

# Partnership Development Resource Manual

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*Partnership Development Resource Manual*

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## Preparing for Partnership Development

The purpose of this manual is to help you prepare for the very best possible experience during your upcoming New Staff Orientation (NSO). Please be sure to read every section of this manual before coming to NSO.

You are about to embark on an adventure of faith that we call *Partnership Development* or PD. Our goal is to see God provide 100% of the budget needed for your ministry. Right now that adventure may seem scary and that goal unattainable. My wife and I felt the same way when we began our support development process.



For the uneasiness you may be feeling, I have several items of encouragement to share with you. First and foremost, God is a faithful provider. My wife and I have lived over fifteen years on support income, and we have always had a full pay check with all expenses paid. For that, we give all the glory to God!

Second, you will not walk alone through the support development process. Jesus Himself has promised to walk with you every step of the way (Matthew 28:20). Significant prayer will keep you in touch with Him and humbly dependent upon Him each day (1 Peter 5:7).

Third, the first half of your NSO will be devoted to helping you become proficient at reaching out to potential supporters, asking them to prayerfully consider joining your support team, and then caring for the team that has pledged to support your ministry with ISI. We take very seriously our responsibility to train you well!

Fourth, ISI has arranged for one of our staff who has been through PD and raised 100% support to serve as your PD coach. Your coach will be available to you, encourage you, and help to hold you accountable during your PD. You can expect your coach to be assigned to you by the time you complete NSO.

As another encouragement, we ask you to invite friends who live near you to serve as local Accountability Partners who will walk with you on your PD journey. Two is an ideal number of Accountability Partners. There will be more information about selecting these partners in the resources you will receive at NSO; however, I urge you to begin praying now that God will provide just the right people for this important role.

Finally, I will always be available to you during your journey to 100% support and even beyond (since PD is really an on-going process). Several times annually you will receive *The Partnership Connection*, a newsletter full of ideas and encouragement to enhance your ministry in PD. Additionally from time to time, I will send along additional tips for sharpening your skills in PD.

ISI's President, Dr. Doug Shaw, has noted that **“Every day brings further proof that international student ministry ranks as one of the most strategically powerful ways of sharing the Gospel in today’s world.”** I could not agree more! We are so glad that you are joining us in the important task of sharing God’s love and the truth about Jesus with international students.



*Jeff Townsend*  
*ISI Director of Field Development*  
jtownsend@isionline.org

## Prayer Before, During, and After Partnership Development

During your PD training, we will frequently talk about the need for prayer, priority #1 in PD! Prayer is so important that we require you to recruit a prayer team to pray for you as you do your module work. This assures us that you have also placed a high priority on prayer. In the process of gaining support, you will be adding to this list of prayer partners, but we want you to understand that this team of prayer warriors must be in place *before you begin* to raise support.



Many of our post-PD training documents deal with prayer. Your first assignment will be to take a day of prayer alone, to spend time talking with God specifically about your support. About every three months, we encourage you to take some concentrated time for prayer. You will be hearing a lot about prayer, including how to stay in frequent contact with your prayer team and involve them in every step of your support-raising efforts.

When you begin the process of raising support, you may have a tendency to shy away from asking for financial support, and instead ask for prayer. Part of our training is to help get you past what is often perceived as the more ‘spiritual’ appeal for prayer, and help you be comfortable asking for *financial support* primarily. You will be able to tell potential supporters that you already have a prayer team in place and that you are now looking specifically for financial supporters.

REMINDER: Training Module 1 contains a paper on “Your Prayer Support Team.” This is a training tool, explaining our expectations, and how to recruit/use a prayer team if you have never before related to a prayer team.



## Support Base Development

### Assessment of Your Support Base

#### **You will need a large base of potential financial partners.**

Typically, more than 100 individuals and several supporting churches will be needed to bring in a full budget. To work toward this goal, you need to begin now to assemble a list of at least 200 *potential* donors. To aid in this process, see the support tracking questions on pp. 331-332 in *The God Ask* (Steve Shadrach). You may also have a suitable contact management program on your computer. Decide which system you prefer and begin making your own Personal Contact List (PCL). You will need to discover and include information such as names of potential donors, their physical and email addresses, phone/cell numbers, children's names, birthdays, anniversary, and other information unique to each contact. You can begin to learn how to use the program as you put together your PCL. *Bring your PCL to the PD training.*



Many of the people we know are just *acquaintances* rather than friends. We use the terms “friend” and “acquaintance” synonymously, but they are not the same. We will be showing you how to turn acquaintances into friends.

- You will develop deeper relationships with present friends.
- You will be nurturing acquaintances until you can call them “friends.”
- You will be making many *new* acquaintances and turning them into friends.
- This is how a large donor base is built, and yes, it takes time and intentionality.

### A Word about Intentionality...

If you are bothered by how this is intentionally motivated by your need to raise support, consider that you also have a motive when building friendships with internationals. Ultimately, you want to share Christ with them. Similarly, when you intentionally deepen relationships with people motivated by your need to build a base of friends who will become financial partners, remember the ultimate motivation is to share Jesus' love with international students. Bottom line, your ultimate goal in support development is to grow a large group of friends who will partner with you in reaching the world by reaching international students. At the same time, we all realize that not everyone will join your financial support team. Regardless, we seek to deepen genuine, caring friendships with many, asking God to bring those of His choosing onto our support team.

### ***Donors are Partners, and Relating to Donors is Part of Your Ministry.***

The emphasis on ministry to your support team will never go away, not even after you reach 100% of your support. You will always have to be in touch to communicate results and to relate to your partners as friends. This has to be planned into your monthly schedule.

When raising support, we all tend to flood people with information about ourselves but not give them a reason to care. Dumping letters, phone calls, and appeals on people month after month, and expecting them to send support, will not meet with success. *Mutuality* is important. Are they convinced we care about them, rather than getting what we want from them? As we share, we are also listening, responding to people, reaching out in caring friendship, finding needs and meeting them. There is no getting around the need to invest *time* in people, listening to them, learning about what matters to them, and getting *involved* with them.

In ISI, our financial and prayer partners can also be directly involved with us in outreach to students or can serve as volunteers. But even if you are on the front lines, and they are serving behind you, you cannot possibly succeed without their support.

We must invest in these friends before we ask them to invest in us. We communicate clearly that it is “our” ministry, not “my” ministry. Your friendship may mean more to some of these people than the donations they make to your ministry. As with the internationals, the friendship must be genuine. You’re not going to drop your friendship with someone if they don’t support you.

### **Steps to Take Now—In Anticipation of Raising a Support Team after Your PD Training**

- Once you have the beginnings of a list of friends and acquaintances, begin nurturing a deeper relationship with these people.
- Initiate an address search using an online tool or social media to locate those with whom you have been out of touch for a long time.
- Draft an email or letter (or a script for a phone call). Personalize the communication to each individual:

*“Dear Jason and Kerry, what have you been up to for the past five years?”*

Begin with *them*...ask about their lives. Then write a paragraph telling them what God has been doing in your life. You can mention ISI, but **you are not contacting them to ask for support**, you are just re-connecting. Your first **support** contact will be a significant part of your PD training.

- When people reply, respond within a few days. Continue developing the relationship. You can tell them about your application to work with International Students, Inc. By the time you have been trained in raising support, it may be natural for you to communicate this to them and ask them to prayerfully consider joining your support team. Then, they will care enough about you to consider it.

- When you begin to get responses, collect the information and use it appropriately: spouse's name, children's names, their pet's name, birthdays, etc. All of this helps you personalize your letters in the future.

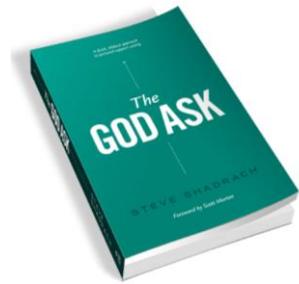
Be intentional in developing relationships starting right now.



## Response Guide—*The God Ask*

Purchase and read the book *The God Ask* by Steve Shadrach (available on Amazon).

1. Write a one-paragraph general response/reaction to the book.



*The God Ask*  
by Steve Shadrach

2. Describe three personal application points you have drawn from reading this book.



## Facing Barriers and Fears

As you think about the challenge of developing financial partners, your mind may be flooded with painful memories of your own or someone else's experience of raising support. Your worst enemy in this process is probably you, and those closest to you. Keeping in mind the bible study you have completed, what are the issues you are still wrestling with as you consider raising support?



Here are some issues others have faced. Consider them and then make your own list.

- My family may disapprove.
- Asking for support is begging.
- I could support myself and do this as a volunteer.
- I'm afraid I could never ask anyone for support.
- I'll never be able to raise my full budget
- My friends are all poor.
- We'll starve.

1.

2.

3.

4.

