SUCCESSFUL FUNDRAISING
A GUIDE FOR LOCAL CHURCHES

Church and church school building programs; community service centers; major renovations; purchase of buildings; endowment funds and other church based projects

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Introduction to the Handbook

Are you planning a building project—a new church, an addition, a school building, a Community Service building, for example? Do you wonder how you should go about getting the funds? Does it seem like your campaign for funds goes on forever? Are your members or constituents tired of talking about money? If you have these questions and probably many others, please read on.

Seventh-day Adventist leaders in churches, church schools, and church ministries such as Community Services, understand that “we’ve always done it that way” is an adage that no longer works. These leaders are looking for more responsible and credible ways to raise money. Beginning with the question, “Where do I start?” and moving through the process of raising money responsibly, this handbook is designed to help pastors and lay leaders avoid pitfalls and raise money responsibly, in ways that work today.

Much has changed from the simpler times when giving to churches and their programs was taken for granted, when members could be counted on to give because “God said so,” and when there was less competition both for the spiritual as well as material attention of our constituents.

Local church leaders have approached Philanthropic Service for Institutions (PSI)—a department of the North American Division of Seventh-day Adventists (NAD)—for assistance in understanding how to carry out fundraising in the best ways. We are responding to the growing desire by leaders and committees to do it right and aim for success rather than rely on outdated and ineffective strategies. As these visionary Adventist leaders see the need to raise funds besides tithes and regular offerings, they learn the best principles and practices and adapt them to their particular projects and situations. Therefore, this handbook is designed to help these astute individuals in their journey toward accomplishing their goals, whether project, campaign, or ongoing financial support goals. There are no shortcuts to raising funds, no “ten easy steps,” which means this is a working handbook, to be used in conjunction with the assistance of PSI. This handbook is just one of many services PSI provides (see following chapter which introduces PSI) and is not designed as a stand-alone item. It is best used with the help of a PSI staff member or designated advisor who can help a church or organization prepare for responsible fundraising.

Please contact PSI for additional information. Also, we invite you to visit the PSI Web site, www.philanthropicservice.com. PSI services are without charge to NAD organizations and churches. Request from independent Adventist organizations are also handled as much as possible. The NAD is unique in providing a consulting service to its member institutions and leaders, and supporting the adoption of what works best for today’s church organizations.
This handbook won't be mass distributed but will be provided at the request of organizations that approach PSI for assistance in carrying out successful fundraising for today's organizations in today's environment and circumstances.

In this handbook, you will find a variety of resources. You will find an overview of what is the foundation of good fundraising—stewardship, biblical, and Ellen White counsel, legal considerations and, above all, a chapter on "before you start." You will also find an introduction to the best of fundraising, the principles, and the practices. Finally, you will find articles on specific strategies and campaigns, particularly the capital campaign, which is of most interest to pastors and churches and church-sponsored ministries.

We congratulate you for wanting to perform at the optimum level in serving God and your constituents and applaud your desire to learn what works best. Thank you for contacting and working with PSI. We look forward to a most favorable relationship with you.

—Dr. Lilya Wagner, Director, Philanthropic Service for Institutions
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The Handbook Team

The writing, reviewing, and production of this handbook involved a number of individuals. Though it would be difficult to list all those who have in various ways contributed to this project, we will list those who have in specific ways made this project possible.

The work of the editors and contributors was reviewed by a number of individuals from various professions and locations throughout North America. This group was made up of two panels, each meeting for two days. Their input makes this handbook a valuable resource for churches and their ministries throughout North America.

Members of the PSI team have participated in the development of the handbook. Kristin Priest met with the review panels and provided valuable input. Mark Lindemann made it possible for the review panels to have a good working environment and needed resources. Special thanks needs to be given to Lorena Hernandez, who worked with the editors in all aspects of this project. Her enthusiasm for quality work and organizational skills enabled the editors to produce this resource.

The editors thank each contributor, reviewer, the PSI staff, and other individuals who provided valuable input for this handbook.

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