



Strengthening charities and congregations to change the world through generosity.

**“You want me to donate? Why?”
The building blocks of an impactful appeal**

Southwestern Minnesota Synod Assembly 2023

Rev. Peter Reuss, CFRE, Partner



Strengthening charitable causes to change the world through generosity

GSBFUNDRAISING.COM

Why do people donate to your congregation?

A Spirituality of Fundraising

Henri J.M. Nouwen



Fundraising is
proclaiming what we
believe in such a way
that we offer other
people an opportunity
to participate with us
in our vision and
mission



Principle of Giving #1

Your **CAUSE** is
BIGGER
than your
INSTITUTION



Principles of Giving #2

Offer a
STANDARD
of Giving



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Principles of Giving #3

The Giver
NEEDS
To Give



Five Steps In Gaining A Gift

1. Identify

2. Inform

3. Motivate

4. Ask

5. Thank

Five Steps In Gaining A Gift

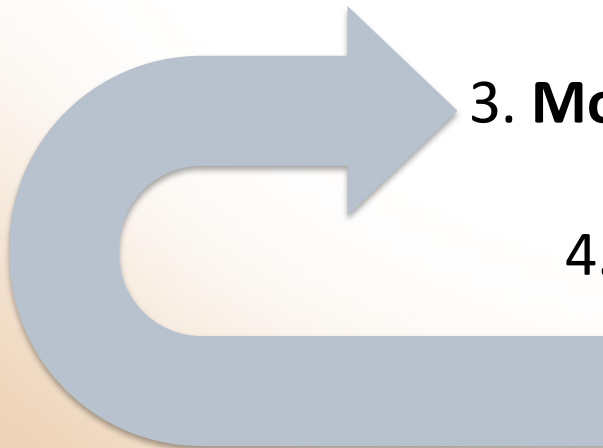
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The Pyramid of Giving

The pyramid shape is used to illustrate that the larger the gift sought, the fewer the prospects for such gifts. And, the fewer the prospects, the fewer the number of gifts.



Your Comprehensive Development Program

A Balanced Effective Financial Development Program...