**We will discuss these in a session at NSO.**



## Ministry Presentations

During your Partnership Development, you will have opportunity to make a variety of presentations about your ministry with ISI. In each case, the purpose is to minister to people as you ask them to prayerfully consider support. In this section, we want to begin equipping you to make the best possible presentation every time—whether face-to-face, electronically, or by letter.



### Face-to-Face Presentations

It is always best to meet in-person with those whom you are asking to join your support team. Because this is the most productive way of building financial support, we will give significant time during the PD training at NSO to showing you how to do it and then evaluating you as you make brief face-to-face presentations to other attendees. Because you will be among friends who are also learning to present their ministry in-person, you should find this non-threatening, helpful, and fun!

To prepare for these trial runs of presenting your ministry, combine the following elements into an outline and practice a presentation of no more than ten minutes in length. Realize that sometimes you may be given less than ten minutes, so work toward clarity along with simplicity that will “pack a punch.”

### Preparing Your Presentation

Each presentation is different, depending primarily on your relationship with the person (or persons) to whom you are presenting. The closer the relationship, the more casual the conversation may be. Another factor is the personality type of both you as presenter and the potential supporter(s). This is why we have you take the DISC Personality Profile as a part of your module preparation for NSO. We will ask you to incorporate what you have learned about the DISC test and yourself during your practice presentations.

Here are some of the basic ingredients for a good face-to-face presentation:

- Depending on how well you know the person(s) with whom you are talking, you may want to **share your personal salvation testimony**. If you know each other well, take time to catch up on your lives. This ‘catch-up’ could include telling **how you got interested in serving with ISI**.
- Special note: Due to possible association with other entities having the same or similar initials, refrain from using ‘ISI’ in public discussions or written communication. Refer instead to International Students, Inc. whenever possible. Within the ISI family, you may feel free to use the ISI acronym.

- You might want to inquire about how much the person(s) knows about ISI’s ministry and then fill in the gaps in their understanding. **Consider using a story from your ministry with an international student** to bring home the need and opportunity. Statistics are helpful too, but the power of a personal story is even better!
- **Plan key questions** throughout your presentation that elicit responses from your friend. You want to **involve him/her in a discussion**, not drone on in a one-sided monologue.
- **Clearly describe your role in the ministry** of ISI. Again, a story that demonstrates how your role is strategic in fulfilling the Great Commission can add a powerful punch.
- Throughout, **communicate your passion and excitement for this ministry with international students** to which God has called you.
- You may want to **consider using a presentation folder or PowerPoint slides to illustrate** your presentation. You will find this also helps you stay on track, as it serves as a sort of outline for what you want to present. You will find additional presentation ideas in the resources you will be given at NSO.
- Be sure to **incorporate into your presentation a very clear ‘ask.’** You might say something like, *“Based on what we have talked about, I would like to ask you to prayerfully consider joining my financial support team on a monthly basis.”*
- It is best at this point to **pause and let them respond**. They may have questions such as:
  - Why do you need financial support?
  - How much do you need?
  - What amount do people usually give to your support?
  - What if I cannot give monthly?

You may tell them that ISI is a faith mission, which means that each staff member raises their own support, including living expenses, taxes, insurance, transportation, and ministry expenses. Share with them that individuals and/or organizations (i.e. churches) give various amounts monthly. For those who cannot commit to a regular monthly donation, let them know that ‘special gifts’ are always welcome. Refrain from using the term ‘one-time’ as this communicates finality. Often we find that as team members stay in touch with those who give sporadically, the donors eventually become regular monthly givers.
- Be sure to **ask if they have any other questions**. Then tell them that you would like to contact them by phone in a few days to see how God is leading them. **Get their permission to follow up** and set an approximate time for the call. Note this in your calendar so you don’t forget!
- Right now you are probably thinking, “Wow, this is a lot to pack into ten minutes.” So **practice your presentation and fine tune it**. You will find that with practice, you

can eliminate the nonessentials and focus on what really will interest potential donors. Remember that less can be more if it is packaged well!

As you make your presentation, **be alert to verbal and non-verbal cues** that indicate how the person(s) is responding and make adjustments accordingly. If their interest is waning, ask a question to get them involved. If it seems they have heard enough or need you to stop... stop! Don't overstay your welcome.

Depending on the situation and your relationship with the person(s), you may want to **ask if they have any prayer requests** in addition to the ones that may have come up in your discussion. You can then ask if it would be okay for you to **close your time together with prayer**.

*Saying thank you is important!* Be sure to **verbally express your gratitude** for the opportunity to present your ministry and ask for support. Then be sure to **send them a thank-you note** through the mail.

Obviously, some of the above tips may also apply to the presentations made by letter or email. Because we will spend most of our time at NSO talking about face-to-face presentations, the section that follows on letter writing should be helpful.

### Church Presentations (*see additional resources in Appendices section*)

This is practice for when a pastor says you only have three minutes in his pulpit. You won't want to take five if you want to be invited back! Cut out all fluff: "Thank you for inviting me. I'm so glad to be here with you this morning. I've always loved Colorado, etc." is fluff stuff. Get to the meat.

Unless you have specifically been asked to give your personal testimony (which you prepared as a part of your module work), we suggest that you focus the congregation's thinking for those three minutes on the powerful vision of ISI: ***To see every international student befriended, led to a personal relationship with Jesus Christ, and disciplined for His service—to impact every nation with the Gospel of Jesus Christ.***

Put together your own three-minute church presentation of the ISI Vision, practice it, time it, and have at least one person critique you. Be sure you can clearly and comfortably express yourself in just three minutes. Following are some suggestions to help you prepare (Choose the ones that fit you the best):

- What drew you to ISI?
- What about the ISI Vision excites you the most?
- The ISI Vision is about raising up disciple-makers for the Kingdom.
- The world sends their best and brightest to study in the US. Thus, ISI's Vision involves impacting future world leaders for Christ.
- International students in the US represent virtually every nation on earth. They know our language. They hunger spiritually. They want our friendship.

- Reaching international students may be the most strategic and cost-effective way to place missionaries in closed countries.

## Excellence in Written Communication

*(See additional resources in the Appendices)*

### Introduction

The days of the once-a-month missionary communication letter as the primary contact with donors and prospects is long gone. In our PD training, we will stress that face-to-face communication with donors and potential donors is always preferable (in-person is best; Skype or video conferencing is second best). Nevertheless, there remain many useful ways in which written communication will serve you well in your PD process. On the pages that follow, we provide you with helpful information and multiple examples of written communications that can serve as models.



### Types of Written Communication

You will use several different types of written communication during your PD.

#### *Newsletters*

These will be your most frequent form of written communication with potential supporters and your donors. You will want your newsletter to get into as many inboxes/mail boxes as possible. In the rare case of someone without internet, you will need to send your newsletters to that person via first-class mail rather than via email. Newsletters are just that, letters containing news primarily about your ministry. You should include engaging reports with pictures that illustrate how God is using you in international student ministry, as well as information on upcoming events. You should **not** ask for support in your newsletters; let them be an indirect support development tool. An email marketing program will allow you to personalize each newsletter and avoid the use of generalized greetings such as, 'Dear friends.' Though pictures are a must, remember to get written permission and use great caution in publishing pictures of students with potential security risks, even if they give their permission. It may be wise to preface some newsletters with a bold statement such as: ***Prepared especially for your eyes only. Please request permission before forwarding/sharing this information in any form with others. Thanks!***

#### *Prayer Letters*

Prayer is vital to PD, so prayer letters are among your most important communication tools. They are sent to a more focused group, beginning with the prayer team that you assembled during your module work. The singular purpose of your prayer letters is to get people praying! The contents should be prayer and praise items related to your ministry with students, as well

as your ministry in PD. If you choose to mention finances, be sure that what you include is a genuine prayer request and not a back-door 'ask.'

### *Words of Thanks*

Giving thanks sincerely and often is a vital aspect of the Christian life, including PD. As you move through PD in the months ahead, there will be multiple opportunities to express your thanks in writing: for new donors, for faithful donors, for donors who gave but had to stop, for prayer warriors, for PD appointments, for speaking engagements, for hospitality enjoyed during your PD, and more. While emails can be used for expressing your thanks, there is nothing like a nice card with a personalized note in your own handwriting to express your gratitude.

### *Special Occasions*

Births, birthdays, weddings, anniversaries, graduations, promotions, significant life events (home or job changes), as well as illnesses and deaths all provide opportunities for you to connect in written form with both supporters and prospects. Once again, although email can be used, a personalized card received through the mail better says, "You matter to me."

### *Support Development Email/Letter*

This should be your **least-used** form of written communication. This is because we want you to ask for support in person whenever possible. Nevertheless, you may have some potential donors who live at a distance from you and are not online or, who do not use tools such as Skype.

