

Communications Planning

A teal-colored background featuring a close-up, slightly blurred image of a motorcycle speedometer. The speedometer has white markings and numbers (20, 30, 40, 50, 60, 70, 80, 90, 100, 110, 120) on a dark face. A needle is visible, pointing towards the 50 mark. Below the needle, the Harley-Davidson logo is partially visible.

Fuel Fundraising Through Mission-Centered Communications

Mi

Q3 2025 Workbook

Mission Increase Program

Year*	Major Gifts	Acquisition Events	Communications	Developing Champions
1	Major Gifts Plan	Large-Scale Fundraising Events	Monthly Giving	Annual Fundraising Plan
2	Making the Ask	Micro-Events	Fundraising Campaigns	Strategic Planning
3	Major Gift Relationships	Signature Participation Projects	Communications Plan	Developing Healthy Boards

** Personal experience and ministry season will influence what leaders gain from their learning experience. So, while the Mi program is delivered over a three-year scope and sequence, ministry leaders are encouraged to attend beyond the three years in order to continue to learn and help other leaders in the community grow.*

Mission Increase's Transformational Giving Philosophy

At the heart of Mission Increase's work with Christian nonprofits is a biblical view of giving summarized in our "Ten Principles of Transformational Giving." These Principles guide nonprofits toward a genuine understanding of fundraising as the building of a community, and away from simply asking for money to support their work. The community that is created between nonprofits and their champions, whom God uses to enact His Kingdom purposes, begins with love for others, faith in God's provision, and a willingness to be led by the Holy Spirit.

Transformational giving begins as a response to God's grace and results in an "overflowing in many expressions of thanks to God." 2 Corinthians 9:12 (NIV)

Ten Principles of Transformational Giving

- Principle 1* Transformational giving is based on the abundance and trustworthiness of God, not a theology of scarcity.
- Principle 2* Every act of giving is first and foremost a statement about the faithfulness of God.
- Principle 3* God invites people to be part of his work because of his desire to see them grow in him.
- Principle 4* Giving time, talent, treasure, and testimony is a result of champions being comprehensively coached in the cause.
- Principle 5* Ministry leaders have a dual calling to steward the mission and grow the people God brings.
- Principle 6* The liberating nature of generosity means inviting champions to give is a sacred task that grows God's kingdom.
- Principle 7* Ministry leaders coach champions according to the degree of their personal ownership in the cause.
- Principle 8* Champions connect with organizations primarily to enhance their mutual impact on the cause.
- Principle 9* The relationship between champion & champion is as important as the relationship between champion & organization.
- Principle 10* Champions are called to be a primary means of advancing the cause.

Online Resources

We've put together an online Workshop Resource Hub, where you can find all the notes, tools and activities from today's workshop. This will be sent to you in a follow-up email, but you can access it by scanning the QR code on the slide or by going to: <https://learn.missionincrease.org/courses/communications-plan>



About Mission Increase

Mission Increase (Mi) exists to help Gospel-centered nonprofits build capacity for ministry by providing biblically based fundraising training, coaching, consulting, and strategic matching grants. This unique combination enables leaders to meet the pressing needs of those they serve so that ultimately more people in need are brought to the saving knowledge of Jesus Christ.

Since 1999, Mi has trained — at no charge — thousands of Christian leaders, awarded grants worth more than \$40 million (USD) and leveraged more than \$132 million (USD) in matching funds to support the vital work of these nonprofits.

Mission

We equip donors, nonprofits, and churches to multiply their collective Kingdom impact so that more lives are transformed for Jesus. (*Ephesians 4:11-16*)

Vision

Ensuring communities everywhere have access to information, training, and tools, thus enabling unparalleled stewardship and collaboration opportunities to advance God's Kingdom.

About Our Training

At each of its communities, Mi offers a training curriculum on fundraising topics essential to nearly every Christian nonprofit. Whether in workshops, coaching, consulting, or through a matching grant, Mi helps nonprofits understand that fundraising is a ministry opportunity, which provides a powerful tool that transforms their givers' hearts.

Workshops

Our workshop curriculum offers a practical approach by applying solid, Biblical principles to important topics such as: acquiring new givers, improving development practices, creating, and implementing fundraising events, major gift programs, and much more.

