

MTS Support- Raising Handbook

How to multiply my ministry support



Gaining Support for Gospel Work

“I always pray with joy because
of your partnership in the gospel”

Phil 1:4-5



www.mts.com.au | Multiplying Gospel workers through ministry apprenticeships

GAINING SUPPORT FOR GOSPEL WORK



Dear MTS Apprentice/Trainee,

Welcome to your MTS Support-Raising Handbook.

I've trained scores of apprentices in support-raising over the years. The main thing I aim to do is create a mind shift in the trainee gospel worker.

What kind of mind shift?

I want people to stop thinking of themselves as a beggar standing in front of friends and family cap in hand quietly mumbling, "Would you be able to give me some money so I can eat and pay rent?"

And instead view themselves as a uniformed soldier standing shoulder to shoulder with other uniformed soldiers (Christians) pointing to the horizon and declaring in a determined voice, "We are planning to take the Gospel to that location. Will you partner with me in this battle?"

People are not giving their money to you. They are giving all that God has entrusted to them (talents, connections, ability to pray, money, words of encouragement) to "advance the Gospel". Phil 1:2.

That's the mind shift required.

Yours in Christ Jesus

A handwritten signature in blue ink that reads "Ben Pfahlert". The script is cursive and fluid.

Ben Pfahlert
MTS National Director

Ps. This handbook is designed to be printed, comb bound and written on. Carry it with you. Add extra pages of supporters as you grow your lists.

YOUR SUPPORT-RAISING HANDBOOK

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How to use this handbook

This workbook is both a course outline and a reference book.

It takes you through the support-raising stages that you can do either on your own or with your trainer. It has been split into chapters where there are questions to answer, thought starters and spaces for note taking.

It also has provisions for you to write down your goals, plans and budgets and then to track how things are going as time progresses. In this way you will be able to track your progress as the year unfolds and make the necessary amendments to achieve your aims.

This is not a bible, merely a guide and a ministry tool that will help you to understand and garner genuine support for ministry work you are undertaking in God's name.

HOW DO YOU FEEL ABOUT SUPPORT-RAISING?

There is a saying that the three things people fear most are death, public speaking and support-raising! As an apprentice embarking on Gospel ministry, you will know that death has no sting (*1 Cor 15:55*) and that you will have to speak in public. And now we urge you to embrace support-raising as a key aspect of your ministry! Following Christ has a habit of turning worldly wisdom on its head.

That said, we are only human, so consider the following:

Impediments

Fear of rejection, embarrassment, impediment to ministry... other thoughts?

Benefits

Affirmation, supported, representing others, sense of security... other thoughts?

Support-raising is an important part of your ministry

THE NEED TO SEEK MINISTRY SUPPORT

Support-raising is not just a necessary step to make ministry happen, it is ministry. If you thoughtfully ask your brothers and sisters in Christ to partner with you, they will be reminded of God's generosity shown to them.

God has made us rich

*For you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sake he became poor, so that you through his poverty might become rich. **2 Corinthians 8:9.***

No amount of worldly riches can surpass that shown to us by God in Christ, and responding to this grace with grateful generosity is a marker of mature Christian living.

God exhorts us to support ministers of the gospel

The elders who direct the affairs of the church well are worthy of double honour, especially those whose work is preaching and teaching. For Scripture says, "*Do not muzzle an ox while it is treading out the grain,*" and "*The worker deserves his wages.*" **1 Timothy 5:17-18.**

Preachers and teachers are not beggars depending on others to eat and live, they are a group of people set aside by God to do work that he commands believers to support.

Asking your brothers and sisters to support you in ministry encourages them to live out God's will.

Supporting ministry training is an investment

*And the things you have heard me say in the presence of many witnesses entrust to reliable people who will also be qualified to teach others. **2 Timothy 2:2.***

The work of teaching and entrusting is ongoing and generational, and so believers need not only to support ministry, but invest in its future.

