



Great Commission Ministries New Staff Training Program

MTD GUIDANCE PACKET

For use in raising funds for the costs associated with GCM New Staff Training Program.

Please note: In order to raise funds through GCM for New Staff Training costs you must be a GCM Staff Member, Associate Staff Member, or Provisionally Accepted to GCM staff. If you are not one of these statuses you are not authorized to raise funds through GCM. If you have questions about your status or your authorization to raise funds through GCM for New Staff Training please contact the GCM at 407-671-9700.

Letter/Telephone Strategy

Over the years many staff members have chosen to raise support to supplement their payment for New Staff Training. Talk with your local pastors and leadership to see if this strategy makes sense for you. If you choose to raise support for this conference and as you place your trust in God these steps will help you be success in the process!

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.

GREAT COMMISSION MINISTRIES MTD CONTACT CARD

Name _____ (1) _____ (2) _____)
Address _____ (3) _____ Children _____ (4) _____
_____ Children _____ (4) _____
Email _____ (5) _____ Admin Assist _____ (6) _____
Home Phone _____ (7) _____ Other Phone _____ (8) _____
Referred by _____ (9) _____ Call back decision _____ (10) _____
Date/Time of Appt. _____ (11) _____ Sent Thank you _____ (12) _____
Location of Appt. _____ (13) _____ Amount _____ (14) _____
Notes _____ (15) _____

1. Prospective ministry partner's name
2. Prospective ministry partner's spouse
3. Mailing address
4. Children's Names
5. Email Address
6. Administrative Assistant or Secretary's Name
7. Home Phone Number
8. Alternate Phone Number
9. Reference—the individual who gave you the person's name
10. Date and time to call back for a decision
11. Date & Time of the scheduled appointment
12. Have I sent them a thank you? ("Yes" or "No")
13. Location of appointment
14. Amount invested—special gift, monthly (frequency of giving)
15. Other Notes

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 ashamed 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!

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
Insurance salesmen
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 Directory

II. Write

- A. As you begin making contacts, starting with top priority individuals, you can see much success by hand-writing or typing a personal letter presenting GCM and its ministry needs, and then making a personal phone call to ask potential partners to join GCM's ministry team.
- B. When writing a ministry team letter, use the sample letter below as your guideline. The personal segments of the sample letter must obviously be re-written. However, the body of the letter should be copied substantially "as is." The following items should be included in all ministry team letters:
1. Give your letter a **specific date**.
 2. Your **greeting** should be addressed to a person—not "Dear friend."
 3. **Acknowledge** your relationship with the reader. What can you say that will help the person identify with you? Refer to your last visit or letter, business concerns, sports interests, known struggles, hobbies, etc., to help him or her say, "I know who you are!"
 4. Bring your reader **up to date** on what you're doing.
 5. **Educate** your reader. Explain what New Staff Training is, what its purpose is, why you have decided to participate, and what you hope to accomplish.
 6. **Explain the need**. The purpose of your letter is to give your reader an opportunity to help. Make sure you explain exactly what is needed. Be specific.
 7. Then **involve** your reader by asking them for specific action, based on the needs you have shared. This can include challenging them to cover part or all of the cost of the training, stating the deadline for their gift, and sharing the benefits (to GCM, to you, and to the reader) as the need is met. Specific action includes not only your request, but also your commitment to follow up by telephone.
 8. **Acknowledge** your relationship again with an emphasis on thanks, appreciation, gratitude, partnership and commitment. This ties your opening acknowledgment to your request.
 9. **Close** the letter and sign it.
 10. **Add** a "P.S." Commit yourself to a specific action you will be taking. Example: "I will call you on November 30, if I haven't heard from you by then. I look forward to hearing from you." If you are sending a printed letter, we recommend that you hand-write your P.S.
 11. **Emphasize the text**. When handwriting, use underlining or spacing to emphasize the most important parts of your letter (i.e. GCM's needs, your request, the time and date you will call them for a decision). If you are sending a printed letter, still underline by hand in a contrasting color of ink.
 12. **Enclose** a self-addressed, stamped return envelope for a quick and easy response. Research shows that the easier you make it, the higher the response rate will be. So make sure to include this critical element.

C. Things to avoid when writing ministry team letters:

1. **Don't apologize** for writing or calling a person whom you wish to involve in helping meet a need. You are providing them with an opportunity to be involved in a spiritual ministry through their resources. Remember, the giver needs to give far more than any person or cause needs to **receive** a gift. "Not that I seek the gift itself, but I seek for the profit which increases to your account" (Philippians 4:17). When you apologize, you end up appearing to be a beggar rather than a child of the King!
2. **Don't ask for a general amount, with no time frame** in which to take action. Challenge people to give a specific gift, or at least give them a specific range. The specific challenge of \$100, \$250 or \$50 or whatever amount is comfortable has been included in this material. Don't ask for less than this challenge. If people want to support GCM but can't give at least \$50, they will let you know and will not be offended by your request.
3. Be careful not to use **slang or acronyms** without first explaining what you mean (i.e. MTD, LT, GCM, home groups, life groups).