Coaching and Consulting

While workshops cover a broad spectrum of fundraising and organizational issues facing Christian nonprofits, it cannot cover every contingency. For this reason, Mi area directors coach and consult with nonprofit leaders (one-on-one and in small groups), to address their specific needs or concerns.

Matching Grants

Mi also invites select nonprofits to continue building their fundraising capacity by giving them a matching grant based on the skills they have learned through consulting. If awarded a grant, the nonprofit is required to raise matching funds in an amount at least equal to the grant, creating greater leverage and multiplying the impact well beyond the initial grant. Most succeed! In fact, the average amount of matching funds is more than twice the amount of the foundation grant. Often, it's four or five times as much.

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Mission Increase



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Workshop Structure



Biblical Precepts

This is where we ground our work in Scripture. We'll explore how God's Word provides a foundation for participation projects that honor Him and foster transformational relationships.



Basic Principles

Here, we'll unpack practical frameworks for designing effective participation projects. These principles are drawn from Mission Increase's unique approach to champion development.



Best Practices

Finally, we'll translate principles into action. You'll learn practical strategies and create a mock participation project that you can implement in your own ministry.

Notes

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Notes

Champion Development

Deeper Involvement Step by Step

	Participation	Engagement	Ownership
Praying			
Giving			
Serving			
Learning			
Sharing			

BIBLICAL PRECEPTS

...so that we may no longer be children, tossed to and fro by the waves and carried about by every wind of doctrine, by human cunning, by craftiness in deceitful schemes. Rather, speaking the truth in love, we are to grow up in every way into him who is the head, into Christ, from whom the whole body, joined and held together by every joint with which it is equipped, when each part is working properly, makes the body grow so that it builds itself up in love.

Ephesians 4:14-16

As he was getting into the boat, the man who had been possessed with demons begged him that he might be with him. And he did not permit him but said to him, "Go home to your friends and tell them how much the Lord has done for you, and how he has had mercy on you." And he went away and began to proclaim in the Decapolis how much Jesus had done for him, and everyone marveled.

Mark 5:18-20

And how are they to preach unless they are sent? As it is written, "How beautiful are the feet of those who preach the good news!"

Romans 10:15

Additional Passages:

- Romans 10:15
- Colossians 4:6
- Exodus 4:28-31
- Hebrews 10:23-25

Observations

Ministry Communication Begins with God

Truth + Love = Impactful Communication

Testimony is Central to Ministry

Gracious Speech Builds Trust

Communication is Encouragement and Invitation

Notes

Basic Principles

1. Clarity is Kindness

2. Know Your Audiences

3. Lead with Story

4. Be Consistent and Repetitive

5. Welcome Feedback and
Dialogue

Notes

Best Practices

1. Set Goals

2. Identify Your Audiences

3. Craft Core Messages

4. Derivative Messaging for Channels

5. Determine Timing/Frequency

6. Measure Outcomes

Notes

Calls to Action (CTAs)

- Make it relational, not transactional.
- Be specific and actionable.
- Focus on participation before funding.
- Connect the action to impact.
- Use CTAs to grow ownership.
- Match the CTA to the channel.

Summary

Principles:

- Clarity is Kindness
- Know Your Audiences
- Lead with Story
- Be Consistent and Repetitive
- Welcome Feedback and Dialogue

Practices:

- Set Goals
- Identify Your Audiences
- Craft Core Messages
- Select Channels
- Generate Derivative Messages
- Timing/Frequency
- Measure Outcomes

Notes

Fundraising Communications Plan

Build a plan that flows from your Case for Support and drives engagement, giving, and champion development.

Step 1: Define the Purpose of This Plan

What season or initiative is this communications plan for?

Examples: Fall appeal, end-of-year giving, new program launch, spring event

Step 2: Set Clear Fundraising Goals

What do you hope to accomplish through this communication effort?

- Amount to raise
- Number of new donors
- Number of recurring givers
- Specific champion actions (volunteer, advocate, etc.)

Example: Raise \$50,000 from 150 donors to launch 3 new mentoring cohorts. Recruit 20 new monthly givers.

