

Raising Funds: Practical Tips

Presented by:

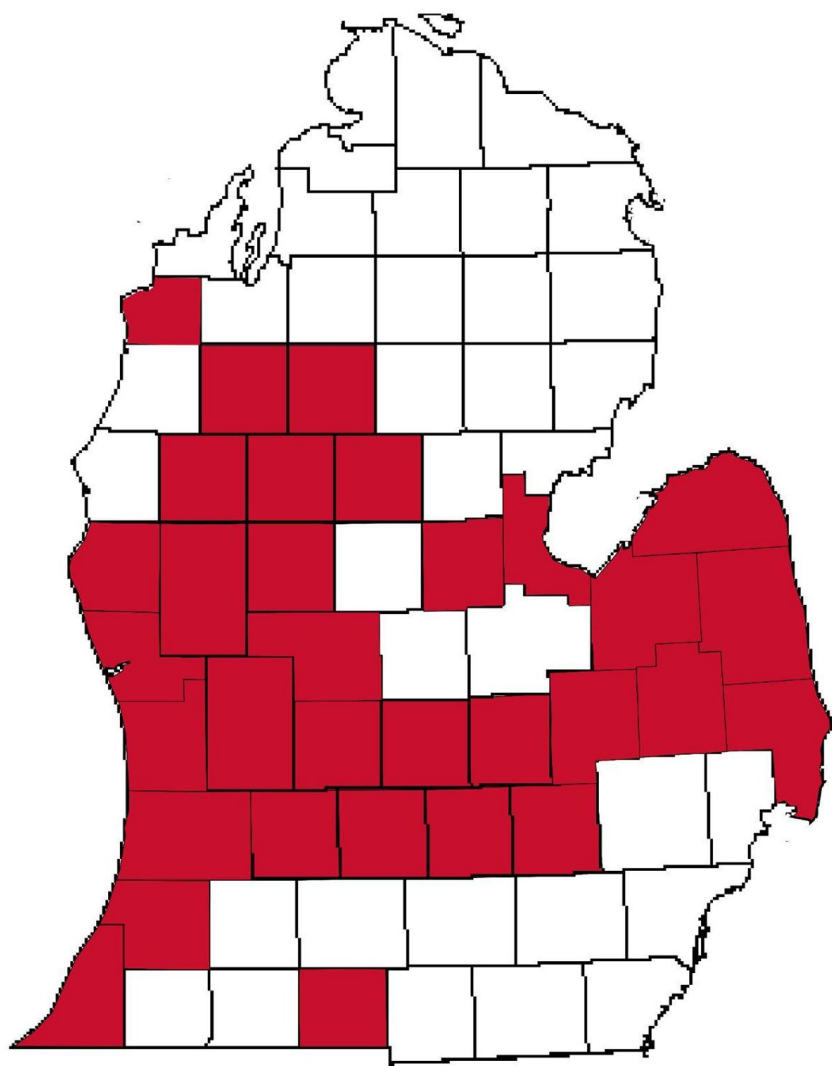
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GOD OUR

PROVIDER

Phil 4:19 And my God will meet all your needs according to his riches in glory in Christ Jesus.

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Who We Are

Our mission is to provide Christ-centered hope and healing through biblically-based, chaplain led, volunteer jail ministries.

Our vision is for every incarcerated person to experience new life in Christ and develop healthy family, church, and community relationships.

Objectives for *Raising Funds*

1. Reinforce key best practices
2. Take away at least 1 new idea or resource
3. Stay awake
4. Be encouraged to do what works for you...from a place of joy

1) Understand God's Heart

2) Know Thyself

**3) Assess Current &
Prospective Relationships**

4) Don't Go It Alone

**5) The First Gift is Just the
Beginning**

**6) Use a Multi-Channel,
Annual, Communications
Calendar**

7) Minimize Donor Friction

8) Maximize Donor Trust

**9) Use Data, Understand
Trends**

10) Always Keep Learning

**11) Use ROI to Inform
Strategy**

12) Be Creative, Find Joy

Understand God's Heart

- Rooted in Relationships
- Scarcity vs. Abundance Mindset
- “The Spirituality of Fundraising” – Henri Nouwen
- “Faithful Friendship” – Kevin Eastway
- God always resources the work He calls us to, but it may take longer, and look differently, than what we were expecting

Know Thyself

- How am I wired?
- What are my attitudes towards money and wealth?
- How does my upbringing affect these attitudes?
- Do my attitudes align with biblical values?
- Do I need to know a bunch of “rich people” to be a fundraiser?
- Do I listen well?