Then he said to his disciples, "*The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.*" **Matthew 9:37-38.**

Our Lord Jesus wants the harvest to continue growing. As disciples support the training of young harvest workers like yourself, they are investing in the future of the gospel.

THE PRACTICAL NEED TO SEEK SUPPORT

Apprenticeship funding options

Start by working out what you need to raise. This will be what you are to be paid, including your support-raising costs.

The amount of pay depends on the structure under which your apprenticeship works and most apprentices are taken on under one of three options.

Option	Donations Needed
1. Employee on a minimum wage	\$35,978
2. Employee on a training wage	\$25,398
3. MTS Scholarship student	\$20,000

MTS has a helpful brochure titled “Which Option will you choose” that outlines the different ways in which you can be taken on as an MTS Apprentice. Once this has been established it’s time to do your sums:

Your Situation	Amount (\$)
Donations needed	
Less income already raised/committed	
Plus allowance for support-raising costs	
Net income required for one year	

The net income for the year becomes your annual target, and the good thing is that you can break this down to monthly amounts and that you have all year to achieve it.

Calculate what you need to live on as an MTS Apprentice.

BASIC SUPPORT-RAISING PRINCIPLES

The basic principle of support-raising is that people need to be asked, and there may be others better placed to do the asking than you. Be clear in what you are asking for and explain it in terms that they would understand and find compelling.

What	How
Pray	For God's leading, insight, wisdom, integrity and diligence
Aim	Set your goals – How much, from who and by when
Ask	Make the ask, don't assume they see your need <ul style="list-style-type: none">• Don't always do the asking yourself
Who	Target "who is being asked" according to their interests, passions and means <ul style="list-style-type: none">• Remember the importance of "Who does the asking"
What	What you are asking for? <ul style="list-style-type: none">• Have a clear case for support• How can this best match the potential supporter's interests?
How	Ask in a way that "appeals" to your potential supporters. Be specific and consistent and talk in their language
When	When would best suit your potential supporters? <ul style="list-style-type: none">• Appeals for funding should be scheduled into your annual program
Where	Get your message across through "a variety of channels": Face to face, email, phone, text, facebook, newsletters, special events, asking for sponsorship and so on
Assess	How are you going compared to your goals?

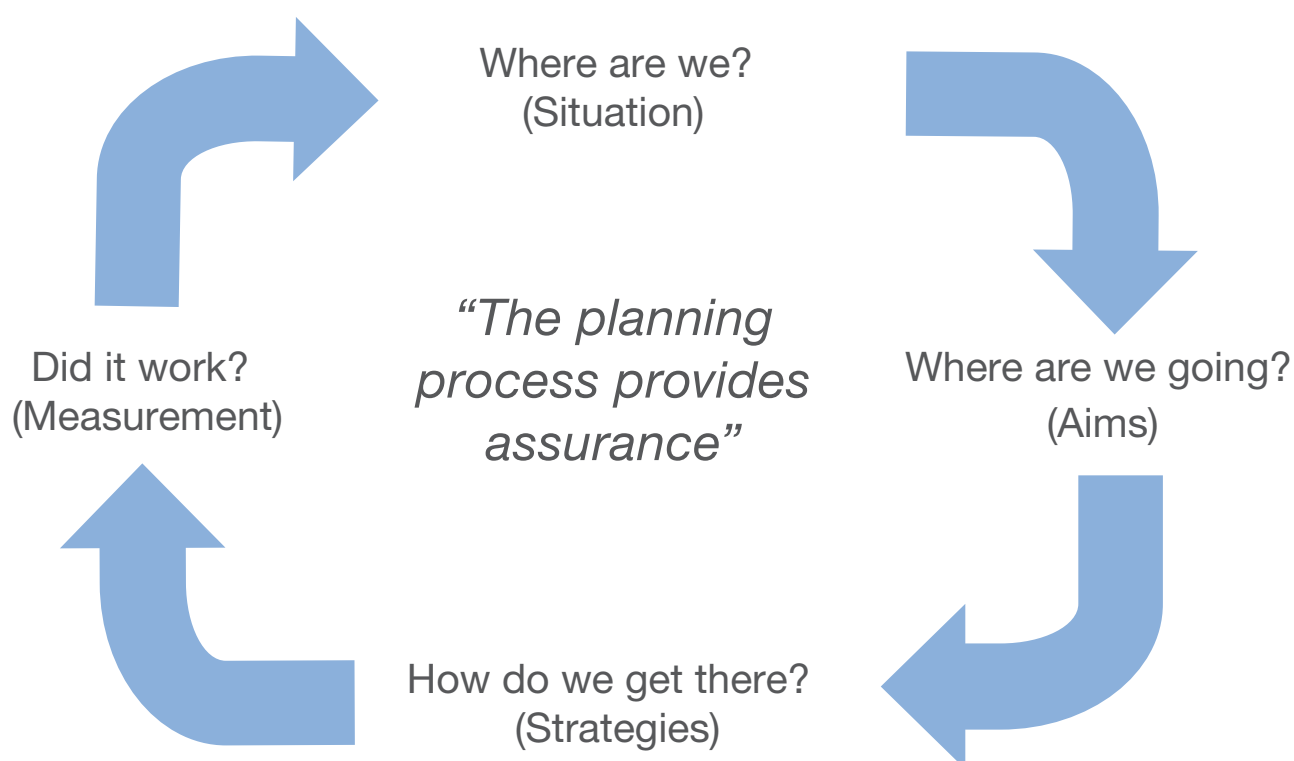
Discuss these principles and think of examples as to how you would apply them to your situation.

