

Updated 08 30 2019

More Than Words

THE CAMPAIGN FOR SCRIPTURE IMPACT

Advance Gift Phase Training Manual



**Lutheran Bible
Translators**

More Than Words

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Advance Gift Phase Training Manual

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ZACHARIAS ADVANCEMENT CONSULTING



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Section I

Executive Summary

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(Very Rev. Prof. Ekem)

1. GILIBT Director
2. Gbindi daan
3. MPs / DCEs
4. LBT Representatives .

Hon. Alhaji LIMUNA Muniru
(The Northern Regional Minister)

Rt. Rev. Dr. Paul Kofi Fynn
1. Rev. Issah Gajahi (Lutheran)
2. Elder Samuel Jani (Pentecost)



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1.1 Introduction to the *More Than Words* Campaign

Lutheran Bible Translators is propelled by a mission that is clear and compelling: “...to make *God’s Word accessible to those who do not yet have it in the language of their hearts.*”

As one of the leading Bible translations agencies in the world, Lutheran Bible Translators is joining the major Bible translation organizations in the USA to ensure that all people might have access to God’s Word by 2033.

Specifically:

95% of the global population would have access to a full Bible

99.9% would have access to a New Testament




100% would have access to at least some portion of the Scripture

For decades, Lutheran Bible Translators has demonstrated entrepreneurship and taken bold, calculated risks toward the advancement of translation and scripture engagement initiatives. In an effort to advance this cause, Lutheran Bible Translators authorized a campaign readiness study to test the preliminary case statement for a campaign entitled *More Than Words*. The case statement outlined a three-pronged initiative and financial goals focused on Bible Translation, Deeper Engagement, and Capacity Building.

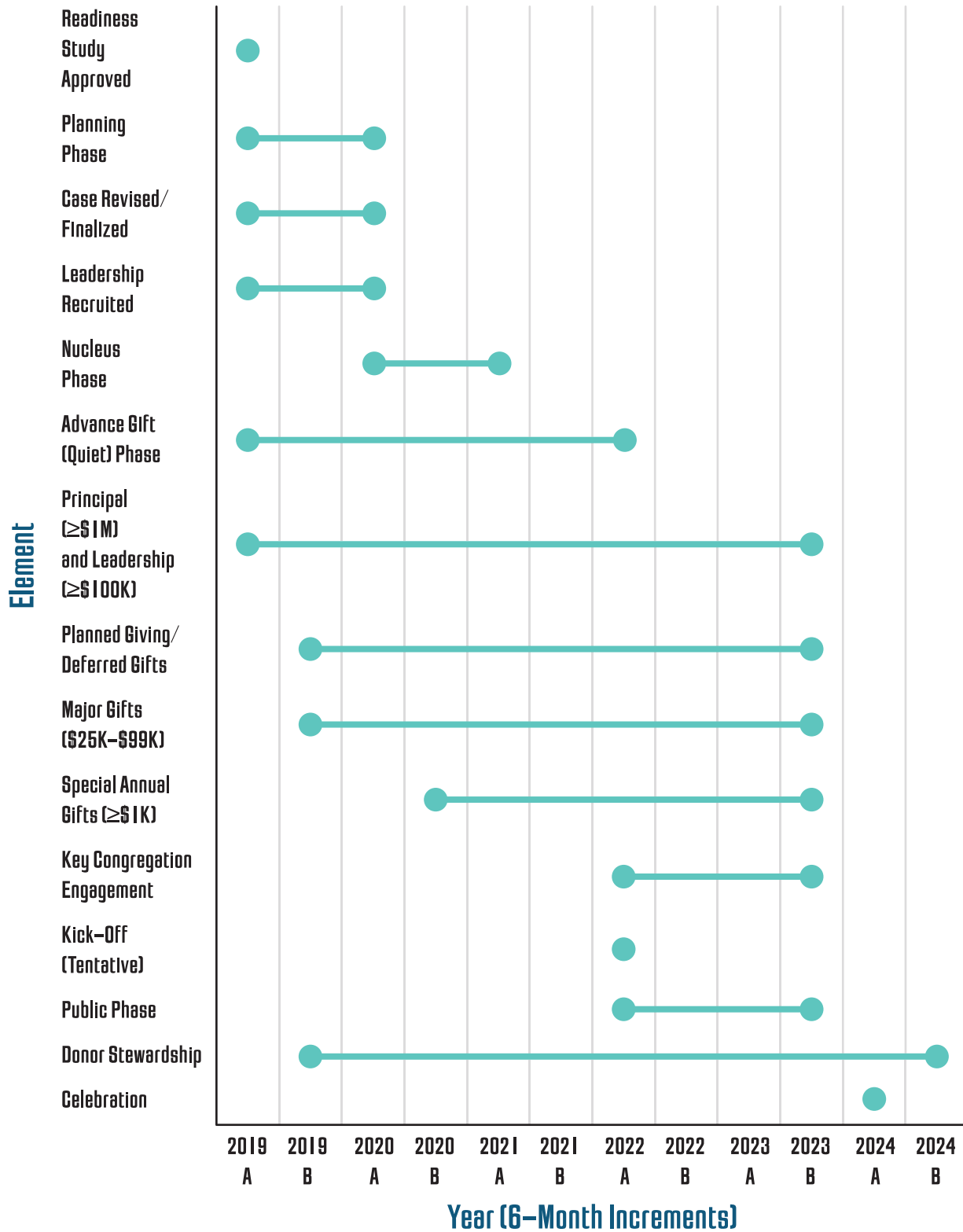
The preliminary case tested well, with donors and prospects expressing interest and support for the effort. Given the positive findings and consultant recommendations, Lutheran Bible Translators is moving forward with a \$27.9 million campaign as expressed in the preliminary case statement.

The generosity of friends, congregations, and organizations makes the difference between being average and being great. That’s what this campaign is about. It’s about taking the next step, realizing our potential and impacting the gospel proclamation entrusted to our care. It’s possible. It’s achievable. With the help of volunteers and donors across the country, it’s within our grasp.

Initiative & Cost Table

Strategic Initiatives	Current Three-Year Budget (FY2019-22)	Three-Year Cost of New Initiatives	Total
 <p>Bible Translation</p> <ul style="list-style-type: none"> • 11 new Testaments published and distributed • Seven new projects • Four full Bible translations 	\$14.9 million		\$14.9 million
 <p>Deeper Engagement</p> <ul style="list-style-type: none"> • 17 audio Scripture recordings of the Spoken Word • 23 Literacy projects • Six Scripture distribution projects 		\$8.6 million	\$8.6 million
 <p>Capacity Building</p> <ul style="list-style-type: none"> • Advanced translation training • In-country training programs • 15 new missionaries recruited and trained 		\$4.4 million	\$4.4 million
Total	\$14.9 million	\$13 million	\$27.9 million

1.2 More Than Words Campaign Plan and Timeline



1.3 Advance Gift Phase Overview

The first significant donor phase of the *More Than Words* campaign is termed the **Advance Gift Phase**, also known as the **Quiet Phase**.

Thousands of campaigns have been conducted in a wide variety of sectors of society. Invariably, successful campaigns raise a minimum of 60% of all new money through a very limited number of donors who make commitments during the Quiet Phase of the campaign.

It is in this important phase where gifts and pledges of \$50,000 and greater will be sought. In addition to raising a significant portion of the overall goal, this phase will also:

- Create momentum and enthusiasm**
- Establish creditability**
- Raise the sights of remaining prospects**
- Set the pace for the More Than Words Campaign**
- Forecast eventual success**

The role and level of activity of the National Leadership Council will be most acute during the Quiet Phase.

People within each phase of the campaign will be prioritized for solicitation based on their capacity to stimulate generosity and a successful campaign. This is especially true during the Quiet Phase where Principal and Leadership gifts of \$50,000 and greater will be sought.

Every legitimate prospect must be thought of as a “mini-campaign” in and of itself. The goal is to establish strategies, a plan, and a timetable to personally visit each prospect and receive a gifting decision.

This comprehensive Training Manual has been prepared as a resource for staff, leaders, and volunteers involved in the Quiet Phase. It is designed to help make your work and visits as complete and effective as possible.

