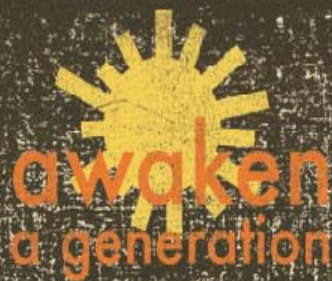


# Beyond the Currency:

Developing the craft and  
discovering the joys of inviting  
others to join in your God-  
inspired mission



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a generation




**Mario Zandstra  
President & CEO  
Pine Cove**

**[mzandstra@pinecove.com](mailto:mzandstra@pinecove.com)**

**Phone: (877)4Pine Cove**

**Direct: (903) 579-3600**

**[www.pinecove.com](http://www.pinecove.com)**

  
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# Questions I hope to answer in this session


- How to make fundraising your favorite part of your job?
- How do you craft a message around your vision?
- How to develop a messages that engages prospective donors?
- Why inviting people to give to a scholarship fund is a great way to expand your base?

  
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# Questions I hope to answer in this session

- How do you invite your staff to join in on the effort of raising funds?
- How do you set the tone for people to prayerfully consider funding your mission?
- How do you invite your donors into a Spiritual Exercise of Stewardship?




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# What are you asking your donors to do?

- To give to your camp?
- To give to your capital project?
- To give to your scholarship project?
- To give to your vision?



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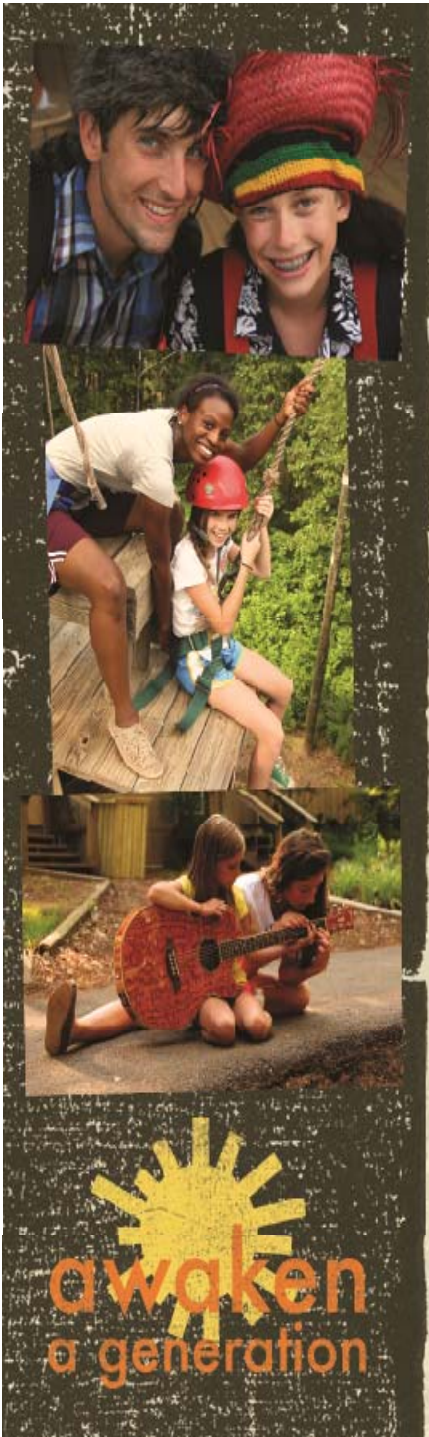
# What is the most important thing we can do with our donors?

I believe our role in ministry is to invite our donors to engage in a spiritual exercise!



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# Pine Cove's Recent Process

- 12 months of discovery of what our ministry's role in the Kingdom of God
- An appeal for the supernatural
  - The power of a praying leadership
  - The power of a praying Board
- Making sure that your ministry does not move out of your "sweet spot" as a ministry
- An examination of potential ministry outcomes and corresponding costs

# What is your Mission anyway?

Asking the question – Why does your ministry exist?

What role does your ministry play in the Kingdom of God?

What would happen to your constituents if your organization did not exist?




