***Ministry 2 Donors Presenting and Asking Template***

Begin by listening*. “Thank you for meeting with me. “How much time do you have today? “How long have you lived in the community? “In what ways are you involved in your church? “What ministries have you supported?” “Have you been involved in church planting in the past?”*

*Make the meeting about the prospect by spending 60% of the presentation listening.*

Start the presentation with the end in mind*. “I’m here to seek your participation in the life-changing ministry that is happening right now in \_\_\_\_\_\_\_\_\_\_\_ through our community.”*

Introduce yourself, your community’s identity and your mission. *“My name is \_\_\_\_\_\_\_\_\_\_\_ and I lead a diverse community of people in \_\_\_\_\_\_\_\_\_\_\_\_ named \_\_\_\_\_\_\_\_\_\_ that seeks to reconcile alienated and marginalized neighbors through the love of Jesus Christ.”*

Describe the problem*. “\_\_\_\_\_\_\_\_\_\_\_ has the highest ‘hopelessness rate’ in the county. The hopelessness rate is the combination of high poverty and crime rates with no houses of worship.”*

Describe your solution. *“We have responded to this hopelessness problem by establishing a worshiping community in \_\_\_\_\_\_\_\_\_ that will proclaim and model the love a Jesus through living in and developing relationships in this district, supporting a food pantry, volunteering to tutor school children, and undertaking other activities that are consistent with needs identified by the residents.”*

Tell your best story about one changed life. *Jenny had been living on the streets for over 6 months . . . several of our community befriended her . . . got her into housing . . . she has found . . . a part-time job . . . and was recently baptized . . .*

Establish the cost of impact. *“In the beginning the community met in homes but it has outgrown home meetings. We recently located a suitable site in the district to use as a worship center and gathering hub that we can rent for $1,000 per month.”*

Invite a specific amount to make a specific impact. *“We want to invite you to join us in changing the lives of more men and women like Jenny through the love of Jesus Christ and \_\_\_\_\_\_\_\_\_\_ worshiping community by providing $7,000 for move in costs and 6 months’ rent for this center.”*

Remain silent after you ask.

Be ready to be interrupted by questions. Be sure to finish with the story, the impact and the ask.

This presentation illustrates the power of specifics – in the identity and mission of the community, the problem and the solution, that set up the emotional part of the presentation through a story, followed by quantifying the impact and the issuing of a scalable invitation.