If you follow the steps closely, the results you achieve will be the best that can be expected. The steps as outlined have been proven with successful results in many previous campaigns and funding efforts, providing both the visitor and the prospect an added level of confidence.

In some sections of this manual you will find sample wording that you can use in conversation with prospective donors to this campaign. These remarks, appearing in italics, are meant to guide you in developing your style. A successful campaign is based on honest conversations from your heart. You need to express the campaign objectives and goals, but in your own words. You need to be able to help guide people to understand why this More Than Words is so important to accomplish now, and how they can readily be involved.

REMEMBER: *The ultimate success that the *More Than Words* campaign can achieve will be in direct proportion to the amount of effort that the campaign team—staff and volunteers—puts forth.*



Section 2

The Advance Gift Phase Manual
Key Concepts



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2.1 Introduction to the Advance Gift Phase

More Than Words Campaign Principles

Biblical stewardship	Giving is contagious
Proportionate giving	Visit your best prospects first
Inclusive	Designation/naming opportunities
God's people are generous	People give to people
People give because they are asked	People give in relation to the person who asks
Clear gift plans	Keep your sights high

Volunteer and Staff Key Activities and Concepts

Make an impact on others	Engage leaders early
Providing an opportunity to give	Prayerful consideration
Multi-year gifts	Build momentum
Personal visits	Inspire others
Generosity	Commitment
Inspire Confidence	Establish credibility

Most campaigns raise a large majority of the goal through less than 100 donors. Campaigns are realized in fairly predictable ways:

Fewer than 10 donors will give approximately 40% to 50% of the funds received.

The next 70 to 80 donors will pledge approximately 30% to 40% of the remaining funds raised.

The larger the constituency, the more difficult it is to receive major contributions. All too often a campaign is jeopardized by the belief that many people will give smaller amounts, and therefore the campaign will achieve its goal. This is seldom, if ever, the case.

For this reason, the *More Than Words* campaign will give priority time and attention to raise substantial gifts from those whom the Lord has blessed with affluence.

This effort is termed the **ADVANCE GIFT PHASE** or **QUIET PHASE**. During this phase the campaign will seek gifts and pledges at a minimum of \$50,000. Pledges in this Phase can be paid over a five-year period.

2.2 Biblical and Practical Foundations for Advance Gifts

A. Biblical Principles

There are many places in Scripture where the Holy Spirit speaks about wealth and generosity. Just a few are highlighted here.

2 Corinthians 9:7-9

You must each decide in your heart how much to give. And don't give reluctantly or in response to pressure. "For God loves a person who gives cheerfully." And God will generously provide all you need. Then you will always have everything you need and plenty left over to share with others. As the Scriptures say,

*"They share freely and give generously to the poor.
Their good deeds will be remembered forever."*

Luke 12:48

From everyone who has been given much, much will be demanded; and from the one who has been entrusted with much, much will be asked.

Proverbs 3:9

Honor the Lord with your wealth, with the first fruits of all your crops; then your barns will be filled to overflowing, and your vats will brim over with new wine.

1 Timothy 6: 17-19

Command those who are rich in this present world not to be arrogant nor to put their hope in wealth, which is so uncertain, but to put their hope in God, who richly provides us with everything for our enjoyment. Command them to do good, to be rich in good deeds, and to be generous and willing to share. In this way they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life.

In his essay, **The Lay Movement Ordained by God** which he read at the 1913 Convention of the Southern Illinois District, Dr. Francis Pieper said:

“ . . . It is a great injustice to the well-to-do if one does not expect them to give more of their goods for Christ than those who are not well off. . . . In other churches individual wealthy persons give larger gifts.”

“Let everyone examine himself. It is a fact that to the rich Scripture contains a special admonition to give. In the Lutheran Church many of us, too, are becoming rich. Therefore, by God’s grace, let us read I Timothy 6: 17-19 diligently and act according to what these words tell us.”

B. Proportionate Giving

Principles of Biblical stewardship emphasize proportionate giving of life and all of life’s resources. The Advance Gift Phase encourages proportionate and generous giving from those whom the Lord has richly blessed. (1 Cor. 16: 2 and 2 Cor. 8:11-12)

Sacrifice and Justice must also come into focus and be a conscious part of motivation. The *More Than Words* campaign will eventually ask many others to become involved, both in their time as volunteers and in their financial stewardship. Therefore the Quiet Phase of the *More Than Words* campaign encourages those blessed with abundant worldly goods model amazing generosity so that others will follow and experience God’s joy and blessing. Joyful stewardship of God’s gifts develops naturally as each of His children responds to His blessings. (Ephesians 4: 15-16 and 1 Timothy 2: 1-3)

It is our goal to honor each gift appropriately. After having donated millions of dollars to Christ’s work, Mart Green ask his father David (founder of Hobby Lobby) if they had outgiven grandma. Mart’s grandmother was financially poor, but modeled sacrificial giving to her children and grandchildren. David replied, “No, Mart. We give what we can. Grandma gave what she couldn’t.” It isn’t the amount that is important, it is the sacrifice and obedience that we honor.

C. High-Impact Giving

Often people do not realize that there are high-impact opportunities to use their resources for Kingdom work.

Statistics also show that those with significant resources often distribute their financial stewardship among causes outside of Kingdom work. They want to apply their resources for the benefit of others.

One goal of the campaign is to give donors the opportunity to direct their resources to accomplish greater things than could be accomplished through other organizations.

D. Giving Begets Giving

The value of launching a financial *More Than Words* campaign after it has received several large gifts cannot be overestimated. A public model of sacrificial giving raises people's sights. An early Advance Gift Phase contribution of \$1 million may be multiplied many times over when viewed from the effect it will have on giving from others.

E. Credibility

Upon learning of the Lutheran Bible Translators *More Than Words* campaign, the average prospect's first thought will probably be whether the campaign is worthy of a generous gift (as opposed to a token gift). The Advance Gift Phase gifts provide credibility. They create positive attitudes in others that the *More Than Words* campaign is worthy of wide, significant support.

F. Installment Giving

Advance Phase commitments can be paid over a five-year period. The \$100,000 gift may sound large, but when viewed as an intention of \$20,000 this year and \$20,000 for each of the next four years, the larger commitment can become quite viable.

G. Non-cash Donations

The *More Than Words* campaign will accept gifts in the form of real property, stocks or bonds, or other financial instruments. Current tax laws can make the donation of appreciate assets quite attractive given the asset mix of some donors.

H. Affluent Christians Tend to be Generous

National charitable giving statistics reflect that when led to give, those whom the Lord has blessed with significant resources do make larger gifts. Total donations to nonprofit organizations in the United States exceeded \$420 billion in 2018. The tax structures of state and federal governments encourage various types of large financial donations.

2.3 Guidelines for Planning (Defining the Players, Roles, and Responsibilities)

2.3.1 Advance Gift Phase Prospects

To achieve the \$27.9 million goal, the *More Than Words* Campaign Table of Gifts calls for 89 gifts at \$50,000 and above from approximately 270 legitimate prospects payable over a five-year period. Many prospects, and certainly almost all donors, will may require a series of visits prior to an actual request for a gift. In development language, these multiple cultivation visits are termed initiatives, action steps or “moves”. This concept is similar to a farmer cultivating and tilling the soil prior to planting the seed.

The intent is twofold. First, every prospect must have the opportunity to adequately work through his or her decision-making process. Secondly, every prospect must have the opportunity to seriously consider a generous gift rather than a token gift.

Included in this process is the need for every prospect to receive a personal review of the case statement along with the opportunity to raise questions regarding the *More Than Words* campaign and his or her important role in achieving the financial goal.

2.3.2 The Advancement Office

A centralized, well-organized process is required in order to successfully and realistically work through an Advance Gift Phase prospect base totaling 2,038. **The Development Office manages that process.** It must plan, coordinate, prioritize and implement the cycle of visits.

The intent is to:
Get the right prospect matched with
the right visitor
at the right time
for the right amount, and
for the right project.

Each prospective major donor must be considered as a separate and distinct campaign. Thus, a detailed plan with timetables will be developed for each person. The plan will outline the following elements:

Who are the ideal people to be involved with this prospective major donor?