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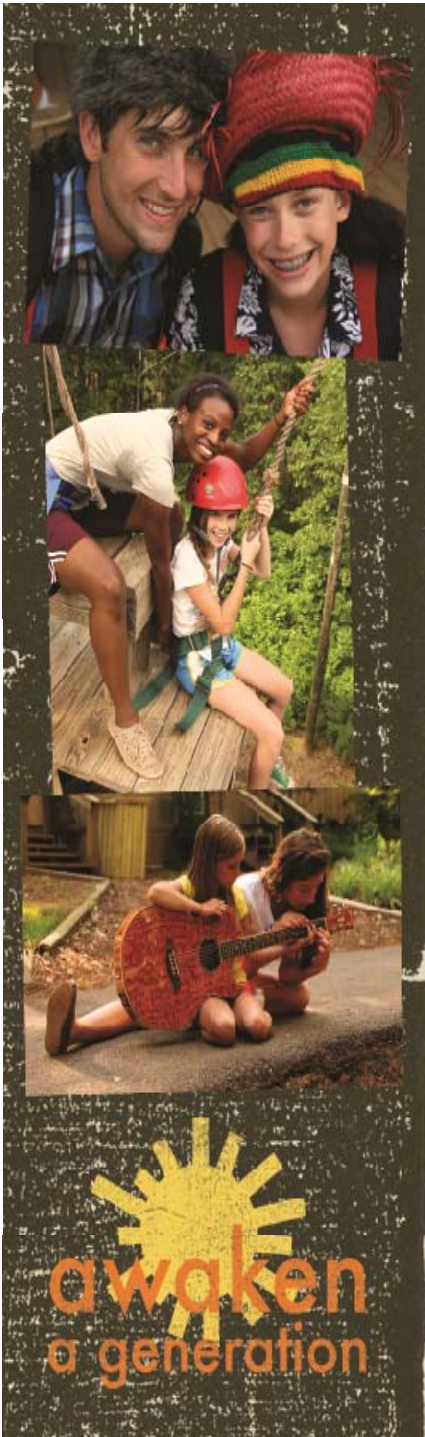


# Vision: understanding Your Ministry's Future

- Vision: Have you heard from God?
- Vision: Have you asked from God?
- Vision: What breaks your heart?
- Vision: What breaks your Board's heart?
- Are you truly excited about it?
- Know this: You cannot invite someone to someplace you personally cannot envision?

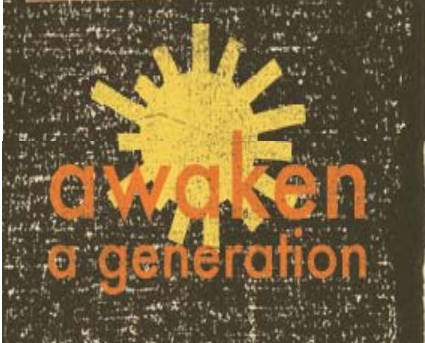


  
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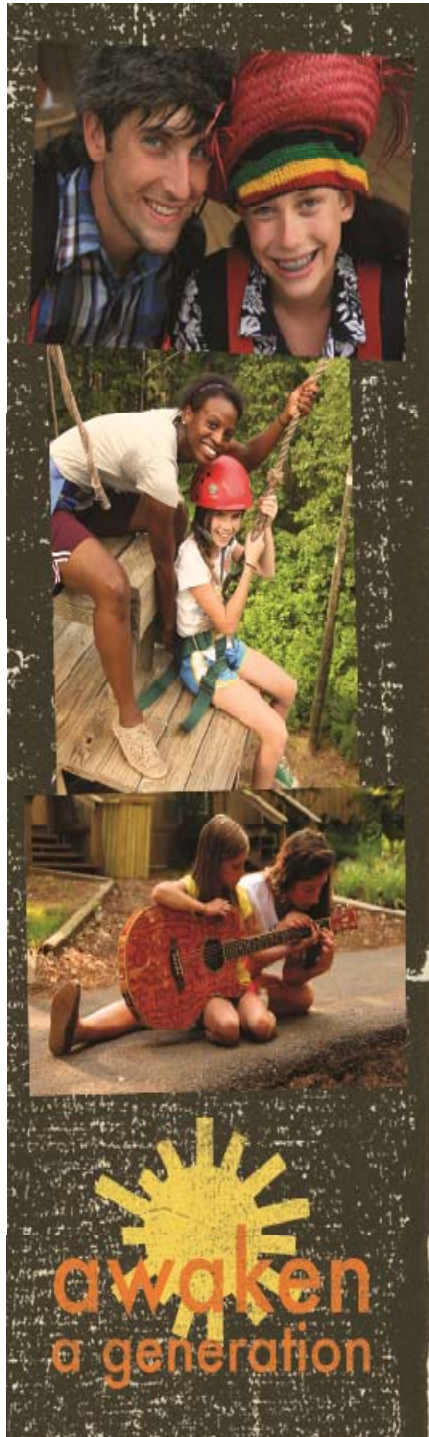
## The Discipline of saying “No”

- SWOT analysis
- Sweet Spot analysis
- Pine Cove has had over 15 ministry and other camp opportunities in the last five years, some that were free
- We analyzed the opportunity to our SWOT and Sweet Spot analysis and said “NO”