Assess Current & Prospective Relationships

- Who are you already connected to?
- Faithful supporters are often right in front of us, but we need the eyes to see them
- Know your audience – 80/20 listening rule
- LICE – Linkage, Interest, Capacity, Empathy
- SSS – Stories, Stats, Strategies
- Intentionally target new donor groups
- Funding our work is a unique space

Don't Go It Alone

- Partner with your board, as they are ultimately responsible for the financial health of any 501(c)3
- Leverage the passion and time of volunteers
- Network with others locally in the space
- Be honest with your board and key supporters when you have challenges
- Don't be afraid to ask for help

Questions?

The First Gift is Just the Beginning

- Celebrate every new supporter
- Have a process to recognize them in a timely manner (72 hours), beyond the standard gift receipt
- Treat the first gift as the beginning of the relationship, not the end result
- Provide clear next steps for engagement
- Monthly supporters, on average, give for 5-7 years

Use a Multi-Channel, Annual, Communications Calendar

- Find a balance that works for you and your supporters, and be consistent
- Mail, email, socials, events, F2F
- Consider using a multi-function system. For example, a CRM that manages donations and communications. Or at least, a system that offers integrations with others.
- Most communications should include a “soft ask”

Minimize Donor Friction

- Simple, clear, response envelopes
- Donation page with minimal inputs and clicks
- Clear link to your donation page from socials
- A product like GoFundMe Pro for P2P
- Appeals that are simple and clear. Answer the question “what does my donation do?”
- Other paths: Text2Give, Venmo, Paypal, foundation listings, United Way, etc.

Maximize Donor Trust

- Financials – 990, review/audit, annual report. Have you been a good steward of previous donations?
- Rating agencies & associations – GuideStar/Candid, Charity Navigator, Ministry Watch, ECFA, CMCA 😊
- Under promise, over deliver
- Do what you said you were going to do with the funds
- Be honest & transparent about results
- People give to people; know who they trust.

Questions?

Use Data, Understand Trends

- Measure donor groups such as: new, monthly, retained, lapsed, reactivated, email only, mail only, event only, event sponsors, churches, etc.
- It is cheaper to retain a donor than find a new one
- If you're not a numbers person, find a staff/board member/volunteer who is
- Current Trends – Number of donors is shrinking, while average value/gift size per donor is increasing

Always Keep Learning

- National Christian, Barnabas Foundations
- ECFA
- Mission Increase Foundation
- CFRE International
- National Fundraiser's Association
- Canopy (Legacy Gifts)
- Kindsight, Nonprofit Library
- Lilly Foundation/Family School of Philanthropy

Use ROI to Inform Strategy

- Measure appeal responses
- Segment donors – Main, Mid, Major, Monthly, etc.
- Use Analytics – Google, CRM, GFM Pro, etc.
- Leverage match & challenge gifts
- Grants, foundations, public, private?
- Consider database subscriptions, with caution
- Consider consultants, with caution
- “Kill your darlings”

Be Creative, Find Joy

- There are many tried and true methods, but don't be afraid to try new things and take some risks
- There is no 1 right way to fundraise...do what works! (within ethical/moral bounds)
- Supporters are more likely to invest with joy when they sense your joy in the work, AND for them
- Christian giving, when done biblically, is a beautiful 2-way gift

Closing Thoughts

- Always have a story ready (sermon in your pocket)
- Nothing beats a good story, but stats and strategy are the key to growth
- Church support can start in the pew, or the pulpit
- No one wants to be treated like a check book.
Authentic, caring relationships are everything.
- Don't underestimate your ministry with supporters.
People want to give for Kingdom impact!

Closing Q&A

Stay Connected



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