



Great Commission Ministries New Staff Training Program

Name-storming Guide

I. "Name-storming"

Start by developing an initial list of potential ministry partners. As with brainstorming, in name-storming there is one cardinal rule—anything goes. No name is disqualified. Just mentally erase any clouds of doubt from your mind and let there be "blue sky." Don't try to decide whether or not an individual will be interested. If you limit yourself to those you think will or can give, you may be prematurely disqualifying those that God wants to become partners. You may not ask everyone on your list to become a partner with GCM to help with the New Staff Program cost, but it will be very beneficial to have their names and information once you start your employment with GCM. Later, you will need to prioritize who to contact first, but for now, don't disqualify anyone!

You may be thinking that you could never generate more than a handful of names, but research has shown that the average individual has a personal network of at least 400 friends and acquaintances. You could easily develop a list of at least 150 potential ministry partners. For instance, you've probably had at least a dozen teachers. If you've ever had a toothache or cavity, you know a dentist. If you've ever been sick, you've probably been to a doctor. As you think about your hometown business district, there is no doubt that the dry-cleaner, the bakery, the hardware store, and numerous other sources of people to contact may come to mind.

As you name-storm, think through various professions, businesses, and places of any friends and acquaintances you may know. Many people have found church directories, yearbooks, and especially social networking sites like Facebook, MySpace, and Twitter to be tremendously helpful in building a list of names. To aid you, we have provided over 75 "thought provokers" in the following list. Take plenty of time—an hour or more—to mull over these categories. You are expected to have at least 100 names for the training. But try to push yourself...see if you can come up with at least 200 names. It can only help you in the long run! We have found that most full time staff will need to talk with over 1,000 people during their MTD experience, your initial name list will be critical in helping you move forward in the support raising process. Please take the time to brainstorm and list everyone you can think of.

Here are some practical steps to take in the name-storming process:

1. Pray that the Lord will bring to your attention the names of individuals whom you should contact. Throughout each day, as names come to mind, write them down on the contact cards or in a database.
2. Familiarize yourself with the sample Great Commission Ministries MTD (Ministry Team Development) file card on the following page. You may also use Outlook, Excel, or another database program to track your names, using the fields shown on the sample card.
3. Begin by randomly writing down names that come to mind in database or on a contact card, so that the other information can be added and the names can later be divided into groups.
4. Go through the provided list and/or social networking sites that you have to help you think of potential ministry partners, and begin praying for those you plan to contact.

After you have completed name storming, label each contact either "T" for top priority, "M" for medium priority, or "L" for low priority. These designations refer to your evaluation of how likely they are to give. Obviously, this is just your best guess. Over the years many staff members have been surprised by "low likelihood" to give people being extremely generous, and conversely many have been surprised when some who

they were certain would give have not been in a position to support GCM. This is not an exact science, just a simple tool to help you maximum your time.

Now you know how to start the process, but before you get started, read the story on page 4. It may help your perspective on name-storming, especially the practice of leaving no name off your list.

Ben Franklin's Testimony

In his autobiography, Ben Franklin recorded his impressions of the famous evangelist, George Whitefield. His recollection of Mr. Whitefield's fundraising endeavors serves to illustrate the fact that one should never disqualify a person from their list of prospective ministry partners. Franklin, who had vowed not to make a gift to Whitefield, responded differently when the power of Whitefield's cause gripped him.

"In 1739 arrived among us from Ireland the Reverend Mr. Whitefield, who had made himself remarkable there as an itinerant preacher. He was at first permitted to preach in some of our churches; but the clergy, taking a dislike to him, soon refus'd him their pulpits, and he was oblig'd to preach in the fields. The multitudes of all sects and denominations that attended his sermons were enormous, and it was a matter of speculation to me, who was one of the number, to observe the extraordinary influence of his oratory on his hearers, and how much they admir'd and respected him, notwithstanding his common abuse of them, by assuring them that they were naturally half beasts and half devils. It was wonderful to see the change soon made in the manners of our inhabitants. From being thoughtless or indifferent about religion, it seem'd as if all the world were growing religious, so that one would not walk thro' the town in an evening without hearing psalms sung in different families of every street.

"And it being found inconvenient to assemble in the open air, subject to its inclemencies, the building of a house to meet in was no sooner propos'd to procure the ground and erect the building, which was one hundred feet long and seventy broad, about the size of Westminster Hall; and the work was carried on with such spirit as to be finished in a much shorter time than could have been expected. Both house and ground were vested in trustees expressly for the use of any preacher of any religious persuasion who might desire to say something to the people at Philadelphia; the design in building not being to accommodate any particular sect, but were a missionary to preach Mohammedanism to us, he would find a pulpit at his service.