On the pages that follow we will move on to look at how you can apply these principles to the planning of your own support program.

Plan ahead to stay ahead.

THE SUPPORT-RAISING PLANNING PROCESS

Planning is key to support-raising success. It disciplines you to determine what and when you will do the things needed to achieve your aim. It also enables you to approach support-raising in a measured and methodical way that gives a sense of assurance and control over the process. Below are the four stages of the plan you will need to work on.



On the following pages you will be able to go into more detail on each of these stages.

Plan ahead to stay ahead.

NOTES

What ideas do you have for each of the 4 stages?

Situation: _____

Aims: _____

Strategies: _____

Measurements: _____

Where are we?

The situation

- Key support-raising questions
- Assess your resources
- Identifying potential supporters
- Categorise your supporters
- List your key supporters & sources of support
- Aims – Setting smart goals

THE SITUATION

Before you start you need to determine what you are aiming for.

Key support-raising questions

1. How much do I need to raise?
2. By when? (Timetable)
3. How? (Strategic plan)
4. What resources do I have and need to carry out the plan?

What resources are at your disposal to enable you to achieve these aims?

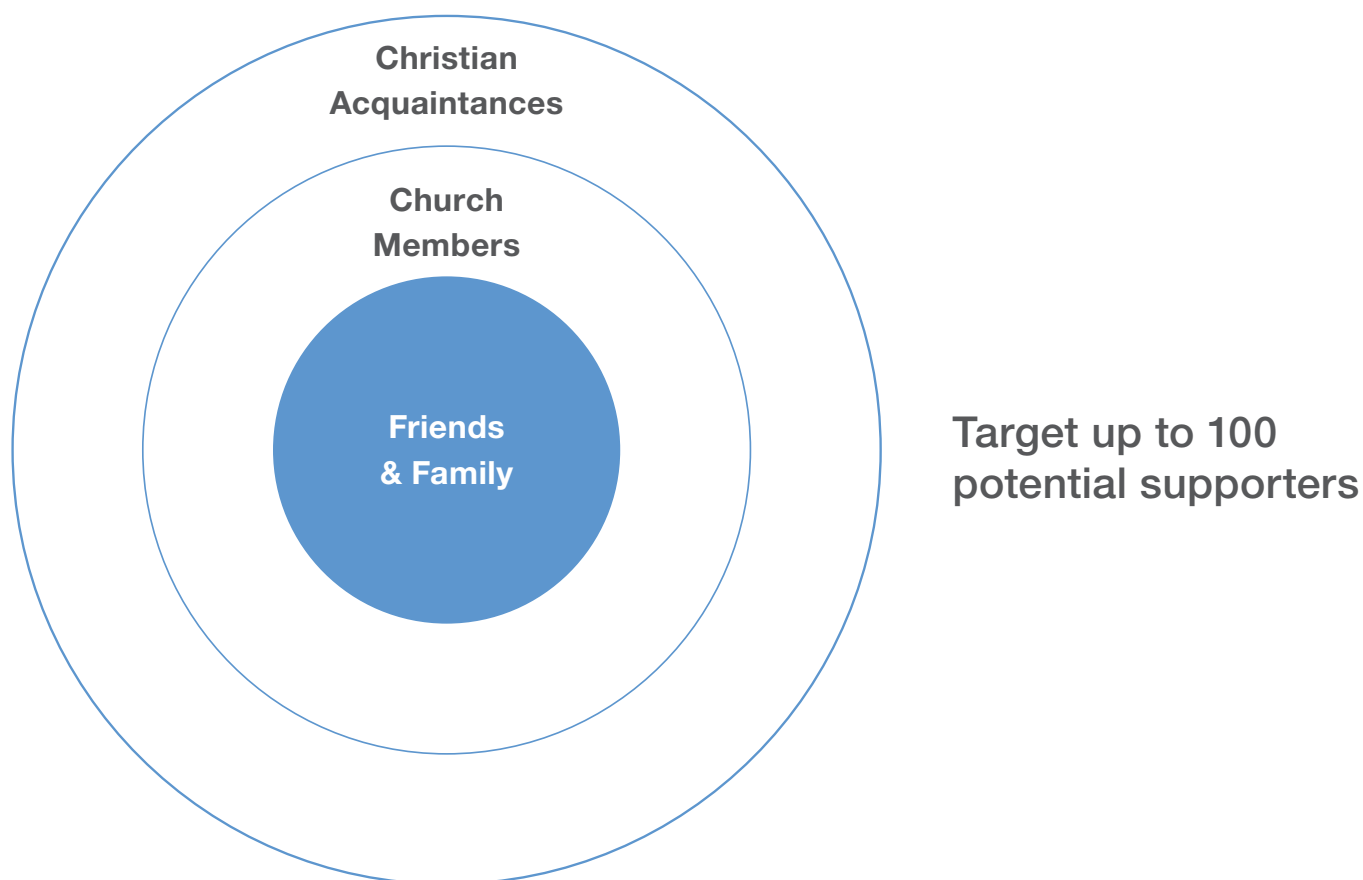
Assess your resources

Time	How much time will you allocate to the planning, implementation and review of your support-raising?
Money	What is a reasonable budget to work with in the production of materials and organisation of events?
People	Who are your most likely advisors (Trainer) and supporters?
Opportunity	What opportunities are there for you to promote your cause (eg. church services, special events, Newsletters, social media)

The answers to these questions will provide you with some early strategy directions which now have to be refined.

IDENTIFYING POTENTIAL SUPPORTERS

Your most valuable resource is your network of friends family and acquaintances.



