



Featured in “Books to Consider - Sources and Resources” – Fall edition of “Outcomes” Magazine



## Use and distribution of “Integrated Generosity for Faith Based Families”

### Ministry and Development FAQs

***Q: Why should our organization consider using this resource as a tool for donor development and fundraising?***

A: Simply put, readers will be inspired and motivated to become better stewards of what God has blessed them with, and in doing so, Kingdom giving in their lives will be enhanced at the least, and potentially unleashed at the most. As your organization is already in their “directed generosity” outflows, it is only natural that some of that increased generosity will pass through your ministry.

Aside from the Kingdom impact, consider the fact that your donors also support other Christian ministries and charitable causes. Do you want your organization to be anything but the first one to put this resource in their hands? It matters little to us – regardless of what organization is “first” with a given donor, the Kingdom will be advanced through this resource.

***Q. We already have a Planned Gift Development Director who is doing an excellent job. Why change anything?***

A. This resource is designed to come alongside development professionals and serves to both enhance existing relationships and increase the number of conversations that your existing development staff engage in.

***Q. We don't want to disturb our annual fundraising and major gifts efforts, so why should we change from what we are doing now?***

A. Using this resource with donors, to help them understand their stewardship responsibilities when it comes to “Involuntary Philanthropy” – income, capital gains and estate taxes – can only enhance your standing in their eyes. The result of even the smallest change in their “intentional stewardship” and “directed generosity” planning outcomes can serve to increase their support of Kingdom focused ministries like yours.

***Q. We would never give out our donor list – that is our most treasured resource.***

A. We would not expect you to. Book distribution is entirely at your direction and discretion. If we are asked to join a conversation with a donor, it is a result of your development personnel recognizing an opportunity that is beyond their capacity. If a reader contacts us directly, that is of their choosing, and not as a result of any action on the part of your organization.

## Ministry and Development FAQs cont'd

***Q. What are the ways this resource can be used to increase and enhance conversations with our donors, to help them be more strategic in their generosity planning?***

A. Many different opportunities exist presently and are under continued development. Here are some examples:

1. ***DIRECT FUNDRAISING*** - To your broad donor base, send an email, offer the free e-book (the contributing authors content + Giants for God chapter), and offer the physical book as a "thank you" for a donation of \$50 to \$100 to your ministry, or better yet, a directed giving or mission opportunity (be sure to include a link to the book video).
2. ***DIRECT DISTRIBUTION*** - From your development desk to board member and champion supporters. Accompanied by a personal (we suggest hand-written) note, this is a perfect way to say "thank you" for service and support, while serving to educate and motivate supporters toward magnification of their Generosity and unleashing Kingdom giving!
3. ***EVENT FUNDRAISING*** - Fundraising in conjunction with ministry, educational, and symposium events (which are not specifically fundraising events). With a retail cost of \$40 (including tax, shipping and handling), a donation can be made to your organization for \$40 (or more). The difference between what you raise and our bulk pricing schedule stays with your ministry, netting between \$20 to \$30 per book (recommended minimum attendance of 250 households).

Subject to advance notice and availability, we can arrange for the author, Mark Trewitt, to be available at your event for book signings, provided the books are pre-purchased by your organization.

4. ***DONOR DEVELOPMENT EVENTS*** - Distribution of this book at donor advancement and development conferences of any kind is an appropriate use of this resource. By the end of 2016, over 2,000 books will have been placed in the hands of high capacity donors through events hosted by the following organizations:
  - a. Fellowship of Companies for Christ International, Sarasota, FL
  - b. LeTourneau Faith@Work Summit, Dallas, TX
  - c. The Barnabas Group, California and DFW Chapters
  - d. Faith Comes by Hearing, Albuquerque, NM
  - e. Stronger than Espresso, Dallas, TX
5. ***SPEAKING ENGAGEMENTS*** -The author's first speaking engagement is in April 2017 at the Christian Leadership Alliance's annual meeting in Dallas, TX (resource and development track). Providing sufficient advance notice, he can address your audience as part of any development or fundraising event you may be hosting. Minimum presentation 30 minutes, and we suggest no longer than a 60-minute track. Reimbursement of travel expense and speaking honorarium handled separately from any discounted book purchases.