"Mr. Whitefield, in leaving us, went preaching all the way thro' the colonies to Georgia. The settlement of that province had lately been begun, but, instead of being made with hardy, industrious husbandmen, accustomed to labor, the only people fit for such an enterprise, it was with families of broken shop-keepers and other insolvent debtors, many of indolent and idle habits, taken out of the jails, who, being set down in the woods, unqualified for clearing land, and unable to endure the hardships of a new settlement, perished in numbers, leaving many helpless children unprovided for. The sight of their miserable situation inspir'd the benevolent heart of Mr. Whitefield with the idea of building an Orphan house there, in which they might be supported and educated. Returning northward, he preach'd up this charity, and made large collections, for his eloquence had a wonderful power over the hearts and purses of his hearers, of which I myself was an instance.

*"I did not disapprove of the design, but, as Georgia was then destitute of materials and workmen, and it was proposed to send them from Philadelphia at a great expense, I thought it would have been better to have built the house here, and brought the children to it. This I advis'd; but he was resolute in his first project, reflected my counsel, and **I therefore refus'd to contribute. I happened soon after to attend one of his sermons, in the course of which I perceived he intended to finish with a collection, and I silently resolved he should get nothing from me.** I had in my pocket a handful of copper money, three or four silver dollars, and five pistoles in gold. As he proceeded I began to soften, and concluded to give the coppers. Another stroke of his oratory made me asham'd of that, and determin'd me to give the silver; and he finish'd so admirably, that I empty'd my pocket wholly into the collector's dish, gold and all. At this sermon there was also one of our club, who being of my sentiments respecting the building in Georgia, and suspecting a collection might be intended, had, by precaution, emptied his pockets before he came from home. Toward the conclusion of the discourse, however, he felt a strong desire to give, and apply'd to a neighbor, who stood near him, to borrow some money for the purpose. The application was unfortunately [made] to perhaps the only man in the company who*

had the firmness not to be affected by the preacher. His answer was, 'At any other time, Friend Hopkinson, I would lend to thee freely; but not now, for thee seems to be out of thy right senses.'

"Some of Mr. Whitefield's enemies affected to suppose that he would apply these collections to his own private emolument; but I who was intimately acquainted with him (being employed in printing his Sermons and Journals, etc.), never had the least suspicion of his integrity, but am to this day decidedly of opinion that he was in all his conduct a perfectly honest man; and methinks my testimony in his favour ought to have the more weight, as we had no religious connection. He us'd, indeed, sometimes to pray for my conversion, but never had the satisfaction of believing that his prayers were heard. Ours was a mere civil friendship, sincere on both sides, and lasted to his death.

"The following instance will show something of the terms on which we stood. Upon one of his arrivals from England at Boston, he wrote to me that he should come soon to Philadelphia, but knew not where he could lodge when there, as he understood his old friend and host, Mr. Benezedt, was removed to Germantown. My answer was, "You know my house; if you can make shift with its scanty accommodations, you will be most heartily welcome." He reply'd that if I made that kind offer for Christ's sake, I should not miss of a reward. And I returned, "Don't let me be mistaken; it was not for Christ's sake, but for your sake." One of our common acquaintance jocosely remark'd, that, knowing it to be the custom of the saints, when they received any favour, to shift the burden of the obligation from off their own shoulders, and place it in heaven, I had contriv'd to fix it on earth."

Don't disqualify anyone as you name-storm. Gain confidence from Ben Franklin's recollection of how he was eventually convinced to give to Whitefield's orphanage, even though he was initially against the project.

For now, just begin by writing down the name of every single person you can possibly think of.

Leave no one off your list!

People or Groups to think about:

Advertising agencies
Apartment manager
Avon lady
Banker
Barber/Beautician
Bookstore owner/manager
Bible studies and prayer groups
Bottling companies
Brothers
Chamber of commerce directories
Christian businessmen/women's groups
Church friends
Church missions committee
Church-related publications
Civic clubs
Coach
Community leaders
Contractor
Dentist
Dentist's nurse
Doctor
Doctor's nurse
Downtown businesses
Editor of local paper
Eye doctor
Family attorney
Florist
Former customers
Former employees/employers
Former co-workers
Former college professors
Former high school teachers
Former salesmen/vendors
Foundations
Fraternity brothers
Friends
Friends of parents
Grocery store owner and workers
GCM staff members
High school and college friends
Kiwanis Club
Law enforcement personnel
Mayor and other civic leaders
Military personnel
Missionary societies
Neighbors
Neighbors at former residences

Office building directory
Parents
Parents' associates
Parents' employers
Pastors
People you have led to Christ
Postal workers
Printers
Realtors
Relatives
Restaurant manager
Retired people
Rotary club
Self-employed business people
Service station manager
Sisters
Sorority sisters
Sunday school classes
Tax preparer
Teammates
Telephone directory
Those who have influenced you spiritually
TV/Radio stations
Veterinarian
Wedding and Christmas card lists

The following groups tend to be especially good contacts:

Insurance agents
Building contractors
Corporate executives
Electrical contractors
Fast food restaurant owners
Real estate developers
Self-employed business people

Use your own lists that you've developed to remind yourself of people. Here are some places to consider looking:

Facebook
MySpace
Twitter
Cell Phone Contacts
Address Book
Email Contacts
Church Director