Moves Manager: *The staff development officer assigned to the prospect.*

Natural Partner: *A volunteer who has an existing relationship with the prospect, a staff member with a specific expertise or responsibility of interest to the prospect, or a peer who has a likely affinity for the prospect.*

Primary Partner: *The individual most likely to elicit a positive response to a gift request.*

What is the timetable for the visits? What is the length of duration that will be required for the cultivation process: three months, six months, one year, or longer?

What information regarding the prospect is available or can be researched, such as occupation, source of wealth, family, other gifts, and involvement in church?

What is the moves management strategy? This is a plan detailing the number of projected visits (moves) and the purpose for each. Each plan should be reassessed based on the developing relationship.

2.3.3 Involvement of the Executive Director

The Executive Director serves as the primary leader for the *More Than Words* campaign including spiritual leadership. Of all involved, the Executive Director has the most visible role. His role includes devoting time and attention to identified prospect visits as well as attending meetings for of the *More Than Words* campaign National Leadership Council and other *More Than Words* campaign activities.

Trust in the organization is often embodied in trust for the highest level of leadership of the organization. While almost any donor will make a token donation without establishing deep trust in the organization leadership, most donors will require personal interaction with the chief executive officer before making a sacrificial donation.

2.3.4 A Priority of Time and Attention

The preliminary, working goal of the *More Than Words* campaign, \$27.9 million, represents a significant challenge. To be successful, the *More Than Words* campaign must receive a priority of time and attention on the part of volunteers and staff.

Lutheran Bible Translators will develop the *More Than Words* campaign mentality by:

Raising up the vision and impact of Lutheran Bible Translators on the Gospel outreach of the church

Instilling a major gift culture

Giving the More Than Words campaign priority in various discussions and meetings

Providing reports and updates at all Board and staff meetings

Celebrating success along the way

Emphasizing the More Than Words campaign in all communications including The Messenger

Use the More Than Words campaign as motivation for a gift among prospects

Stressing the importance of the prospect's role in advancing the More Than Words movement

2.3.5 Solicitation: A Multi-Step Visit process

Seldom will someone make a decision regarding a significant gift on the first visit. It is imperative the entire process including solicitation (the gift “ask”) is viewed as a sequence of events requiring multiple steps.

2.3.6 The Table of Gifts

As noted above, More Than Words campaign leaders have developed a \$27.9 million Table of Gifts reflecting the number of gifts needed at various giving levels plus the number of legitimate prospects required for each level. The enclosed table in Addendum A is for internal use with leaders and volunteers as we work together to on step one above, Identification and Research. Note that it calls for raising over 89 gifts at \$50,000 and above from approximately 270 legitimate prospects.

2.3.7 The Personal Visit

To raise gifts and pledges at significant levels requires a personal visit. Large gifts cannot be accomplished through mail, telephone or email appeals.

Personal visits for both the cultivation and solicitations steps, preferably in the home with both husband and wife present, also demonstrate the importance of the objectives of the *More Than Words* campaign. The campaign is worth our investment as much as it is worth the investment of the donor.

2.3.8 Prospect Identification

The Lutheran Bible Translators development staff have worked to compile a list of possible Advance Gift Phase prospects. That list is only a starting point for this campaign. The initial prospect identification occurred through noticing donors generous giving in the past.

Further prospects must be generated through interviews and through reflection by the members of the National Campaign Leadership council. It is likely that new donors discovered during the campaign will make a very significant contribution to Bible translation, possibly exceeding the capacity of any individual who is already participating in the campaign.

Just like any great organization leader, we must be constantly looking for talent that can make a strong contribution to our cause. Great leaders surround themselves with even greater people.

The Prospect Identification Form found in Addendum B is extremely helpful to identify prospective donors.

We can identify potential prospects through:

Donor interviews done by Lutheran Bible Translators development staff

Introductions made by More Than Words National Leadership Council members

Introductions made by the Board of Directors

Introductions made by staff and missionaries

Introductions made by pastors and congregation leaders

Success of the *More Than Words* campaign will require many prospects. Again, the Table of Gifts in Addendum A calls for identifying approximately 270 legitimate prospects during the Quiet Phase of the effort.

As outlined in section 1.3, prospects will be evaluated and visits will be prioritized based on their capacity to stimulate generosity and a successful campaign. This is especially important during the Quiet Phase when it is critical to identify role models of generosity and joyful participation from multiple sectors of our society.

2.3.9 Materials Available for this Phase

The following materials will be available for the Advance Gift Phase:

Advance Gift Phase Manual (this document) which includes visit techniques and how-to steps

The More Than Words Case Statement

Prospect Identification Form

Prospect Evaluation Grid

Report Forms

Table of Gifts

More Than Words Gift Intent Form (Pledge Form)

Suggested letters regarding prospect

Fact sheets

Annual Report

Videos, AV, podcasts, and slide presentations



Section 3

The Advance Gift Phase
Solicitation Cycle



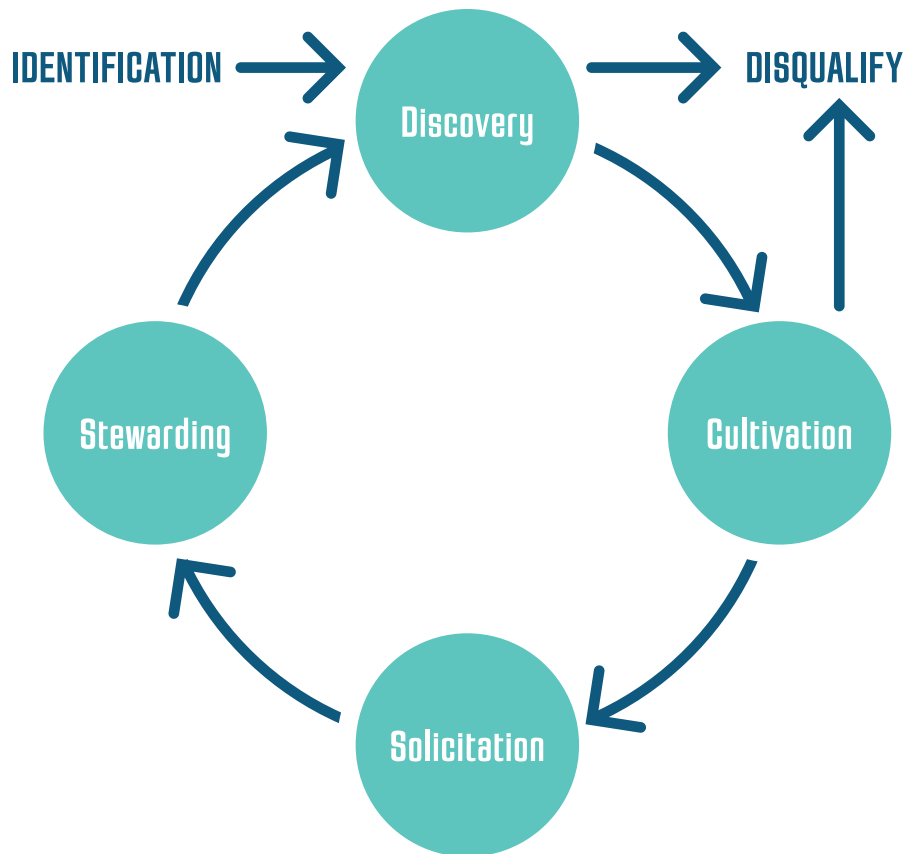
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Moves Management Cycle



3.1 Identification & Research

The identification efforts entail the creation of a realistic list of prospects for this Advance Gift Phase, and to then accomplish the necessary research regarding interest and possible financial capacity. *More Than Words* campaign volunteers are asked to identify individuals within their own circles of influence who have the “capacity to give” as well as perceived “cultivable interest” in the *More Than Words* campaign case for support. The “**Prospect Identification Form**” and “**Prospect Evaluation Grid**” are helpful tools in the development of a prospect list and the creation of a Moves Management Strategy.

A. What makes a “Qualified” prospect?

A qualified prospect is a person with “cultivable interest” in Lutheran Bible Translators and/or the More Than Words Campaign, and he or she has the financial capacity to make a gift. Qualified prospects are the best prospects to focus time and energy. The minimum criteria of this prospect includes the following characteristics:

The prospect is approachable and grants an initial appointment.

