

# Make It Last:

*Tips to sustain your  
fundraising flow*

MARIA LONGLEY

MARCH 17, 2025

FOR THE CALIFORNIA-PACIFIC CONFERENCE  
OF THE UMC



*a little about me . . .*



**SMU.** | PERKINS SCHOOL  
OF THEOLOGY





## *goals This evening*

**TO PLANT SEEDS FOR YOU AND  
YOUR MINISTRY TEAM TO:**

**1.KNOW YOUR STORY**

**2.TELL YOUR STORY**

**3.DIVERSIFY FUNDING  
SOURCES**

**4.MIND YOUR MANNERS!  
THANK YOUR DONORS  
REGULARLY**

*and:*

**GAIN RESOURCES**

**TIME FOR Q&A  
WORKSHOP IDEAS**



# 1. *KNOW YOUR STORY*

"Nonprofit storytelling helps give a **face** and a **name** to the mission your organization carries out. Storytelling makes it personal and **transforms the heart and mind** of your target audience by showing them why something is important, instead of just telling them."

*Bloomerang*

<https://bloomerang.co/blog/the-quick-and-no-nonsense-guide-to-nonprofit-storytelling>

*Takeaway:*

Any donor, visitor, or follower should not leave your campus, meeting, or social media page without knowing what you do, who you serve, and how they can help

Every member of your team should know this!





When you know your mission, you know your story.

Only then can you get others excited about it.

According to Bloomerang, a mission statement answers the question, "What would happen if your organization disappeared?"

*example:*

Aldersgate UMC has a robust Mission & Outreach Committee that supports Sunday Supper at St. Paul's Episcopal Church on the third Sunday of every month.

If Aldersgate did not support Sunday Supper in the form of volunteers and food donations, there would be a shortage of both, disrupting Sunday Supper distribution and negatively impacting those served.





So . . . it's important that our Mission & Outreach team communicate effectively and often that:

**Sunday Supper feeds an average of 80 individuals and families in need a homecooked meal each week**

**These are predominantly unhoused and/or marginalized neighbors in the Tustin area**

**Anyone can help by donating supplies on the 3rd Sunday of the month after worship or by signing up to serve on the AUMC team**

**When you know your mission, you know your story.**



*what they do*



*who they serve*



*how others can help*

*Takeaway:*

***Ask your team members to answer these questions at your next meeting. Are you on the same page?***



## 2. *TELL YOUR STORY*

**Stories are the “most effective form of communication available” because they immediately engage your donors or followers on an emotional level.**

*Bloomerang*

**Studies suggest we are 22 times more likely to remember a fact when it has been wrapped in a story.**

**Because stories are memorable.**

**Stories trigger our emotions.**

**The combination of both data AND story satisfies both left and right brain thinking and will ignite your audience to act.**

*Forbes*

*[www.forbes.com/sites/kateharrison/2015/01/20/a-good-presentation-is-about-data-and-story](http://www.forbes.com/sites/kateharrison/2015/01/20/a-good-presentation-is-about-data-and-story)*



Zoe Empowers

November 28, 2024 · 🌐

...

This Thanksgiving, we're deeply grateful for YOU. Because without supporters like you, stories like Ruth's would not be possible.

Because of your generosity, Ruth found hope when she needed it most. After enduring unimaginable loss, neglect, and stigma, she joined Zoe Empowers and transformed her life. Today, Ruth has built a home, created a thriving baking business, and is a source of strength and kindness in her community. She shares bread with neighbors in need, advocates against early marriage, and is an example of resilience.

This Thanksgiving, we thank YOU for believing in young women like Ruth to overcome adversity, achieve their dreams, and create a brighter future. [See less](#)





# so where do we start?

**Know your mission, know your story**

**What you do / who you serve / how others can help**

**What is your most recent success?**

**What is your current challenge?**

**Did you recently have an event?**

**Who was helped? Did you take photos?  
Do you have PERMISSION to use photos?**

**Would recipients be willing to answer questions about the impact? Ask, What would happen if the gift/benefit was no longer available?**





Takeaway:

If you are doing ministry, you have a story! Stewardship, Mission & Outreach, Trustees, Children & Youth, Cal-Pac task forces, ALL have stories to share.

Visit/revisit your mission then brainstorm stories at your next meeting.

DON'T FORGET

a call to action

**"So what can you do? You're never too old or too young, too unskilled or unqualified. God has called you to love your neighbor. You never know where a simple act of taking the very next faithful step will lead. So...what can You do?"**

*Rev. Jennifer Burns, March 7, 2025*

*Cal-Pac website*



07

07

### Shepherd of the Hills' Knit Wits Share 3,000th Prayer Shawl

07/07/2025

By Rev. Jennifer Burns When Pastor Doug Brown challenged the congregation to "consider what You can do," the prayer shawl in Marjorie Roberts' mind and words was her go. Having received a prayer shawl herself, she thought she could learn to do that. She asked a friend to teach her to knit, and she's been knitting ever since. (J)



big  
Takeaway:

# TELL IT ON SOCIAL MEDIA

Dedicate photo taking to 1-2 skilled volunteers (Youth are great)



Dedicate account access to trusted and CURRENT volunteers only

Create a shared folder/drive for photos



Schedule posts. The BEST DAYS are Tues/Wed/Thurs. The WORST DAY is Sunday!

Sprout Social: <https://sproutsocial.com/insights/best-times-to-post-on-social-media>

Follow the 60/30/10 Rule: 60% stories, engaging content / 30% industry stats, shared content / 10% ask



Dr. Alyssa Fisher

DIRECTOR OF COMMUNICATIONS, CAL-PAC

AFISHER@CALPACUMC.ORG



### 3. DIVERSIFY FUNDING SOURCES

"The pandemic disrupted traditional fundraising models and reinforced a critical truth: nonprofits with diversified revenue streams were better positioned to adapt and sustain their missions."

*Bloomerang*

<https://bloomerang.co/blog/6-strategies-for-diversifying-nonprofit-revenue-in-uncertain-times/>

*Takeaway:*

Explore recurring gifts.

Offer event sponsorships.

Cultivate legacy gifts.

Look beyond local grants to those that are mission-aligned.

Leverage peer-to-peer fundraising.

Stay in tune with giving trends.





## 4. **MIND YOUR MANNERS! THANK DONORS REGULARLY**

***“Prompt and thoughtful gift acknowledgments are central to effective fundraising. The best prospects for future support are current donors, and thanking them sincerely is a primary form of donor stewardship.”***

*Council of Nonprofits*

*<https://www.councilofnonprofits.org/running-nonprofit/fundraising-and-resource-development/gift-acknowledgments-saying-thank-you-donors>*

**Send as soon as possible. Within 48-72 hours is ideal.**

**Make it personal. *“Your donation means young women like Ruth can achieve their dreams of self sufficiency.”***

**Get in a rhythm with FIVE NOTE FRIDAY or THANK THEM THURSDAY.**







**"You did not choose me but I  
chose you. And I appointed  
you to go and bear fruit, fruit  
that will last."  
John 15:16**

# Make It Last:

*Tips to sustain your  
fundraising flow*

*my info:*

**MARIA LONGLEY  
MARIA@AUMCTUSTIN.ORG**



# RESOURCES + Q&A

Takeaway:



Bloomerang  
[bloomerang.co](http://bloomerang.co)

Non Profit Hub  
[nonprofithub.org](http://nonprofithub.org)

Follow and subscribe to Cal-Pac!

Follow UM News for inspiration

Resource UMC

Who do you already admire/support?

Other conference resources: Jason Moore workshops,  
Cal-Pac Foundation Educational Models

Thank you  
for being  
here!