As noted above, a personalized first-class letter will carry more clout than an email. Your letter should be on your personalized ISI letterhead stationery and placed in your personalized ISI logo envelope. [ISI will give you the opportunity to order your own personalized stationery.] It is a good idea to go to the post office and ask for the latest commemorative stamp to add interest to the outside of your mailing. Since this letter (or in rare cases, email) is a direct 'ask' for support, it should go individually to prospects on your Group A list only. Be sure you ask the person(s) to prayerfully consider joining your monthly financial support team (see examples below). You will want to enclose a device for the potential donor to respond to your ask. ISI will provide you with a supply of donation envelopes to include in such mailings. You may want to mention in your letter that you will be calling to get the person's response to your 'ask' for support.

Why not skip the letter and just call? In many cases, cold calling to ask for support is a turn-off. People usually like to be approached for financial support with a bit of advance notice. Your letter will allow them to think and pray before you call. (See also the section below on Requesting an Appointment).

## Time-tested Tips on Written Communication

### How Not to Write a Letter

*Dear Praying Friends,*

*We encountered more rain and road construction on our trip than we have ever had before, but it didn't interfere too much in our schedule. God was gracious, and we missed two major storms in areas where we traveled. Marlene started out with a severe scalp infection, which bothered her some, but praise God it cleared up by the fourth day.*

*We had some wonderful fellowship with several of the folks on our support team. It was a blessing to be able to share with them what God has been doing in our ministry and to hear what He has done in their lives.*

*The Lord gave us an exciting time with old friends. We enjoyed sitting in on the Sunday School class of high school boys that Zhong teaches at one of the largest Chinese churches in the U.S.*

*We also had a good visit with friends in Cleveland. They took us through the museum at the university, which we enjoyed very much. They invited a Muslim student to have dinner with us, and we had a good time talking about God and how we need Him in every area of our lives.*

*The school year has gotten off to an exciting start. I have been going to the university to meet with the students. I've been encouraged by the increased opportunities I've had for in-depth conversations with quite a few of the students about career planning, family relationships, and spiritual growth. Mary is still meeting with quite a few of the wives each week. She's excited about that.*

*Attendance at the Friday night bible study is still fluctuating from week to week. Several new students have come recently and we're trusting that God's Word will work in their hearts and draw them to salvation.*

*Thanks for your support, it is what allows us to continue in this ministry.*

### **The Critique**

This letter doesn't actually make you die, but it does sedate you. It is not our purpose to numb people into unconsciousness with our prose. What exactly did they mean by "wonderful fellowship"? What made it wonderful? What happened? Who said what? And how about that phrase, "It was a blessing to be able to share with them what God has been doing..."? Like what? "We had a good time talking about the Christian life." Did someone ask a good question? What exactly happened in that discussion?

This is lazy writing, all "tell" and no "show." The result is a flat letter. There is nothing to hold the interest or take the reader past the first sentence. In our first draft, we rarely ever *say* anything until about the third or fourth paragraph. Start with a sentence that *says* something. It is usually safe to delete the first half of the page when you are writing the second draft.

Consider the ways in which your own writing may be as boring as this writing. Check your paragraphs and decide which of them are "empties," taking up space.

### **The Rewrite**

The real writing begins when you start rewriting. Edit and rewrite until you are communicating effectively. The previous letter was a first and last draft. If the writer had taken the trouble to rewrite it, he would have deleted the first three paragraphs. Look for one good idea to salvage from your first draft and expand on it. Thinking back on that evening with those friends in Cleveland, they could have drawn the reader into what they experienced.

*Dear Joel and Sandi,*

*Remember that summer when we were seniors at CU and you two, Becky, and I went car shopping? We ended up with jalopies. That was all we could afford. You'll see why I am remembering that summer.*

*On a recent trip back east to visit friends (you know we're raising support), we had dinner one night with people who had invited a student from Saudi Arabia to join us. As I was waiting for someone to pass me the food, Mahmud said to John, "I will buy a car next week. Will you help me? I also need to learn to drive." Ha! John quickly picked up on the opportunity to serve this student and set a day to begin driving lessons and start looking for a car. When we told Mahmud he would need insurance, without any of us planning it, the discussion suddenly got into eternal issues. Mahmud said...*

The opening sentence grabs Joel and Sandi's interest. They will read on. You are beginning to draw a scene, pulling the reader into what happened. You can end this letter by making any

number of points. An obvious one is to demonstrate how easy it is to get into discussions with students about spiritual issues in the course of normal conversation.

### ***The Opening Sentence***

*Nothing you say in your letter is more important than the first sentence.* That is what draws the reader on to read the second. *Never* waste the first sentence on the weather (unless a tornado moved your house across the state line), or an apology for not having written earlier. The first paragraph should be full of **them**, the person you are addressing in the letter. Keep the “me’ and “I” out of it. They will read on.

Paul O’Neil, who wrote for *Life* magazine said, “*Always grab the reader by the throat in the first paragraph, sink your thumbs into his windpipe in the second, and hold him against the wall until the tag line.*”

Here is a letter that began with a quote (after the first paragraph, which is always addressed to the recipient). Use something a student said...*the way they said it.*

“Teach me about God. I know nothing. I am growing up with no talking of God.”  
Given an invitation like that, what is the very first thing you would want to tell an inquirer about God? I didn’t have to think about it very long before I decided that Mei Ling needed to know that God loves her. She was stunned. “He loves me? Why? How do you know this?” I put the Bible in front of her and let her read the verses herself. I wish you could have seen the look on her face.

Now you’ve drawn the reader right into your living room and allowed him to see what happened there. You’ve drawn a picture of a moment that was precious in the life of a student. Your financial and prayer partners weren’t there—*They need these word pictures to keep them inspired to work with you.* Share those moments with well-chosen words. How much less interesting the above would have been if you had written, “The other night I had a wonderful opportunity to tell a student that God loves her.”

### ***Aspire to Brevity and Clarity***

Jesus gave one rather long sermon (it took maybe twenty minutes), but it was concise. The points were made with a great economy of words.

***“It is much harder to write a short letter that says something than to write a long one that doesn’t.”***

Good writing is tight, stripped of all unnecessary, irrelevant, redundant words, even though the writer may have found poetry in them and felt they were needed to make his point. Good writing has seen the self-editor deleting, wiping out all the fluff or surplus verbiage, and paring the text down to bare essentials. To illustrate, look how many words can be removed from **this** paragraph to make the point more effectively:

Good writing is tight, stripped of all unnecessary words and phrases (*from 53 words to 11*).

**Brevity** means never using two words where one would do.

**Clarity** means using the *right* word.

### ***What a Letter Will Do for You—And What It Won't***

Our letters are an important part of our support development toolkit. They must do a lot of work or they are not worth the time, effort, and postage.

A well-written letter can cause people to weep with sorrow over the lost that you describe, weep with joy over a particularly touching conversion story, or laugh with you over a funny thing that happened.

You don't get to that kind of writing in a first draft. It takes effort to produce a letter that communicates like that. Letters are an important means of communicating your vision and ultimately, your needs. Even a bad letter takes time to write. If you make a decision to invest time and prayer in each letter, you will see the results in the responses you get from them.

- They must tell people what is happening. "We had a wonderful time," is not informative.
- Letters can instruct, give insight. They can educate our friends about different cultures, the hardships students face, or cause them to think about how hard it must be to believe in a very different God than they've experienced before.
- Our letters can inspire people to the point of moving them to a decision: prayer, financial support, personal involvement, or even joining ISI's staff.
- Letters keep donors and prayer warriors encouraged with what God is doing in the ministry.
- They keep you in close touch with many people between calls and personal visits.

Many people know they are better speakers than writers. They struggle getting started with a letter because they can't think of anything to say. They have mind-boggling stories to tell but don't recognize them when it comes to writing them down. If that describes you, the following ideas are for you.

### ***Ideas for Letters***

Engage the reader with *one* student.

*I first met Anggara when she was a teenager, the daughter of a graduate student at the university. When they returned to Indonesia, her father became a government minister. Now she's back in the U.S. doing her own graduate work. Her family was open spiritually back then. Anggara is still open. "I think someday I will probably be a Christian, but right now I am too busy," she told me after a bible study last night.*

*There are 5,000 international students in my city. Anggara is just one. Our whole team together has only met 1,200 and we have some activity with maybe 300 of those. What am I to do about the other 4,700?*

Write about an everyday occurrence, such as going to your mailbox and finding a letter from a former student, a new student, a volunteer, or donor. What did they say? If you are not sure they will not mind, use some of their sentences and take off on your thoughts.

*The stamp was from Finland and I knew right away who the letter was from. Kaarina had brought me to the brink of despair as I had tried to share Christ with her. She wrote, "I know you and Tom will be very happy about what I am going to tell you. You said you would be praying for me, and now I will tell you about my journey to God." Then let Kaarina tell the story herself, from her letter. Your comments and reflections will finish it off.*

Recall an event from your childhood that is relevant to an issue of today.