The prospect has a demonstrated propensity for charitable giving.

The prospect has a present or “cultivable interest” in Lutheran Bible Translators.

The prospect has the capacity to make a gift.

The prospect has the authority to make a giving decision.

B. The criteria for an **outstanding prospect include the following characteristics:**

The prospect understands the joy the giving and possesses a mature attitude about financial stewardship.

The prospect genuinely cares about Lutheran Bible Translators and wants to help.

The prospect has already made commitments of time, talent and funds.

The prospect is interested in making a difference.

The prospect has the financial capacity for a significant five or six-figure gift intent.

The prospect is willing to schedule the personal visit and to grant adequate time to discuss the More Than Words Campaign.

The prospect has a personal relationship with a Lutheran Bible Translators staff member, Board member, or other volunteer.

C. The profile of a **planned giving prospect includes the following characteristics:**

The prospect is 55 years of age or older (married or single).

The prospect has a practical understanding of the value of estate planning and might even be familiar with some elements of planned or deferred giving.

The prospect owns accumulated assets.

The prospect has an affinity and appreciation for the ministry of Lutheran Bible Translators.

The prospect has a history of multi-year giving, even modest gifts.

As prospects are identified, appropriate research will determine the level they are likely to participate. Typically, research will begin with those closest to the ministry and other natural prospects, moving outward to those who have little natural affinity for Lutheran Bible Translators. The first prospects will have the following qualities:

History of involvement with Lutheran Bible Translators.

Family, relative, and/or church ties to Lutheran Bible Translators.

History of personal involvement in congregation, District, national or other entities.

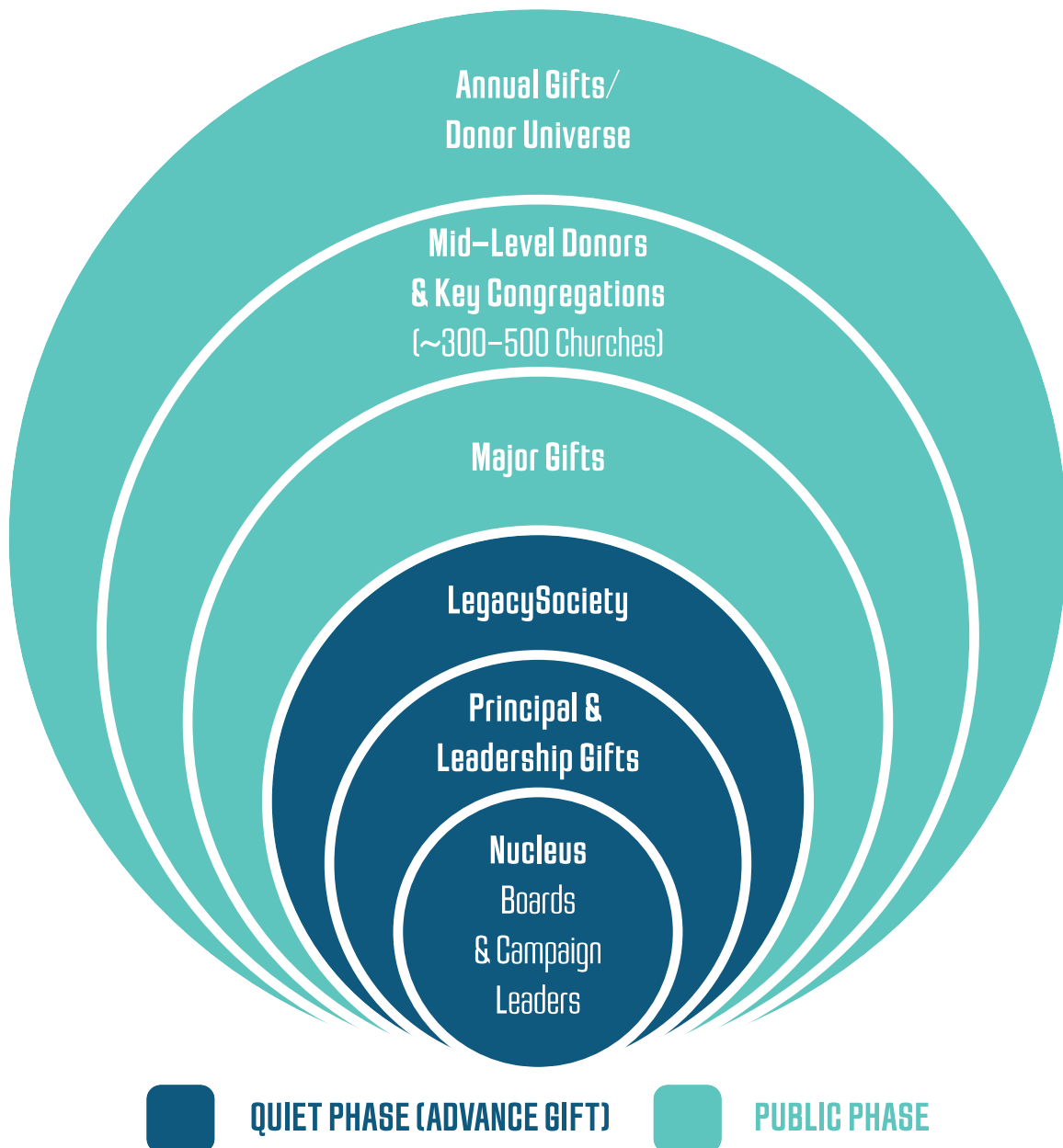
Giving history and amount, including total giving, largest gift ever, and gift frequency.

Lutherans of prominence and wealth who support other causes.

Possess a mature attitude about financial stewardship.

The *More Than Words* campaign utilizes an “Inside Out/Top Down” funding approach with distinct phases, goals, and priorities. “Inside Out/Top Down” requires that donor engagements first focus on cultivating and soliciting gifts from those closest to Lutheran Bible Translators, and radiating out through the **Advance Gift Phase (Quiet Phase)** and the **Public Phase** as illustrated below.

Inside Out/Top Down Illustration



3.2 Cultivation

Donor and prospect cultivation is essential. It is our responsibility to provide information and excitement about the *More Than Words* campaign. Cultivation activity increases interest by the prospects, as they realize leaders are devoting considerable time and effort to a proper explanation of the *More Than Words* campaign and its case as well as answering their questions or concerns.

Since very few of our prospects have the opportunity to personally visit the Lutheran Bible Translators office or go on a mission trip, it is the task of staff and volunteers (NLC members) to bring the heart Lutheran Bible Translators to our prospects. Usually, this will be accomplished by a personal visit.

Reaching an agreement to return with a **specific proposal and funding request** is the primary purpose of the cultivation visit. Ultimately, cultivation is intended to engage and immerse our prospects in the ministry that Lutheran Bible Translators does on their behalf. **Cultivation is a vital part of the solicitation cycle and is a required element for every prospect.**

A. Cultivation Purpose:

The initial visit is an attempt to forge a relationship with the prospect and evaluate his or her needs, wants, and charitable interests. This is best accomplished by a **personal visit** with husband and wife, preferably in their home.

Prospects often require education and involvement prior to a request for a multi-year commitment. This first visit seeks to provide that education and motivation. The first visit also obtains information regarding the prospect, such as interest in a specific project or area. This will help determine the next step and if the prospect is ready for a significant “ask.”

In effect, the purpose of the **first visit** is to:

Learn about the prospect's priorities in terms of family, occupation(s), organizations to which they belong (including their church), their relationships with others, their recreational interests, and their attitudes about money (specifically, what motivates them to give, what do they like to support, etc.)

Identify questions or issues that require further attention prior to a solicitation.

If the prospect lacks knowledge of the Lutheran Bible Translators mission, its impact, and priorities, or needs convincing of the merits of the *More Than Words* campaign, it is unlikely they will be ready or receptive, on the initial visit, to consider a significant gift intent. Successful solicitation is a process and not a one-time “ask”.

B. The cultivation of a prospect is an important part of the solicitation:

The cultivation visit determines knowledge and awareness, interest, financial potential, and volunteer leader or worker potential; and provides information for proceeding meetings before the solicitation. The cultivation visit provides the opportunity to accomplish the following outcomes.

