

Developing Your Missionary ‘Case Statement’



Reaching People for Christ

by Starting, Strengthening, and Multiplying
Transformational Churches & Leaders Worldwide

... which includes your “Sizzling” Vision and 5-Yr Ministry Plan

by Roger Peterson ♦ Director of Converge IM Partnerships ♦ © Nov 2014 Converge International Ministries; updated Feb 2015

✦ Overview of ‘Case Statement’ Theory

“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

✦ Explaining Your Vision: Start by Creating Your Compelling, Personal Missionary ‘Case Statement’

Your “sizzling” vision will be imbedded within a compelling, well-written Case Statement. It should be a 1-sentence summary which goes beyond simply *what* you are doing (common mistake!), into *why* you are *solving a specific problem*. To help you develop your “sizzling” vision, you’ll start first by providing clear, succinct, authentic answers to these *Three Sets of Co-mingled Questions*:

- The **five black-ink questions**; then summarize those five answers into ...
- The **three red-ink “WHYS?”**; then re-summarize all previous eight answers into ...
- Your **3-POINT CASE STATEMENT SUMMARY**.

↗ Toward the end of this worksheet paper, you’ll begin writing your **1-sentence ① “sizzling” vision**, accompanied by two [5-year] goals (the goals help your donor understand exactly how their donations will be accomplishing your “sizzling” vision).

↗ Then you will conclude these worksheet pages by jotting down certain life events you will use to develop a separate, professional **2-page ② 5-year Ministry Plan** and your **compelling 1-page ③ Case Statement**.

✦ Now, before writing anything, simply ponder these *Three Sets of Co-mingled Questions*:

1. **What is the pressing need (pressing problem)?** (the pressing field-need problem or pressing human-need problem—not your personal financial need). Specify: (a) precisely what the need is, and (b) 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.
2. **What evidence is there that this problem is a pressing need?** Why is your call to action so urgent? What’s the big hurry? Why is it crucial? If a donor has no sense of urgency, they may not be compelled to donate to your cause (but *don’t* ever “manufacture” a false urgency—Christian integrity matters!). Your case should have a sense of cause and effect, i.e., if donors do *not* donate, an unfortunate impact may occur.
 - ♦ Extract your evidence from surveys, expert opinions, or statements from the beneficiaries—bit KISS!!
 - ♦ KISS = Keep It Simple, Sam!! It is crucial to find (just) *one perfect statistic* that will speak to your donors. You must also look for the one perfect “outcome” proof: a story, anecdote, or testimonial that will back up your case.**B. WHY NOW?** *Make it clear that this need is now, and must be addressed soon.*
3. **How are you and your organization uniquely qualified to tackle this need?** (your organization = a. Converge Worldwide, b. International Ministries; c. Your On-Field Team; and d. You). While there may be several organizations that could tackle this issue, what is special about you & your organization? Is it your track record, or the newness of your approach?
 - A. WHY US?** (us & we = Converge, IM, your team, and you!) *Your case should state what we are doing that is so uniquely wonderful, surprising, and great. Imagine if we no longer existed in the world ... what is it that we provide that cannot be found anywhere else?*
4. **What will be the benefits of your missionary action?** If you take your missionary action now, what will be the positive consequences, both major and minor? Honestly differentiate between what can be guaranteed, and what might be possible. What are the likely “outputs” and “outcomes”?
5. **What are the negative consequences if your missionary action fails to launch?** Sometimes this is the strongest motivator for donors, so lay out clearly the major and minor negative consequences if you do not launch your missionary action.
 - C. WHY YOU?** (you = the potential donor) *Why are donors critical to your vision? Have you made them heroes? What stirs their hearts? What are your donors’ emotional triggers? (but don’t manipulate!). It is important to let your donors know how important they are, and help them feel like the true partners they are.*

3-POINT CASE STATEMENT SUMMARY:

- (i) **What’s the problem?** (cf. #1 & #2; and **B.**);
- (ii) **What’s the solution?**—you personally must be a key part of this solution (cf. #3 & #4; and **A.**)
- (iii) **What’s your desired response?** What are you asking other people to do? (cf. #5; and **C.**)

