

2 Kallang Avenue,
04-09 CT Hub,
Singapore 339407.

Tel: +65 6464 8698

Mailings

Prepare a list of potential supporters – individual, businesses, churches.

** Personal contact is essential – letters in the mail will NOT be sufficient

Layout and print a brochure to present ministry. Liaise with National office before printing. The office does have logos available for use.

Areas to include in brochure are:

- Country profile
- Personal profile (photo)
- Ministry Responsibilities
- A response form
- Contact addresses – National office, Home church and personal and overseas address including fax and email details.

When mailing promotion include an automatic payment form (available from National Office) for bank use and a postage paid envelope to make response a one-step process.

Obtain letters of ministry endorsement from National Office and home church to include in mailing.

Newsletter

This is your single most important piece of communication to let people know what is happening, up-coming events, prayer requests etc. While some missionaries prepare these on a monthly basis, generally every 6 – 8 weeks is a good period between issues. An email noting special items for prayer is Ok but does not replace regular newsletter.

Donor Listings

Note: your National Office must receive updated lists every year.

This is something that needs constant attention. There will always be changes in people's circumstances whether changing address or changing jobs. Some people drop support for one reason or another – of course others may increase their support after a period!

One needs to be always "prospecting" for new potential supporters.

Keep at least three definite supporter listings by computer code in your database:

1. Regular donors.
2. One-off donors – will often contribute again at a later date.
3. Prayer supporters.

All these people need to receive newsletters and Nations magazine on a regular basis. All need to be made to feel a part of your ministry.

Keep updating your supporters with a photo of yourselves. A complimentary photo with a Christmas letter is a nice touch. Bear in mind that churches have mission notice boards and like photos that can be enlarged. Other general ministry photos are also good for this purpose.

Use the guide "Discovering Your Supporters" by Miles Wilson

Book to Read

An excellent book to read is "Funding your ministry" by Scott Morton.

The book uses a fun, comprehensive approach to address the obstacles faced by anyone in ministry who raises personal support. Ideal for missionaries, pastors, Christian organizations. This book will help answer your questions and put you on the biblical path for recruiting and maintaining donor support.

This book is available at Amazon.