Allows the prospect to be comfortable, receive information and ask questions, knowing that a request for a gift intent will not occur on this first visit. Note that the initial visit request letter states that the purpose of the visit is to provide information and not to solicit a gift.

Allows you to share the story and the case statement for the *More Than Words* campaign.

Allows you to understand the prospect's frame of reference, his or her knowledge, history, prior gifts, or other giving interests.

Gives you the opportunity to take a prospect's commitment to the next level

Generates enthusiasm

Allows you to answer questions

Allows you to report *More Than Words* campaign progress to date, including Advance Gift Phase gifts

Provides you the opportunity to probe and to determine interest in a project or specific area

Allows you to explain how prospects can leverage their gifts and pledges

By giving donors the opportunity to take ownership, you allow them to become committed.

Because prospects will have different interests, it is important that the cultivation strategy uncover these interests and help to present the most appropriate opportunities for involvement.

Reaching agreement to present a specific proposal and funding request via a personal visit is the primary desired outcome for the cultivation activity.

C. Types of Cultivation:

There is no one “correct” approach to cultivation. Three of the most common types of moves include the following approaches:

1. **Foreground Initiatives:** A personal interaction that is most often a personal visit. This is the preferred and best method.
2. **Background Initiatives:** A group meeting, or perhaps a dinner, such as in a home or congregation.
3. **Written Initiatives:** Written correspondence that is personal, well structured, and with a specific outcome in mind.

Written support of the mission and ministry at Lutheran Bible Translators adds credibility and helps to emphasize its importance. Some ways to cultivate through written correspondence include:

1. Personal letters and emails endorsing the work.
2. Mailed and emailed items such as newsletters, fact sheets, videos, podcasts, and personal notes.
3. Handwritten notes to express appreciation for involvement.

D. Before the Personal Cultivation Visit:

It is strongly recommended that cultivation visits include a Lutheran Bible Translators development staff person and, if possible, a volunteer peer with whom the prospect can relate. Together, the pre-visit strategy should discuss the following sequence of events:

1. Establish Purpose, Process, and Payoff of a donor visit
 - a. **Purpose:** What is/are the primary reason(s) for making a visit?
 - Information sharing only?
 - Discovery regarding area/project of interest?
 - Acquiring/gathering additional information on the prospect?
 - Establish a possible range of giving?
 - Set a date and time for a second meeting?
 - Receive a gift?
 - b. **Process:** Where will you meet, who will be involved, and for what duration?
 - c. **Payoff:** What do you hope will be accomplished for all parties involved?
2. Mail the initial visit request letter.
3. Make the appointment and send the confirmation letter.
4. Research and understand the prospect's frame of reference to Lutheran Bible Translators. Determine the prospect's knowledge, history, and prior gifts. The prospect will expect you to know their existing relationship with Lutheran Bible Translators.
5. Study the materials and rehearse your presentation and be well versed in the details of the *More Than Words* Case Statement.
6. Develop a list of questions you think the prospect may ask.
7. Develop a list of questions you feel you need to ask in order to move the process and the donor to the next step.

8. Use the *More Than Words* campaign Case Statement as a guide. This is the main information you should present. Understand the depth of your own motivations and become enthusiastic and excited to motivate another.
9. Pray for the Lord's guidance.

E. An Expanded Agenda Outline for the Initial "Cultivation" Visit and Talking Points:

1. Become acquainted and engage in small talk until you feel comfortable. The key is for them to realize you are interested in them and their agenda, not pushing yours. They know you have come to talk about Bible translation and their participation. That discussion will flow next.
2. Review purpose of meeting with the person you are visiting:
 - *We are here today to provide an update about the More Than Words campaign on behalf of Lutheran Bible Translators and to seek your reactions to our plans.*
 - *As mentioned previously, we are not here to request a gift. Our purpose is to answer your questions and to evaluate possible interest. We invite your questions and reactions at any time during our time together today.*
3. Express appreciation for prior support. If appropriate, review how their gifts were used or designated and review the benefits of their support.
 - *First of all, thank you again on behalf of the entire Lutheran Bible Translators family for your prior support. Here is what it has accomplished. (Explain)*
 - *Ask: Do you feel we have adequately communicated with you about how we used your prior gifts?*
 - *Or ask: Did your gifts match your interests? Did your gifts match your values?*
4. Move to the topic of the *More Than Words* campaign.

5. If appropriate: Report on the Campaign Readiness Study:
 - *To gauge interest among our constituency, we conducted a Readiness Study prior to initiating this More Than Words campaign.*
 - *This important process involved a number of personal visits around the country*
 - *Also involved various meetings with key leaders.*
 - *We found considerable interest in the proposed case for support.*

6. Provide the personalized *More Than Words* Case Statement:
 - *We have prepared this More Than Words Case Statement overview for your review.*
 - Devote 15-20 minutes to reviewing the case statement. Ask that they follow through as you review it with them.
 - Stress the four major components of the *More Than Words* campaign
 - If you know their specific area of interest, such as endowment, devote more time to discussing that aspect of the effort.
 - Ask: *What is your evaluation of this piece? Does it tell the story of the More Than Words campaign? How well does it document the need for \$27.9 million? Does it convey a sense of urgency? Does it match your interests?*
 - Or raise the questions you drafted prior to the visit that are designed to move the prospect and process to the next step.

7. Review *More Than Words* campaign plan and timetable:
 - *The More Than Words campaign will consist of two major Phases: the Quiet Phase where we build momentum, commitment and financial participation from leaders, including Board members, staff, and influential donors; and a later Public Phase where we openly invite participation among from individuals, congregations and organizations.*
 - *The timetable will encompass five years, beginning January 1, 2019 and concluding December 31, 2023.*
 - *How do you respond to these findings and decisions?*

8. Review other leader participation to date, including recent Advance Gift Phase level gifts and the total gift intentions toward the *More Than Words* campaign goal. Stress the importance of these larger gifts to the *More Than Words* campaign's success. You can discuss the funding ratio of how these gifts move Lutheran Bible Translators closer to achieving its goals. The impact of larger gifts can be emphasized and illustrated.
9. Review Advance Gifts Phase Rational & Purpose:
 - Create momentum and enthusiasm
 - Establish creditability
 - Raise the sights of remaining prospects
 - Set the pace for the *More Than Words* campaign
 - Raise a significant amount
 - Forecast eventual success
10. Say that you are not here to request a gift – but that we seek to evaluate possible interest. *We are now in the “Quiet Phase” and have started to meet with close friends and supporters of Lutheran Bible Translators. We are looking for the leaders and influencers that we believe God has already put in place who will be the catalyst.*
11. Stress the importance of Advance Gift Phase level gift intents to the *More Than Words* campaign success and that gift intents can be paid over a five-year period.
12. Discuss their current interest and concerns.
 - Ask: *Do the three More Than Words priorities match your personal interests?*
 - Ask: *Is there a specific project that might be of interest for you to fund?*
 - Ask: *What additional information would you like to receive regarding this project?*
 - Or Ask: *Are there other areas that are of more interest to you personally?*
 - If they seem to need more information than you have time or ability to present well today, ask: *May we set up a visit to present with you additional details on this component – and to answer questions that you may think of later.*

13. Review the Table of Gifts: It reflects the range of giving required to raise the \$27.9 million goal and it illustrates how each donor fits into the overall Campaign.
14. Ask: *“Given today’s conversation, do I have your permission to return with a written gift proposal?”*
 - A. [Remember, the way to make a deal is to let the other side offer you what you want, and then for you to say ‘yes’ to them.]
 - B. Ask: *What would you like us to include in our next presentation?*
15. If appropriate, ask, *“Would you would consider serving as a volunteer for the More Than Words campaign nationally, regionally, or in your congregation?”*
16. Establish a date, time, and place. Confirm again the next step(s) and confirm the project or projects of interest, and that you will return with a written proposal.
17. Ask that they review the *More Than Words* campaign case statement prior to your next visit.
18. Express thanks again for their prior financial support. Confirm again the importance of increasing their level of support over the next three to five years.
19. Express appreciation for their time and interest and hospitality. Do not over-stay the time.