Rating potential and ranking your supporters

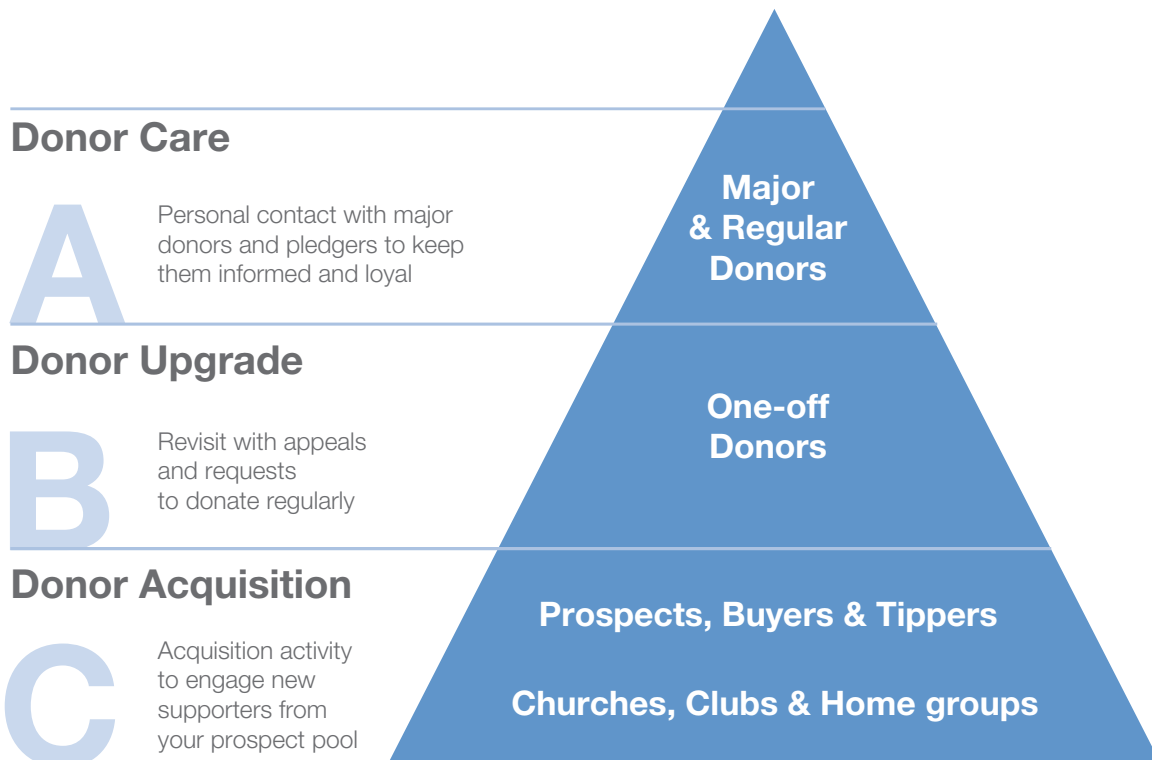
Now is the time to envisage where the support is most likely to come from. And on the pages that follow you can list and categorise the people you will want to communicate with about the work you are doing and the ways in which they can support you in it.

Remember, Christian acquaintances may include:

- Beach mission friends
- High school friends
- University/Tafe classmates
- Year 13 contacts
- Extended family
- Friends in other congregations at church

CATEGORISE YOUR SUPPORTERS

Identify and classify



The pyramid above shows how your support network may be categorised.

In an ongoing ministry it is wisest to seek ongoing support and to focus as much on those who have committed to help as on getting new supporters on board.

Also note how much more valuable a “regular” giver is likely to be than a “once-off” giver.

The power of regular giving

Gift Type	List Size	Response Rate	Gift Size	Freq.	Attrition	Total
Single Gift	100	15%	\$40	4	0	\$2,400
Pledge	100	100%	\$25	12	0.8	\$24,000

LIST YOUR KEY CONTACTS & SOURCES

Use your contacts, Facebook and LinkedIn connections as a starting point.

Name	Source	Contact Details	Category
John Smith <i>(example)</i>	Family/Father	15 Smith St, Smithville j.smith@gmail.com 0411 22 33 44	A

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NOTES

Where are we going?

Aims

How do we get there?

Strategies

- Developing your strategy
- Support-raising activity plan
- Implementing your plan

AIMS – SETTING SMART GOALS

SMART Goals	Example	Your Goals
Specific	I need to raise income support	
Measurable	\$20,000 from 100 people	
Achievable	Via monthly support-raising activities	
Realistic	By asking potential supporters for ongoing monthly support	
Timely	By December	

You have listed and categorised your potential supporters, (and no doubt will continue to add people to this list as time goes on).

Now it's time to set your goals. Write them in next to the examples given.

If you aim for nothing, you will probably achieve it!

