

It's not about the money

by Barni Feuerhaken

"The end result of fund-raising God's way is not money," says Rich Haynie, Director of Development for Dawn Ministries. God wants the relationship between a fund raiser and donor to be all about him and his desire to bless. It is never about the money; it is about the people.

If that is true, then why do Christian ministries seem to focus so much of their energy into methods and techniques for raising money? Why is so much time and effort given to come up with ways of tapping into men's pocketbooks to fuel God's work?

Man's way or God's way?

There is a less-traveled way to find the provisions we need. "God always gives us a choice," says Haynie. "We can do it God's way or come up with our own plan." Sometimes our plans look so focused on God, but are they?

"Fund-raising man's way is chameleon-like," Haynie contends. "It blends in, giving the illusion of following God and striving to do great things for him while just the opposite is true.

"Man comes up with a plan and then asks God to bless it. He launches his fund-raising program; he includes solicitation techniques to intensify the perception of the need and the donor's duty to respond. He follows up with pressures and persuasions in order to meet pre-set goals.

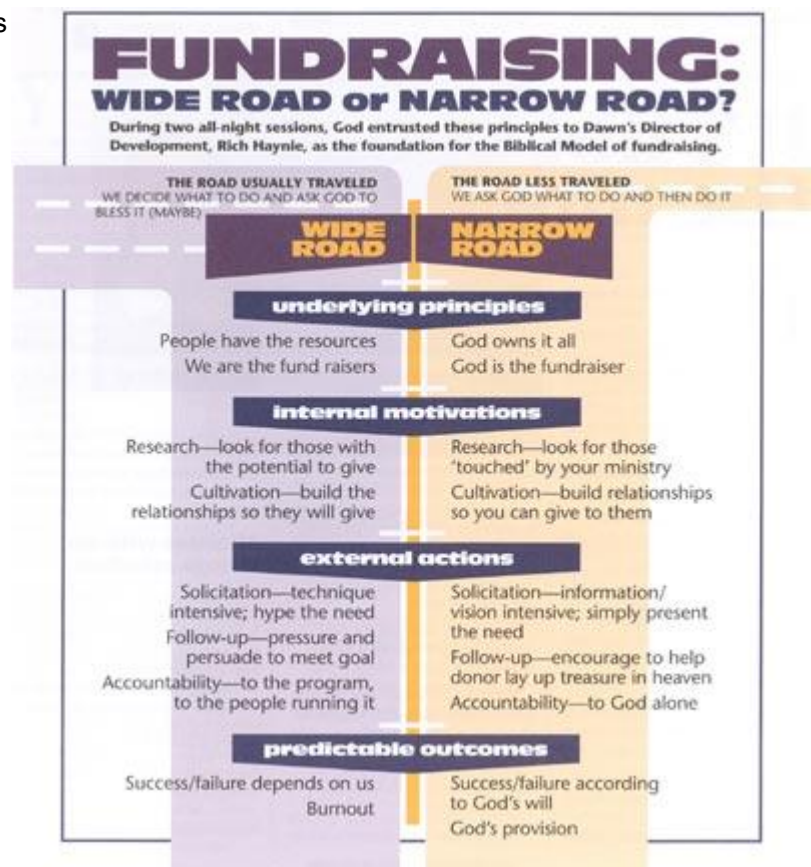
No wonder working for God under these conditions is such a burden.

Doing it God's way, Haynie suggests, is quite different. He first of all wants our hearts, not our activities. He wants to be the central element of our lives. Secondly, he wants our passion to be focused on what he is doing.

When those two elements are in place, God's initial intention from the beginning of creation to bless the works of his hands takes effect. God wants to bless us and others. He is unceasingly at work providing circumstances and methods to actively bless us.

Minister with no strings attached

The plan itself is simple. All God requires of his development people is to go to the donors he identifies, to



Biblical fundraising principles

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share information, vision and opportunities with them and then be willing to allow God to work in the heart of prospective donors.

God asks his fund raisers to minister to potential donors, to find out their desires and passions without expecting anything in return, rather than to cultivate relationships solely on the basis of expected giving.

Haynie remembers a call to a man who had given funds in the past, but had experienced some financial reversals. "I called to see how you are doing," our development person told the man. The donor responded, "You are the only ones who have called me since I had to stop giving." Others who had benefited from his generosity had missed an opportunity to bless him.

When you take the less-traveled road, "the burden is God's, not ours," concludes Haynie. Success or failure does not depend on us, but on God's will and his provisions. When fund-raising is done God's way, treasures are laid up in heaven, ministry happens, resources are transferred, relationships are built, his kingdom expands and he is glorified.

http://www.dawnministries.org/dawn_info/dawn_report/issue50/not_about_money.html