F. After the Personal Cultivation Visit:

1. Send an acknowledgment letter – saying thanks and confirming the next meeting. Mention that you will provide a written proposal or explanation of the project(s) that you discussed. Provide a *More Than Words* campaign update as appropriate. Ask that they review the *More Than Words* campaign case statement prior to your next visit.
2. Evaluate the results of the visit and strategize the next action step or visit.
3. Report to the office and enter contact notes about your cultivation visit.

G. Additional Tips:

1. **Avoid receiving a gift or pledge to the Campaign on the first visit.** If they insist, ask for permission to discuss their pledge and refer again to the Table of Gifts. Review the importance of the Advance Gifts Phase and that you seek their involvement at that level. Be quiet and wait for a response.
2. Be **enthusiastic.**
3. Maintain leadership of the conversation; although you are there to discuss the *More Than Words* campaign, be **sensitive to and centered on the needs and interests of the prospect.** Instill a “*More Than Words* campaign mentality” in the discussions.

4. Seek advice and counsel from the person with whom you are talking. Ask open-ended and yes-type of questions, people naturally prefer to say yes instead of no.
 - Ask: *What is your Lutheran Bible Translators story: what is your tie or knowledge of Lutheran Bible Translators?*
 - Do not assume that the prospective donor is familiar with the work of Lutheran Bible Translators, or the details of the *More Than Words* campaign case. Be prepared to explain.
 - Have at least one good Lutheran Bible Translators Impact story to share with and engage the prospect.
 - Discover commonality with the prospect, such as beliefs and core values. A jointly accepted belief or vision can create the energy for change – a shared vision.
 - Ask: *Do you see how Lutheran Bible Translators fills an important and vital role in the church?*
 - Ask: *What would you like to accomplish with your financial stewardship?*
 - Ask: *What will it take to make a real difference in your level of giving and to make perhaps an “once-in-a-lifetime” gift?*
 - Ask: *What would you like to see changed at Lutheran Bible Translators or in the Bible translation efforts of the greater church?*
 - Ask: *“Are you interested in serving as a volunteer leader or worker in the More Than Words campaign?”*
5. Separate fact from inference.
6. Be mindful of non-verbal cues offered by the prospect.
7. Be mindful of **your** non-verbal cues and body language.
8. Watch for interplay and signaling between spouses.
9. Stay in the information seeking mode and keep asking appropriate and engaging questions.
10. Keep probing to determine a possible range of giving.

11. Position yourself as a guide; recognize that they are accomplishing their God-given mission.
12. Listen carefully to objections and remember that a “no” or “not now” is often just the beginning of the conversation.
13. Give the prospect the opportunity to tell you what he or she likes about Lutheran Bible Translators.
14. Delve into any questions or concerns they raise. Don’t debate, but respond to questions or engage in discussion on a particular point. Ask why they feel a certain way. Often when you ask the question, “*What have you heard regarding...*,” people voice their own feelings.
15. There is no harm in answering “*I don’t know, but I will find out and get back to you*” to a particular question. Often, it is wise to respond to a question or two in this manner as it provides a reason for a return visit.
16. Convey your personal involvement. Tell them your “Lutheran Bible Translators story” and why you are involved.
17. Continue to express appreciation for prior financial support and involvement. Confirm their commitment to the annual, sustaining fund, and hopefully increasing on an annual basis.
18. Express appreciation for the prospect’s time and attention and confirm the date and time for your next meeting.
19. Follow-up with written acknowledgment.
20. Report results to the office and record results on prospect’s file.

3.3 Solicitation

The solicitation visit is where a specific proposal is presented and the financial ask is made. Usually, the proposal is to fund a project of interest to the prospect. For some prospects, two or three projects may be presented and discussed. A memorial may also be presented, where the gift is made in honor of or in memory of a family, a friend, or a mentor.

The process of requesting a gift or pledge from a prospect or current donor is an opportunity to facilitate joy and satisfaction among people. Especially among those who have discovered the secret of generous living, every giving opportunity that helps a person express their beliefs and values through their financial support is a positive experience. In essence, it comes down to one fundamental principle – People!

God's people will give generously because they share your belief in Lutheran Bible Translators, and, equally important, because they are invited to give by someone they know and respect.

Remember that anything less than a careful and deliberate presentation of the *More Than Words* campaign is unfair, not only to the prospects, but also to you and all involved with the *More Than Words* campaign.

A. Preparation

Why people give

People give for many reasons. Chief among them is a desire to respond in a spirit of prayerful, Christian stewardship. People basically desire to change lives or to save lives. Their giving is an extension of their values, the things they appreciate and want to share. People respond for other reasons, including the merits and strengths of the appeal, who is asking, and often times simply because they are asked.

Philanthropy develops through positive experiences

People are willing to grow in their giving when asked. They are motivated to give more as they see the impact of their gift. People are motivated to give again when they develop trust in the people who are managing the gift.

Be enthusiastic

Enthusiasm is contagious. Be convinced of the good you are doing. Express that conviction and your enthusiasm will spread. Stress the positive!

Develop a plan

Consider every prospect as a separate campaign. Strategize and develop a plan for each prospect. Review information from the step two cultivation visit. Decide the amount of your request.

Know the facts

The more you know about Lutheran Bible Translators and the *More Than Words* campaign, the easier it is to ask others for support. Rehearse your presentation in advance, especially the solicitation request. Anticipate possible questions and points of resistance. People like to know where their funds are going.

Make it personal

Begin with your best prospect. Try to arrange the visit in the prospect's home or wherever they are most comfortable.

Personal calls only

Never ask for anything beyond a token gift over the phone. We are not looking for token gifts during the Advance Gift Phase.

Create a pleasant atmosphere

Giving is an emotional experience, and God wants joyful givers.

Keep your sights high

Never underestimate the prospect's generosity. Always ask for more than you expect to receive. You are not asking for yourself and you are offering an opportunity to participate in the most important of causes for Lutheran Bible Translators. Attempt to request an increase in their annual support. Stress the importance of their regular, ongoing, annual support.

Be clear

It is important the prospect understand your request. Say: *In addition to your ongoing annual commitment, I ask that you to prayerfully consider a gift of \$100,000 this year and \$100,000 each year for the next four years with a total commitment of \$500,000.*

Provide the request letter

Provide the request letter to confirm your request.

Expect this process

- Re-establish appropriate friendship with small talk.
- Review the major points from the *More Than Words* Case Statement.
- Review the importance of the Advance Gift Phase.
- Review progress already in place – the momentum that is growing.
- Make your request, and then refrain from talking. Use silence to let your request sink in, to elicit a considered response. Avoid the appearance of haste or nervousness. DO NOT feel the need to fill the silence that may ensue.
- Receive the response. At this point, several paths might be followed.

Path: need time to consider, and arrange a follow-up visit

If time is requested, readily grant it. If the prospect offers less, ask for additional consideration and close the discussion. Establish a date within 10 to 14 days to return to receive the decision. Avoid a telephone follow-up, and **do not leave the Gift Intent Form.**

Path: Agree to proposal, and document the gift intent

When a person states that they intend to give a gift, accurately complete the Gift Intent Form to include their annual, sustaining fund support, and their special gift for *More Than Words*. See **Addendum C** – Income Tax Provisions and Methods of Making a Gift, for information on income tax provisions and methods of giving. Point out that now is an ideal time to also consider setting aside a bequest gift from their estate. Establish the pledge payment method. Request that the person review what you documented to make sure you got it right, and ask for a signature. Say that an

acknowledgment letter will be forthcoming.

As appropriate, mention that gifts can be made in memory or in honor of a relative or friend. Also mention that appropriate recognition will be provided.

Path: No or “not now”

If the response is a “no” or “not now”, express thanks for consideration and time. Remember that a “not now” is often just the beginning of the conversation. If appropriate, ask for permission to visit them again later in the *More Than Words* campaign to see if circumstances have changed. Do not prolong the visit and leave them smiling. Send the prospect a thank-you letter.

Make your first visit

Make your first appointment now. Don't delay.

B. Suggestions for a Successful Visit

I. Preparation

- Pray for God's guidance and blessings.
- Make your own gift commitment first.
- Know the campaign facts and case and use your materials.
- Rehearse and practice your presentation.
- Work in pairs and determine who will present specific portions of the meeting agenda, especially who will request the gift intent.
- Make personal visits only.
- You are an advocate of the *More Than Words* campaign and not a funds collector.
- Remember that Lutheran Bible Translators is all of us working together in God's Mission. People are not giving money away to a good cause – they are fulfilling their dreams, values, calling and ambitions.

