

Presentation Guidelines

General Guidelines

Everyone looks at what you are doing differently. Each will have their own questions, interests, and time commitments. Try to read the person and the situation. I favor doing a shorter presentation and then allowing them to ask questions about whatever sparked their interest the most.

Passion: People want to support someone who is passionate about doing something of value. They want to invest their money and time into someone who will give this venture their all. But don't be fake either. Show genuine passion about your ministry.

Confidence: Use good eye contact and demonstrate that you are confident that they will want to support you.

Smiles: Make sure you are smiling without being fake about it. Be positive, have a good attitude, and take delight in the meeting.

Build Rapport

When you arrive to the meeting, make sure you enjoy the relationship first. Get to know them. Laugh with them. Find out more about them with genuine intrigue. Some people use the acronym FORM

F. Family: Ask about their family. Names of kids. How old are they? What do they like to do?

O. Occupation: What do they do for a living? How long? What do they like about it?

R. Recreation: What do they like to do for fun?

M. Mission/Ministry: What do they want the whole world to know? What is their mission in life?

Share the Problem

Any good story starts with a problem that will need to be resolved. Make sure they clearly understand how bad the problem is that your ministry addresses.

Share the Solution

Show how your ministry has a great answer to solving this problem. Share statistics and what you have gone through to understand how to solve this problem. Show how other solutions don't work as well without putting others down or slandering other ministries. Your solution should be ideal in their mind.

Changed Life Stories

Give examples of how your ministry is changing people's lives. Ultimately, they want to see less suffering, but they also want to see how you are fulfilling the Great Commission by making disciples.

Your Role

What part do you play in this ministry? Show how vital your role is and how contribute to this great ministry.

The Ask

After you have shared about your ministry you must make a clear ask. If you don't ask, they won't know what you want. Some like to prayerfully ask for a certain dollar amount per month. Others make a general ask. Either way it should be clear. "Now that you understand how God is working through us, would you be willing to partner with us financially on a monthly basis?" Then close your mouth and let them answer.

Next Steps

There are four possible answers. Be ready for each of them.

1. "No, I can't do it." "Ok, no problem, I understand."
2. "Now is not the right time." "Ok, no problem. Do you mind if I contact you again in 6 months?"
3. "I'd like to pray about it." "Ok, great. Can I contact you again in 3 days? Is phone, text, or in-person be best?"
4. "Yes, how do I give?" "Great! I can help you sign up right now if that's ok."