*When I was growing up, the only people who ever joined us for a meal in our home were relatives. I thought of that last night as I watched my husband and seven Japanese students prepare sukiyaki and tempura. As I put the chopsticks on the table, I wondered what my dad would have thought of this.*

Personal growth issues demonstrate openness and vulnerability. Talk about what happened in your heart as you meditated on a verse of scripture. Don't *begin* with the scripture verse or it will sound like you are going to preach a sermon. Bring that in at an appropriate place. How did it bless you, convict you or challenge you? Avoid sounding preachy by keeping it very personal.

*God is dealing with me about pride. The other day I was taking a walk, trying to unwind from a hectic week. I was so tired I didn't want to talk to God, or to pray for others, or to even think. (Already the reader is interested in what you are going to say next.)*

If you've started with something that sounds "flat" even to you, before you toss it and look for something else, think about what actually happened and see if there is a story there.

Original: *We had a great time canoeing, fishing, and roasting hot dogs with country music band and all. On Sunday, we had a special worship service with students sharing testimonies.*

Revision: *We didn't intend to nearly drown Shoji to get him into our bible study. But now we smile to see him there every Friday night now. "When I was several feet down in the water, trying to breathe and get back up to the boat, I really called out to God. I was so scared I was going to die and what really happens to me when I die. I don't know enough about it. I think I will begin coming to your bible study to help me know more about God." Shoji was standing in the canoe taking photographs when he toppled over the side. Three of us dove in to rescue him, but his lifejacket bobbed him back up to the surface quickly. It must have seemed like a much longer time to Shoji!*

Did you notice the stories in the letters above? We all love to read stories. Jesus told stories to illustrate life. Our stories should be real life too. They must have a point. They must challenge, move, inspire, or touch people in some way.

Get in the habit of keeping a daily journal, describing briefly what you saw, heard—a snatch of conversation or anything that triggered an idea for you.

### ***Listen to Your Writing***

Read it out loud. You will find things like this: *“I fought the temptation to be discouraged and have a pity-party with praise.”* You may not see awkwardness when writing because you know what you mean, but you’ll hear it in reading. Awkward sentences sound awkward when read aloud.

### ***Let It Cool Off***

Any writing can be improved if left alone for a time. Like fudge, you can cut it better when it has cooled.

### ***Read It Like Your Readers Read It***

Print out a copy on letterhead, fold it as normal, put it in an envelope and take it to where you usually read your mail. Open it and read it as your friends will read it.

### ***Look for Dull Words***

The top of the list of dull words is “excited,” “very,” and “really.” People skim over these words without seeing them anyway, so don’t give them space in your letters.

### ***Avoid Unnecessary Modifiers***

“Hot” is a strong word. It doesn’t need a modifier. “The day was very hot” is a weaker statement than just saying, “The day was hot.”

### ***Clichés Are Boring***

“Please don’t hesitate to ask” is as worn out as “Please feel free to call.” If you’ve heard an expression over and over again, give it a rest.

### ***Scripture***

When you begin a letter with scripture it looks like you are going to sermonize. Use it, or a portion of it, where it shows up in the context of the letter—not at the beginning.

### ***Periods***

Use periods to avoid overlong sentences. Don’t splice sentences with commas and conjunctions.

### ***The Forgotten Rules***

Parentheses enclose things. (They whisper.) Dashes set off things—they call attention! If there is a phrase enclosed in parentheses in a sentence, the period goes outside. If the entire sentence is enclosed within parentheses, the period goes inside.

- My mother said she would never forget that day (but obviously she did).
- My mother said she would never forget that day. (Obviously, she did forget.)

### ***Eliciting an Emotional Response***

Our writing must make people think, question, smile, weep with us, or laugh with us. We want them to identify with our vision, our passion, and even our weaknesses. We want people to *feel* something as they read our letters. God put a passion in you for this work. Don't be reluctant to let it show. Find the words to express what you feel, and you will draw out a response in others. What do you want them to *feel* when they put your letter down?



## Requesting an Appointment

### Phone Scripts

*(See additional resources in the Appendices)*

Become familiar with this material so that you can practice and discuss it during the PD training you will receive.

### The Phone Call to Set Up a Face-to-Face Presentation

This section deals with how to handle the phone call requesting an appointment to meet in person or online. We will demonstrate this for you during PD training.

It can take several calls to get just one appointment to meet with a prospective donor, so expect to spend some time on the phone. You should know some basic realities:

- You may reach one quarter of the people you call with your first phone call.
- It could take two or three calls to reach the next quarter of people.
- Approximately five tries to get the third quarter.
- The last quarter, you will never reach.

Just accept it as a fact that has nothing to do with you personally. The more you stick with this task, the faster you will see your support come in.

You may be able to call hundreds of students about an event, and fearlessly tackle questions about the nature of God, but shrivel into helplessness when faced with asking someone if you can meet with them to talk about financially supporting your ministry. Fear can turn to terror while waiting for someone to answer the phone. We'll help you get past that.

*“This process of friend raising is really exposing my personal weaknesses. It has been hard to deal with sometimes. I have always been shy and now I have to get out there and speak to the masses with my brilliant oratory. I just cannot measure up to what people expect from a missionary. People are looking for someone with passion and fiery oratory and instead they get me. I can just barely get through a speech and usually can't even get their names right. Am I the right person for the job?”*

*I knew this career change was going to be hard, but I don't think I understood how it would bring out all of my personal inadequacies and wave them around for public comment and condemnation. This is really the first time I have ever tried to earn a living by influencing other people, so suddenly I am finding myself in psychology, advertising, sales and marketing, for which I have no training, instead of in something I understand—*



*computers, numbers and factual data. The only thing that keeps me going is my conviction that God called me, no matter what!"*

—An ISI staff member (who raised full support while working full-time at a secular job)

*"For I hold you by your right hand—I, the Lord your God. And I say to you, 'Don't be afraid. I am here to help you'" (Isaiah 41:13).*

## **Sample Phone Scripts—For Dealing with Objections to Support Appointments**

The following phone scripts are based on real situations. They can help you deal with the expected, as well as the unexpected, responses you may receive. We anticipate the roadblocks that turn up, and provide the detours to help you avoid a “no,” “later,” or “get lost” rejection. These scripts lead you to turn a rejection into an opportunity for ministry to the person. As you read them, find what is comfortable for you. How would you do it?

### **Greeting**

*"Hi Bill, this is John Jones. Is this a good time to talk?"* Listen to the response. *"What's going on with..."* (chat briefly, exchange pleasantries). Listen. Pay attention to what you are learning about Bill's present situation. Take notes to keep you updated on Bill and his family.

### **Continue**

*"The Lord has really challenged us lately, and we are overjoyed about what we have the opportunity to do in ministry to international students at the university here in town."*

### **Share a Story**

Create interest and give the individual an opportunity to interact. Ask questions don't tell him everything.

**Ask for an appointment.** Remember to include the mention of money.

*"Would it be possible for me to stop by your home this week to tell you a little more about our organization and what our financial needs are going to be?"*

### **Objection: Lack of Time**

Respond by focusing on them. *"Bill, what kind of time crunch are you under? Is there any way we could help you?"* Bill responds that it's work, the children's after-school activities, and homework that keep them running. They are feeling pressured.

*"I sure understand, Bill. We've been there. Would it be possible to meet before work one morning, maybe at the church? I would appreciate the privilege of praying with you about this difficult period for you and Barb. We can talk about international student ministry when things settle down for you a bit."*

Alternative response for a lack of time to meet:

*“Bill, I understand because I’ve been there. You need to take a break! Come over for dinner after church next Sunday. We’ll eat a good meal, and get the kids set up with some games while we adults can just catch up with each other. We can pray for you to regain a normal pace in your lives.”*

**Note:** You have expressed concern for *their* problem and offered to pray with them, shifting the focus from yourself to them. They now know you are not just interested in them for what they can do for you, but that the friendship is genuine and mutual. Always remember: be flexible and be a servant.

### **Objection: No Money to Give**

Focus on who they are and the ministry they can have apart from supporting you financially.

*“You can participate at many levels besides financially supporting us. We need your interest and prayers as much as financial support. You can help by committing to pray for us. You can also get involved with us in other ways. Let me tell you about what we do every Friday night...”*

### **If They Hesitate or Make Excuses:**

*“Thanks for taking the time to visit with me on the phone, Bill. May we send you our monthly letter so you can keep up with what God is doing?”*

**Note:** Follow up regarding any prayer requests in a few weeks. Remember that you are raising up long-term friends!

### **If Unable to Get an Appointment**

*“Well, my friend, we certainly know how to pray for you. Please pray for us regarding... (share a need). I’ll check back with you in a couple of weeks to see how things are going.*

**Note:** Make a calendar notation to check back with the individual in two weeks to see how God has answered your prayers for them. After you have done that a couple of times, you can ask again about meeting together to discuss your work.

