



Investing in Growth

2021 Mission Increase Program Evaluation Report Summary

Our Purpose

Mission Increase (MI) exists to equip givers and Christian nonprofits to transform their communities together. MI's program teaches nonprofits to embrace and deploy a biblical approach to fundraising so that they more fully achieve their God-given missions and engage more people in their work.

Our Intended Impacts

Our primary organizational impact is to see transformed ministry fundraising. From this starting point, we seek effects in four specific areas in our programs as it relates to a ministry leader's ability to have fruitful grant-seeking experiences.

- Infusion of Biblical principles
- Fundraising capability
- Fundraising capacity (volume)
- Stability of financial resources (kind)

The purpose of this research was to prove if we are meeting these impacts. Additionally, we sought to discover the areas where we can still improve on executing our intended impacts.

Our Model

Area directors in communities nationwide deliver the MI program at no cost to Christian nonprofits. Whether in workshops, group coaching, or one-to-one consulting with nonprofit leaders, MI helps nonprofit leaders understand that biblical fundraising is an opportunity to minister to givers by inviting them to connect with the work God is doing and be transformed in the process.

Key Findings

1. Our research affirms that when leaders fully engage with MI, they not only experience more fundraising success, but more personal, organizational, and spiritual growth.
2. Our research affirms that the biblical ethos, which includes a high value on God's word, a culture of prayer and an acknowledgment of the work of the Holy Spirit, is what draws leaders into the MI community and ultimately sends them out.
3. Our data show that the relationship between a ministry leader and their area director becomes a catalyst for spiritual, personal, and organizational growth.
4. Our research supports the belief that the strategic process and framework MI provides leaders is strengthening their fundraising capability, capacity and stability.

Key Findings (cont.)

5. Our research reveals that leaders enter into the trust cycle at various stages (trusting the Lord, the area director, the material and the process), but inevitably trust in one area breeds trust in other areas.
6. The data show that some leaders feel overwhelmed with the volume of material offered at workshops finding it a lot to absorb and integrate.
7. The research shows that as leaders engage with MI, they are unlocking freedom and experiencing joy while fundraising.
8. Our data affirms that leaders are experiencing and benefitting from the community that is created as a result of working with MI.

Steps Forward

MI's ability to help ministries grow compels us to:

- **Remain tethered to the scriptures** as we lay the foundation for fundraising and leadership, emphasizing the spiritual fruit that comes when a transformational giving mindset is embraced.
 - **Enhance the start-to-finish learning pathway for ministry leaders** by developing and launching a learning management system and offering content in more approachable, bite sized chunks. We will develop an onboarding process through the learning management system for the constant influx of new leaders that will train on the foundational elements of our program. We will also use this learning management system to provide self-paced learning pathways that support the current curriculum and provide the content for areas leaders may have missed. These learning pathway enhancements will pave the way for adaptation to new audiences including churches, schools, and ministry associations.
 - **Create and facilitate more group learning opportunities.** The benefits of a trusted relationship with their area director already manifests itself within small group coaching and book studies. We will expand these offerings to now include topics above and beyond the calendar scope and sequence, center around affinity groups and causes, and allow leaders to learn from each other. We are making changes to the electronic architecture, allowing for a variety of types of learning events at the local level. We also intend to elevate the voices of thought leaders already in our nonprofit community through delivery systems like podcasts, webinars and community message boards to share knowledge and to emphasize the connectedness of all leaders.
 - **Reframe our communication to illustrate the comprehensive growth leaders can expect.** We will create communication mechanisms for sharing stories and examples of increased fundraising capacity and capability, as well as personal growth of fundraising professionals. We can also do this by expanding the data we track to include personal, champion and spiritual growth, in addition to financial impacts. We will communicate how leaders can grow by making more explicit the distinct learning opportunities at each level of the full MI program.
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