

# Never Have to Do Fundraising Again

## Your Facilitator

Gaylyn Williams is an inspirational and motivational speaker. She has written twenty-eight books including [\*2031 Names for God\*](#), [\*All Stressed Up and Everywhere to Go\*](#) and [\*Keys to Joy\*](#). Gaylyn uses her skills to educate and transform her audience. Her stories and illustrations reflect the power of God's sustaining grace.



Gaylyn was a missionary kid who lived in Guatemala. She served with Wycliffe Bible Translators for sixteen years and The Navigators for three. Since 1999, she has been the director of Relationship Resources. She co-authored the book, [\*Never Do Fundraising Again\*](#), with her father, Ken Williams, PhD. She is the mother of two married sons and lives in Colorado Springs, Colorado.

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## Relationship Resources, Inc.

Relationship Resources facilitates the growth of believers and not-yet believers in their relationships with God, themselves, and other people. Specifically, it provides practical, biblical, interactive workshops and materials designed to empower and equip individuals and groups in their lives, work and ministries.

Learn more at <http://RelationshipResources.org>.

## Course Description

Imagine Never Having to Raise Support Again!

This is an online self-study course, but is also available as live instruction. Contact Relationship Resources if you'd like to attend a live workshop: [info@RelationshipResources.org](mailto:info@RelationshipResources.org).

In this practical, biblical course you will discover how to:

- Transform the stress and drudgery of fundraising into a joyful ministry
- Utilize proven strategies to spend less time, effort and money to maintain full support
- Cultivate lifelong ministry partners *and* close friends
- Convert one time gifts into lifetime support
- Inspire your partners to become your best recruiters for more support



- Enjoy freedom from worry about your financial needs

This course contains proven strategies and skills for building and maintaining your support. It is based on the book, [\*Never Do Fundraising Again\*](#), written by Ken and Gaylyn Williams, a father-daughter team with over 85 years' experience (combined) as supported missionaries. Ken and his wife Bobbie served with Wycliffe Bible Translators for fifty-five years.

Applying the principles in this course will take less time and effort for greater results over the long haul!

### Course Objectives

By the end of this course you will:

- Possess the proven tools that will empower you to not have to continue to raise your ministry support.
- Gain practical, biblical skills to turn donors and one-time givers into lifelong ministry partners.
- Enjoy a new understanding of what the Bible teaches about partnership development and how to apply those principles.
- Apply nineteen practical principles to your partnership development in order to develop relationships with your current and potential partners.

You will meet the objectives listed above through a combination of the following activities in this course:

- Watch each video.
- Study each section, doing the assignments.
- Participate in the discussion forums, answering questions and commenting.

### Who Should Take This Course?

The principles shared will empower the following groups of people:

- Those who are starting to raise support will save time and work because they won't have to re-raise it.
- Those who have been raising support for a long time will learn to achieve full support and maintain it over the long haul.
- Those who are going on missions trips will discover how to quickly raise your support as well as begin to develop a base of support for future ministry opportunities.

## Course Structure

This course is divided into nineteen lessons, each exploring a practical principle you can apply to your partnership development. These can be completed in any order; however, we recommend that you work through them in the order they appear.

This course is designed so that each learner can work at his or her own pace. We recommend giving yourself enough time to practice the principle with your partners or potential partners. If you feel you should repeat a lesson for better understanding, please do so. There are no expected due dates for activities or course completion.

## Course Materials

All materials are included in the course, except your Bible and a journal if you want one. These are:

**Question Forums.** You will encounter numerous discussion forums that ask you to reply to a question that corresponds with the material of the course. These forums are open to all course participants in order to increase the number of ideas and opportunities to learn for all participants. Feel free to browse the forums for ideas, encouragement or pitfalls to avoid.

**Videos.** Gaylyn will introduce each lesson and emphasize the key of each principle. Some videos also include the stories of other missionaries who have successfully applied these principles.