### **The Non-Phone Call Approach to Getting an Appointment**

The phone is a handy way to reach people, but it is not the only way. If a phone makes you tongue tied, you are just one of millions of people who admit to being least effective when on the phone.

Getting an appointment for a face-to-face presentation without using a phone is not only possible, but may lead to the ministry opportunities you are seeking with these potential donors. Be creative. If the person attends the same church, look for them and ask for an appointment. You might find your opportunity right then and there, depending on your skill and their schedule. Suggest lunch at a restaurant after church with the whole family. But don’t surprise them at lunch with an ‘ask.’ Be sure to mention in your lunch invitation that you want to talk about the financial needs of your ministry with ISI.

## With or Without the Phone, Anticipate Responses

Depending on how well you know the person and their lifestyle, you can sometimes anticipate their response to a request to get together. Perhaps suggesting to go to their home one evening is not a good idea. Be prepared to offer one or two options. Your flexibility could get you a positive response. Offer to pick them up at their office building or place of work and take them to lunch somewhere nearby. Saving their time may be very attractive to them. That may sound more enticing to some folks than having you visit in their home. And if the conversation doesn't get around to your financial needs, the time is valuable for relationship building.

*"I found the most valuable aspect of the training to be the way it opened my thinking regarding the issue of raising support for our ministry. We have so much to offer others by inviting them to become partners with us in this strategic ministry. We are conditioned to believe that when we ask somebody for financial support we are in a completely subordinate, degrading position. The PD training turned this around for me. I'm eager to see what the partnership development process approached from this perspective will yield."*

—ISI staff member

## Pray

Before you make a phone call, take time to pray.

- Ask God to bless your efforts to raise support, and to prepare individuals' hearts to hear you, be in tune with you, and respond to what you want to share with them.
- Ask for sensitivity to the person, to pick up on subtle signals.
- Ask God for wisdom to know exactly what to say and when to stop!
- Ask God to give you freedom to be open about why you are calling.

## Listen

- Don't do all the talking. Allow plenty of opportunity for them to interact with you.
- Be prepared to have the focus shift from you to them. If the initial conversation makes it obvious that you can't get an appointment, use the time to build the relationship with them. Maybe they need you in their life right now more than you need their support.

## Trust

- God is your Provider:

*"God has my team members numbered already. He has already provided. I just have to be faithful and get out there, share my heart for His work, and harvest what He has already done. God is able!"*

—ISI staff member

**Remember**

- The date, time, and place of the appointment. Confirm everything.
- Take along materials, the ISI video or PowerPoint presentation you plan to use, and the materials you will leave with them, including a reply envelope.



## Your Action Plan

*“If you don't know where you are going, you'll end up someplace else.”*

—Yogi Berra

Yogi is hard to beat, but perhaps Benjamin Franklin stated the need for planning most clearly: *“If you fail to prepare, you are preparing to fail.”* Thus, reaching the goal of 100% support requires careful planning followed by action. Before your PD training, read through the following and prepare a draft of your first action plan. During the training, you will work on refining your plan, and one of your trainers will review your plan and offer suggestions for improving it. The goal is to conclude your training with a very clear plan of what you will do in your first two months of PD.



### Organize Your Contacts: Segmenting Your PCL

As part of your prior module work, you created a **Personal Contact List (PCL)** of potential financial partners for your ministry with ISI. It was recommended in the module that you will need a minimum of 200 contacts if you are planning on a full-time position. So keep praying that God will bring to mind people to add to your PCL.

Now we want you to segment your PCL into groups (see below), depending on the depth of relationship you currently have with each contact listed. This will allow you to better customize your contacts with each group. As you add new people to your PCL, put them into the most appropriate group. Keep updating your groups, moving C contacts to B contacts and B contacts to A contacts, as your relationship with each grows.

**Group A—Ask:** These are people who are ready to partner in your vision. You know each other very well. They know what you want to do, and are probably expecting you to invite them to partner with you as soon as your training is over.

**Group B—Bring:** These are people to whom you need to bring awareness of your vision. These people are not as informed, not ready to be asked yet. You will want to connect with them several times before asking.

**Group C—Connect:** These are people you have met them. You have a name and address, maybe a phone number or even an email but you are not close to them, and they probably have no reason to care about you yet.

**Referrals:** You don't know these people. The friend who referred you to them should either take you to meet them, or send a letter of introduction (the former being the most likely to succeed). Some of these people may be ready to make a decision based on the recommendation of their friend, not on the relationship with you.

*“For I know the plans I have for you,” says the LORD. “They are plans for good and not for disaster, to give you a future and a hope”* (Jeremiah 29:11).

## Preparing a Draft of Your Action Plan

Please bring your draft to the PD training. One of your trainers will review with you before you leave. You will have time to refine it somewhat (break it down from the big picture to a week-by-week plan for a two-month period).

The work you will do below is a **draft**. Your finished plan should look something like the weekly plan laid out in the sample that follows.

### 1. Churches:

List them and what you will do, when you will do it, primary contacts, speaking opportunities at each, small group presentations, and video presentations, etc. Meet with the Missions Committee. Set a goal of when you will attempt to “work” a church.

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### 2. Individuals

- **Group A:** Put each name on a calendar week. Attempt only as many as you can follow up promptly.
- **Group B:** What do you need to do to bring them closer until you feel comfortable asking for support? A first letter? A follow-up letter? Put each name on a calendar week with the task.
- **Group C:** Renewing old relationships, doing heavy Relationship Building (RB). List the names, the steps you will take to build the friendship, when will you follow up, etc.
- **Referrals:** When you have a few referrals from people willing to share their network with you, begin to contact some of these.

### 3. “By Prayer Alone”

These are people who for personal reasons, you feel you cannot ask. There are always some like that. But God encourages us to ask Him for what we want, and He loves to answer the prayer of your heart, so ask. You can even pray that they will be prompted to give generously. When it happens, you’ll have no doubt that a loving Father said, “Glad you asked, I love to

answer.” Be persistent in prayer. Add their names to your prayer journal. Keep a record of when you begin to pray for them and be ready to record when God has answered.

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#### **4. Major Donors**

Major donors are businessmen and professional people, those who may have more to give than the average donor. Have you identified some? How will you approach them?

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#### **5. PCL Work**

Keep adding names and making corrections to contact information so that your database is always current.

#### **6. Prayer**

Do you need to strengthen your Prayer Team?

How often will you communicate with them? Do you have prayer letter emails on the calendar? Are you scheduling special prayer times alone? Half or whole days? Will you be scheduling extra time each day to pray about your support, and to pray through your PCL?

#### **7. Schedule of Written Communications**

Don't forget to include written communications of all kinds in your plan: periodic newsletters, prayer letters, and as needed, thank-you notes, special occasion recognition, and the occasional support development letter.

#### **8. Support Trip(s) Out of Area**

Would a trip be useful? Where? How many contacts or opportunities are in one location? When will you schedule a trip? It may be helpful to lay out a US map and locate your supporters. Use a small sticky note to list names in a given city, state, or area. This will show you where you need to focus your travel. Trips involve a lot of time to plan, as well as to execute. And the follow up for a trip also takes time. Allow plenty of time for this and be sure to send the trip itinerary form to your supervisor well in advance for approval (so your expenses can be reimbursed).

## **9. Weekly Plan**

After you have a good draft ready, begin crafting your weekly schedule, making sure you are keeping a balance of tasks with your A, B, and C contact lists. Here is a sample two-month plan, broken down into weeks.

## A Sample Action Plan

### Goals:

- To reach 100% in Partnership Development by May 15, 20\_\_
- To give 12 face-to-face presentations monthly.
- To make 10 phone calls weekly to set up FF presentations to ask for support.
- To present ministry to 4 churches.
- To send all appropriate written communications each month.



