

Raise More Money

Lesson Eight: The Vision Builders Concept

Vision Builders

A key strategy is what I call, the Vision Builders concept. I call this one bucket of income and three funnels of distribution.

The three funnels of distribution are

1. Buildings, which can be mortgage, new buildings, raising equity for an investment property that you're going to utilize for a future building program, and repairs and maintenance.
2. Global mission
3. Local missions.

Your fund raising is coming from all the different families and people in your church.

I've found that some churches will have a building program but no missions program. Other churches will not have a building program, but will have a mission's program. Other churches will have both elements while some have nothing.

It helps to simplify these different areas into one big bucket, Vision Builders, and thus build the vision that Christ has given to your church. As you give into that big vision builder bucket, you can distribute it into these three areas: Buildings, Global Mission, and Local Mission.

This keeps fundraising stream-lined and simple.

While I'm not a huge fan of targets for vision builder programs I think you can get specific about targets within the big bucket. It might be \$5,000 for a local high school breakfast program, \$8,000 for the missionaries in Indonesia to buy a motorbike. These individual targets can be part of the big bucket but I personally wouldn't go for an overall sum of money.

Faith promise pledge program

A key element of the Vision Builders concept is a faith-promise pledge program.

Over three giving Sundays, people make a pledge, a promise of an amount that they're going to give. It may be a monthly amount or a cash amount on the giving Sunday or it may be an annual sum, they're going to give once during the year.

It's important to understand this language, and train your church in this language.

A faith-promise is not you thinking I would like to give a \$1,000 so I'm just going to commit to a \$1,000 and now I'm going to believe for God to help me fulfil that promise. No, that's not a faith-promise.

A faith-promise is where you promise to give that \$1,000 and then you give it, and then you use your faith to believe God to provide for every one of your needs.

Otherwise, people make wild promises which they can't fulfil which is damaging to their own walk with Christ but also makes it impossible for you to budget accurately on what has been promised.

Also you're helping people think through their money, look at their budget and say, "You know what, I got a faith gap here, but I'm committed to give my faith promise just as I've committed to pay the power company or the gas company or my mortgage. I'm committed to pay those. I'm going to believe God to fill that gap." This helps people lift their level of faith.

As you launch a faith-promise pledge program as part of your Vision Builders concept make sure you explain it fully to your people.

Build a team

An essential element of Vision Builders is the team.

Don't try to do this by yourself and don't just hand it over to someone else to do. Build a small team of five to seven people.

You can give them different portfolios. Some for administrations, communications, marketing, prayer, and events.

You will want a team around you who will take on the burden of raising the resources that you need.

Download and Complete the Check List

Consider implementing a Vision Builders program