Sample ministry team letter for the New Staff Training Program:

- 1 Date
- 2 Dear Mr. and Mrs. Johnson,
- 3 How are you? I thought of you a lot this last week. How was Leslie's wedding? I sure wish I could have been there. I'm looking forward to seeing the pictures when I get home next month.
- 4 I'm writing to bring you up to date on what is happening in my life.
- a. As you may be aware, I just graduated from (name of school). As a student, I have grown in my desire to invest my life in helping meet people's deepest needs. My goal is to be equipped to do (type of ministry) in (location).
 - b. As you may be aware, I have been working for (company or organization) for the past ___ years. While I feel that God has used my time at _____ in valuable ways, I have developed a strong desire to invest my life in helping meet people's deepest needs. My goal is to be equipped to do (type of ministry) in (location).
- 5 This winter (or summer), I am beginning a new career in full-time mission work with Great Commission Ministries (GCM). In January (or other month) I will be going to (location), along with others, to GCM's New Staff Training Program. The three goals of the training program are to orient new missionaries to GCM, help new missionaries clarify their ministry gifts and desires, and learn how to develop a ministry team for GCM to allow missionaries, like myself, to fulfill our calling from the Lord. Consequently, this winter (or summer) will be a great investment of my time and energy towards a new career in ministry.
- 6 I am letting you know about this exciting new phase of my life and career for a number of reasons. First, I would really desire your prayers. The training and my new job as a missionary will be extremely rewarding, but also intense emotionally and spiritually. I really desire to build a team of people who will pray along side me as I minister to college students!
- Second, I wanted to let you know in advance what I will be doing because when I return from the new staff training part of my job will be getting out and sharing with others who have a heart for college students about GCM and its ministries. I would love to sit down with both of you share the story of what God has done in my life and through our church.
- Finally, in order to make this possible, I need to develop a ministry team—a group of people who will join with GCM in this effort. I am responsible to raise approximately \$2,500 to help cover the costs of the training and travel. In order to meet this need as quickly as possible, I am trusting the Lord to provide people who would like to invest gifts of \$100, \$250 or \$50 or whatever amount is comfortable. Please note that all gifts are tax deductible.

- 7** Mr. and Mrs. Johnson, would you prayerfully consider giving to GCM to meet this need? I must complete my financial support responsibilities by (date). This will enable me to be part of this strategic training program. You will be helping influence people for Christ and helping me to prepare to reach (ministry focus: name of city, students at a particular campus). I have enclosed an insert with information about how you can help GCM meet this need through the New Staff Training Program. I will give you a call in a week to see what you have decided. I can answer any questions you may have then.
- 8** I appreciate your friendship. Thank you for your consideration of supporting GCM and my desire to serve the Lord in full-time ministry.
- 9** Sincerely,
- 10** P.S. I'm looking forward to talking with you when I call during the week of (date).

III. Call

- A. The degree of your success in the letter-writing strategy depends on your follow-up phone call. The follow-up phone call is critical for three reasons:
1. **Most people suffer from “information overload.”** Consequently, mail is easy to ignore or forget.
 2. **Your time frame.** You have a lot to raise in a short period of time. A follow-up phone call will help you get decisions as quickly as possible.
 3. **Courtesy to ministry partners.** Many people will want to help you but won't, unless you call to answer questions and to get their decision. Your phone call takes the burden of response off them and puts it on you.
- B. Be sure to establish a specific time to get their decision, preferably do this in a hand written ps section in your support letter.
- C. When you call, ask directly for a response (see sample conversation below). Then be QUIET. Let the person respond. Talking more at this point will distract them from making a decision.
- D. When you call, if a potential ministry partner has not made a decision, set another time to call within a day or two.
- E. If an individual decides to become a **ministry partner**, explain myGCM donor site and see if they are comfortable giving that way (see script below). If they would like to give by check ask them if they still have the envelope you sent them. If not send them a new self addressed envelope. Ask them if they know when they will be able to send it so you can be looking for it in the mail. This way if the check does not come you can call and ask if it got lost in the mail.
- F. If you arrange to have a ministry partner send you a gift and it doesn't come, you will need to follow up with a phone call.
- G. A ministry partner's check must be made payable to **Great Commission Ministries**.

H. Sample Call for a Decision

1. Introduce yourself.

“Hello, Mr./Ms. _____. This is _____ calling. How are you?” Let them respond.
“That sounds wonderful. By the way, have I called at a convenient time?” Take a few moments to establish rapport, but be brief.

2. Explain your ministry training plans.

“As I mentioned in my letter, I am planning to go to a New Staff Training Program, sponsored by Great Commission Ministries.”

3. Share what you hope to see God do as a result of your time (at the staff training program).

4. Be very specific, asking for a definite response.

“In my letter, I mentioned that I'm in the process of developing a ministry team for GCM in order to attend its New Staff Training Program. I wrote asking you to consider becoming a GCM ministry partner, and I'm calling to see what decision you came to about giving to GCM.”

They will typically respond in one of three ways.