### March Churches contacted: Willow Valley

- 5-11            Send special occasion greetings for March based on database  
Face-to-face F Presentations: Steve Jessee, Braybills, Troy Davis  
Phone contacts: Haydens, Bays, Keelers  
Research addresses for lost friends
- 12-18           Face-to-face Presentations: Phil and Barb Sweet, Greg and Pat Taylor, Bill and Jean Welsh, Trudy Charter, Bill Wilson  
Phone contacts: Yees, Trays, Jacksons, Susan Robbins  
Special letter version (no ask) for new contacts and old acquaintances  
One relationship-building dinner with new local contacts
- 19-25           Face-to-face Presentations: Vince and Tok Aye, Reese and Susan Borgerman, Scott Denny, Marie Jones, Maggie Elders  
Phone contacts: Casey and Kayla Judd, Tom Kerrs, Bill and Lenda Prince, Kris Fasting, Dayla Reese  
Do letter to local pastors asking for appointment to share about ISI
- 26-April 1      Face-to-face Presentations: Rick and Alice Carden, Jeff and Eileen Farris, Barton and Joy Adcock, Richard George  
Phone contacts: Tim and Beth Leonard, Erik and Mysti Wolle,

April

Churches contacted: Willow Baptist Church

2-8

Face-to-face Presentations: Earl and Lois Van Dyke, Bob and Lynn Frederick, Jim and Marcy Hayes, Wayne and Dianne Lewis

Phone contacts: Mark Mathes, Eleanor McClelland, Pete McLeland

Two dinners at our home for relationship-building of new contacts

Follow-up letters to pastors with phone calls

9-15

Face-to-face Presentations: Mark and Cathy Greet, David and Lee Fouts, James and Heidi Patton, Jim and Susan Mays

Phone contacts: Steve and Mary McGowan, Deb O'Malley, Kathy Pass

## Computer and Email Capabilities

ISI currently requires all field team members to have email and internet access.

Additionally, field staff are required to have a primary computer compatible with Microsoft Office products necessary for reporting and communications. Office365 will be provided to you, including the latest Office software (for both pcs and Macs).

In order to meet these computer requirements, all field staff must request pre-approval from their regional director and must comply with current home office standards when purchasing a new or replacement computer.

ISI's Website and Publications Coordinator is responsible for maintaining compatibility for all systems purchased with ISI funds, whether field or national ministry funds. This allows any returned equipment to be reused within the ISI community, keeping expenditures to a minimum.

To view ISI's computer purchasing procedures, minimum requirements and recommendations, as well as FAQ's, go to: <http://www.isiministryoperations.org/orders.html> (PW: minops2013).

Computer training is available commercially at many locations nationwide, through international student friends who can tutor you personally, or via online tutorials. If you will be attending NSO without a basic competency level in these areas, you will need to get this training as soon as possible following your NSO. The information and communication flow after NSO will involve using most of these skills *immediately*. Professionalism in ministry with international students and your support team will require this and more!

Please contact ISI's Website and Publications Coordinator if you have questions or concerns about these issues.

If you currently have a computer and need to upgrade it, you may want to wait until after NSO to do so. Once you are accepted as a team member, these expenses will be reimbursable because ISI requires them of you. Again, you may contact ISI's Website and Publications Coordinator if you have questions about this process. The Coordinator will also give you more information at NSO.





## Appendices



## About ISI

### International Student Inc. (Founded 1953)

*ISI is a member of the ECFA (Evangelical Council for Financial Accountability)*

*“When it comes to reaching the world for Jesus Christ, I cannot think of a more strategic ministry in the Lord’s work today. These future leaders from around the world will go back home carrying the good news of the Gospel.” —Billy Graham*

- **Who is ISI?** A mission organization focused exclusively on reaching undergraduate and graduate international students studying in the United States.
- **ISI’s Mission**—To share Christ’s love with international students and equip them for effective service.
- **ISI’s Vision**—To see every international student befriended, led to a personal relationship with Jesus Christ, and disciplined for His service—to impact every nation with the Gospel of Jesus Christ.
- **ISI’s Objectives**—What We Do:
  - Promote friendship between internationals and Americans;
  - Help internationals adjust to and enjoy their American experience, both on and off campus;
  - Share the Gospel of Jesus Christ;
  - Further understanding of Christianity through bible studies;
  - Mentor and train Christian internationals for effective service when they return home;
  - Encourage, assist, and train churches to develop their own ministries to international students in their communities.



## Sample Introductory Letter

Dear Brian and Amada,

Congratulations on your new role at Delta Airlines, Brian! Amanda, I'm sure you are looking forward to having your hubby around a bit more. Wow, it's hard to believe it has been ten years since we gathered for your wedding! In the meantime, God has given you Drew and Ella, as well as a wonderful home near the Delta Airlines headquarters. I know that Delta's new pilots are going to love learning from you, Brian.

As you know when we transitioned back from Jordan, God laid it on my heart to continue working with internationals. Someone mentioned that I should check with ISI (International Students, Inc.). I'm so glad I did! They have welcomed me with open arms and introduced me to an amazingly strategic way to impact the Harvest by reaching the millions from the mission field who come to our country each year for higher education. ISI seeks to befriend, win to Christ, and disciple these students on nearly a thousand campuses across the US. Then, we equip them to return to their own countries to reproduce disciples among their own people. As such, they do not have to secure a visa, learn a language and culture, or raise support (more about that in a moment). These students are often the best and brightest from their home countries. When they enter back into life at home, they often serve in key positions within government, military, education, and business. The potential impact for the Gospel thrills me.

I love my ministry with ISI: helping raise up an army of indigenous missionaries to reach their own people for Christ. But I need your help. In order to serve with ISI, I must raise my full support, including salary, taxes, insurance, ministry expenses, and savings for retirement. I'm planning a trip to the Southeast soon and would love to stop in and see your new home, get caught up on your lives, eat some of your fantastic brisket, and share with you both my vision and financial need.

I plan to give you a call in the next week or two to see if we can set something up. In the meantime, pray for me as I'm already involved with international students right here in Colorado Springs.

Looking forward to seeing you soon,



## Sample Letters

### Vision Letter—Sample 1

Dear Rich,

It was great talking with you today; I enjoyed catching up on things. I have many fond memories of our times together and am blessed to have you as my friend. As we discussed, there have been some exciting changes in my life and I wanted to update you on my ministry with international students.

You may recall that I worked for 25 years in sales, marketing, and management for several companies in Dallas. The last several years however, my heart was restless as God was stirring it and redirecting me to a greater focus on ministry. Therefore, after much thought and prayer, I have left the business world and gone into full-time ministry with International Students, Inc. (ISI). The opportunity with ISI is a great fit because it combines my heart for missions with my business skills and experience.

ISI was founded in 1953 and our main purpose is sharing the love of Christ with international students attending college in the United States—it's simply *missions in reverse*. Through our Friendship Partner® program, ISI works with churches to assist them in reaching out and ministering to international students in their communities. My role will be to work with local churches and the college campus ministries (SMU, TCU, North Texas, UT Arlington, UT Dallas) assisting them in their efforts to reach more students.

I look forward to starting my work full-time and helping to educate and train churches (multiplies impact!) to reach young people from around the world for Christ right in their own backyard. I am also a little nervous. This is an enormous task and the greatest challenge Jean and I have ever faced. We are stepping out in faith and trusting God with our future and this new venture, but we have also realized...we need help! We are asking God to do a mighty work through us, however we must first start by putting together a team of friends who will invest in us financially and pray for us each month.

We have been praying and thinking of friends that have been a blessing and a part of our lives in some way over the years. We are going back to many of these friends and asking them to pray about joining our team and financially partnering with us to reach young people from around the world with the love of Christ.

Rich, I was wondering if you would prayerfully consider coming on our monthly support team. I have no idea what you might be able to do, but we would be honored to have you invest in us and our ministry. Whatever God may lead you to do, please know that I appreciate you and am grateful for your friendship. I will call you in a week or so to answer any questions you may have and to see how you feel led on this. I pray God's blessing on you and your family.

Your brother in Christ,

## Vision Letter—Sample 2

Dear Robert and Julie,

I hope you and the boys are doing well and having a fun summer. My kids are enjoying their time off and are not quite ready to start back to school. I look forward to talking with you more and catching up. There have been some big changes in my life recently, and I wanted to update you on an exciting new direction the Lord has for us.

For the last 25 years, I enjoyed working in sales, marketing, and management for several companies in Dallas. The past several years, however, my heart has been restless and I kept asking the question—what has God gifted me to do and where does He want me to serve Him? God stirred my heart, redirected my steps, and made it clear that He was leading me into mission work to help reach those who do not know Him. Therefore, after much thought and prayer, I have taken a scary step of faith, left the business world, and gone into full-time ministry with International Students, Inc. (ISI)!

ISI is a mission organization that focuses on reaching international students attending U.S. colleges with the love of Christ. It is simply *missions in reverse*. Through our Friendship Partner® program, we work with churches to assist them in reaching out, befriending, and ministering to international students in their communities. The opportunity with ISI is a great fit because it combines my heart for missions with my business skills and experience. I will be working with churches and the college campus ministries (SMU, TCU, North Texas, UTA, UTD) to expand their outreach to students.

I am looking forward to assuming my new position and helping educate and train churches to reach young people from around the world for Christ right in their own backyard. I'm also a little nervous. This is an enormous task and the greatest challenge Jean and I have ever faced. We are stepping out in faith and trusting God with our future and this new venture, but we have also realized...we need help! We are asking God to do a mighty work through us; however we must first start by assembling a team of people who will invest in us financially and pray for us each month.

