

# STRENGTHEN AND GROW YOUR MINISTRY

## LCEF MINISTRY MOMENTS VIDEO SERIES

### **Funding the Mission #6 – Galas and Special Events**

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A key part of many congregational and ministry financial plans is fundraising at special events or galas.

#### **How can a gala or event successfully expand your ministry?**

##### **1. Purpose of Galas and Special Events**

- Special events are designed to expand ministry and help fund the mission.
- They ought to celebrate the ministries of your congregation or ministry.
- Special events should inform people about a specific ministry and engage them in it.
- Be sure to thank supporters, staff and volunteers.

##### **2. Fundraising in Events**

- Funding efforts should follow information and engagement as well as sincere and public appreciation for all who serve and support.
- The funding message of the event needs to be clear and concise.
- Any giving done at these events should be geared toward a specific ministry or project and should be above and beyond normal giving.

##### **3. Success of Events**

- Connect with a diverse group of people – members and those who are not already connected with your ministry.
- Tell the story of lives impacted by your ministry.
- Build trust by showing how your ministry is funded and what your fundraising goal is for the event.
- Paint a clear picture of the result of a successful fundraiser, focusing on one tangible item or project.