- a. They will answer that they haven't read your letter yet.
 - b. They have read it but not come to a decision yet.
 - c. They read it and have come to a decision.
- 1) When the first two take place, you will need to **be prepared to answer questions and further clarify your need. DO NOT SAY**, *"I'll call back once you've read it."* Be bold and ask over the phone. In some cases you may need to call back for the decision. But, in most cases, the decision will be made while you are on the phone. Re-explain your calling and your new career with GCM and then present the need. **Once you have done so ask**, *"would you be in a position to make a decision now, or would it make sense for me to call back later?"*
 - 2) If they answer that they will not be able to support GCM thank them for their time and consideration.
 - 3) If they say yes then say something like, *"Great thank you so much, I am so glad that you are excited to partner with gcm! Was there a particular amount you had in mind?"*

Once the amount has been clarified say something like: *"Again I am so excited you are going to be partnering with GCM with a \$50 gift. Let me explain how that can work. GCM offers an online giving site for our donors, it's a secure website that allows donors to give a gift online and to track their giving history and make changes. Would you feel comfortable giving this way?"*

If they answer yes. Tell them, *"Great. It is a very simple process, if it's okay, I will send you an e-mail with a link to our site and brief explanation of how to create your account. From there I will be able to see when you give your gift. Do you happen to know when you will be able to set that up so that I can be watching for it?"*(see sample e-mail below)

You will need to follow up with an e-mail or phone call if the donor has not given their gift by the time they said they would.

- 4) If they say that they are not comfortable giving online say something like, *"I totally understand, not everyone is comfortable giving online. You can just send your gift made out to GCM back to me in the self addressed envelope I included with my letter. This way I can send some paper work in to GCM with it. Just so I can be looking for it, do you know when you will be able to send it to me?"*

You will need to follow up with an e-mail or phone call if the donor has not given their gift by the time they said they would.

- 5) Close by thanking them again for their partnership with GCM.

6) Sample myGCM e-mail

Hi Mr. and Mrs. Johnson,

It was great talking with you tonight! I really enjoyed catching up and hearing how life is treating you. Glad to hear that you are enjoying your new job, that is great. Thanks so much for your desire to become a partner with GCM. I really appreciate that you value our work at...! I am looking forward to keeping in contact.

As I mentioned on the phone I wanted send you some instructions for how to give through the GCM donor site.

1. Follow this link: www.mygcm.org.

2. Create a GCMID.

You will have to make a user profile in order to log in to the myGCM site.

3. Click on the "GIVE" tab.

4. Select the fund.

Use the search feature to find the fund I'm responsible for. Search "Joe Staffer" of Fund Number "1234".

5. Click "Give" for a special gift

6. Follow the process of adding your banking or credit card information

Please feel free to contact me if you have any questions or trouble setting up your gift.

Sincerely,

Joe Staffer

IV. Thank You Note

1. Send a thank you note immediately after you receive their decision.
2. Be sure to keep a record of this so you'll know who you've sent one to, and so you'll not send two to the same person.
3. The thank you note is an important part of developing a relationship with a ministry partner. It should be a personal, handwritten note. Do not print or photocopy a form letter. Always include something personal in your note to show specifically how GCM and Christ's cause has been benefited by their generosity. You owe them a good thank you note.

4. Sample Thank You Note

Date (today's date)

Dear (ministry partner's name),

Thank you for your decision to become a partner with Great Commission Ministries. Your generosity helps new missionaries, like me, attend GCM's New Staff Training Program. Your prayers for me and financial gifts to GCM are greatly appreciated. Your investment will have far-reaching results. It will allow GCM to train new missionaries who desire to begin a career in full-time ministry, reaching people for Christ.

Please join me in praying that God would continually deepen my commitment to the cause of Christ. Your prayers are most important. Thanks again for your gracious help.

*Sincerely,
(Your signature)*

V. Submitting Gifts to GCM

1. Credit Card Gifts

These gifts can be submitted online through our giving site.

*Please note that the donor will need to create a GCMID in order to give.

To give online have the donor do the following:

1. Go to <http://www.gcmweb.org/getinvolved/Give.aspx>
2. Search for by staff name, church, or location.
3. Select the Fund you would like to give to
4. Click on "Give"
5. Login or create a GCMID
6. Enter gift information including amount and credit card number
7. Click Complete

2. Checks

Please request that donors make checks payable to "GCM" and have them sent to you.

Once you have received the donor's check:

1. Go to www.gcmstaff.net
2. Login with your GCMID (You should have received instructions from the GCM office on how to log in to StaffNet).
3. Under the MTD Tab go to New Gift Form
4. Complete the New Gift form with the donor information, be sure you mark "Special" as the gift frequency
5. Click continue
6. Print out a copy of the page to send in with the check to GCM (please do not staple, either fold form around the check or paper clip the check to the form)
7. Repeat steps for as many checks as you have.
8. You can send multiple checks in the same envelope to GCM

Please note that for all gifts you can check back on StaffNet the next week to be sure that GCM has received the gifts. You will be able to see the gifts processed by the GCM office on StaffNet under MTD, Gifts.

Have questions? Please contact the GCM office at 407-671-9700.