

■ by Scott Shaw, CCCA Fundraising Coach

The Future of Fundraising

New and *normal* were once simple, descriptive words used independently of each other. However, their combined use over the past 18 months is likely off the charts. What will our “new normal” look like? What can we expect in this “new normal?” What is the future of fundraising in the “new normal?”

We can't necessarily forecast the future, but we can learn from our past what has always been true.

Generosity

The future of fundraising, much like the past, begins and ends with generosity. A global pandemic, an election year, a recession or a market crash cannot defeat God's generosity through His people. In good times and tough times, generous people look for opportunities to help. Are we taking the time to get to know our champions and understand the depth and motivation for the generosity so we can cultivate more of it for their good and ours?

Preparation

How could ministry leaders have prepared for 2020? I heard one major giver say, “Now is not the time to try to build relationships with givers. [They've] had the last several years to do that. If a ministry needs help right now, they need to go to the people they know. And if they haven't done the important and difficult relational work before now, they're going to have a huge uphill battle.” Let that sink in. We can do nothing to go back and change what happened last year, but we can move forward, preparing for the next difficult time ahead by cultivating rich relationships now.

You can do almost everything else wrong in fundraising, but if you infuse authentic gratitude into everything you do, you will be surprised how far it can take you.



Photo courtesy of Word of Life Fellowship (2020)

Gratitude

Of all the strategies in your fundraising tool-belt, how you treat people after they give might be the single most important element of your fundraising. You can do almost everything else wrong in fundraising, but if you infuse authentic gratitude into everything you do, you will be surprised how far it can take you. There are four critical post-ask elements:

1. Every time someone gives, send a prompt and personal thank you.
2. Report back on the specific impact of their gift.

3. Report back the overall impact of the organization.
4. Make it about the champion. "Look at all the awesome things you have accomplished. Thank you!"

We don't know what the future holds, but we know how we can respond as fundraisers regardless. You get to choose how you prepare for and respond to chaos through relationships. You get to choose gratitude and model generosity. *You* are the future of fundraising. ■



Scott Shaw serves as the Mission Increase area director for Christian Camp and Conference Association, providing training, consulting and coaching for Christian camps across the country. He has been involved in camping and youth ministry for over 25 years. Scott holds a Bachelor of Science in business education from Northeastern State University, a Master of Arts in ministry from John Brown University and has his CFRM (Certificate in Fundraising Management) from Indiana University (Lilly Family School of Philanthropy).



**GORILLA STRONG.
BED BUG SMART.**



With bed bugs on the prowl, the task of outfitting a camp with beds is important. There's no smarter choice than ESS Universal bunk beds.

***MIGHTY
SMART**
616.229.0597



HEAVYDUTYBUNKBEDS.COM