



**PD: IT'S NOT ABOUT THE MONEY**

JEFF TOWNSEND  
DIRECTOR OF FIELD DEVELOPMENT

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**WORKSHOP OBJECTIVES**

- To help you *think* in a new way about partnership development.
- To introduce you to a fresh way to *do* partnership development.




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When I say *PD is not about the money...*  
What are you thinking?




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**PD TRAINING: 10 STEPS**

**STEP 1: Prayer**  
 The P in PD reminds us that our #1 partner in the PD journey is God Himself!

**STEP 2: Biblical Perspective**  
 "The thing that will make you or break you will be whether or not you have really studied the Scriptures and gained a rock-solid conviction that continuing to personally ask others to invest in you and your ministry is good, is right, and is biblical."  
 -- *The God Ask* (p. 58)




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**PD TRAINING: 10 STEPS**

**STEP 3: Record-keeping**  
 The on-going process of keeping track of all aspects of your PD.

- *Excel spreadsheet* (Work truck)
- *TntConnect* (Cadillac)
- <https://www.tntware.com/tntconnect/downloads/>

**STEP 4: Identifying Prospects**  
 You will need at least 100 potential supporters to reach a part-time budget and at least 200 for full-time.




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**PD TRAINING: 10 STEPS**

**STEP 5: Making Contact**  
 Potential supporters need to know ahead of time that you intend to ask them for financial support.

**STEP 6: Requesting an Appointment**  
 Asking for a face-to-face meeting during which you will ask for financial support.




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**PD TRAINING: 10 STEPS**

**STEP 7: Preparing Your Presentation**  
 Asking friends to join you financially in a strategic and effective means of fulfilling the Great Commission.




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**PD TRAINING: 10 STEPS**

**STEP 8: The God Ask**





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**PD TRAINING: 10 STEPS**

**STEP 9: Follow-up**  
 Prayerfully, thankfully seeking an answer to your ask.

**STEP 10: Donor Care**  
 This is where all the ingredients of PD bake into something really delicious and satisfying, for you and for your team!





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**BASIC PREMISE #1**

The way we **think** about support development has a lot to do with our attitude toward it and our success in it.



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**BASIC PREMISE #2**

PD is not about the money.



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**ISI MINISTRY MODEL**

➤ CONTACT



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### ISI MINISTRY MODEL

➤ CARE



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### ISI MINISTRY MODEL

➤ CONTENT



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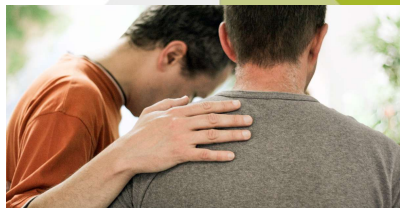
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### ISI MINISTRY MODEL

➤ CONVERSION



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### ISI MINISTRY MODEL

➤ CULTIVATION



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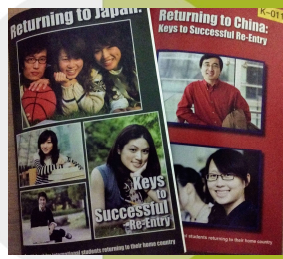
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### ISI MINISTRY MODEL

➤ COUNTRY-SPECIFIC  
RETURNEE PREP



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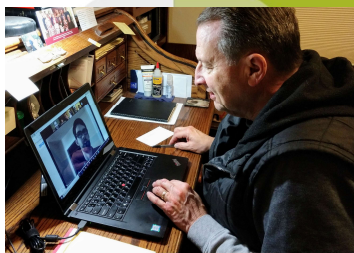
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### ISI MINISTRY MODEL

➤ ENCOURAGEMENT  
from a distance



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### ISI MINISTRY MODEL

➤ ENCOURAGEMENT:  
returnee visits



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### ISI MINISTRY MODEL

➤ CULMINATION/MULTIPLICATION



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### BASIC PREMISE #3

**PD is not about the money, it is about the mission.**

- God wants us to invite people into the Harvest through a strategic and effective way of reaching international students for Christ and sending them back as ambassadors for Christ to their own people.



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### UNPACKING 'PD IS MISSION'

- Highlight the global mission need and how ISI addresses that in a unique and strategically effective way via our ministry model.



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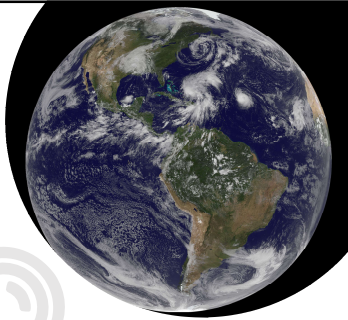
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### THE HARVEST IS PLENTIFUL

- Estimates are that 2 billion of the world's 7 billion inhabitants have never heard of Jesus Christ.



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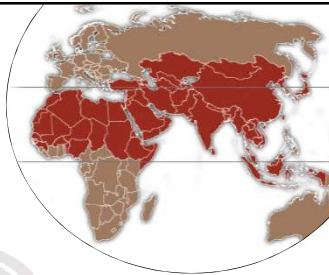
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### THE HARVEST IS PLENTIFUL

- Estimates are that 2 billion of the world's 7 billion inhabitants have never heard of Jesus Christ.
- 97% of the least evangelized world resides in the 10/40 Window.
- Many countries in the 10/40 window are closed to missionary access.
- At least 60% of international students are from these least evangelized, limited access countries.



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### UNPACKING 'PD IS MISSION'

- Highlight the global mission need and how ISI addresses that in a unique and strategically effective way via our ministry model.
- Invite potential supporters to invest in that mission on a monthly financial basis through your ministry to international students with ISI.
- Pray and let the Spirit bring clarity and commitment in their response.

No visa needed  
 Know the language  
 Know the culture  
 No support needed  
 Returning to relationships




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### UNPACKING 'PD IS MISSION'

- We always enter an 'ask' appointment 'on mission.'
- I.e. our concern is to on-board people in the task of reaching a lost world, leaving the money in God's hands. Yes, we ask for a monthly financial commitment to our work with ISI *so that* the world is reached, leaving the decision about support in God's hands.
- If we approach PD in this way, the financial burden is lifted and the real reason we are in Starbucks® or someone's home is magnified.




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### Comments/questions?

- Go forth and do likewise!
- Remember I'm here to help.
- For additional PD resources:  
<http://www.isi4training.com/pd-resources.html>

**Bottom line:**  
 It's not about the money, it is about discipling friends in the Great Commission.




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