. Friend-raising comes before fundraising. Fundraising is not selling.





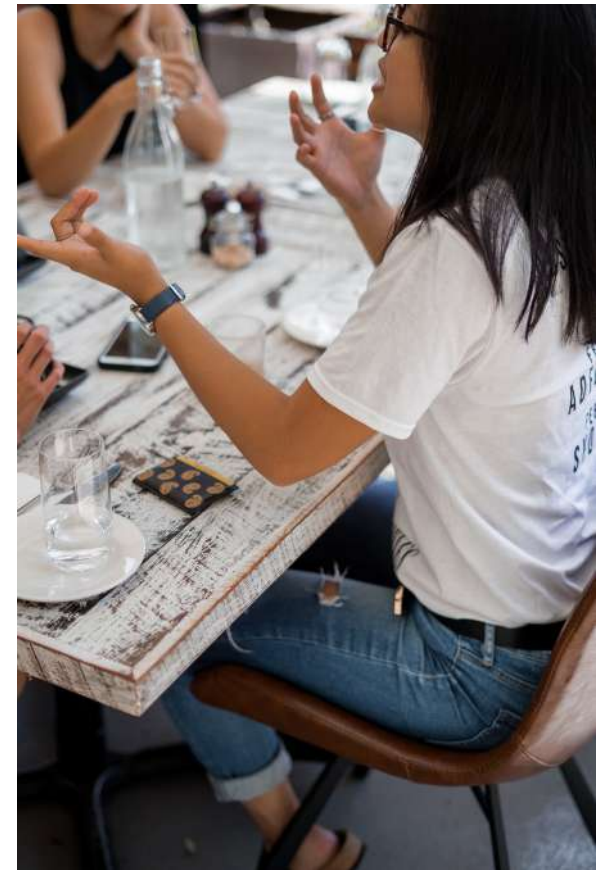


# Putting it Together

2

## Six Tips to Remember

4. Harness the power of emotion in storytelling not to manipulate but to communicate. Appeal first to the emotions; logic then reinforces the appeal.
5. Propose gifts people can relate to. For example, 'Give £10 today to feed a child for a week.'
6. Inspire them to open their hearts and minds. Trust God to move willing hearts to open wallets.





2

**Growing  
Local  
Giving**



# Comments?

2

**What if ministries followed this advice?  
What impact would it have on local giving?**





2

**Growing  
Local  
Giving**



# Comments?

2

**Got any global advice for boards, CEOs,  
and ministry fundraisers?**







# 3 Doing Practical Assessment





# Where do I start?

3

## Start right where you are!

Theoretical teaching without practical templates leaves all of us handicapped.

At GTP we want to help! We want to turn dependency into discipleship.

You are the one God has raised up to change the situation. You need tools.







# Diagnostic Tool

3

**Let us test and examine our ways, and return to the Lord! Lam. 3:40**

We made a diagnostic tool to empower you to build capacity where you are. It has 36 questions. Based on your answers it links to free templates. The questions are in 12 categories.

**DIAGNOSTIC TOOL**

Is your house in order? Need help to strengthen board governance? Want administrative templates to increase organizational efficiency and effectiveness? Not sure where to start? GTP designed the Diagnostic Tool for you!

- 1 Answer 36 Questions Online**  
Answer 36 "Yes" or "No / Not Sure" questions about compliance, controls, commitments, culture, and more.
- 2 Get Your Diagnostic Report**  
Receive a copy of your responses via email. For items you answer "No / Not Sure" to, we'll suggest best practices and include links to free templates.
- 3 Download Free GTP Templates**  
Download the free templates and adapt them to your context. Meanwhile, your responses help us enhance our program offerings.
- 4 Put Your House In Order**  
Position the ministry for flourishing and sustainability as you implement best practices and proven templates. Faithfulness leads to fruitfulness.