2. The Solicitation Visit

- Be Enthusiastic.
- Tell the story.
- Stress the multi-year pledge option.
- Ask for a specific amount.
- If appropriate make a three-way ask consisting of: 1) annual, sustaining fund, 2) a campaign project, and 3) a gift for endowment through an estate plan designation.
- Do not rush the decision.
- Express appreciation and thanks.

3. The Close

- Complete the Gift Intent Form accurately. Confirm the method of payment.
- Never leave the Gift Intent Form, it is meant to document your shared understanding of the donor's intent. If you leave it, you can't be sure that you will understand the response.
- Contact the *More Than Words* campaign office to report results.
- Rejoice – Praise God – Celebrate Success!

C. Essential Steps to Request a Gift

Remember, you only request a gift during the Advance Phase from someone who has given you permission in your previous cultivation visit. At that visit you would have established a time to present the proposal to them.

I. Confirm the Visit

- Send a letter to confirm the scheduled visit, reminding the prospects of the date, time, and place. Mention that you will follow-up on your prior visit with them.
- If necessary to telephone to arrange this visit, some suggested comments follow:

“John and Mary, I am following up on our prior visit regarding the important More Than Words campaign for Lutheran Bible Translators. As you know, I am excited about the More Than Words campaign and would appreciate the opportunity to follow up on our prior visit. Perhaps we could arrange to meet on [DAY] at the [YOUR HOME]. Would [DAY] at say [TIME] be suitable for you?”

WAIT FOR THE ANSWER!!! DO NOT SPEAK FIRST.

If the answer is “Yes”...

“Great! [NAME OF CO VISITOR] and I look forward to seeing you on [DAY] at [TIME]. Thank you and have a good evening”.

If the answer is “No”...

“Oh, if [day] is not convenient, when would be a good time to come and see you?”

- **No** request for a gift should be made through the mail or over the telephone. Avoid details of the *More Than Words* campaign when you are scheduling visits. The *More Than Words* campaign is too important to discuss over the phone.
- Only those people essential to the request should be present.
- It is better to set the appointment in the home rather than in the office. The location should be free from distractions or interruptions. **The kitchen table is the ideal setting.**

2. Prepare for the Visit.

- Review this manual and the case statement. Know the facts.
- Define visit purpose/visit agenda and flow.
- Prepare the Request Confirmation Letter. This is an effective tool that can help reinforce your request and to demonstrate that you did your homework.
- Decide beforehand the amount you will request. Determine the format for the request to be a **one part ask** or a **three-way ask** as described below.

Unrestricted Gift (A one-part ask that is a request for one amount):

“While we are not familiar with your other financial commitments, we would like to ask you to consider a gift of \$50,000 per year for five years, totaling \$250,000.”

The Three-Way Ask (An ask that has three funding components that include the annual fund, a special project found within the four strategic priorities, and an endowment or planned gift):

“We would like to ask you to consider increasing your annual fund support to \$5,000 a year over the next five years, for a total of \$25,000. We also wish to ask you to consider a new commitment to the Campaign of \$10,000 a year for five years, for \$50,000. Our request in total is that you prayerfully consider an intention of \$15,000 over the next five years, for a total of \$75,000. Following the response to the invitation, the solicitor will ask, May we also ask that you use this opportunity to remember Lutheran Bible Translators in your Christian estate plan?”

- **The Table of Gifts:** The Table of Gifts can also be used as an effective solicitation tool, as it helps to answer questions such as: “Where do I fit in?” Or “What role are you asking me to fill in this More Than Words campaign?” For example, refer to the Table of Gifts and say:

This table reflects the range of gifts required to achieve our \$27.9 million More Than Words campaign goal. I ask that you prayerfully consider becoming one of the 10 donors at the \$250,000 level – or \$50,000 a year for five years.
- **Know beforehand what you are going to say.** Role-play your presentation prior to the visit.
- Draft a list of questions you think the prospect may ask. Also draft a list of questions that you will raise in order to move the process forward in order to reach a decision regarding the prospect’s financial commitment.
- A frequently asked question during a visit is “How is the More Than Words campaign going?” To prepare for this query, remain informed and current on *More Than Words* campaign progress and results. Other typical questions include:
 - *How many others are you contacting?*
 - *Are others going to be asked to give?*
 - *When will you solicit the members of my congregation?*

3. Relax!

- You are visiting with a fellow Christian. They are interested in sharing the Gospel message in new and innovative ways, here and around the world. In short, they would like to see the *More Than Words* campaign succeed. Above all, they are committed as you are to reaching the lost!
- Start the visit off with pleasant, neutral conversation. Perhaps talk initially about issues not directly related to the *More Than Words* campaign (a community event, their congregation, mutual business associates/friends, etc.). Be yourself and be natural.
- Let the prospect talk and listen, look for linkages and interest, and make associations. Make certain it is a win-win situation for both the prospect and for Lutheran Bible Translators.

4. Use the *More Than Words* Campaign Case statement and present the Selected Project Proposal

- Even though you have reviewed it during step one of the first visit, **briefly highlight** the case statement and the importance of the *More Than Words* campaign to the future of Lutheran Bible Translators.
- Review the *More Than Words* campaign progress to date, including recent Advance Gift Phase level gifts and the amount of gift intents toward the campaign goal.
- Present the proposal describing the project or area of interest:
“John and Mary, during our prior visit you mentioned a specific interest in the (name of project or area). Based on that information, we now have a proposal to present to you. I am honored to deliver it at this time, to review it with you, and to prayerfully request that you fund this project.”
- **Be enthusiastic but don’t rush** – allow the prospect time to understand all that you are saying.
- Ask for the commitment to fund the proposal:
*“Given your interest in the work of Lutheran Bible Translators and the *More Than Words* campaign, we would like to ask you to consider a gift of \$50,000 this year and for each of the next four years, totaling \$250,000. “*
Then, **SILENCE**.

5. Don’t Forget to Ask — Be Specific:

- For most people, making the gift request is the most difficult part of the visit, and potentially it is the most uncomfortable, but it is often the most rewarding.

More Than Words

- Let the potential donor know the importance of reaching the *More Than Words* campaign goal and the vital role he / she plays. **People like to know that they are part of a well thought out plan.** They want to know that their gift will help inspire others and that there is a system in place to make this happen.
- Talk in terms of “time payments” (\$50,000 per year for five years, not \$250,000). Stress gift intents and suggested gift plans. **Raise the prospect’s sights** before asking for a gift.
- It is important to present the program well, but you must ask for a specific level of support. **Practice beforehand the actual words you will use to make the request.** The amount to be requested and related information should appear in the case statement. Use it as a guide. The prospect wants to know what kind of support you are seeking.
- Refer frequently to the *More Than Words* campaign goal and amount raised to date, including significant Advance Gift Phase level gifts. Develop a *More Than Words* campaign mentality in your discussions.
- Decide beforehand, and then clarify with the prospect as you deliver your request, whether it is a **one-part ask** or a **three-way ask**. Attempt to ensure his or her level of support for the annual, sustaining fund over the next three to five years as well as remembering Lutheran Bible Translators in his or her will or estate plan.
- When presenting the specific project, review the benefits and outcomes that will accrue when the project is funded or implemented.
 - Provide the written Request Confirmation Letter, confirming your request.
- **Do not be apologetic!** You are a representative of an important *More Than Words* campaign that has a very definite fund-raising goal. Be specific, otherwise the prospect may not know exactly what you want or the role he or she can fill.