**PDFs.** Each lesson has a pdf from the book, [\*Never Do Fundraising Again\*](#), explaining the principle, grounding it in the Bible and giving practical advice. Unless otherwise specified, the stories in these PDFs are from the life of Ken Williams and his wife Bobbie.

**Activities.** Each lesson will also include a number of practical activities that will help you engage the principle and begin applying it to your life.

**Snapshots Page.** Each lesson gives you an opportunity to note what you want to take away from it. These snapshots can include your highlights, key insights, questions you still have or action steps for you to take. When finished with the course, all your snapshots will be in one place to take with you.

**Scriptures.** Dig into God's Word to unearth what God says about the topic. Reinforce each skill with scriptural principles.

**Powerful Stories.** Through personal stories, learn how the authors and other people applied the key principles.

## Prerequisite

None.

## **Course Requirements**

You will need a computer with an internet connection. If it is not sufficient to stream video, each video has a transcript that you may download and read offline.

## **Course Schedule**

### Lesson 1: The Paradigm Principle

Our paradigms determine everything about how we live. When it comes to finding financial partners, some of our methods do not honor God and many of them simply aren't successful. Do you ever treat your partners as cash-cows, receive without giving back or lack gratitude? In this lesson you'll discover a powerful alternative, a God-honoring approach to finding—and keeping—ministry partners.

### Lesson 2: The Multiplication Principle

In the Gospels, Jesus teaches us the multiplication principle in relation to financial or material giving. This principle also works with ministry partners. In this lesson, you'll discover that when you give to them by ministering to them, you will see their giving multiply. And the number of your partners may multiply as they tell others about the work God is doing in your ministry.

### Lesson 3: The *Koinonia* Principle

*Koinonia* is community through intimate participation in each other's lives. You'll learn how enjoying *koinonia* with your ministry partners can encourage them to continue giving long-term. You'll study many examples of how Paul used *koinonia* in his epistles, especially in Philippians.

### Lesson 4: The WWJD Principle

Many of us have heard of the motto WWJD, "What Would Jesus Do." Even as children we were taught to emulate Jesus in every circumstance. We can do the same with our partners. As you explore the Gospels, you will learn what Jesus did with his "partners" so you can imitate him with yours.

### Lesson 5: The Valentine Principle

Valentine's Day is the day of the year that some countries celebrate romantic love. But shouldn't it symbolize our love and friendship with everyone that God brings into our lives? In this lesson, you'll learn practical ways you can express love to your partners every day of the year!

### Lesson 6: The Hand-Towel Principle

The traditional focus on "fundraising" and "donor relations" has been based on our needs, not our partner's needs. When we focus only on our own needs in partnership development, it is entirely unbiblical! And it doesn't work. In this lesson, you'll discover useful ways you can focus on your ministry partner's needs and how you can appropriately minister to them.

**Lesson 7: The Grateful Leper Principle**

Luke tells a story of Jesus healing ten men of their leprosy. Only one of them returns to express his gratitude to Jesus for his miraculous healing. When we fail to express our gratitude to our ministry partners, we are like the other nine who never return to Jesus. We may be grateful but what good is unexpressed gratitude? If your ministry partners don't know of your gratitude for their gifts, why should they keep giving? In this lesson, you'll discover the amazing power of gratitude to motivate and encourage your partners to keep on giving. You'll have the opportunity to apply some of the over sixty ways to express gratitude to partners.

**Lesson 8: The Grease-Stained Note Principle**

Encouragement is one of the most powerful ministries you can have. On the other hand, a lack of encouragement is a deadly killer of motivation and perseverance. Partners who aren't encouraged very often lose interest and give up. In this lesson, you will learn how to encourage your ministry partners so they are motivated to remain faithful in their prayers and finances.

**Lesson 9: The Treasure Principle**

Most people begin supporting a missionary because God touches their hearts. Unfortunately, this internal motivation rarely lasts long-term, especially with younger generations. Our partners need external motivation to keep their internal motivation alive. In this lesson, you'll learn how to develop a deeper friendship, which provides the external motivation they need.