# 12 Categories

# 3

## 1. Compliance

Board Policies Manual (roles and responsibilities of Board and CEO)

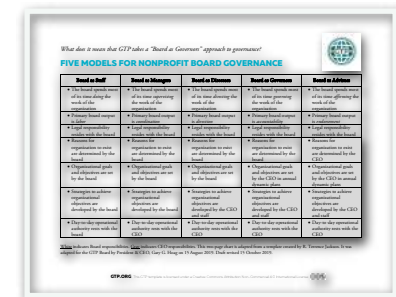


## 2. Commitments

Board Annual Commitment Form

## 3. Christlikeness

Meeting Evaluation and Board Self Evaluation





# 12 Categories

3

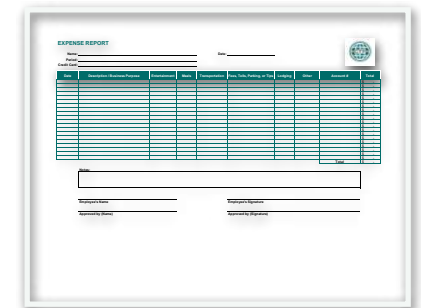
## 4. Cultivation

Annual Meeting Run Sheet  
(Spiritual, Strategic, Social, Solitude)



## 5. Controls

Board Interview and Selection  
Process, Spending Plan (Budget)



## 6. Competencies

Board Matrix, Reference  
Forms, and Job Descriptions

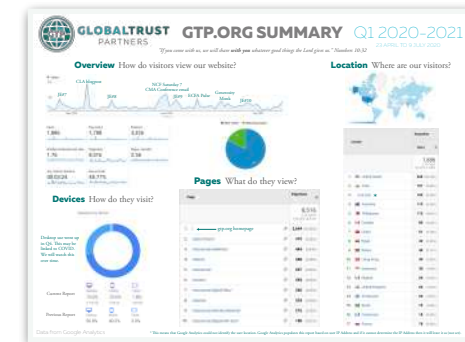


# 12 Categories



## 7. Care

Board Meeting Agenda and Staff Evaluations

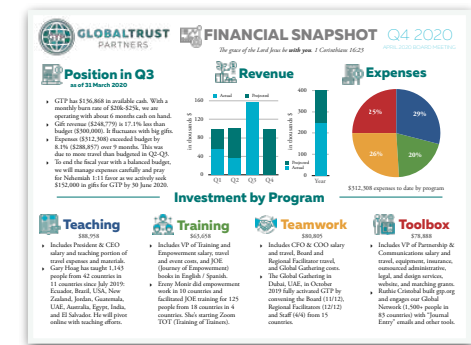


## 8. Communication

Advance Packets, One-Page Reports

## 9. Culture

Discerning Direction Document (3D), “With you!”







# 12 Categories

# 3

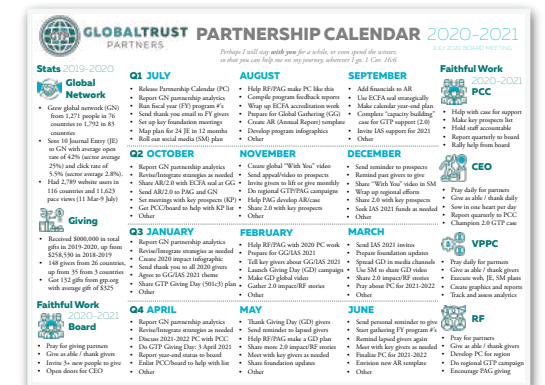
## 10. Crisis

Risk Management /  
Succession Plan (in BPM)



## 11. Collaboration

Quarterly Board  
Dashboard



## 12. Contribution

Stewardship and Partnership  
Philosophy, Partnership Calendar,  
Gift Acceptance and Privacy Policies



# Four Steps

3

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Position the ministry for flourishing and sustainability as you implement best practices and proven templates. Faithfulness leads to fruitfulness.

Change your situation.

1. Answer 36 questions online
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Build Capacity. Grow Local Giving.

[gtp.org/resources/diagnostic-tool](https://gtp.org/resources/diagnostic-tool)



3

Doing  
Practical  
Assessment



# Comments?

3

**How have you seen assessment impact ministries globally? Got any other advice for boards, CEOs, and ministry fundraisers?**