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♦ Let's Get Started! Worksheet for Developing Your Personalized Case Statement

Your Name: _____

Your Converge Missionary Account #: _____

(use all available lines per question, if needed ... and feel free to continue on the back side if necessary)

1. **What is the pressing need (pressing problem)?** _____

2. **What evidence is there that this problem is a pressing need?** _____

3. (3.a) **How is Converge uniquely qualified to tackle this need?**

Converge Worldwide (originally "Swedish Baptist Conference", then "Baptist General Conference/BGC") has a rich 150+ year history of reaching people for Christ. In 2002 we celebrated 5,100 baptisms—each one a public profession of a personal relationship with Jesus Christ. Ten years later (2012) we celebrated 19,000 baptisms—nearly a four-fold increase.

Converge has grown from just a few Swedish immigrants to a group of more than 1,200 ethnically diverse churches organized within 11 Districts throughout the United States. God has given us 149 missionaries serving in 30 countries, numerous U.S.-based church planters, 99 Chaplains (military, hospitals, prisons), and many other volunteers and strategic partners helping us "start, strengthen, and multiply transformational churches and leaders worldwide" as the culturally most effective way to introduce least-reached peoples to Christ.

Some of our internationally known *Converge* pastors are widely published authors, and include: *John Piper, Leith Anderson, and Greg Boyd.*

Converge Worldwide (BGC) is a charter member of the Evangelical Council for Financial Accountability, assuring donors of financial integrity.

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

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(3.c) *How is your on-field team uniquely qualified to tackle this need?* _____

(3.d) *How are you personally uniquely qualified to tackle this need?* _____

(i) *How/when/where did you become a Christian?* _____

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

(iii) *How/when/where did God call you to Converge?* _____

4. *What will be the benefits of your missionary action?* _____

5. *What are the negative consequences if your missionary action fails to launch?* _____

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WHYS? (simplify your answers to no more than 5 lines per question)

A. WHY US? (us & we = Converge, IM, your team, and you!) _____

B. WHY NOW? _____

C. WHY YOU? (you = the potential donor) _____

3-POINT CASE STATEMENT SUMMARY (simplify to no more than 3 lines per question)

(i) **What's the problem?** _____

(ii) **What's the solution?** (you personally must be a key part of this solution) _____

(iii) **What's your desired response?** What are you asking other people to do? _____

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1 Developing Your 1-sentence “Sizzling” Vision

- ✓ The first example (below) of a “sizzling” vision is expressed as a 1-sentence futuristic **vision statement** (aka an “overall strategic objective”), accompanied by two reasonably achievable 5-year goals.
- ✓ The second example of a “sizzling” vision is expressed as a 1-sentence current & ongoing **personal mission statement** (also 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 2019, 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: Exponentially multiply disciple-making efforts both here at home and around the world, by helping Christian churches send better-equipped short- and long-term missionaries—focusing especially on those who have yet to hear the name of Jesus.

- Goals:**
- By 2019, double STEM’s annual impact of short-term mission training from 5,000 to 10,000 church volunteers.
 - By 2019, increase Converge’s annual long-term missionary funding by \$500K to \$8M.

What is your 1-sentence “sizzling” vision?

What are two [5-year] goals which would show [partial or complete] accomplishment of your “sizzling” vision?

(These goals help your donors understand exactly how their donations will be accomplishing your “sizzling” 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. _____

2. _____

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2 Developing Your 2-page “5-Year Ministry Plan”

- ✓ Jot down 6 to 8 key, significant, pivotal events each for the first four of these next five questions (include dates when possible); use the back side if needed.
- ✓ Then feel free to electronically copy and personalize the Converge-supplied “5-Year Ministry Plan” as your template for preparing your own personal 5-Year Ministry Plan.

1. PRE-FIELD: What are your specific personal life events which led to your missionary call?

2. PRE-FIELD: What have you specifically done up to this point in time, to prepare yourself for missionary service?

3. PRE-FIELD: What are the major items you still need to address before heading overseas?

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4. *ON-FIELD*: What are your primary objectives (general) and other goals (specific) during your 1st term overseas?

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