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THE PARTNERSHIP CONNECTION

Finding Joy in PD

by Jeff Townsend, Director of Field Development

As ISI staff, we are *all* in PD (Partnership Development) *all* the time. It is not just an 18-month sprint. As fully-supported ISI staff, we soon realize that PD is a marathon. I have been reminded of this recently as several faithful supporters have had to drop or reduce their giving, mainly due to retirement issues. So, I am asking God for ten new supporters who are still in the income-earning years. Yes, even your Director of Field Development (DFD) is still very much in the thick of his own PD. And I admit, there are days when the marathon seems very long...and I am tired of it.



Recently one of our staff in PD confided that he/she is still searching for, and praying for, joy in the PD journey. That got me thinking: *How do we find joy in PD?*



First, we need to define joy. In Galatians 5:22, we find that joy is one aspect of the fruit of the Spirit (see also Rom 14:17). Thus, real joy is not something humanly produced but from the Holy Spirit. Paul also wrote that we are to rejoice always (1 Thess. 5:16; cf. James 1:2). If joy is Spirit-produced and to be always present in the believer, then it must be something different than the human emotion we might describe as happiness. Rather, joy is divinely-produced happiness, based not on circumstances, but rather on

eternal realities that never change. It is that settled delight of the soul that realizes in every and any circumstance that "Jesus is mine, oh, what a foretaste of glory divine" (Fanny Crosby, 1873).

In light of the true meaning of joy, I have concluded that **it is impossible to find joy in PD!** Yes, there are times of great answered prayer when a much sought-after supporter sends that first gift. We are elated. But I would like to suggest that the only source of joy that will sustain us whether the answer is "yes" or "no" is the LORD Himself. **The way to find joy in PD is not to look for it in PD, but in our Lord Jesus Christ.**

Did He direct you to join ISI's staff? Hopefully that is a clear "yes!" Did He promise to be with you always? **Yes** (Matt. 28:20). Did He invite you to cast all your care on Him because He cares for you? **Yes** (1 Peter 5:7). Did He ask you to keep our eyes on Him and not your circumstances? **Yes** (Heb 12:2-3). Did He invite you to be anxious for nothing but to commit everything to prayer with thanksgiving? **Yes** (Phil 4:6). Did He command you to rejoice always, pray always, and give thanks always? **Yes** (1 Thess. 5:16-18). When I look at that string of "yeses," I am forced to admit that there is good reason to find joy, even in a string of "no" answers from potential supporters, because God is still God, and I am still His child. Turns out I have been looking for joy in PD in all the wrong places...maybe you have

too. Our source of joy in PD is our relationship with Jesus!

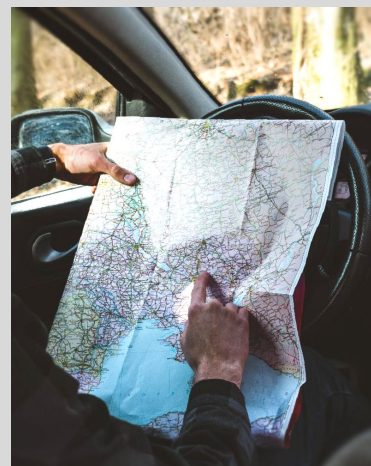
Making the Most of Summer Break

Oftentimes, the best opportunity to take a break from student ministry and reach out to supporters and potential supporters is over the summer. During this time, many international students travel or invest in internship programs and that allow ISI staff time to invest in PD.

Now is the time to begin making those plans. Don't wait until summer. A large number of our staff will be attending the 2019 National Conference (NC19) in Portland, Oregon on June 22-26. Do you have supporters or potential supporters in the Northwest? If so, now is the time to get out the map and actually spot where your contacts are, then build your plans before and after NC19 around those dots on the map.

Perhaps your supporters are concentrated in other parts of the country. Why not spot your contacts on the map and then build a summer trip around those stops? When my wife, Mary, and I do PD trips, we always build in a two to three-night stay in a nice place where we are not making any PD contacts. We keep a good track of receipts and make sure we distinguish between PD expenses and our own vacation getaway.

Once you have places and contacts you want to visit, then you need to make contact to see if your donors, or potential donors, can meet with you. You might say or write something like this example:



"I love my ministry with ISI: helping raise up an army of indigenous missionaries to reach their own people for Christ. But I need help from friends like you. In order to serve with ISI, I must raise my full support, including salary, taxes, insurance, ministry expenses, and retirement. Mary and I are planning a trip to your area this July and would love to stop and see you, get caught up on your lives, have a meal together (our treat), and share with you both my ministry vision and financial need. I plan to give you a call in the next week or so and see if we can set something up."

We never want to hit people with an "ask" for support without getting their consent for the meeting. That is why a note like the above is very important. May God bless and guide you as you make plans now for PD contacts this summer.

Go Fund Your PD

Recently one of our staff in PD asked about using an online platform such as GoFundMe® for support development. In my few years as your DFD, I have become aware of any number of means that our very creative staff have used to bring in funds. While ISI does not prohibit the use of an online tool like this, we do not recommend it for the following reasons:

- PD is mission! We want to invite people into lifelong partnerships in fulfilling the Great Commission. To keep that perspective and build a lasting relationship, an online program or social media campaign may not be best.
- PD is not a single event! While tools like GoFundMe® might help in bringing in one-time gifts for a special need, they are not nearly as good at creating recurring

monthly donations. We want our staff developing relationships with people, sharing the ISI vision, and asking directly for monthly financial support.

- Tools like GoFundMe® are expensive! These platforms are for-profit companies. While they advertise no fee for using their platform, there is a percentage taken from each gift, as well as a processing fee.
- Finally, donations from such online tools come directly to you. We strongly discourage staff from taking direct donations for their ministry with ISI. Part of the reason is that we want donors connected to ISI and our vision. Another part is that all of our accounting in PD is based on income to your ISI account only. Additionally, only gifts made directly to ISI are tax deductible, and using a GoFundMe® type of program may give donors the impression that those gifts are also tax deductible, when they are not (based on IRS regulations).



ISI's New York City Director, Valerie Althouse, was kind enough to forward to us this important update from TntConnect for users who also use MailChimp:

"We're glad to announce the official release of TntConnect 3.5.17. TntConnect 3.5.17 includes many 'bug' fixes and small improvements. This update is required to continue syncing with MailChimp. Even if you don't use MailChimp, we'd recommend you take a few moments to ensure you have this update."

Click the appropriate button below to launch steps for downloading this update.

[Download Windows Version](#)

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Advice from Pat Kershaw

ISI Director of Field Development, Retired

Pat Kershaw joined ISI staff in the 1950s. Now, well over 60 years later, Pat still has good things to say about connecting with our financial partners. Here is one of her gems:



Some Do's and Don'ts When Thanking Financial Partners

- **Do** send personal thank yous quickly and frequently.
- **Don't** express financial need in your thank-you notes. (*"Keep giving! I need money!"*)
- **Do** remember that donors are motivated by results, not needs. Share a story (in the student's own words) and get out of the way.
- **Don't** say the same thing month after month. Take time to be creative.
- **Do** ask your donors for feedback now and then. How do they feel about your ministry and why do they keep giving so faithfully? (*Don't you want to know?*)

A good way to apply what Pat has said here is to thank your donors well wherever you go on your summer PD travels. Safe travels to you if you do decide to make a PD trip this summer!

Creating the PC Newsletter



The Partnership Connection newsletter is compiled by Jeff Townsend, Director of Field Development, and designed by Jennifer Meuli, Ministry Advancement Specialist.



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