Step 3: Identify Your Target Audience(s)

Who are you communicating with?

(List primary segments and what each group most needs to hear or feel to act.)

Audience Segment	What They Need to Hear or Understand
Monthly Donors	You're making a long-term difference—thank you!
Lapsed Donors	Your support is still needed—help us finish strong.
Event Attendees (last 6 mo.)	Your presence shows you care—here's your next step.
Church Partners	You're equipping us to disciple teens—join the giving team.

Step 4: Clarify Your Core Message

Start with your Case for Support. Then distill your key theme or message for this campaign.

Example: "Your gift helps teens find their identity, stability, and future in Christ."

Step 5: Choose Your Communication Channels

Where will you communicate your message?

Example: Email newsletter, Instagram, Giving Tuesday postcard, end-of-year print letter, text reminder, landing page.

Step 6: Plan Message Layering

Use your **Messaging Layering Template** first, then apply it here.

Format/Channel	Message Variation Example
Email newsletter	Story of a teen + call to give before Dec 31
Social Post	“\$50 helps one teen find a mentor. Let’s do this!”
Event Script	“You’re not just giving—you’re changing someone’s story.”
Postcard	Front: “Be Their Turning Point.” Back: mission + giving info
Internal Comms	Weekly staff update: campaign progress and champion wins

Step 7: Create a Communication Timeline

Date/Week	Message/Channel
Nov 15	Launch email + landing page
Nov 22	Social countdown: “Why I Give” video series
Nov 28	Giving Tuesday postcard + email + social
Dec 10	Testimonial email from a teen
Dec 31	Final “Let’s Finish Strong” appeal

Step 8: Define Calls to Action (CTAs)

Message/Channel	Message/Channel
Postcard	Scan QR code to give by Giving Tuesday
Email 1	Click to give monthly
Social Post	Tag a friend who might support this cause
Staff Script	Ask: “Would you consider sponsoring a teen this Christmas?”

Step 9: Establish Metrics for Success

Example: Raise \$50K total. 25 new donors. 20 monthly commitments. 30% email open rate. 1000+ views on video testimonial.

Step 10: Assign Responsibilities

Task / Deliverable	Who's Responsible?	Due Date
Write campaign emails	Sarah (Comms Director)	Nov 10
Design postcard	Bo (Designer)	Nov 5
Prepare landing page	Jason (Dev)	Nov 12
Print and mail letters	Cathy (Admin)	Nov 18

Case for Support

Craft a concise, compelling, and clear Case for Support that can power your fundraising communications. Your Case for Support is your core message. It explains:

- Why your ministry exists
- What you do to respond to a real need
- What transformation you're seeing
- How people can join you

Step 1: Define the Problem

What brokenness or need does your ministry address? Think of this as the “why now?” behind your mission.

Example: Every day in our city, women in crisis are falling through the cracks—homeless, overwhelmed, and alone.

Step 2: Describe Your Solution

How does your ministry meet this need, in practical and spiritual ways? Be clear, not grandiose. Focus on what you actually do.

Example: We walk alongside these women with safe shelter, mentorship, and skills training—always rooted in the hope of the gospel.

Step 3: Share Your Impact

What transformation is happening through your work? Offer a glimpse of real-life outcomes.

Example: In the past year, 46 women have found housing, healing, and hope through our program—and over half have become peer mentors.

Step 4: Invite Participation

How can others join you in this work? This is your call to action: giving, serving, sharing, or praying.

Example: You can help more women rebuild their lives by giving, serving, or hiring one of our graduates.

Case for Support

Final Assembly: Your Case for Support

Now, combine your answers from the four steps into a single paragraph (3–5 sentences). This is your Case for Support.

Example Full Statement:

Every day in our city, women in crisis are falling through the cracks—homeless, overwhelmed, and alone. We walk alongside them with safe shelter, mentorship, and job training—always rooted in the hope of the gospel. In the past year, 46 women have found housing, healing, and purpose through our program. You can help more women rebuild their lives by giving, volunteering, or becoming a community partner.

Case For Support Review & Rewrite

This worksheet helps you refine or revisit your Case for Support using the Mission Increase framework. Your goal is to express your ministry's purpose, impact, and invitation in a clear, compelling way that reflects God's calling and engages your champions.

