

Vision 2020 Aims to Help Ministries Raise \$1 Billion by 2020

What's your vision? The Vision Group wants to help you bring it to life through a new fundraising campaign called Vision 2020.

The campaign focuses on helping Christian ministries and non-profit organizations around the world raise their part of \$1 billion by the year 2020.

Ron Luce, president of Teen Media Ministries, explains that this new focus is about attracting philanthropists and showing them how their investment is going to pay off in lives changed. He also called it a way to combine gifts and talents as leaders come together to refine what they're doing and develop relationships with each other.

"It is a marriage between the giving world, the business world and the ministry world," Luce says.

Vision 2020 asks Christian leaders to adopt a new perspective on raising money by focusing on two main tasks: vision casting and relationship building. Specifically, leaders need to cast their visions for their organizations beyond the walls they work in. By including philanthropists and donors in a ministry's vision, the group argues, you establish a more personal relationship that is enduring and essential to the success of your fundraising efforts.

Peter Strople, a philanthropist working in the program, says it's about showing the Christian ministry and organization leaders of the world that Vision 2020 cares about non-profits: "What we're excited about is the ability to help come in and mentor you, create leadership and really look at the non-

profit as a traditional, or profit, business.”