We have been praying and thinking of friends that have been a blessing and a part of our lives in some way over the years. We are going back to many of these friends and asking for a chance to sit down with them to share the ministry vision and financial goals the Lord has laid before us. It would be great to be able to do that with the two of you.

I will call you in the next week or so to find out when might be a good time to get together. I appreciate your friendship and look forward to seeing you.

Kindest regards,

## Ways to Give

Donors may make donations to your ISI fund in various different ways:

- **Send a check made out to International Students, Inc.** (with the team member's name or fund number #5\_\_\_ on a separate piece of paper with check) and send to:

International Students, Inc.  
PO Box C  
Colorado Springs, CO 80901-3000

- **Arrange automatic bank transfers or a credit card donation** by going to:

<http://www.isionline.org/Home/Donors.aspx>

or by calling ISI's Donor Services Department at 800-474-8628

- **Give online**, by going to your individual giving page:

For example—

<http://www.isionline.org/donate/YourName.aspx>



## Phone Scripts

### Phone Script—Scheduling a Face-to-Face Meeting

**Introduction/Greeting** – “Hello Frank, this is Jim Johnson. How are you doing? Is this a good time to talk or have I caught you in the middle of something? How are Sue and the kids?”

**Transition to Purpose of Call** – “I sent you a letter recently about my ministry with international students and wanted to know if you’ve had a chance to read it yet. As you read it, did it make sense? Do you have any questions?”

**Ask/Schedule Appointment** – “Frank, God has led me to a very exciting and strategic opportunity to impact the world for Christ by reaching international students right here at home. I am looking forward to assuming my new position and starting in the ministry full time; however, I first need to put together a team of financial partners who will invest in us and pray for us each month. And that’s what I wanted to sit down and talk with you and Sue about. It would be great if we could get together one evening in the next week or so. Would next Tuesday or Wednesday work for you guys? Alright, Wednesday sounds good. Is before 8 or after 8 better for you?”

**Close/Wrap Up** – “Okay, next Wednesday at 7:30 at your home is perfect. Thank you so much. I look forward to seeing you and Sue next week. I might call the day before just to reconfirm things. Thanks again, Frank, and I’ll see you next Wednesday at 7:30.”

### Phone Script—Asking for a Decision after a Meeting/Letter

**Introduction/Greeting** – “Hello Frank, this is Jim Johnson. Did I catch you at a good time? Do you have a few minutes to talk?”

**Transition to Purpose of Call** – “Thanks again for your time last week, I really enjoyed being with you and Sue and appreciate your interest in my ministry with international students.”

**Ask for Decision** – “I’m just following up on our meeting/letter last week to see how you and Sue feel led about joining our monthly support team.”

**“Yes” Response** – “That’s great, thank you so much. I am excited to have you on our team and whatever fruit God brings will be a result of our joint effort. I am grateful for your financial and prayer support and appreciate your partnering with us.”

**Follow Up to Yes Response** – 1) Review giving process, receipting, etc., and try to get confirmation as to when they will be sending their first gift; 2) Mail a thank-you note with donation envelope (stamped) and the Easy Giving Plan form.

**“No” Response** – “That’s fine, Frank. I totally understand and you have to do what you feel the Lord has led you to do. I am grateful for your friendship and appreciate your interest in my

ministry and the opportunity to share with you about it. I was wondering if you would allow me to send you our ministry newsletter throughout the year so you can keep informed and updated on what we're doing. I would be honored to have you read it and pray for us. After you get a better feel for our ministry over the next year or so, would you give me permission to touch base with you this time next year to visit again about our ministry and possible support?"

**Follow Up to No Response** – Send a note thanking them for their time/prayers and telling them that you look forward to keeping in touch.

## Thriving in Ministry

(How to Avoid Becoming a Spiritual Casualty)

*A failing life is a succession of failing days.*

### **Saints Fail Because They:**

- Fail to nourish their spirit
- Fail to acknowledge and fortify against the enemy
- Fail to take seriously their own weaknesses
- Fail to maintain godly standards of integrity
- Fail to establish effective lines of accountability
- Fail to learn from past mistakes (their own and others')
- Fail to understand and develop themselves (spiritual gifts, personal strengths, etc.)
- Fail to take initiative (exercising faith)
- Fail to plan, evaluate, and adjust
- Fail to rest, replenish, renew.

*"If my private world is in order, it will be because I am convinced that the inner world of the spiritual must govern the outer world of activity. If my private world is in order, it will be because I recognize my proneness to operate according to schemes and patterns not made of God but fashioned by a disordered past."—Gordon MacDonald*

### **Keys to Preventing Spiritual Failure:**

1. Daily intimacy with God

*"If my private world is in order, it will be because, having faced up to what drives me, I listen quietly for the call of Christ."*

—Gordon MacDonald

2. A Scripture-saturated mind

*"If my private world is in order, it will be because I absorb the words of Christ into my attitudes and actions."—Gordon MacDonald*

Through...

- Regular Scripture memorization
- Regular personal bible study.

3. People before productivity

*If we fail to nurture relationships, we will neutralize our impact.*

4. Keeping "short" accounts

- Quick to give forgiveness

- Quick to receive forgiveness.

5. Personal accountability

- Actions
- Attitudes
- Ambitions.

6. Stay teachable

- Input from the godly and wise
- “Listening” prayer

7. Your “Spiritual Cover”

*“Every preacher [minister] who does not make prayer a mighty factor in his own life and ministry is weak as a factor in God’s work and is powerless to project God’s cause in this world.”—E.M. Bounds*

*“No learning can make up for the failure to pray. No earnestness, no diligence, no study, no gifts will supply its lack. Talking to men for God is a great thing, but talking to God for men is greater still.”—E.M. Bounds*

Requires...

- Personal prayer & fasting
- Personal Prayer Support Team
- Build hedges of protection against:
  - Personal weaknesses
  - Perimeter of sin.

8. Clear focus and strong spiritual vision/passion

*“If my private world is in order, it will be because I have made a daily determination to see time as God’s gift and worthy of careful investment.”—Gordon MacDonald*

*“If my private world is in order, it is because I have begun to seal the “time leaks” and allocate my productive hours in the light of my capabilities, my limits, and my priorities.”—Gordon MacDonald*

a. Regular times to evaluate and adjust

*“If my private world is in order, it will be because I make a daily choice to monitor its state of orderliness.”—Gordon MacDonald*

*“We need to have a system to establish the proper balance in whatever we do. Goal planning can help you establish congruity; goal planning that is firmly founded on an honest, realistic appraisal of who you are and what you cherish most—your most vital priorities. As you proceed to manage your day, you will discover two essentials for managing it well: a period of solitude for planning and a set of guidelines to make your planning fruitful.”—Charles Hobbs*

b. Physical, emotional, and spiritual renewal

*“If my private world is in order, it will be because I have chosen to press Sabbath peace into the rush and routine of my daily life in order to find the rest God prescribed for Himself and all of humanity.”—Gordon MacDonald*

**Rest** = pause from “de-energizing” activity

**Recreate** = engage in “energizing” activity

**Renew** = restore/strengthen my inner person

c. Action plan for continued personal growth

*“And Jesus kept increasing in wisdom and stature, and in favor with God and men”—Luke 2:52, (NASB).*

In the following dimensions:

- Spiritual
- Relational
- Mental
- Physical.

*It takes trained workmen to do the boring. Anybody can light a fuse.*

**Sources:**

Gordon MacDonald (*Ordering Your Private World*)

Charles R. Hobbs (*Time Power*)

E.M. Bounds (*The Power of Prayer*)



## 'Ask' Demo Process

**Letter:** Jeff and Gordy have known each other for years and previously served on a church staff together. Two weeks ago, Jeff sent a letter/email to Gordy introducing his new ministry with ISI and letting Gordy know he would be calling to set up a time to talk about Jeff's ministry and need for financial support.

**Pre-Ask Call:** Jeff calls Gordy to see if he received the letter/email, whether Gordy has any questions, and to ask for a face-to-face (F2F) appointment one evening next week.

### The Ask:

- Thank Gordy for the time together.
- Re-connect with Gordy.
- Share about our journey from Jordan to ISI.
- My ministry: Director of Field Development, local ministry to M\* \_\_\_\_\_ students, and Broadmoor international interns.
- Ask if Gordy has any questions.
- Ask Gordy if he and Patty would prayerfully consider partnering with me in this strategic and effective ministry in the harvest by means of a monthly financial commitment to ISI. *"Is that something you would be willing to do?"*
- Wait for Gordy's answer.
- Ask, *"May I call you a week from tonight, about this same time, to see how God has led you?"*
- Leave materials, explaining how they can give.
- Thank Gordy for our time together and prayerful consideration of support.
- Send a thank-you note that evening.

