



Picture the MI Graduate

This document outlines the intended outcomes for people who engage with Mission Increase.

Updated December 2022

MI PROGRAM CAUSE: Mission Increase equips donors, nonprofits, and churches to multiply their collective Kingdom impact, so that lives are transformed for Jesus (Ephesians 4:11-16)

MISSION STATEMENT: We equip donors, nonprofits, and churches to multiply their collective kingdom impact, so that more lives are transformed for Jesus” (Ephesians 4:11-16).

VISION STATEMENT: Our vision is to accelerate fulfillment of the Great Commission by ensuring communities everywhere have access to kingdom-multiplying resources (training, tools, investment opportunities), enabling purposeful action and producing measurable results.

PROGRAM: MI program is creating a movement of *champions who* desire for God’s Kingdom to be realized on earth through flourishing ministries. By leveraging their resources and relational influence, these champions will create a multiplication of champions who support the growth and development of thriving ministries across the world.

RATIONALE: The MI program views everyone engaged in our cause as a ministry leader. We recognize the differences in how people first interact with MI, some coming in as givers (whom we refer to as Champions), some as leaders who are served by MI (whom we refer to as Ministry Leaders), and those who serve (whom we refer to as Area Directors or Staff), as area directors who serve.

Ultimately, our goal is to develop each audience in our cause through the process outlined in our outcomes below.

OUTCOMES: Knowledge, skills, character we want to see in our ministry leaders. These are our goals.

EVIDENCE: Observable behaviors that serve as indicators that outcomes are being achieved. This is what we measure.

*Outcomes below are listed in alpha order and do not reflect an order of importance.

Champion Development

(P-E-O, growing, learning, developing others, advocating for the cause, leverage)

Ministry leaders who've achieved the outcome of champion development look like people who are:

Lifelong Learning

EVIDENCE:

- Informed info about the cause(s)
- Try new things/curiosity/openness
- Point others to help
- Participation in an MI Community
- Attend events
- Engage w/AD
- Share learning/feedback
- Ask for/provide help

Developing Champions

EVIDENCE:

- Faithfulness/steadfast
- Champion retention
- Staff retention
- Have:
 - More people giving more
 - More people praying more
 - More people learning more
 - More people sharing more
 - More people serving more

A Champion of Generosity

EVIDENCE:

- Give to our organization
- Pray for our organization
- Learning about our cause
- Share about related opportunities
- Serve other ministry leaders

Christ-Centered Life

(Urgency, evangelism, as unto the Lord, increasing in Christ-likeness, biblical)

Ministry leaders who lead a Christ-centered life look like someone who is:

Kingdom-focused

EVIDENCE:

- Biblical language for the cause
- Biblical basis for the work
- Cause-Oriented Ministry
- Orients work in relation to the cause, not just the organization
- Pray for/with other organizations/leaders
- Growth in faith/Fruit of the Spirit

Making Disciples

EVIDENCE:

- Evangelism
- Discipleship
- Church participation
- Hospitable towards newcomers
- Outreach
- Gospel conversations

Praying

EVIDENCE:

- Corporate prayer
- Intercession
- Prayer communication
- Prayer for the cause

Ethos of Generosity

(Abundance, stewardship, attitude, mindset, posture, character)

Ministry leaders who operate from an ethos of generosity look like someone who:

Ministers From an Abundance Mindset

EVIDENCE:

- Mindset of abundance
- Invite people to God's work
- Champions are coached and equipped
- Have plans to steward the mission and grow the people God brings
- Champions do the work
- Confidence in making invitations to give
- Collaborate with other organizations
- Serving more people

Cultivates a Culture of Cooperation

EVIDENCE:

- Collaborate, partner, and support other organizations, including:
- Churches
- Nonprofits
- Individuals
- Communities
- Businesses
- Generative thinking

Fundraising Practice

(Skills applied, conventional, industry standard, best practices, wisdom, integrity)

Ministry leaders who have a successful Fundraising Practice look like:

Implementing Successful Acquisition Strategies

EVIDENCE:

- Follow the MI model for: SPP, Micro, and Large-scale events
- Have new people giving
- Champions do the inviting

Implementing Successful Retention Strategies

EVIDENCE:

- Implement a follow-up plan for every type of invitation (acknowledge, invite, report)
- Automated receipting
- Prompt, personalized thanking
- Nourish a monthly giving program
- Champion retention is measured and increases over time
- Inviting current givers to give more

Leaders involved and invested in fundraising

EVIDENCE:

- 50% of Director's time is dedicated to fundraising
- 100% Board Members giving financially
- Board Members making asks and introductions
- Create and held accountable to a fundraising plan

Transformational Communication

EVIDENCE:

- Guided by their established Case for Support, Key Messaging
- Developed and follow communications calendar influenced by fundraising activities
- No desperation fundraising!
- Making asks!
- Inviting major gifts
- Collecting and sharing stories from champions and external sources
- Reporting results
- Advocating for the cause
- Clearly and compellingly articulating our cause

Faithful Steward

EVIDENCE:

- Seeks out shared impacts with Kingdom investors
- Seeks out leverage opportunities
- Life in order
- Sees value in asking for/receiving help
- Plan for how to manage the resources and track results
- Grant ready

Organizational Health

(Boards, staff, operations, aligned with the mission; relationships that honor Christ)

Ministry leaders who have strong organizational health look like someone who:

Maintains Healthy Fundraising Plan and Budget

EVIDENCE:

- Having reasonable and appropriate financial reserves
- Articulate and advocate for your program/admin ratio
- More money in than out
- Maintaining healthy, diversified income streams:
 - Fundraising events
 - Major gifts
 - Monthly giving
 - Grants
 - Communications
 - Churches/businesses
 - Gifts in-kind
 - Estate/planned gifts
 - Earned income

Servant Leadership

EVIDENCE:

- Uses social influence to leverage efforts of others
- Has mission/vision, strategic objectives
- Provides direction and support
- Functions in community
- Abides by a statement of faith and code of conduct
- Boards assume legal/fiduciary responsibility

Strategic Thinking

EVIDENCE:

- Plans derived from mission/vision
- Tracking and evaluate impact
- Live by a right-sized Strategic Plan
 - P-E-O Chart
 - Fundraising
 - Theory of Change
- Serving more people