

## 12 THINGS TO KEEP IN MIND ABOUT SMALL GROUPS IN SUPPORT RAISING

- 1) Remember a small group contains between 4 and 15 people in attendance. Great examples of small groups would be Bible Studies, Church Community Groups, Smaller Sunday School Classes, Desserts or Dinners hosted by someone you know.
- 2) The purpose of meeting with small groups is to present your ministry and help people get informed. They are NOT an effective place to ask for support team members.
- 3) Follow-up is key! Spend time building relationships that you can follow-up with in a personal meeting / personal ask later on.
- 4) These groups work best if they are either already a place people gather or if someone else makes the arrangements and you just show up.
- 5) Again, this is a platform for expanding your contact list. It is NOT a platform for asking.
- 6) You will be deepening people's knowledge of and exposure to your ministry but DON'T share everything. (Keep things to share in your follow-up meetings.)
- 7) No matter what, honor people's time. Start and end on time but be sure to leave time for questions and for talking to people informally as well.
- 8) Have a means to collect people's contact information so you can follow-up after the meeting.
- 9) Send a hand written thank you to the leader of the group or the organizer of the meeting within a week of the event.
- 10) What if you don't have the chance to follow-up with group attendees one-on-one? Make the time! You must get as personal as possible in order to invite them to join your team. Without this component included in your small group strategy, it is likely not to produce real results.

More ideas on small groups can be found in "Never Do Fundraising Again", two of our favorites from this resource (p.172-173) are:

- 11) If you know a member of the group, you might have him interview you. You can come up with the questions ahead of time in consultation with the interviewer. Write them out and practice beforehand. You might include the question. "How do you get your support?"
- 12) A monologue kills interest! Here are some questions you might ask the group.
  1. What questions do you have?
  2. What do you think about our ministry?
  3. How do you respond to our vision?
  4. Does all this make sense?
  5. What suggestions or counsel do you have for us?