**⯌ Explaining Your Vision:** *Start by creating your Case Statement*“A case statement or case for support is the core document sitting at the center of your fundraising strategy. It explains to potential supporters what you need money for and what the benefits will be to the beneficiaries if they donate to your cause.”

—The Influential Fundraiser by Bernard Ross & Clare Segal

**Your Name:** Click or tap here to enter text.

**Your Converge Missionary Account #:** Click or tap here to enter text.

1. ***What is the pressing need/problem?*** The pressing need/problem is a field/human need, not your personal financial need. Specify (1) the precise need and (2) who exactly will benefit when that need is met. Be sure to make the need manageable so that supporters will feel that they can make a difference. Global poverty is too big for an individual to wrap his arms around, but he can understand saving one individual or helping one family.

Click or tap here to enter text.

1. ***What evidence is there that this problem is a pressing need?*** Why is your call to action so urgent? Why is it crucial? What might happen if they don’t partner with you in your cause? Evidence might be from surveys, expert opinions, or statistics and include stories, anecdotes, or testimonials to support your case.

Click or tap here to enter text.

1. ***How are we uniquely qualified to tackle this need?*** While there may be several organizations that could tackle this issue, what is special about you & your organization?
2. ***How is Converge uniquely qualified to tackle this need?***

**Converge** is a movement of churches working to help people meet, know and follow Jesus. We do this by starting and strengthening churches together worldwide. For over 165 years we’ve helped churches bring life change to communities in the U.S. and around the world through church planting and multiplication, leadership training and global missions.

**Converge** has grown from just a few Swedish immigrants to a group of more than 1,400 churches organized within 11 Districts throughout the United States. Within International Ministries, God is using our \_\_\_\_\_\_\_missionaries serving in \_\_\_\_\_\_countries to spread the gospel among every least-reached people group.

**Converge** is a member of the Evangelical Council for Financial Accountability, assuring donors of financial integrity.

1. ***How is International Ministries (IM) uniquely qualified to tackle this need?***

**We are asking God for a gospel movement among every least-reached people group—in our generation.**

Desiring to be significant participants in accomplishing the Great Commission, we depend upon God to accomplish far more than could be achieved through human effort. We will strategically do our part to catalyze multiplying movements of the gospel within every people group still unaware of the Lordship of Jesus. Our goal is to see the unreached number hit zero. We do this with urgency, longing to see “none perish, but that all would come to a knowledge of the truth.”

1. ***How is your initiative/project uniquely qualified to tackle this need?***

Click or tap here to enter text.

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Click or tap here to enter text.

* *How/when/where did you become a Christian*?

Click or tap here to enter text.

* *How/when/where did you first sense God’s call to missions?*

Click or tap here to enter text.

* *How/when/where did God call you to Converge?*

Click or tap here to enter text.

1. ***What will be the benefits of your missionary action?*** If you take your missionary action now, what will be the positive outcomes, both major and minor? Honestly differentiate between what can be guaranteed and what might be possible.

Click or tap here to enter text.

1. ***What are the negative consequences if your missionary action fails to launch?*** Clearly lay out the major and minor consequences if you do not launch your missionary action. Sometimes this is the strongest motivator for donors.

Click or tap here to enter text.

**3-Point Case Statement Summary**

To answer the following, refer to your answers above, as noted. Responses should be concise (no more than 3 lines).

1. **What’s the problem**? *Refer to questions 1 and 2 above.*

Click or tap here to enter text.

1. **What’s the solution**? You personally must be a key part of this solution. *Refer to questions 3 and 4.*

Click or tap here to enter text.

1. **What’s your desired response**? What are you asking other people to do? *Refer to questions 4 and 5*

Click or tap here to enter text.

❶*Developing your* **Vision**

**√** The first vision example below is expressed as a 1-sentence futuristic ***vision statement,*** an overall strategic objective, accompanied by two reasonably achievable 5-year goals.

**√** The second vision example is expressed as a 1-sentence current & ongoing ***personal mission statement,*** another form of an overall, strategic objective, accompanied by two reasonably achievable 5-year goals.

***Vision:*** **300 new Christ-followers permanently rescued from the death-trap of Buddhism, working actively to reach their neighbors and other Buddhists for Christ.**

***Goals:*** • By 2020, identify and begin discipling six Buddhist families living in Northern India, as followers of Christ.

• By 2022, train these new believers to multiply themselves by planting 20 new indigenous house churches within three major unreached people groups**.**

***Personal***

***Mission:*** **Help Converge churches increase their effectiveness in reaching the least reached.**

***Goals:*** • By 2023, help 50 unengaged churches develop an active, strategic and effective cross-cultural ministry—locally and globally.

• By 2025, see 300 new missionaries from Converge churches serving the least reached.

**What is your 1-sentence vision?**

Click or tap here to enter text.

**What are two 5-year goals which would show partial or complete accomplishment of your vision?**

*These goals help your donors understand exactly how their donations will be accomplishing your vision. Each goal must be reasonably achievable in the mind of the donor—yet big enough that, without God’s help, the goal won’t be achieved. Each goal has a deadline and a measurable metric.*

1. Click or tap here to enter text.

2. Click or tap here to enter text.

➋ *Developing your* **Case Statement**

**√** Your 1-page Case Statement can be produced in a variety of formats. Just keep these recommendations in mind:

* Keep it to just *one* page.
* Use a second color or full color, if appropriately designed.
* Selectively choose photos or graphics that help potential ministry partners clearly understand your missionary work.
* Generally, the Converge logo will be at the top and your contact information/financial gift instructions at the bottom.
* Your Case Statement should include a life-changing testimony or other transformational story which illustrates the outcome of your vision.

**√** A good approach to writing your Case Statement would include the following 4 paragraphs of narrative/storytelling information:

1. **Field location/people group need:** a brief background description of the problem you are trying to solve.
2. **Why you believe God has called you to be the part of the solution:** an explanation of *why* you are doing this missionary activity.
3. **Your Vision:** a brief explanation of *what* you’ll be doing during your first term
4. **Response desired:** what are you asking other people to do about this need? How can they become a part of the solution you are proposing?

➌*Developing your* **5-Year Ministry Plan**

**√** Your 5-year Ministry Plan is generally structured with a series of bullet points for easy reading. The following questions will help you identify what to include.

**√** A 5-year Ministry Plan template follows. Feel free to use it or create your own.

**1. *PRE-FIELD*: What specific personal life events led to your missionary call? *List 6-8 significant events, including dates where possible.***

Click or tap here to enter text.

**2. *PRE-FIELD*: What have you done to prepare yourself for missionary service? *List 6-8 significant experiences, including dates where possible.***

Click or tap here to enter text.

**3. *PRE-FIELD*: What are the major items or areas you need to address before deployment?**

Click or tap here to enter text.

**4. *ON FIELD*: What are your primary objectives and specific goals during your 1st term?**

Click or tap here to enter text.

**5. *ON FIELD*: What should you say about your eventual 2nd term?**

Click or tap here to enter text.