Step 1: Clarify the Kingdom Problem You Address

What's broken in the world or community that your ministry is working to redeem? Why does this matter deeply—both spiritually and practically?

Example: Every day, women in our city face overwhelming barriers to safety, housing, and hope.

Step 2: Describe the Mission-Rooted Solution You Provide

What do you do to address the problem? Where and how do you do it? Who is involved?

Example: We provide transitional housing, mentorship, and job training through a network of gospel-centered champions.

Case For Support Review & Rewrite

Step 3: Share the Impact You're Having

What transformation happens because of your ministry? What has changed in the lives of the people you serve?

Example: In the past year, 42 women have graduated from our program and moved into stable housing and full-time work.

Step 4: Extend a Clear, Aligned Invitation

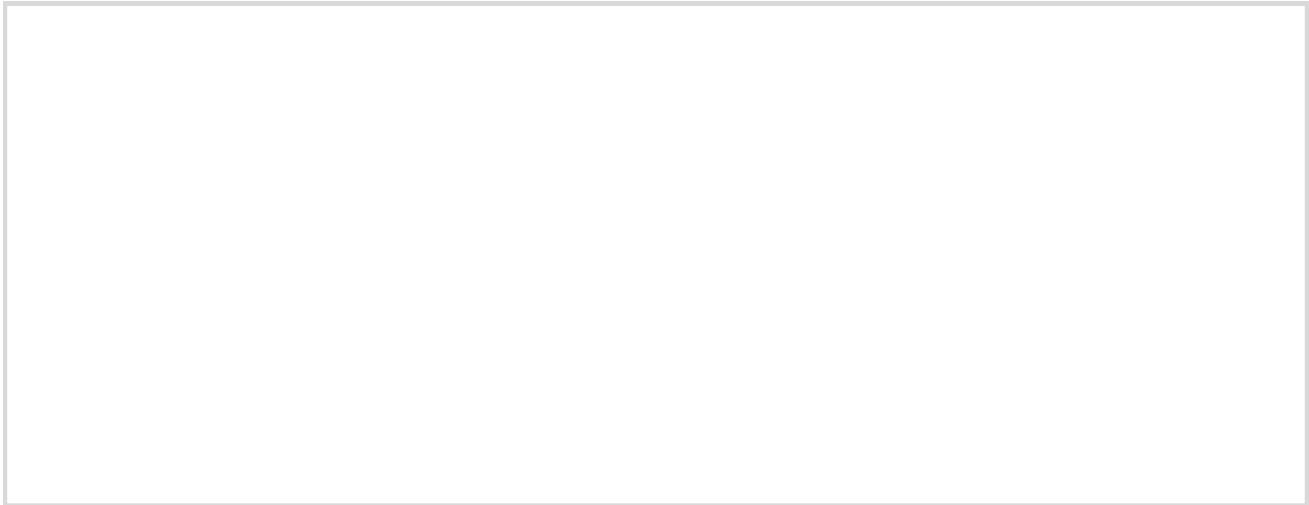
What are you asking champions to do—and why does it matter? How can people give, serve, pray, share, or get involved?

Example: You can join us in equipping women to rebuild their lives by giving, mentoring, or hiring one of our graduates.

Case For Support Review & Rewrite

Step 5: Write Your Case for Support (3–5 sentences)

Use your notes above to write a clear, inspiring message that explains: 1) the problem, 2) your response, 3) the impact, and 4) the invitation. This will become the foundation for your newsletters, social posts, appeal letters, and more.



TEMPLATE

Message Layering

Use this template to create multiple forms of your key message for use in a variety of communication formats.

Core Message (based on Case for Support):

Story/Narrative Version:

Tell a brief story that illustrates your core message.

Short & Direct Version (1–2 sentences):

Simplify your core message into a concise, punchy format.

Message Layering

Bullet-Point Version:

Break down your message into a few key ideas or value points.

Visual or Metaphor-Based Version (for graphic or video use):

Express your message using imagery or symbolism that conveys the mission clearly.

Channel Versions

Plan how you'll use your layered message across communications channels.

