

Glossary of Terms:

Acquisition: The process of acquiring or gaining new champions.

Area Director (AD): A Mission Increase coach located within a community who provides teaching, coaching and consulting to ministry leaders, all at no cost to them.

The Ask: Your ask is the final invitation at the event for your guests to engage with your cause through financial means, in addition to time and talent.

Asker: The person who presents the appeal for giving at the end of your event.

Challenge Gift: A major gift given to incentivize others to collectively give in order to match the challenge gift's total. A challenge gift is not fulfilled until the full amount is matched. For example, a single gift of \$12,000 will be given if 100 people commit to giving \$10 a month (matching the \$12,000 for the year).

Champion: Champions are the people who care deeply for your organization and its cause—people like volunteers, board members, givers, staff and even the people the ministry was organized to serve. Champion is a word we use intentionally to make the point that your donors and volunteers are not separate groups. Champions have comprehensive involvement in your organization. Unless quoting or referencing industry experts or terminology, we use the word *giver* or *champion* to describe those who give time, talent, treasure or their testimony to the nonprofits we serve. We do this not because we think "donor" is a bad word, only that it is insufficient to describe our posture towards these people.

Coordinator: A person who commits to overseeing a specific role related to your dinner. This could be prayer, sponsorship, the entire event or post-event activities.

Event Sponsorships: An individual or organization commits to a single pre-event gift or covering the cost of a specific element of your event. Their funds are used to cover the cost of putting on the event, and not to pay for food for guests.

Giver: See *Champion*.

In-Kind Gifts: Non-monetary gifts. For example, if a videographer normally charges \$5,000 for a video, but made one for your dinner at no cost to you, she gave you an in-kind gift of \$5,000. Consult with your tax advisors for how to account for this.

Leverage: The ability to maximize the impact of what is given through time, talent and treasure.

Matching Gift: A major gift given to incentivize others to collectively give, usually with a cap. For example, Tom and Jane Smith will match every gift given tonight up to \$50,000.

MC: The Master of Ceremonies. This person is the thread that ties all the elements of the presentation together. The MC introduces speakers and often opens and closes the event.

Ministry Leader: A person who holds a position of leadership within a ministry or Christian nonprofit. Ministry leaders oversee programs, departments, volunteers, campaigns or entire organizations.

Micro-Events: Small, champion-led events that put the hosting champion's story of connection in the spotlight. These often experiential events have a specific focus, with opportunities for the host and their

guests to take deeper steps in their own development in the cause through the call to action. Micro-events follow the NICE format:

- **N**arrowly focused
- **I**ntegrated with P-E-O
- **C**all to action
- **E**xperience in the program

P-E-O: This is the comprehensive champion development strategy we teach in order to grow your champions in the cause. It is a set of comprehensive steps you offer to grow your givers toward what you desire *for* them.

- ***Participation:*** A low level of commitment that can require very little up-front knowledge of the organization.
- ***Engagement:*** An engagement step requires more commitment. It is a deliberate step on the part of the champion to greater involvement. There is more knowledge, understanding and commitment to the cause.
- ***Ownership:*** Those who are taking "O" steps are going beyond entry participation steps, and even beyond taking more deliberate engagement steps, into a new realm of helping equip others to share the cause. These champions are so engaged that they are looking at their role in your organization as a connection to a broader movement.

Each step of P-E-O typically includes five categories: Praying, Serving, Learning, Giving, and Sharing. To learn more about P-E-O, read "Coach Your Champions" by Eric Foley.

Planning Arc: Your planning arc includes the full scope of your event, starting with recruiting your team of volunteer coordinators, selecting your venue and choosing your theme. It builds to the actual event, culminates in the ask, and then gently folds back down with a well-crafted post-event strategy.

Presentation: Your presentation includes what is shared through the stories of your speakers and culminates with the ask.

Program: Your program is your entire event. Typically this starts with the doors opening and ends when the last guest leaves.

Sponsor: A person who commits to covering the costs of something at your event. For example, when table hosts pay for the cost of their tables, this can be referred to as "sponsoring the table." Or if a generous champion wants to cover the cost of the printed materials at your dinner, this would be sponsoring the printed material.

Signature Participation Projects (SPP): These are small events that occur regularly and support your programmatic work. They are designed to be a first step for someone to take in the ministry to learn more about the cause and determine if there is interest or passion to get more involved. It is a bite-sized piece of the ministry that represents the whole. Focus on the people you serve and offer participants the opportunity to actually *do* part of the ministry so that they have the chance to make actual change. It is understandable, low-commitment and repeatable.

Table Host: A person who covers the cost of a table, commits to filling it with people from his network and acts as a welcoming host of his guests at the fundraising event.

Transformational Giving (TG): At the heart of Mission Increase's work with Christian nonprofits is a biblical view of giving summarized in our "Ten Principles of Transformational Giving" (see page ###). These principles guide nonprofits toward a genuine understanding of fundraising as the building of a community and away from simply asking for money to support their work. The community that is created

between nonprofits and their champions, whom God uses to affect His kingdom purposes, begins with love for others, faith in God's provision and a willingness to be led by the Holy Spirit.

Transformational giving begins as a response to God's grace and results in an "overflowing in many expressions of thanks to God" (2 Corinthians 9:12, NIV). To learn more, read Henri Nouwen's "Spirituality of Fundraising."