**Lesson 10: The Stained-Glass Principle**

When glass breaks, it can shatter into dozens of pieces. Trying to put the pieces back together might seem impossible. Breaking glass is much like the breaking of trust. Trust can easily be shattered with partners, family and friends. It can be difficult—if not impossible—to rebuild. In this lesson, you'll discover ways you may be destroying trust with your partners—often without even knowing. You'll also discover ways you can strengthen or even rebuild trust.

**Lesson 11: The Three-Strand Cord Principle**

As missionaries, we need a lot of prayer. We boldly come before the throne of God to ask for our needs and wants. We boldly ask our prayer warriors back home to pray fervently for us. But sometimes we forget to pray for our supporters and partners in return. They need prayer too. You'll discover three specific types of prayers that build intimacy with your ministry partners and with God. "We are strongest in our ministries when we have a three-strand cord of prayer."

**Lesson 12: The Butterfly Principle**

Have you ever watched a colorless caterpillar form its cocoon and later emerge as a vibrant butterfly? That's one of creation's most amazing transformations! But watching one-time givers become lifelong ministry partners is a far more amazing transformation. But it takes a

relationship to transform a one-timer into a regular. This lesson gives ideas on how to accomplish that change.

### Lesson 13: The Tin-Can Principle

Relationships are extremely difficult to develop and enjoy without communication—perhaps even impossible. We are built for relationships, for communion, for communication. When we talk, write, skype, or tweet we share part of ourselves which helps build relationships. As missionaries, it's our responsibility to discover how our partners desire to connect with us and honor that. In this lesson, you'll discover communication strategies that work and some that don't work. You may be surprised!

### Lesson 14: The Deep-Water Principle

Proverbs 20:5 says, "The purpose of a man's heart is like deep water, but a man of understanding will draw it out." There is an innate desire in a person's heart to be known and understood. This can be an incredible ministry to those who are partnering with us. Their concerns can be hidden deep within them and we have the opportunity to care about them and draw them out. You'll learn powerful ways to accomplish this and see how it encourages people to remain even more committed to your ministry.

### Lesson 15: The Stone-Tablet Principle

When you receive your mail, what do you normally open first? Most people open a personal letter first, especially if it is hand-written. What an expression of love to take the time to write something meant specifically for you! When you communicate with your partners, it's important that they feel loved by you. One excellent way to do that is to write them personal letters meant specifically for them and no one else—they can be letters, emails, texts, tweets and more. You'll learn how to more effectively communicate, with very little added time.

### Lesson 16: The Twenty-First Century Principle

In the last few years, the way that the world communicates has changed drastically. As we minister to our partners, we cannot neglect this sector of communication. Some of our partners may prefer to connect with you electronically; some may refuse to use social media or email. In this lesson, you will learn how to tailor your means of communication with our partner's needs and wants, even if that means learning something new!

### Lesson 17: The Darkroom Principle

"A picture is worth a thousand words." Pictures provide your partners with a visual understanding of your work and your family. They provide a more intimate perspective into your lives than words ever could. And they can connect you and your partners together as they come to know your face and the faces of those you minister to. You'll learn how to more effectively use pictures.

Lesson 18: The Soccer Principle

In soccer, it is essential for the players to pass the ball. Without passing the ball around, the chance of a score plummets. Sometimes we are so concerned with what we're doing, what God is doing for us or what we need, that we are totally oblivious to those around us. When we are unaware in conversation, we tend to hijack the discussion and make it all about us. In your relationships, you'll learn to "pass the ball" and give others control of the discussion.

Lesson 19: The Timothy Principle

The apostle Paul, a missionary, wrote Timothy, a pastor, encouraging and challenging letters. Just as Timothy needed encouragement and reassurance, pastors and church leaders need the same. As missionaries, we are uniquely positioned to minister to the pastors and church leaders of our partnering churches. You'll learn simple ways to accomplish this that can help churches to stay faithful in giving to you.

I pray as you go through this course, God will use it in your life to empower you to be more effective in all you do. I'd love to hear how God uses it for you.

Blessings,

Gaylyn Williams

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