



CMCA Summit
May 17-18, 2024 | Wheaton, IL

REJOICE!

"Hallelujah! For our Lord God Almighty reigns. Let us rejoice and be glad and give him glory!" - Revelation 19:6-7

Faithful Friendship Fundraising from the Heart

Dr. Kevin A. Eastway

Welcome & Intro

Connections & Celebrations

Forging the Next Path

Hope for Today – Move toward aligning your mission inside the jail with fundraising thinking and practice outside the jail.

Emphasizing community and spiritual formation over a commercialized form of transactional fundraising.

The Life of a Fundraiser



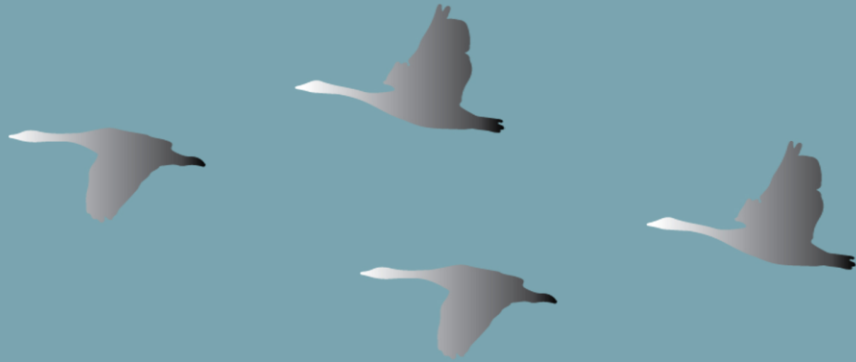
Exhausted

Lonely

Wishing for A New
Way

FAITHFUL FRIENDSHIP

Fundraising From the Heart



Kevin A. Eastway

foreword by David P. King, Ph.D

What if we could move into the more familiar territory of community and spiritual formation instead of commerce and commodification?

Rag Tag Group of Supporters

Luke 8:1-3



Footing #1 – Mission

Luke 10:1-7



Footing #2 – Community

Luke 10:1-7



Footing #3 – Love

2 Cor. 8-9



Footing #4 – The Hope of Spiritual

Formation

2 Cor. 8-9



The Multi-Directional Benefits of Asking, Giving, Receiving





A New “WHAT” = Our Strategy

The Path of Faithful Friendship

The Path of Faithful Friendship

DONOR



SUPPORTER



PARTNER



FAITHFUL FRIEND





A New “HOW” = Our Plan

The 4 Seasons of Stewardship

The Four Seasons of Stewardship

INVITING &
CONFIRMING



SHARING THE
STORY



INVITING &
CONFIRMING



THANKING &
CELEBRATING





Now What?

How might we PLAN a fundraising STRATEGY that is increasingly relational and effective?





Now What?

**How might we steward
relationships from transactional
toward transformational?**

Who C.A.R.Es about your mission?

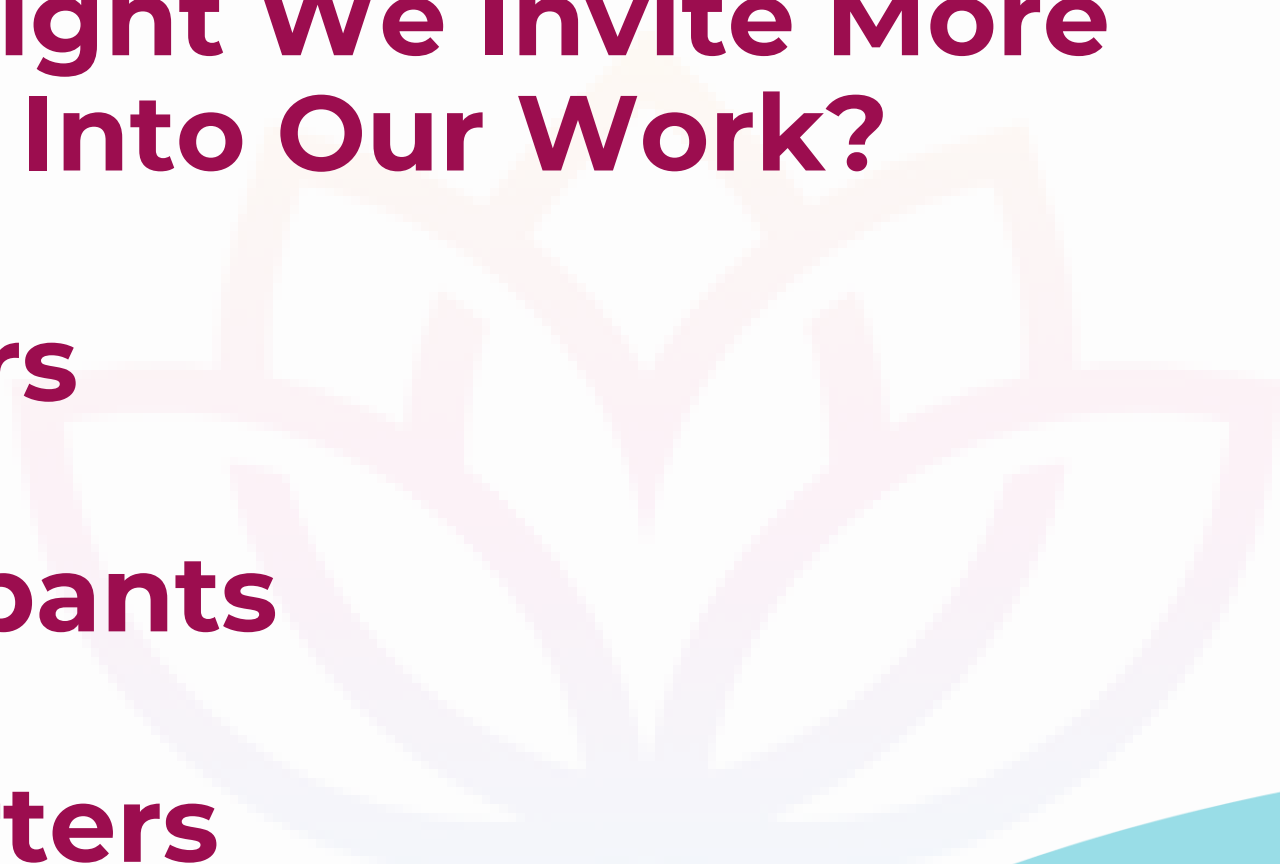
**Capacity
Attributes
Relationship
Engagement**

Who Might We Invite More Deeply Into Our Work?

Partners

Participants

Supporters



Breakout #1

Identifying People Who C.A.R.E

Worksheet

Reflection / Table Discussion

How Might We Invite Them More Closely To Our Work?

Current Activities

Future Strategic Activities

Breakout #2

Wireframe a Year-Long Fundraising Strategy

**Worksheet
Reflection / Table Discussion**

Share Out @ Tables

In 1 Sentence:

What next step are you committed to taking?

Wrap Up

Fundraising that is Anchored In:

Community / Mission / Love

& The Hope of Transformation

Stay Connected