Campaign or Content Need:

Primary Message Theme:

Target Audience(s):

Date or Timeline:

How will you adapt the message for each format?

- Website copy:
- Social media post:
- Email or newsletter:
- Printed materials:
- Verbal/staff use:
- Internal team messaging:

Message Version Grid

From Core Message to Multi-Channel Impact

Repurpose your message across your fundraising communications ecosystem.

Instructions:

1. Start with a core message drawn from your Case for Support.
2. Identify one upcoming initiative (campaign, event, appeal, etc.).
3. Use the grid to develop adapted messages for each communications format or audience.
4. Keep tone, structure, and storytelling style appropriate for each channel—but rooted in the same central idea.

Step 1: Define the Initiative & Core Message

Initiative / Campaign Name:

Example: Year-End Appeal – “Be Their Turning Point”

Core Message (from your Case for Support):

“Your gift helps teens find their identity, stability, and future in Christ.”

Message Version Grid

Step 2: Generate Versions of the Message Across Formats & Channels

Format / Channel	Adapted Message (Rooted in Core Case)
Email Subject Line	"Will you stand with teens before midnight?"
Email Body	Share a brief story of impact + invite gift before Dec 31
Direct Mail Letter	Longer version of the story + reply card + personalized salutation
Social Media Post	"\$50 = 1 mentor. 1 teen. A new path. Let's do this." (with image)
Instagram Story	Before/after photos + 15-sec video: "Meet Grace. You made this happen."
Website Landing Page	Full Case for Support, video story, simple donate form
Printed Postcard	"Be Their Turning Point" front; 3-sentence story + CTA on back
Event Script / Slide	"Every gift tonight equips a teen to find their way home."
Verbal / Staff Use	"Every dollar you give helps a teen take their next faithful step."
Volunteer Email	"Here's how you're making a difference—thank you."
Internal Update	"This week's campaign highlight: 3 new monthly donors from Instagram!"

Message Version Grid

Step 3: Notes & Adjustments

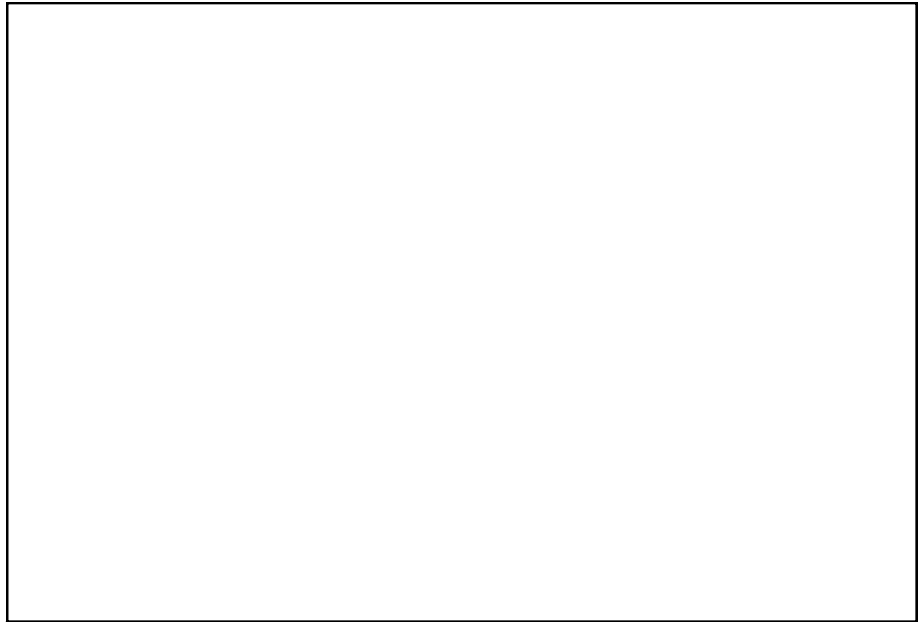
- What worked well in adapting the message?
- Which audience or channel required the most change?
- What stories or phrases felt most consistent or flexible across formats?

