



CAMPUS
MINISTRY
TODAY

10 STEPS TO GET **FULLY FUNDED** THIS SUMMER

created by
Steve
Shadrach

Finally, Get Fully Funded—THIS Summer!

Here's My 10 Step Plan for You

Created by // Steve Shadrach

1. Back to the Word

- Buy or download a copy of *The God Ask*. Do all the Bible studies in the back. Dig in and don't skimp on any of it! Write out your Biblical conviction in response to each of these three questions: Is it ok to live on support? Is it ok to minister on support? Is it ok to ask for support?
- Memorize the Biblical basis for "*The God Ask*" and practice drawing it out and explaining it on an appointment. Make sure you let each person know investing in a Great Commission worker is biblical, and God is using them to touch people for Jesus Christ, for all eternity.
- Go to your prayer closet and have a heart to heart with God. Do you have a positive, healthy, clear, Biblical perspective on Him, His calling on your life, the specific ministry you are pursuing, and the awesome privilege it is to invite others to partner with you? If not, repent, and let Him do some deep surgery on your mind and heart *before* you launch out.
- I explode out of that closet with a Spirit-filled laser, focus. The countdown clock begins and every single conversation I repeat over and over: "3,000 freshman are moving onto my campus August 15th. I want to be there to greet them, love them, and share the gospel, but I cannot launch my work there until I'm at 100% support. I have 43 days left and \$1,350 of monthly support left to go. That's why I am working morning, noon, and night to get to full budget, to get to those students who desperately need Jesus in their life!"

2. Revisit the Basics

- Materials – get these updated right now, in a simple, practical, and excellent way. But don't let it consume more than a few days getting it all together. Talk to the leadership of your ministry to see what they're giving to new staff, to see if there is any new stuff you need to be using.
- Be Humble and Ask—interview one or two other staffers in your organization who have really solid support teams. How did they do it? What advice would they give to you? Will they allow you to role play with each other? Will they go on an appointment with you and give you some pointers afterwards?
- Sharpen the Appointment – Keep it simple and relational. Remember to hit on the seven key components of an appointment. 1. Build rapport. 2. Share the need. 3. Share the solution. 4. Share your ministry and role. 5. Tell the story of a changed life. 6. Ask for a monthly commitment within a defined range. 7. Clarify next steps.

- The Ask – Build up to it. Let them know it’s coming, so it won’t be abrupt or awkward. With passion and urgency to get to your assignment, share your goal and timeline. Show the levels of giving, and that your ask to them is prayed over and customized. With kind, loving eyes locked on theirs, give them room to respond.
- Follow-Up – If they need more time, get super specific as to when (and why) you will be calling back, preferably within two days. It’s a phone appointment commitment you are going to follow through with—no matter what!

3. Get Organized

- Get some software, something like MPDX, TNT, or Karani. Email or text everyone to make sure you have their latest contact info, including cell numbers. Import their contact info into Mailchimp or your e-newsletter service and merge that info into an email, asking them if it’s correct. Make a note as to how you think they most prefer you to contact them (Phone call, text, Facebook message, etc).
- Assign each person a geographical location, preferably in no more than four or five cities or areas. Then tag them A, B, and C, designating the priority on each to meet with them. City by city, rank the top 10 (or 25!) people you definitely want to get face to face with. Start to pray over these lists, name by name!
- While God is sovereign, and He provides the results, there are some definite trends we’ve seen as we’ve trained over 10,000 ministry workers in support raising: The average ministry worker has a team of around 50 committed monthly donors. About 50 percent of the folks you meet with will support you, so you’ll need at least 100 face-to-face appointments to get to full support. About half the people you ask for an appointment will agree to meet, so that’s 200 conversations. To summarize, you’ll probably call 300 people in order to have 200 actual conversations, to get 100 individual appointments, to find those 50 precious souls God has called to partner with you. This is a lot of work and faith, isn’t it?
- So, if you need to raise \$1,000 of additional support this summer and you think an average gift might be \$100/month (some more, some less), then your goal may be just 10 new supporters. That will probably mean having 20 appointments, after having conversations with 40 different people, asking them to meet. But to get those 40 people on the phone to even ask for an appointment will mean you making 120 (3 to 1 ratio) call attempts. Get the point?

4. Open Your Eyes to Your Current Team

- That additional \$1,000 a month may already exist within your current support team! Maybe you asked them when you were just starting out, but now you’ve got experience, credibility, and a larger budget. Or it’s been 18-36 months (or longer) since you’ve asked them to consider increasing. Pray over your list and ask “Who could increase?” and “How much could they increase?”
- Call each of these supporters thanking them for their support and letting them know you’re raising X amount of new support this summer to enable to launch you into this new school

year of ministry this August. Ask if they'd be willing to meet, so you can catch up with each other, talk about the ministry, and talk about possible additional support.

