

We think we need
the “yes,” but
God doesn’t.



Photo courtesy of Camp Lebanon

■ by Scott Shaw

Make the Ask!

In *A Spirituality of Fundraising*, Henri Nouwen said, “If our security is totally in God, then we are free to ask for money. Only when we are free from money can we ask freely for others to give it.”

What is your relationship with money? As a pastor’s kid, money was always an issue in our family. We felt it was our duty as people in ministry to do without. But, as Nouwen said, “When we learn to place our whole trust in God and have become clear that we are concerned only for the kingdom; once we have learned to love the rich for who they are rather than what they have; and once we believe that we have something of great value to give them, then we will have no trouble at all in asking someone for a large sum of money.”

Our posture as executive directors and development professionals should always be focused on what we want *for* the donor/champion more than what we want *from* them. We want them to grow in a relationship with Christ, just like we want for our campers and guests. This growth comes through relationships with us and our staff and through their families’ involvement in our camp programs. This relieves us from the anxiety that it is about us and our ministry and reassures us that it is about God and what He wants for His ministry.

So, what steps can we take to free ourselves from money and make big asks centered on donor/champion growth and God and His ministry?

- Destroy the giants in your head. Fundraising is, first and foremost, ministry. Pray and ask God to flip that switch in your head and heart so you believe that when you ask people to give, you are doing what is best for them.
- Remember that all money is God’s money. It is a tool for us to bring glory and honor to Him through the work we do in our camps and conference centers.
- We are stewards — not owners — of His money. We think we need the “yes,” but God doesn’t. Remind yourself constantly that it is about Him; you are just a tool that He is using to bring about impact and glory to Him.
- Create a compelling case for support that explains the why and shows donors/champions the impact of their giving. Then, ask big!

on the money

Do you need help overcoming the fear and anxiety of fundraising or help writing a compelling case for support? Email me at sshaw@mif.org. ■



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