Postcard Messaging Activity

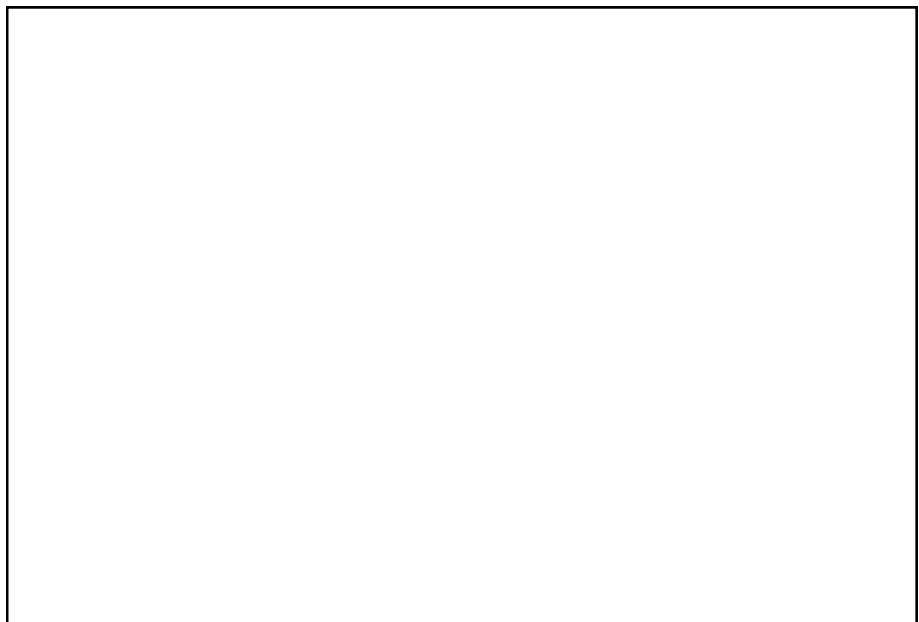
Adapt your core message for a postcard campaign. Use the space below to sketch or write content.

Front Side:

[Visual hook or
main headline here]

**Back Side:**

[Include message
body, call to action,
and contact info]



Ten Prompts for Fundraising Communications

When writing prompts:

- Be specific about format, audience, and tone
- Ask for multiple options
- Edit the AI output for ministry tone and biblical alignment
- Only use personally-identifiable info on a paid plan

1. Case for Support Refinement

“Help me rewrite this Case for Support to make it clearer, more emotionally resonant, and mission-centered: [PASTE YOUR CASE HERE]”

2. Email Subject Line Variations

“Based on this Case for Support, generate 10 subject lines for a fundraising email that encourages year-end giving. Tone: hopeful, urgent, personal.”

3. Storytelling Development

“Turn this testimony [INSERT BRIEF TESTIMONY SUMMARY] into a short story with a beginning, middle, and end, that illustrates this message: [INSERT MESSAGE FROM YOUR CASE]. Include a challenge, transformation, and call to action.”

Ten Prompts for Fundraising Communications

4. Layered Messaging Versions

“Create 3 different versions of this core message for different formats: 1) a social media caption, 2) a printed postcard, and 3) a donor thank-you note.”

5. Donor Thank-You Messages

“Write a warm, personalized thank-you note for a donor who gave to our latest campaign. Base it on this core message: [INSERT MESSAGE].”

6. Campaign Name Ideas

“Brainstorm 7 compelling campaign names or slogans based on this theme from our Case for Support: [INSERT THEME]. Make them memorable and aligned with our mission.”

Ten Prompts for Fundraising Communications

7. Volunteer Recruitment Message

“Using our Case for Support, write a short email inviting new volunteers to join us. Tone: mission-driven, friendly, and clear.”

8. Social Media Series Planning

“Create a 5-post social media series based on this message: [INSERT CORE IDEA]. Include suggested headlines, images, and calls to action for each post.”

9. Internal Team Briefing Message

“Draft a 2-paragraph update I can send to our staff to align them around this campaign message: [INSERT]. Tone: encouraging, clear, and unifying.”

Ten Prompts for Fundraising Communications

10. Communication Calendar Draft

“Help me outline a 4-week communications calendar using this campaign message. Include email, social media, and print touchpoints. Assume I want 2–3 communications per week.”

Communications Planning

Fuel Fundraising Through Mission-Centered Communications

Q3 2025 Workbook

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