## Ministry and Development FAQs cont'd

***Q. What tools and resources are available to drive engagement and increase the frequency of conversations with donors?***

A. We have developed a "Self-Assessment" questionnaire which accompanies each book you send out. Included is a response/reply form which may be customized and directed back to your development office. How you handle inquiries from there is a further discussion.

***Q. What are the price points for quantity purchases?***

A. Charitable outflows to the Kingdom from major donors can easily be increased by six figure sums through application of strategies in the book. Even if the cost to your organization was \$100 per copy, your potential return on this investment in your donors, respective of major gifts presently and in the future, is impossible to calculate. With that in mind, here is the pricing schedule:

- Under 100 copies: \$31.99 each (retail pricing)
- 100-249 copies: \$20.00 each
- 250-499 copies: \$17.50 each
- 500-750 copies: \$15.00 each
- 750-999 copies: \$12.50 each
- 1,000+ copies: \$10.00 each

***Q. What is our next step?***

A. We would love to have a conversation to discuss how this resource is best deployed for your organization to drive an increase in Kingdom generosity with your donors. Absent an "event" distribution in the near term, we suggest starting with individual distribution to your board members and champion donors. Even with that, however, there needs to be a specific plan of action in respect of what happens next. We are here to serve and assist in developing that plan of action.

***Q. How do we place orders?***

A. Reach out to us directly via the "contact us" page at [www.integratedgenerosity.com](http://www.integratedgenerosity.com). Describe what you would like to accomplish, anticipated quantities, etc., and we will follow up with you directly. Alternatively, feel free to contact our office at 972-312-1337, or via email at [books@integratedgenerosity.com](mailto:books@integratedgenerosity.com). If you are local (DFW area) an in person meeting is probably best.



## Ministry and Development FAQs cont'd

### *Ministry Testimonials*

#### **The Hope Center (Plano, TX):**

*"It excites me to think of individuals who take hold of this information and are transformed in their thinking about wealth management and charitable giving. They can truly impact an entire family, future generations, the world, and God's Kingdom. We gave Integrated Generosity as a gift to our 40+ ministry heads to strengthen their development and relationship building efforts, and to our own board members, staff and supporters as an educational resource. Integrated Generosity supplies simple steps to experience the joy of giving and stewarding your God-given resources that have the ability to impact all nations and types of Kingdom focused ministry." P. Stan Keith, President and CEO, The Hope Center, Plano, TX*

---

#### **Children's Hunger Fund (Presidents Invitational, Pebble Beach, CA):**

*Mark Trewitt is a good friend of Children's Hunger Fund and is a supporter in the launch of our new distribution center in Dallas. To help our supporters grow in understanding biblical generosity, at our President's Invitational event this past April, Mark's book, "Integrated Generosity for Faith Based Families" was given to all of our attendees. The book was well received, and we look forward to seeing how God will use the strategies presented to bless our supporters and their families." Dave Phillips, President & Founder, Children's Hunger Fund*

---

#### **Sky Ranch (Dallas, TX):**

*"Thanks for capturing the heart of what God's Word says about generosity, and infusing that wisdom into practical steps anyone can take to exponentially increase the impact of their Kingdom giving. Integrated Generosity is packed with the type of insights and ideas that can unleash Kingdom giving in ways many never thought possible. It's an essential read for any Kingdom giver, and an easy to understand resource we plan to share with our partners." Linda Paulk, CEO, Sky Ranch*

---

#### **The Master's Program (Southern CA/National):**

*"Integrated Generosity joins the power of biblical truth and stewardship with the practicalities of modern wealth management and Kingdom-oriented impact giving and philanthropy. In this book - and, its suggestions - you will certainly be challenged with fresh thinking and workable strategies that are both innovative and tested." Bob Shank, Founder/CEO, The Master's Program, Newport Beach, CA*

---

#### **National Christian Foundation California:**

*"A rare combination - spiritually refreshing and appropriately detailed. Additionally, there are a variety of outstanding resource links sprinkled throughout. While it's a great read for anyone, to me it felt like a must-read for those who have been blessed with much, but may not feel 100% content or settled with the arrangement of their estate, feels called to be more intense & overt about their stewardship of wealth, and needs some solid ideas to chew on. Great read!" Joe Eelkema, National Christian Foundation California*