6. **Silence is Golden!**

- While it is tempting to talk your way through the inevitable silence following the request, make every effort to ensure that the prospect is the first to respond – **Let the donor decide!**
- **Congratulations**, you have done the hard part; you've asked for their consideration of the specific gift as detailed in the proposal! The request was personal, reasonable, proportionate, and necessary for the *More Than Words* campaign to succeed. While it is tempting to continue talking, make sure the prospective donor is the first to talk and is given an opportunity to respond.
- Do not talk the prospect out of making the gift.
- Do not try and talk the prospect into making the gift.
- **Do not justify the request.**

7. **Usually, One of Five Responses will be given:**

1. **The prospect will agree to make a gift at the suggested level.**
Ask the prospect to complete the Gift Intent Form. Establish payment method. Obtain his/her signature. Offer a personal word of thanks. Close the discussion and depart.
2. **The prospect will request time to consider.**
Agree, but suggest a follow-up meeting within 10 to 14 days.
“John and Mary, we have presented the proposal and a request, and you have indicated (understandably) that you would like some time to discuss this privately. This evening you have brought up a good many questions...some we were unable to answer. Could we meet again next [date and time] to discuss the matter further?”
Do not leave the Gift Intent Form with the prospect!
3. **The prospect will offer less than you requested, but an amount that is still an Advance Gift Phase level gift of 50,000 or more.**
If you believe the prospect has offered his or her best possible commitment, gratefully accept the gift.
Otherwise, ask the prospect to read and study the proposal and the various information you presented, pray about your request, discuss it with each other, and take additional time to consider this important request. Leave the Request Confirmation Letter to confirm the importance of this request. Arrange a follow-up visit.

4. The prospect will offer considerably less than what was requested or expected.

Delay acceptance of the gift.

Thank the donor for the generous response, but “leave the door open” for another contact. Remember that a “not now” is often the beginning of the conversation. Arrange a follow-up meeting.

5. The prospect will absolutely refuse.

This is unlikely. Simply say thanks for the time and consideration. Ascertain the reason for the refusal and if appropriate, ask them to consider a gift later in the *More Than Words* campaign. Ask, if possible, if they will continue their annual support of Lutheran Bible Translators.

If appropriate (within responses 1-4 above), ask if they would:

- Consider remembering Lutheran Bible Translators in their will or estate plan.
- Host an event in their home with four or five other couples.
- Volunteer to accompany you to personally visit others.
- Volunteer in their congregation, such as during the Congregation Phase of the campaign.
- Provide the names and addresses of other prospects.

3.4 Follow-Up and Stewardship

The period where ongoing contacts to the prospect are made to provide additional information, maintain interest, redeem the gift intent, and every effort is made to ensure a positive giving experience.

Prospects will be afforded the opportunity to make a gift intent over a five-year period and to select a payment method either:

- Monthly
- Quarterly
- Semi-annually
- Annually
- Special

A computerized reminder system is in place to mail payment reminders in accordance with the schedule selected. This reminder mailing will contain information regarding their commitment, such as pledged amount, paid to date, suggested payment and a return envelope in which to mail the payment.

The *More Than Words* campaign will continue fund-raising and public relations efforts during the gift intent payment period. This will encourage donors to make payments on their pledges as well as raise additional funds. For example, some prospects may decline to give but say, “contact me again next year.” A system exists to record this information and to ensure a *More Than Words* campaign development officer renews the contact.

Some donors may fall behind in their payments and become “delinquent”. Thus, special efforts and contacts will be necessary to remind them in a gentle manner of the importance of their gift intent, to ask if some unforeseen problem has occurred, and to attempt to receive payment. Realize that when a faithful donor becomes “delinquent” in their gifts, it is often an indicator of some unrelated issue that is troubling them. Take this as an opportunity to reach out and befriend them during a possible crisis in their life.

In Summary — If it's worth doing, it is worth doing right.

To achieve the *More Than Words* campaign goal will require considerable prayer, time, and effort. Everyone is for a successful campaign. All who are involved in this effort must have a deep sense of commitment to success. Eventual success, by God's grace will depend on many items; but one will certainly stand out. This is the seriousness and commitment given to the belief that a successful *More Than Words* campaign must be conducted. “If it is worth doing, it is worth doing right.”



Addendum



Lutheran Bible
Translators

More Than Words

THE CAMPAIGN FOR SCRIPTURE IMPACT



Ad. A — \$27.9 Million Gift Table (Current & Deferred)

Gift Size	Number Required	Total	Cumulative Total
\$3,000,000	1	\$3,000,000	\$3,000,000
\$2,000,000	2	\$4,000,000	\$7,000,000
\$1,000,000	3	\$4,000,000	\$10,000,000
\$500,000	8	\$4,000,000	\$14,000,000
\$250,000	10	\$2,500,000	\$16,500,000
\$100,000	20	\$2,000,000	\$18,500,000
\$50,000	45	\$2,250,000	\$20,750,000
\$25,000	100	\$2,500,000	\$23,250,000
\$10,000	125	\$1,250,000	\$24,500,000
\$5,000	300	\$1,500,000	\$26,000,000
Below \$5,000	MANY	\$1,900,000	\$27,900,000

Ad. B — Prospect Identification Form

Completed by: _____ Date: _____

Basic Information

Name _____ *Est. Age* _____

Address _____

City _____ *ST* _____ *Zip* _____

Email _____

Home Phone _____ *Cell Phone* _____

Business Phone _____ *Title* _____

Additional Spouse Information

Name _____ *Est. Age* _____

Address _____

City _____ *ST* _____ *Zip* _____

Email _____

Home Phone _____ *Cell Phone* _____

Business Phone _____ *Title* _____

Key Relationships

Family _____

Organizations _____

Other _____

Any Other Information... _____

Ad. B — Prospect Identification Form

Completed by: _____ Date: _____

Name: _____ Donor ID: _____

Interest in LBT

- Hosts events, proactively invites others
- Hosts events, speaks on behalf of LBT
- Supportive & loyal
- Positive, but not close
- Does not understand goals

Ability to Give

- \$3M gift (\$60M in assets)
- \$2M gift (\$40M in assets)
- \$1M gift (\$20M in assets)
- \$500K gift (\$10M in assets)
- \$250K gift (\$5M in assets)
- \$100K gift (\$2M in assets)
- \$50K gift (\$1M in assets)
- \$25K gift (\$500K in assets)
- < \$25K gift

Is this person charitable

- Yes No Don't know

Where do they give? _____ Why? _____

How would you rate the persons current interest in LBT?

- High Medium Low

I recommend the person for:

- | | |
|--|---|
| <input type="checkbox"/> Leadership Council | <input type="checkbox"/> Planned gift |
| <input type="checkbox"/> Principle gift of \$50K or more | <input type="checkbox"/> Real estate gift |
| <input type="checkbox"/> Major gift of \$10K - \$50K | <input type="checkbox"/> Other |

Natural Partner *(personal friend, existing relationship)*

Who? _____ Why? _____

Primary Partner *(to make the request for the gift)*

Who? _____ Why? _____

What is the best way to introduce this person to Lutheran Bible Translators?

- Personally introduce them to a Lutheran Bible Translators development person
- Personally invite them to a Lutheran Bible Translators event

Ad. C — Income Tax Provisions and Methods of Making a Gift

INCOME TAX PROVISIONS AND METHODS OF GIVING

Federal and state laws on income, estate, and inheritance taxes are designed to encourage charitable gifts. An individual may deduct up to 50% of his or her adjusted gross income for gifts of cash. Any excess in unused deductions may be carried over for a maximum of five years.

On donated securities and real estate held long-term that have increased in value since originally acquired, the donor pays no capital gains tax, and the donor may deduct the current market value in amounts up to 30% of adjusted gross income with any excess carried over for a maximum of five years. If held short term, the deduction is 50%.

A planned or deferred gift may also be a possibility, such as a charitable remainder trust, a life-income agreement, gifting a tangible asset, or gifting a life insurance policy.

THIRTEEN METHODS OF MAKING A GIFT

(Or establishing a planned or deferred gift)

1. Cash
2. Appreciated securities or other forms of investments
3. Real estate
4. Personal residence or farm with retained life estate
5. Charitable gift annuity
6. Charitable remainder trust
7. Gift an appreciated asset and establish a planned or deferred gift
8. Gift IRA or retirement benefits and establish a planned or deferred gift
9. Gift an appreciated asset, establish a planned/deferred trust, and purchase wealth replacement insurance with a portion of the proceed
10. Purchase a life insurance policy
11. Gift an existing life insurance policy
12. Gift art, antiques, a coin collection or other tangible assets
13. Make a bequest through a will or estate plan





NOTES





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Lutheran Bible Translators

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