DEVELOP YOUR STRATEGY

Not everyone needs to be treated the same. And so now is the time to consider the best ways in which to group your existing and potential supporters.

Consider the example below and then draw up your initial strategy approach on the following page.

Message	Media	Timing
<i>Parents & Friends</i>		
Please pray and support the ministry I'm in	Face to face	Monthly
	Promo brochure	Once off
	Newsletter	Quarterly
	Email & Facebook events	Monthly
<i>Church Members</i>		
Please pray for me and support my apprenticeship by giving to the church	Public address	As & when
	Pew bulletin inserts	Quarterly
	Newsletter	Quarterly
	Events (MTS Sunday)	As & when
	Website profile	Continuous
<i>Christian Acquaintances</i>		
Pray for and find out about the exciting ministry I'm in and please support us	Facebook	Fortnightly
	Twitter	Weekly
	Newsletter	Quarterly
	e-news website profile	Continuous
<i>Other Christian Audiences</i>		
Find out and pray for the exciting ministry I'm in, and please support us	Promo brochure	Once-off
	Website profile	Continuous
	Newsletter	Quarterly
<i>Other</i>		

DEVELOP YOUR STRATEGY

It is a good idea to kick off your campaign with special events where you can tell potential supporters about your work, your vision and needs. From that point record who they are and how they have indicated to help and follow them up systematically with ministry reports and appeals.

Message	Media	Timing
<i>Group 1</i>		
<i>Group 2</i>		
<i>Group 3</i>		
<i>Group 4</i>		
<i>Other</i>		

ANNUAL SUPPORT-RAISING ACTIVITY PLAN – EXAMPLE

Now that you have sorted and grouped your potential supporters, it's time to develop your very own annual communications and support-raising plan.

Pray for inspiration and about how you use your time.

Consider the example below and then proceed to write up your own plan on the next page.

Activity	J	F	M	A	M	J	J	A	S	O	N	D
Enews			X			X			X			X
Newsletters			X			X			X			X
Church activity							X					
Special events											X	
Major donor events		X									X	
One on one meetings	X	X	X	X	X	X	X	X	X	X	X	X
Facebook/Twitter	X	X	X	X	X	X	X	X	X	X	X	X

What will generate the best results?

How would you rate each activity in terms of return on time invested?

ANNUAL SUPPORT-RAISING ACTIVITY PLAN

When developing your own plan be aware that the most effective communication is face to face in groups and one on one. Written communication is needed for your supporters to be kept informed and to be able to give thoughtful consideration to your requests.

Activity	J	F	M	A	M	J	J	A	S	O	N	D

What will generate the best results?

How would you rate each activity in terms of return on time invested?

Additional notes:

IMPLEMENTING YOUR PLAN

Rating and ranking your potential supporters

- Don't value a person by the value of a gift – All people are equal – all gift sizes are not. Generosity of heart is what Jesus cares about (*Mark 12:42-44*)
- Target people with high levels of interest only

Spend your time wisely

- Be aware of the Pareto Principle – 80% of your income usually comes from 20% of your supporters
- Manage your time to focus on the bigger gifts that take less effort to secure

Raising support is but one aspect of the Ministry you are learning about and should never dominate what you do. So consider how you can be most efficient in the way you use your time. The following table may help.

Prioritising prospects	Rating 1-5
Access	
Capacity	
Likelihood	
Prioritising prospects	

How easy is it to reach the person?

What capacity do they have to support you?

How likely are they to support you?

How would you rate them overall as a prospective supporter?

By classifying your supporters you can determine how to best use your time by focusing most on the people who are most likely to support you.

Remember this is not about how you value the people, this simply helps you to determine who you include in the activities you run to raise your support.

MAJOR GIFTS Easy to secure A – 30% time	MAJOR GIFTS Hard to secure C – 10% time
SMALLER GIFTS Easy to secure B – 50% time	SMALLER GIFTS Hard to secure D – 10% time

YOUR POTENTIAL SUPPORTERS LIST

Name	Access	Capacity	Likelihood	Total Rating**

**Rank your supporters (from page 14) using the above table.

Measurement

Did it work?