5. **Secure the Appointment**

- Whether it's evangelism or support raising, Satan fills our minds with so many lies, it's ridiculous. Setting up the appointment is the hardest part. The next toughest is actually asking for a decision. It takes a proactive initiative. Remember, God supplies the results, not you.
- Experiment with sending a text to the person you're planning to call in the next six to 24 hours. Let them know you'd love to share your ministry with them, you're raising support, and that you'll call them today or tomorrow to see if you can meet up this week. Here's a sample text: "Hey Ben, its Steve Shadrach. I wanted to see if we can meet up this week to talk about our ministry at University of Arkansas. We're raising additional support, and I'd love to reconnect. I'll give you a call tonight or tomorrow. Thanks!" This helps diffuse your own nervousness and breaks the ice for when you actually call.

6. **Be a Master Scheduler**

- If you have contacts in multiple cities, go ahead and map out your trips during the summer. It's better to revisit a city twice with three or four day visits rather they stay for two straight weeks. Being in town for only a few days creates a sense of urgency to meet with you. Be sure and start scheduling a week before you plan to arrive in the city, and don't stop scheduling till you're leaving town. If you decide to extend your stay a day because so many people want to meet, all the better.
- Your goal should be 15 to 20 appointments a week, with 10 per week minimum. Remember, to get 15 appointments, you'll probably need to have 30 conversations. And getting those 30 conversations might take 90 calls to 45 different people.

7. **Go on Support Raising "Binges"**

- People will sense whether you are "all in" on this or not, and it will make you or break you! If you're willing to put it in full gear, there's something incredibly intoxicating about maxing out your day with five or more appointments. One of our staff guys drove to a town and had 20 appointments in three days, scheduling eight in one day! He calls this a support raising binge, and seeks to line up most all of the appointments the week before he left.
- His meetings started at 6 a.m., had two breakfast appointments before 9 a.m., then met with some business people at their offices midmorning and midafternoon, had a lunch appointment, then met with a family for dinner, and finally met with another guy later in the evening." Do you sense his vision and passion? This sense of urgency clearly conveys to the person you're meeting with! So don't pat yourself on the back after two or three appointments, and retire to swimming pool the rest of the day. No! Keep going! Pack out every day!

8. You're a Story Teller and Mobilizer

- It's true that "people give to people, justified by a cause." Most of your support team is more committed to you than to your cause, but that doesn't mean you can't educate and motivate them. People connect best with stories, so tell stories of how God is changing lives on campus, what part you played, and thread them into the story by saying they helped make all of it possible. Record a quick testimony of a student on your phone, and share it with your supporters. Commit to mailing/emailing/texting/Facebooking them stories of changed lives at least every 60 days from that point on!
- Also, don't underestimate the opportunity you have to mobilize people to engage into personal ministry themselves. Send a link to an article on evangelism, discipleship, or missions to your newsletter recipients. Send them a book you've been taking students through. Encourage them to "adopt" a college student in their church, inviting them for meals, and sharing "real family life" with them.

9. Niche Asks Create Excitement

- Always major on monthly asks. After they commit to monthly, ask if they'd be interested in giving a single gift to a personal or ministry need. If they say no to monthly, or even no to meeting with you for an appointment, ask if they'd be open to hearing about specific needs periodically.
- I love to carve up my unique personal and ministry expenses into as many buckets as I can and invite people to invest in those niche opportunities. My dentist took care of all my dental needs as a way to invest in our ministry. One donor gave so I could buy a car, another covered all my costs related for a graduate degree, another all my travel expenses to my ministry events, another all my ministry meals with students each month, etc., but you have to pray, use discernment, then ask! Asking for funds for materials or conference scholarship for students are easy asks.

10. Keep Investing in Students

- Over the last 35 years, I've ministered to thousands of college students. You never really know which ones are going to walk with Christ for a lifetime, or which ones will be successful in their business. But if you keep pouring yourself into students, there will be a growing group of your disciples who are pressing on spiritually and who are willing and able to invest in you and your work significantly. So, persevere. We do reap what we sow!
- I'm also the executive director of a ministry, which means I not only continue to raise my own personal support, but also hundreds of thousands of dollars each year in organizational support and ministry projects. Can you guess who our most faithful and largest donors are? Yes, the men I helped spiritually when they were in college. So when your seniors graduate, tell them you'd like to stay in touch. One way to do that is to get them on your ministry update list so they can pray for the next generation of college students. After they've been out of college for a year, getting established in their job (and starting a giving plan), that may be the time to ask them to start investing back into the very ministry that made an impact on them.

- Parents have always been great supporters, too. Think through the parents you've met of the students to whom you've ministered. Many would be very open to supporting you. If you have had a positive impact on one my children or grandchildren, you come talk to me. I want to support you!

Bonus Questions: Exactly how many days until the new freshmen arrive on your campus? And to the dollar, how much do you have left to raise in monthly support to get you to full budget and to those freshmen? Keep those two numbers in your heart and on your lips every single day this summer. Do not let anything stop you!

Connect with Steve on Twitter: @SteveShadrach