

Recruiting Business Professionals for Benevolence Ministries

“Presenting Your Benevolent Ministry to Business Professionals in Your Congregation or in Your Community”

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I. Before Ministry Presentation

- A. Vision of Ministry and Goals
 - 1. Financial Needs
 - a. Operating Costs
 - b. Capital Cost
 - 2. Cash Needs
 - 3. Gifts-in-kind
- B. Quantify and Qualify Potential Business Donors
 - 1. Business professionals in your congregation
 - 2. Business professionals in your community

II. The Ministry Presentation

- A. Best Presentation - Best Possibility of Receiving Donations
 - 1. The organized and written plan
 - a. The best proposals have detailed information.
 - b. Be specific - have numbers in your plan or request.
 - c. Be honest and realistic about where your benevolent program is and what you hope to accomplish.
 - d. Be willing to update the business professional if things change. Business people don't like negative surprises.
 - e. Be ready to answer questions about your benevolent program and if you don't know the answer, say so, and be committed to finding out the answers.
 - f. Be willing to discuss your benevolent program from a Biblical point of view.
 - g. Finally, be sure to explain what the end game is. How do we know when we are completed with this program or project?

B. Always Make Specific Request

1. Cash
2. Gifts-in-kind
3. Consider a matching gift
4. Always pray with donor before leaving

III. After Ministry Presentation

A. Follow-up

1. Always follow up in person or by phone.
2. The best follow-up is a report of expenditures and results.
3. Update vision of ministry to donor.
4. Try to get business donor personally involved.

B. Always say “Thank you.”