



Tips on Raising Funds Among Americans

By Dan Bouchelle

1. **Americans have very short attention spans.** You need to get to the problem you are addressing and solution you are proposing quickly.
2. **Americans are very emotional, but don't like to admit it.** Their wallets are tied to their hearts. Even when they talk strategy or ask process questions, the real motive to give is from an emotional perspective. They give because you touch their hearts and earn their trust. They only ask questions of strategy after their heart is engaged. They need to grasp a picture of the people you are seeking to help, more than of those who will be providing the help.
3. **Americans do not value history.** They will check out when you give the back story of how a ministry developed unless they already have significant interest in the problem it is solving. If you want to keep their attention, you have to hook them before you start with history.
4. **Americans LOVE to solve problems, but only those with viable solutions.** Americans like to think they love people, but they really love projects and progress. The only thing they love more than problems is opportunities hiding in the midst of problems. They want to "make a difference." They want to think they are heroes (but do not typically know this about themselves). Americans are pragmatic fixers. A good approach starts by painting a picture of a problem that will concern them (i.e., they can picture the need and it feels personal because they can visualize and feel the need) and then show them how THEY can solve it by working with you. Tell them how THEY can impact the world by partnering with what God is doing through your ministry. To get Americans involved you must sell the problem before you sell the solution. If they see the problem, it grabs their hearts, and you are the only one (or the only one they trust) who can help them solve it, they will want to help you. Only then will they begin to care about the history of your ministry, because they now care about your trustworthiness and skill.
5. **American do not give to institutions or causes unless they are deeply committed to them.** They give to PEOPLE they TRUST who have a sense of URGENCY and are DOING something they VALUE. All of these are essential features. They must have some foundational relationship with you in order to trust you. They must value what you are doing and see how it changes the world in a way that fits their values. It must be the right time, the right moment or opportunity that will quickly disappear if they

don't act. Americans hate to see opportunities squandered. They need to understand the need, why they should work through you, and WHY NOW. It all matters.

6. **Americans need to see and understand a viable ministry solution.** If Americans can see the problem, feel an emotional connection to it, and trust you, but don't think you can pull together the resources to make it happen, they may not give to your work. They will give to something that seems more likely to produce a meaningful result.
7. **Americans are pragmatic.** If you can show them a problem that is also a great opportunity, because of your presence, credibility, knowledge, strategy, and skills (all given by God's grace and timing), they will want to work through you to embrace the work God has called you to do.