

Keeping Faith in Fundraising

Dr. Rod Wilson February 2018

An Old and a Contemporary Story and Your Takeaway

Big Picture

- Canada 85,000 registered charities
- last 10 years up to 1,000 added every year with 640 failing
- charities and non-profits- make up 8.1% of the Gross Domestic Product
- charitable and non profit sector 2nd largest in world behind Netherlands- US 5th
- 2 million people work in this sector- 11% of the economically active population

- as a major sector more detailed analyses appearing all the time
- growing body of literature, research, training, professional, and skill development
- realization that government spending lessening > charities will increase
- cross generational issues-millennials in particular more cause focused than institutional
- existence of institution less important than impact and influence on global concerns
- increased interest in the super rich and their anxieties
- Atlantic 2011- sense of isolation, worries about work and love, their fears for their children
- all the passed down wealth given away to the same amount and to same causes?
- increasing donor fatigue- being asked more frequently for more money for more causes
- each of the organizations have a worthy cause self-perception

- contemporary culture- many challenges addressed with technology and technique
- methods and means are developed to achieve financial ends
- now the industry of fundraising fully professionalized

Keeping Faith in Fundraising (Eerdmans, 2017)

- fundraising is like the rest of the Christian life
- faithful service to God in the Kingdom does not result in a guaranteed outcome

To do fundraising with a faith commitment we need to:

- fully integrate our faith in God.
- see people as having more value than their money.
- understand the bigger story of God's work in the world.
- recognize that financial outcome is not the only measure of success and failure.
- reassess the category of self-generated need and pursue God's calling and priorities.
- be wary of undue reliance on technique.
- see money as having the potential for transformation of asker and giver.

A Prayer

Good Father,

Giver of every good and perfect gift,
Lord of a universe characterized by abundance and not scarcity.

Grant us the capacity to do all our fundraising as we would all other aspects of the life that reflects Christ.

Grant us the insight to see all donors as image bearers who have the privilege of worshipping you through their giving.

Grant us the grace to do our work with diligence all the while recognizing that your work is not dependent on our efforts.

Grant us the vision to allow gift, grace, and gratitude to invite us into joyful service.

Grant us the faith to see that the benefit to the donor and the strengthening of your body are foundational to all our activities.

Grant us the courage to be prayerfully attentive to your work in the world so that our fundraising methods flow from that source.

Grant us the conviction that the raising of funds is not an end in itself but an outcome of a life immersed in the gospel.

We offer these our prayers in the name of the one who was rich, yet for our sakes became poor, the indescribable gift, Jesus Christ.

Amen