

THE FIRST MONDAY REPORT

Thoughts on Fund Raising for Campus Ministry

Office of Lutheran Campus Ministry Advancement
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“SUMMER READING”

While most of you have plenty to do on the old summer schedule, I want to urge you to pile at least one book related to fund raising, board development, stewardship, etc. on the stack of reading set before you. Believe it or not, some of these items are actually interesting and fun to read. True! So sit back in that Adirondack lounger, tip up that glass of lemonade, and open the cover of one of these beauties.

Prodigal Sons and Material Girls: How Not to Be Your Child’s ATM, by Nathan Dungan (John Wiley & Sons, 2003).

I hear this book talked about everywhere I go, so I ordered my own copy (online, used, \$12.95). Also, I heard Dungan speak a couple of years ago just as the book hit the stands. So I’m impressed by both the author and the content. It’s a book about how kids come to be consumers and what we might do about it—not overnight, mind you, but carefully and caringly over time.

Dungan is an expert on family finances and the effects of mass-marketing on young people. The book is divided into two parts: (1) outlines the disturbing facts about possession-crazed youth and how the “three headed monster” of product companies, media conglomerates, and advertising agencies influence our children; and (2) how to influence your family with his highly successful "Share-Save-Spend" approach to money.

You may find yourself relating to a number of college students who have fallen prey to the monster of consumerism. The issue of credit card debt is looming large. This creative offering by a solid financial planner may help you help students learn something about being good stewards of God’s many gifts.

Three by Jerold Panas:

Asking: A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift (Emerson & Church Publishers, 2002)

The title just about says it all. This is a pep talk for anyone working the area of major gifts. It is a simple, clear, step-by-step process that leads to the ultimate gift. He includes sample letters, conducting the “visit,” and active listening. Panas believes that fund raising is offering the donor an opportunity to make a gift, which takes away much of the angst and dread.

Wit, Wisdom and Moxie: A Fundraiser's Compendium of Wrinkles, Strategies & Admonitions (Bonus Books, Inc.; Chicago)

Several years ago Jerold Panas started a file called 'Good Stuff!' In it, he started saving bits and pieces of fundraising wisdom--delicious morsels that were too good to throw away, but that he couldn't logically file anywhere else. In **Wit, Wisdom & Moxie**, Panas digs into his 'Good Stuff!' box and shares the pieces he considers to be the best, the wisest and the most fun. You'll find inspirational quotes, thought-provoking anecdotes, surprising statistics and, best of all, practical advice from perhaps the nation's most celebrated fundraising author.

Finders Keepers (Bonus Books Inc: Chicago, 1999)

One of the nation's best writers on the art of motivating gifts now offers a behind-the-scenes look at the strategies and skills that lead to successful fund raising. Each chapter is full of instructive anecdotes, case histories, and interviews with a message. His lively and irreverent style makes it all fun to read so that you learn while you enjoy yourself. An award-winning writer, Jerold Panas directs this book to professional and aspiring fund raisers, but board members and volunteers will find his message just as useful. Whether readers are seasoned professionals, or just starting out, Panas will help fund raisers advance their skills in the most pleasant way imaginable - by reading about actual case histories that are described with what has been called the Panas panache.

Open Immediately: Straight Talk on Direct Mail Fundraising—What Works, What Doesn't, and Why by Stephen Hitchcock (Available from The Compleat Professional's Library, Medfield, MA).

In this very helpful 259 page book, the author offers 81 brief chapters explaining virtually every aspect of fundraising by mail. He is an expert in the business, along with his colleague Mal Warwick (**The Mercifully Brief, Real World Guide to Raising \$1,000 Gifts by Mail**), who, despite his knowledge, helps us think clearly and simply through a complex process. There are six major sections: (1) Essentials of Direct Mail Fundraising, (2) Acquiring and Renewing Donors, (3) Targeting Your Mailings, (4) Writing Effective Letters, (5) Key Components of Your Appeal, and (6) How to Ask. Hitchcock knows campus ministry; he was consulted when “We Care for the Future” began in the 1980s. Those who are spinning off that early start or those who are just now building an annual mail campaign will be greatly assisted in the task by Stephen Hitchcock.

The Artful Journey: Cultivating and Soliciting the Major Gift by William Sturtevant (Bonus Books, Inc.: Chicago)

The second edition, which is now available, is a systematic approach to major gifts by one of the true professionals. Each chapter focuses on an essential component of reaching donors. It's a "low on philosophy, high on nuts-and-bolts" approach that, like a journey, must be taken one step at a time.

The CM Advancement Office has a video tape by Sturtevant for loan. It shows you the man in action before a seminar group and enhances the depth of his knowledge. Drop me a note if you would like to view it with your board.

Nonprofit Boards That Work by Maureen K. Robinson (Jossey-Bass Publishers: San Francisco, 2005)

Maureen Robinson is the person often seen teaching, speaking, and moderating panels that deal with nonprofit board management. She has worked with hundreds of organizations and has determined that too many make it up as they go along. This book asks a board to define its role and define its value according to what is *unique* about the organization. Then it needs to define its role in terms of ways in which it can be valuable to the organization in order to achieve success.

Boards that Make a Difference by John Carver (Jossey-Bass Publishers: San Francisco, 1997)

This is a classic by someone described as "a robust, refreshing, original thinker." If you want to start reading about board development, put this one at the beginning of your reading list. The "Carver Method" looks at the role of boards as policy-makers who focus on results by clarifying and sustaining the organization's mission. "It is important that the organization be worth raising funds for," he writes. Therefore, the basic job description is built around three major tasks: (1) linkage to ownership, (2) explicit governing policies, and (3) assurance of executive performance. If you like this one, you might check on Carver's most recent offering, **Reinventing Your Board**.

The Perfect Gift: The Philanthropic Imagination in Poetry and Prose edited by Amy A. Kass (Indiana University Press: Bloomington, 2002)

Here's something for the other side of your brain. If you tire of theory and organizational structure talk, here's an anthology of material about giving and receiving that includes such writers as George Eliot, C.S. Lewis, Jane Addams, Sholom Aleichem, Homer, Shakespeare, Stephen Crane, Dorothy Parker, Mitch Albom, and the Dalai Lama, to name just a few. This collection touches the collective spirit and urges us all on toward a more wholistic understanding of why human beings give, serve, and find blessing in so doing. It suggests that we are continually confronted with choices about giving, and offers literary selections intended to help us reflect more seriously on these choices.