- Prepare your budget
- Measure your performance
- Modify your plan

PREPARE YOUR BUDGET

Now it's time to put together your budget. This has two aspects: The cost of running your planned activity and the income generated by this activity. The balance, or the net amount is what you generate to live on.

So now work out what you need and what it will cost you to get it.

Your Situation	Amount (\$)
Donations needed	
Less income already raised/committed	
Plus allowance for support-raising costs	
Net income required for one year	

Now we know what the aim is, the next step is to measure how accurate your forecasts have been. This is done by regularly checking what has been happening, what it has actually cost and what it has actually generated in terms of income.

Your Situation	Amount (\$)
Donations budgeted	Budget
Donations received from activity	Actual
Less activity expenses	Actual
Net income received	Actual (+ or -)

This is the measurement of the plan's performance by comparing the Budgeted amounts to the Actual amounts.

This discipline of measuring your budget next to your actual performance enables you to determine how to modify your estimates and activities to make your plan more realistic and effective.

PREPARE YOUR BUDGET

Where will your support income come from?

When you prepare the first draft of your budget, you need to make informed guesses as to what you will get, from where and at what cost. And you also need to be aware that the things you do work together, and not in isolation

Activity	J	F	M	A	M	J	J	A	S	O	N	D	# of Donations	Income
e-news														
Newsletters														
Church activity														
Special events														
Major donor events														
Internet income														
Other														
# of donors (cumulative)														
Income (cumulative)														
Less expenses														
AUDIENCE	J	F	M	A	M	J	J	A	S	O	N	D	# of Donors	Income
Parents & friends														
Church members														
Christian acquaintances														
Other christian audiences														
Other														
TOTAL														

MEASURE YOUR PERFORMANCE – ACTUAL

Where did your support income come from?

As the year progresses measure what happens against what you originally forecast, and you will be able to see what is working well and what isn't. Do this every quarter with your trainer or monthly if you're struggling to hit targets.

Activity	J	F	M	A	M	J	J	A	S	O	N	D	# of Donations	Income
e-news														
Newsletters														
Church activity														
Special events														
Major donor events														
Internet income														
Other														
# of donors (cumulative)														
Income (cumulative)														
Less expenses														
AUDIENCE	J	F	M	A	M	J	J	A	S	O	N	D	# of Donors	Income
Parents & friends														
Church members														
Christian acquaintances														
Other christian audiences														
Other														
TOTAL														

MODIFYING YOUR PLAN

Key variations

As the year progresses you may need to modify your plan – but remember that the elements do not work in isolation. For example, if you send your newsletter to friends and then meet them for coffee, where they agree to support you, allocating income to the line items “Newsletter” and “Special Events” is more of an ‘art’ than a ‘science’.

Key issues

Another way of assessing how you are going is to consider the following:

Strengths

Weaknesses

Opportunities

Threats

Developing your case for support?

Getting the message right

- Branding you and MTS
- Your case for support
- Your elevator pitch

BRANDING YOU AND MTS

Aligning your brand Image

- MTS exists to support and represent you
- You represent what MTS and your training centre stand for
- Why image and awareness are so important
- People give to what they know, like and trust
- What do I need to work on?
- Consider the conditions of your contracts with your training centre, trainer and MTS.

Your contract with your Trainer

- Respect the wisdom and advice of your trainer
- Meet with your trainer (at the agreed times) and be adequately prepared for each meeting
- Conscientiously attend to your ministry responsibilities and study obligations

What areas do you need to focus on most?

