



# JBU Head of School Gathering

June 26-28, 2019

Jim Krall  
Fundraising

JBU100  
YEARS OF CHRIST OVER ALL



# Why the challenge?

- You are busy
- Teachers/faculty and staff
- Administrative duties
- Budgets
- Student issues and problems
- Board meetings
- Occasional crisis
- Enrollment challenges
- You are tired, maybe burned out
- And...







**Who has time for fundraising?**





- You may have a lot of questions about fundraising

- You may wonder if you are cut out for this

- You CAN learn it and do it... but it takes time





**“Fundraising is, first and foremost, a form of ministry.  
A way of announcing our vision and inviting other people into our mission.”**  
**Henry Houwen, *A Spirituality of Fundraising***







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Fundraising is precisely the opposite of begging. When we raise funds we are not saying,  
“Please help us out because it’s been hard.”  
Rather we are declaring,  
“We have a vision that is amazing and exciting”. Henry Houwen, *A Spirituality of Fundraising*





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Those of us that ask for money need to look carefully at ourselves...about our relationship with money.

Henry Houwen, *A Spirituality of Fundraising*





# What are the best ways

To raise money?

To raise money for the annual fund?

To raise money for buildings?

What are other creative ways?





# Fundraising Best Practice

Trend Towards  
Giving Days





# Fundraising Best Practice

1 to 1 matches  
encourage giving







# Fundraising Best Practice

80 from 20

90 from 10

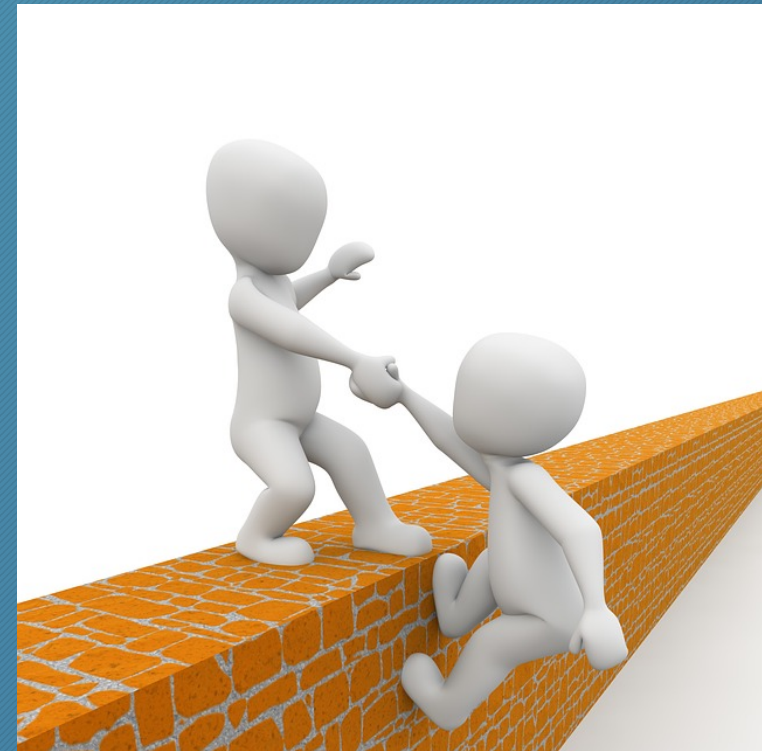
95 from 5





# Fundraising Best Practice

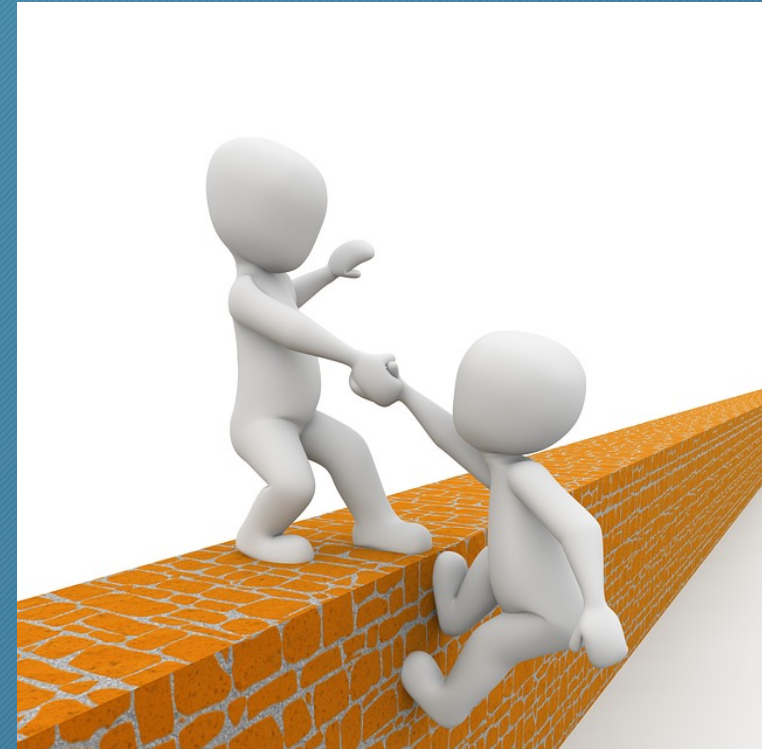
- It is relational, not transactional





# Fundraising Best Practice

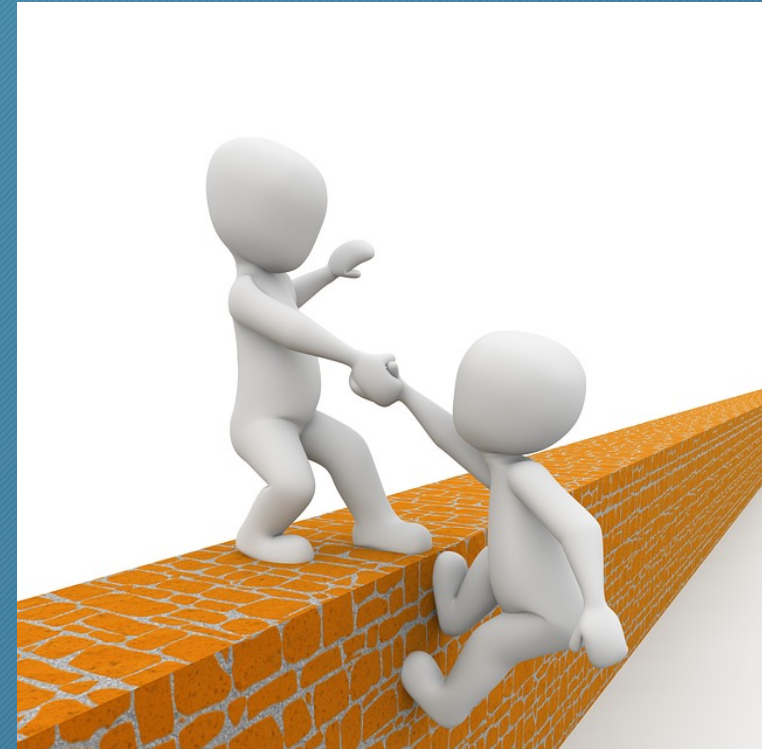
- Relationships are best built over time





# Fundraising Best Practice

- Grandparents get involved in their grandchildren's organizations





# Fundraising Best Practice

- ½ of it is  
Showing up





# Fundraising Best Practice

- Fundraising is often incremental





# Fundraising Best Practice

- Sometimes it makes quantum leaps...but rarely





# Fundraising Best Practice

- Really large visions can sometimes lead to problems





# Fundraising Best Practice



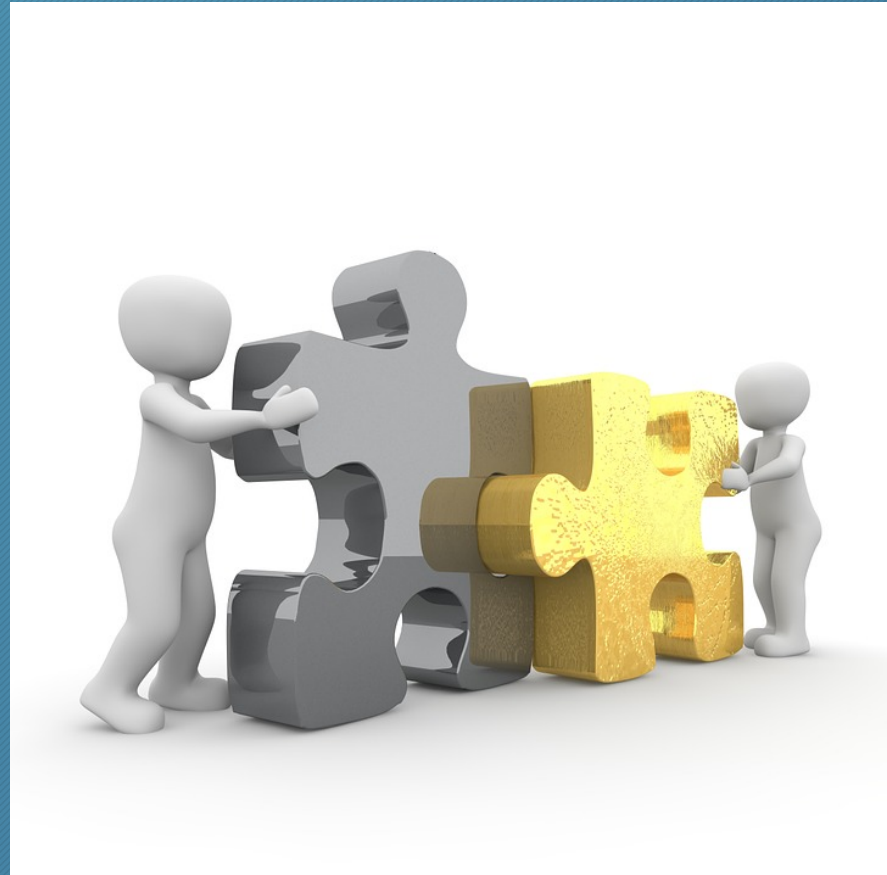
Events Still Work  
But Change Them  
UP





# Fundraising Best Practice

Watch for the  
Giving Moments





# Best Practices You Have Observed





# QUESTIONS?



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