**3**

**Doing  
Practical  
Assessment**



# Comments?

**3**

**Why do givers value assessment?  
How can templates help receivers thrive?**

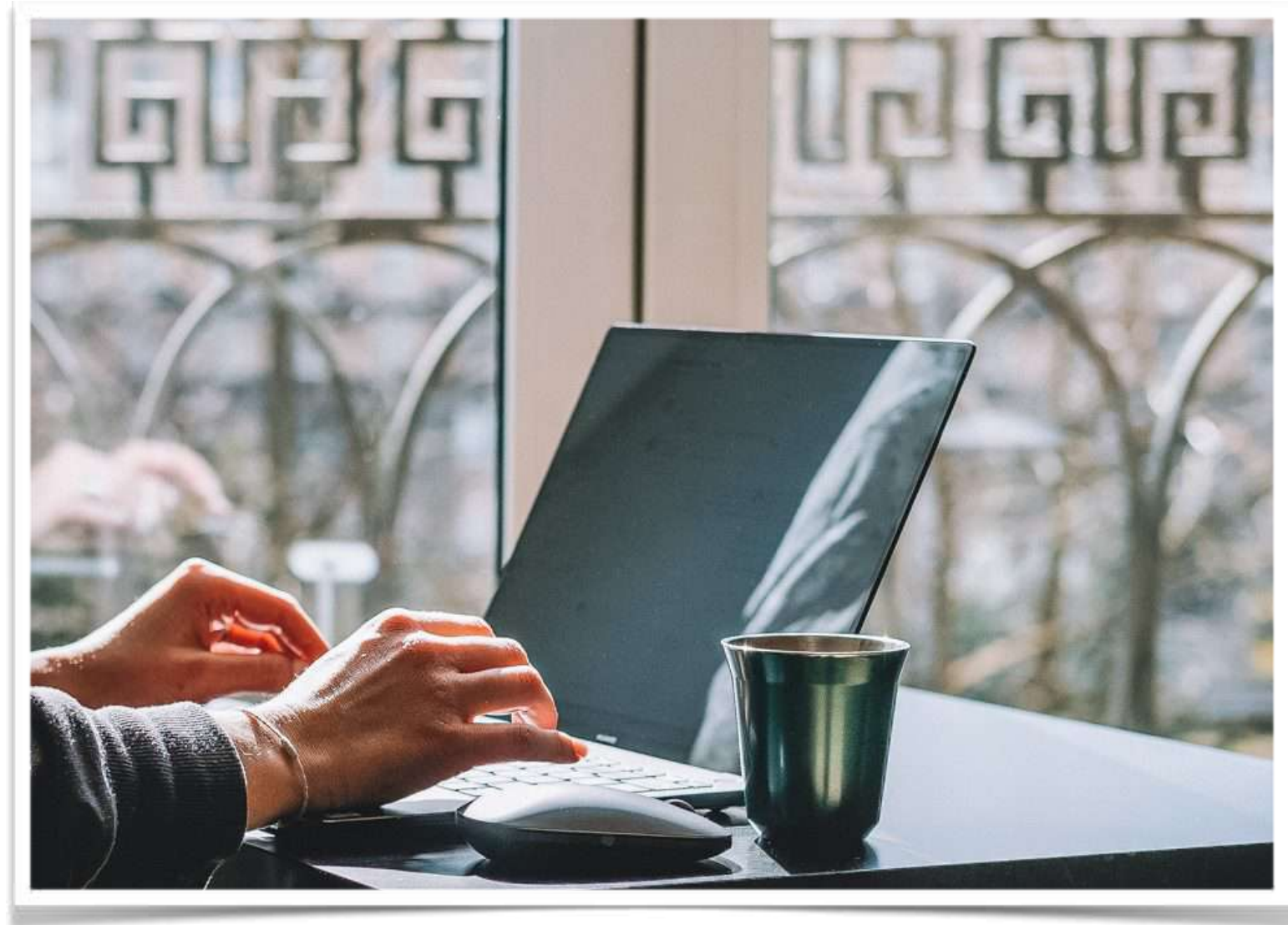






**4**

**Discussion  
and  
Takeaways**





# Discussion and Takeaways

4

**Building Organisational  
Capacity**



**Growing Local  
Giving**



**Doing Practical  
Assessment**



**Post questions in chat bar. Get slides and video at [gtp.org](https://gtp.org).**


**Share the slide deck  
and the recording!**

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for more information.**

**Email inquiries and  
send impact stories to  
[mail@gtp.org](mailto:mail@gtp.org).**

**Thanks for joining us.  
Do the Assessment.**

**[gtp.org/resources/diagnostic-tool](https://gtp.org/resources/diagnostic-tool)**



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