**The Post-Ask Call:** Jeff calls Gordy at the appointed time to see if he and Patty have reached a decision about support:

- If YES: thank them, ask when you might expect their first gift, ensure they know ways they can give, and send a thank-you note that evening.
- If NO: thank them, ask them if you may continue to send your newsletter to them, ensure they are on the mailing list for your newsletter, and send a thank-you note that evening.
- If NOT ABLE TO ANSWER: leave a message and call back another time.



## Face-to-Face Presentation Outline

- **Connect**—Rapport-building (Ask questions that focus on them)
- **Calling**—How God led you to ISI
- **ISI Background**—Mission/Vision of Strategic World Missions in Reverse
- **Your Role With ISI**
- **Changed Lives**—Two brief stories of God working in students' lives
- **Transition to Ask**—*“It’s because of stories like these...”*
- **Ask**—*“Would you prayerfully consider coming on our monthly support team?”*
- **Schedule Follow-Up**
  - a. If praying about it, schedule a time to call the following week for their decision.
  - b. If “yes” on the spot, collect donation or schedule a time to do so.
- **Conclusion/Wrap Up**
- **Commitment to Partners**
  - a. To work diligently and faithfully to reach students for Jesus Christ;
  - b. To communicate on a regular basis how God is blessing the ministry;
  - c. To pray for them and share prayer requests with each other.
- **Give Materials**—Donation envelope along with a brochure and brief overview of ISI and your personal ministry.
- **Thank them** for their time and ask how you can pray for them and their family.
- **Send thank-you note** after meeting.



## Connecting with Local Churches

### 1. Do Your Homework

Know the church's mission/vision and burdens/challenges.

Know the church's history and ministry context/demographics.

Who are the leaders/decision-makers?

Lead Pastor?

Missions Pastor/Director?

### 2. Before You Meet

- a. Identify and articulate how you/ISI can help the church accomplish its mission/vision.
- b. Call and make an appointment with the appropriate leader/decision-maker.

### 3. When You Meet

- a. Share what you understand the church's mission/vision to be, then ask him/her to clarify what you've missed or don't understand.
- b. Ask what the church's greatest missional/vision needs/challenges are.
- c. Briefly explain what ISI is about and how you/ISI can help them fulfill their mission/vision.
- d. If he/she shows interest, ask for a follow-up meeting to share/explore strategies for their international student ministry and disciple-making mobilization.

### 4. After You Meet

- a. Send a thank-you email/note.
- b. Confirm your next appointment and agreed-upon discussion content/issues.
- c. Send relevant documents/information for their review.

#### IMPORTANT:

- Know where you're meeting.
- Dress appropriately.
- Be prepared (relevant information/materials, appropriate questions of them).
- Be on time and respect their time.
- Don't be pushy (listen carefully/take notes).
- Leave relevant materials and your contact information.



## Approaching Churches for Support

### General Principles:

- The church most likely to support you is one in which you are known and involved in ministry.
- Conversely, it is unlikely that you will gain support from a church to which you have no connection, either presently or in the past. However, having a respected champion or advocate within the church can make all the difference.
- Since ISI is a non-denominational organization, you are more likely to be funded by a church that is not strongly oriented toward a denomination in its mission outreach.
- Know before you go—know a church’s missions policy before you approach them for support:
  - Know if the church has a focus within its missions program.
  - Know how the church funds its corporate missions program. For example:
    - Missions budget is a line item in the church’s overall budget.
    - Missions budget is a percentage of church income.
    - Missions budget is raised by faith-promise pledges.
    - Missions budget is funded by separate giving to the church missions fund.
  - Know the church’s policy regarding corporate vs. individual support (e.g. some churches will not allow you to solicit individuals within the church if the church corporately supports you.)
- It is wise to have a few anchor supporters who, together, carry a larger share of your monthly support. A church could be one of these anchor supporters. But overreliance on one church for a large portion of your monthly support is not wise. Why?
  - Pastors change.
  - Missions committee members change.
  - Church missions philosophies change.
  - Churches undergo life-cycles and splits.

### Nature of the beast:

- Churches may require you to re-apply for support as often as every year.
- Churches may require you to fill out a written report annually.
- Churches may require you to align with them doctrinally.
- Churches may require you to attend their missions conference (and may/may not reimburse your expenses).
- Church processes move slowly. Getting an answer about support from a church will usually take significantly longer than with an individual donor.
- Try to find out who is the best person to help start the process within a given church. In larger churches, it may not be the senior pastor but rather the missions pastor/missions chair person.



## Church Presentation Example

### **Situation:**

Fellowship Church has asked me to take three minutes in a morning service to acquaint the congregation with the ministry of ISI and to invite folks to the monthly missions potluck after service next week.

### **Presentation:**

Thank you for your faithful support of our ministry while Mary and I were serving in the Middle East. Upon our return, I wanted to keep working with internationals and that drew me to International Students, Inc. (or ISI). Every school year, over a million of the best and brightest from the mission field come to the US for higher education. Many of these students are from 10/40 Window countries that are closed to typical missions outreach. Often lonely and in need of help in negotiating American culture, these students typically are ready to engage with new American friends. ISI's vision is to see every one of these students welcomed, loved, and introduced to the Gospel. Those who respond are discipled and, as they return to their home countries, encouraged to become missionaries to their own people.

Even if an international student does not respond to the Gospel during his/her stay in the US, seeds have been planted. For example, I met regularly for bible study and friendship with a Muslim student during his two-year master's program in electrical engineering. Now that he is back in his Middle East homeland, I'm in touch regularly via Facebook. I've also contacted a pastor friend in his country and am working to get them together for follow-up. Someday, I hope to visit his home, just as we had the privilege of having him in our home here.

Best of all, ISI is a ministry **you** can become involved in, helping us share the love of Jesus and the truth about Jesus on our local university campus. I want to personally invite you to bring a hot dish and a salad or dessert to share and come to our missions dinner immediately after our service next Sunday morning. We will let you know how easy and exciting it is to get involved with the mission field that is right at our doorstep. I hope to see you there!



## Dealing with Disapproval of Family

When you hear a call from God, don't assume your family members will bless your calling. They may not be where you are spiritually, and may not be ready for you to be in ministry. Or they may be concerned that you will need to raise support. That can be a big barrier if they do not have a good understanding of the biblical foundation for raising support, or if they've had a bad experience with someone else.

Don't try to win them to your point of view by argument.

**Hear them out.** Let them know that you respect their point of view. Ask for their respect for your position.

*“Let everything you say be good and helpful, so that your words will be an encouragement to those who hear them.”—Ephesians 4:29*

**Be sympathetic with their feelings and opinions.** Saying that you understand is not the same as saying you agree with them, but it is pacifying.

*“Don't look out only for your own interests, but take an interest in others, too.”—Philippians 2:4*

**Be patient, give it time.**

*“A person's wisdom yields patience; it is to one's glory to overlook an offense.”—Proverbs 19:11, NIV.*

**Deal with the problem. The person is not the problem.** Don't go on the attack against the person. Time, prayer, and your respectful attitude will do more to heal the situation than debate.

*“A gentle answer deflects anger, but harsh words make tempers flare.”—Proverbs 15:1*

**Work toward reconciliation.** Be prepared for *resolution* to come later. Ask the Lord for freedom to move ahead if there are still brick-wall obstacles with family.

If a parent asks you not to approach family and family friends for support, what do you do? How can you show respect and still be obedient to what God has called you to do? If they are sensitive to the support issue, don't bring it up with them. Perhaps their fear is that you will ask *them*.

Honoring the Lord and honoring your family are difficult and sensitive issues. You don't want to alienate a family member. Obedience to God may not look like it is going to bear fruit at first. Trust God to enable you to bear the consequences of your obedience. When you have done all you can do to help your family, you've done all you can do. Pray that they will ultimately come to accept what you are doing.

*“God blesses those who work for peace, for they will be called the children of God.”—Matthew 5:9*



## A Suggestion for Asian Staff

One of ISI's Asian staff members shared how she has successfully raised support in her own community.

*“Chinese do not want to be individually asked to give, whether it is through phone calls, letters, or face-to-face appointments, unless you have a very, very close relationship with them. I need to conduct my fundraising activities to a group, rather than an individual.”*

Here are some suggestions for Asians who need to do fundraising for their ministry:

- Build a good relationship with your pastor and elders.
- Ask your pastor to let you present your ministry vision and financial need during a regular service.
- Ask your pastor and elders to refer you to other churches or potential donors.
- Try for good exposure at prayer meetings, small group meetings, etc. Attend regular church activities and look for opportunities to serve leaders in the church. Let them see your capability to do ministry.
- When you are visible and people are constantly reminded of your ministry and need, they will respond to you sooner or later.



## Accountability

Check out our online Partnership Development Resources at

<http://www.isi4training.com/pd-resources.html>.