

# Webinars for Association Leaders

Practical resources for  
Evangelical Association Leaders



# WEA Leadership Institute

The WEA-LI offers specialized training in association leadership, as well as other training programs and resources.

Go to <http://worldea.org> and click on

- WEA LI (for training)
- Resources (for resources)

# Some guidelines

- We will begin at 2 minutes after the stated time.
- The presentation will follow a brief introduction
- Please use the chat window (text chat) for comments and questions (This will be moderated and your participation is welcome at any time)
- After the presentation we will have approximately 30 minutes for Question/Answers

# The Power of Vision

## writing proposals that impact

with Rob Martin  
of the First Fruit Institute



# Introducing Rob Martin



Rob Martin presently serves as:

- A mentor/coach with First Fruit, Inc.
- The Lausanne Senior Associate for Resource Mobilization.

# The Basics

## part one

- Proposals Don't Raise Money, You Do
- Proposals Gives Context to Your Strategy
- Most Fund Raising is Accomplished Before the Proposal is Read
- Donors Are Attracted to Your Purpose; They Fund Your Idea

# The Basics

## part two

- Listening to Your Donor Is a Key Skill in Knowing How to Prepare Proposals
- Be Loving- Take the Time to Write It Tight- Use Fewer Rather Than More Words
- Get to the Point
  - Your Offer
  - The Need
  - Your Idea

# The Elements

## part one

- Your proposal as seen through the aspects of Donor Motivation
  - Character
  - Track Record
  - Purpose
  - Idea
  - Communion of Giving and Receiving



# DONOR MOTIVATION

## 1. Character

- Trustworthiness
- Courage
- Reputation
- Follow Through
- Caring (Manners)

# DONOR MOTIVATION

## 2. Track Record

- Looking Back
- Story
- Ebenezers
- Where have you come from?
- What has been accomplished?

# DONOR MOTIVATION

## 3. Purpose

- This is Your Calling and Your Destination
- The three Questions
- What is God showing me?
- What is God telling me to do about it?
- How do I know I'm doing it?

# Faith Based Planning

1. What is God Showing Me?  
(the need, can be researched)

2. What is God Telling Me to  
do about it?  
(ministry calling, what will be  
our intervention)

3. How do I know I'm  
doing it?  
(measurable outcomes our  
intervention will produce in  
some time frame)

*Holy Spirit Nexus*

# DONOR MOTIVATION

## 4. Idea

### Developing Your Proposal

#### HOLY SPIRIT

Praying and counsel towards knowing what to do.

#### ACTION

What is our strategy to reach our outcomes?

- What are our resource needs to accomplish each strategy?(people, money & stuff)
- What are our learning and change points? (feedback loop for each strategy: plan, do, measure and change)
- Who is responsible for each strategy

#### RELATED ISSUES

- What is our budget? (real costs: total including volunteer and in-kind donations)
- What are our offers? (sometimes known as asks or requests)
- Who are our donors?
- What are our communication strategies?

# DONOR MOTIVATION

## 5. Communion

- The Lausanne Standards

# The Elements

## part two

### A. The Letter of Inquiry (or) Executive Summary

- One Page
- Your Connection (one paragraph)
- Your Offer (one paragraph)
- Your Mission Statement and Purpose (one paragraph)
- The Need (one paragraph)
- Your Strategy (one paragraph)
- Budget (summary)
- Contact Information
- Links

# The Elements

## part two

### B. The Proposal

- The Connection
- Your Offer
- Your Vision: Context, Mission Statement and Purpose
- Need
- Your Idea and Strategy
- Budget (Comprehensive, But Not Detailed)
- Story
- Addenda
- Track Record
- Endorsements
- Bios
- Reporting
- Further Stories
- Links



# A Special Invitation



Rob Martin serves as a mentor/coach with First Fruit, Inc and extends to the participants of this webinar an opportunity to receive coaching.

To access this no-fee service contact Rob @: [rob@firstfruit.org](mailto:rob@firstfruit.org)

# We Value Your Feedback!

- Please help us improve future webinar experiences by providing your immediate feedback. Please, click below link to complete our survey

<http://www.weali.com/survey/index.php?sid=37554&lang=en>



Thank You