Putting MTS values into practice

Values	What this means in practice
Character	
Competence	
Commitment	

YOUR CASE FOR SUPPORT

What to say – The case for support

- What I am doing
- Why I am doing it
- What I need
- Why I am asking you for support
- How much, how, how often and when
- Where the money goes
- How I will keep you informed

Target your message according to your audience



- Different people
- Different values
- Different ways of listening



- Different language
- Different media channels
- Different propositions

YOUR CASE FOR SUPPORT

How to say it

What matters to me	What matters to them
Getting through my daily schedule	The daily Christian impact on others
Preparing my talk	The effect of my talk
Running the youth group	Young people being drawn to Christ

Other key messages:

The MTS elevator pitch – example

Problem – Not enough Gospel workers

Product – MTS Apprentice scheme

Promise – Preparing tomorrow's leaders

Proof – A track record of success

Push – Act now to secure their ministry future

Consider your elevator pitch in less than 30 words:

YOUR CASE FOR SUPPORT

NOTES

MTS support tools


Maintain supporter relationships

- Aim to keep donors loyal and informed
- Give feedback
- Your last donor is your next best prospect
- Thank you – your 2 most important words

THE MTS NEWSLETTER TEMPLATE

Keep supporters up to date with regular newsletters that are well branded

ApprenticeNews



Advancing Ministry – Craig Elfenbein



Craig Elfenbein,
*a new apprentice at Crossroads
Christian Church, Canberra*

In 2012 I was challenged to consider my role in the body of Christ and have since spent considerable time seeking guidance from church leaders, trusted Christian friends, and reading my Bible and other books on the subject. Throughout this process, the friends and key leaders I spoke to encouraged me to think about doing a two-year ministry apprenticeship.

So now that I have taken up the challenge what next? During my apprenticeship I have the privilege of being involved in a wide variety of ministry activities. My main ministry priorities are serving with the ANU Christian student group (FOCUS) and working with international students as part of the Crossroads International Fellowship. I also will be part of a mission trip with Crossroads to India in October to teach Moore College PTC courses to local pastors and will spend a few hours each week apprenticing to sports chaplains across a rotation of sports and clubs.

Beyond MTS I would like to go on to Bible college. And beyond that I am open to going wherever needed. Thanks again to all of you for your support not only to me, but to all of the MTS apprentices. It is my prayer that God will see a great return on all of your investments!



Give online encouragement support to your apprentice:
mts.com.au/donate-to-apprentice

Give online encouragement support to your apprentice: mts.com.au/donate-to-apprentice

MTS' new batch of apprentices, will be better equipped and supported than ever. After a rigorous selection process, they are now in churches and Christian workplaces under the guidance of their MTS trainers. In the two years ahead, they will complete their Academic Studies in Theology Certificate, aided by a new App for content delivery developed by Matthias Media. They will be able to put into practice what they learn, and develop their own ministry skills. Please remember to support them in prayer. You can also encourage an MTS apprentice of your choice, by supporting them financially on-line, through their individual portal at [MTS.com.au](https://mts.com.au).

www.mts.com.au

THE MTS INTERNET PORTAL

- How it works
- Promote it well
- Always have a link to this page on all correspondence

DONATE TO AN APPRENTICE

DONATIONS ARE TAX DEDUCTIBLE



ANTHONY ALLEN

HUNTER BIBLE CHURCH

TRAINER: RICHARD SWEATMAN

make a donation →

[Donate to all apprentices at Hunter Bible Church](#)

ABOUT ME

I'm married to the amazing Laura, we live in Newcastle, and I've left a web design job to take on a ministry apprenticeship with Hunter Bible Church. I've been blessed to have known Jesus for the 26 years of my life, and the gospel compels me to serve him in everything. I'm daunted by the many challenges ahead, but excited for growth as I learn to serve Jesus better.

THE SUPPORT-RAISER'S CHECKLIST

Brand values	<input type="checkbox"/>
SMART goals	<input type="checkbox"/>
Prospect list?	<input type="checkbox"/>
Elevator pitch	<input type="checkbox"/>
Case for support	<input type="checkbox"/>
Strategy outline	<input type="checkbox"/>
Action plan	<input type="checkbox"/>
Budget targets	<input type="checkbox"/>
Performance	<input type="checkbox"/>

Maintain supporter relationships – give feedback

- Aim to keep donors loyal and informed
- Your last donor is your next best prospect
- Thank you – your 2 most important words

MTS Multiplying Ministry



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