

START^{NEW} FUNDRAISING LESSON 4

- 1 As you contemplate putting your 'ask' down on paper
- and into motion - what Biblical wisdom comes to mind for you?

- 2 *Bringing our 'who' into focus:*
Look at your worksheet from Lesson 3. Fill-in the following:

A. The sacramental context for this work from *your own story*:

B. The name of *just one* person from your Customer segment who has been, or you anticipate will be impacted by your new start:

- 3 *Bringing our 'why' into focus:*
From your Value Proposition, what is the impact your start has had or will have had for this person?

- 4 *Bringing our 'how' into focus:*
How is this impact possible? Consider how your start will reach them through your Channels, how you wish to serve them via your desired Customer Relationships and/or some of the Key Activities you will need to do in relation to them.

- 5 *Bringing our 'gaps' into focus - and the potential 'what' for the prospective donor:*
What are one or more gaps or resource needs that we have to have this impact? This is what a prospective donor can consider when making a gift, offering or donation. Again, look to your Cost Structure, for your Key Activities and for reaching people via your Channels.