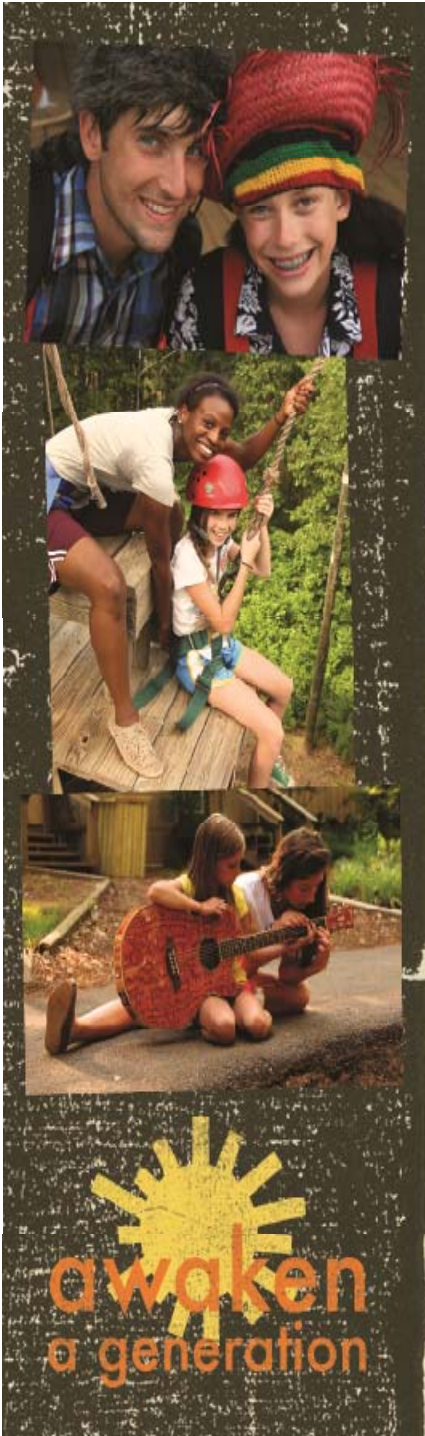
## After you say “YES”

- Developing a Case Statement
- Designing a theme and then a logo
- Feasibility Study – your donors



# Case Statement

- Answering the question “Why”?
- Its about people not buildings
- Expected Outcomes if they invest
- Business Plan Executive Summary



# The Theme and the Logo

- Extension of Vision
- Scriptural
- Transactional
- Our last three campaigns
- The goal of your theme and logo:
  - Personal experience
  - Easy to understand
  - Easy to repeat

Project




319

more  
than  
we  
can  
imagine.

NEVER BE THE SAME

# Feasibility: What does your constituency think?

- Response to the economic times we are in
- The greatest way to expand your donor base
- Pine Cove's Project 319
  - The average amount of scholarship given
  - Sponsor one camper for \$319
  - Hardship comes in many shapes and sizes




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# The Power of “Story”

- People respond to story / testimony
- People want to see and hear that God is at work
- The Power of Radio – self story

  
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# The Power of “Ministry”

- How do you see your donors?
- Money or Ministry
- More than Money
- Discipleship: spiritual investment
- Brokenness lived out
- Take them where the Lord is taking you

  
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# Capital Campaign or Movement of God

- Pine Cove – Natural Expansion and Renovation
- Pine Cove – The Super Natural


  
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# All Things New

## Our Capital Campaign Theme

- Youth Camp Expansion – wait lists
- Youth Camp Remodel – restoration
- Family Camp Remodel - restoration
- Scholarship – a new beginning



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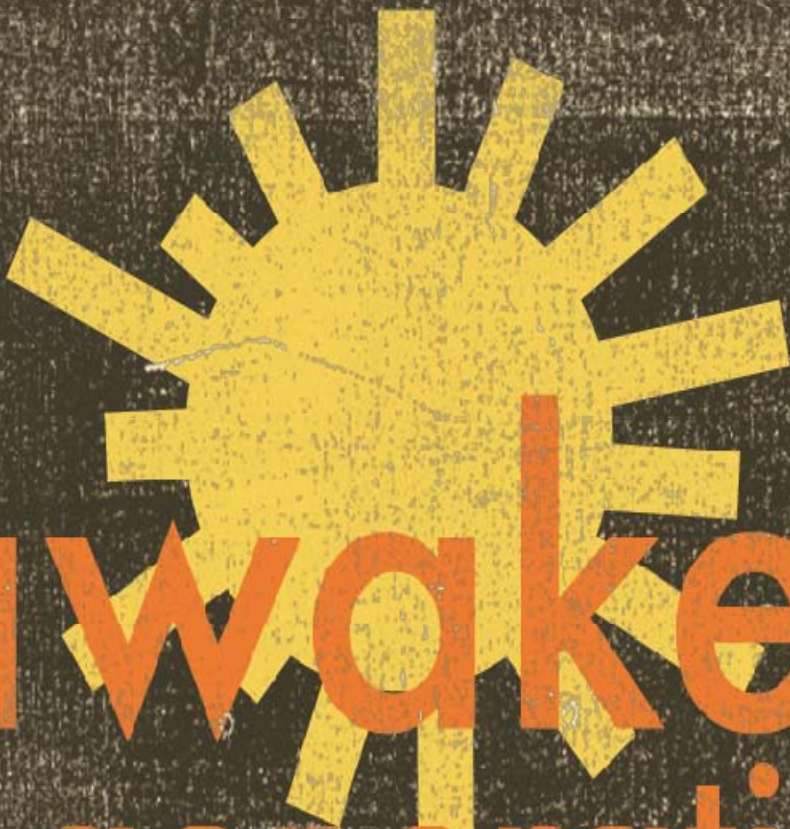
# Awaken a Generation

- A call to revival
- Prayerful Appeal to the Holy Spirit to move
- Personal Repentance
- Use of Pine Cove platform
  - Campers
  - College Staff
  - Churches



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