

George Müller's 7 Fundraising Guidelines Apply to Today's Excessive Appeals

George Müller took care of 10,024 orphans in his ministry without aggressive, annoying fundraising methods. I'll share his approach, but first—is it just me, or have you experienced ongoing uncomfortableness with the approach and amount of some ministry fundraising recently? Multitudes who give generously, recognizing legitimate raising of money, especially during the holiday season, cringe about this and agree we should watch for two major red flags: slick trickery and striving techniques.

What I share bounces right off the wall and comes back to me because 10 years ago a megachurch cut me loose when I spoke out on same-sex “marriage” in an educational video, and the pastor said it was a deal-breaker. My wife and I have been privileged to live the journey of faith for over 10 years, trusting God every month to meet ministry expenses and cover life's essentials.

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Around Thanksgiving, many of us are bombarded by captivating headlines dripping with desperation: “Black Friday opportunity expiring! ... Giving Tuesday... Give Now! Just 12 hours! ... Matching funds offered ... seven-day deadline—respond now! ... Double matching funds ... Three more hours before time expires ... Three times matching funds! ... We still haven't heard from you, Larry ... Breaking! Deadline extended ... Angela calling, let me share ... Can we count on you in our hour of need? ... Urgent! We need your pledge ... Almost midnight, Larry, we need to hear from you ... Larry, there's still time to send in your

most generous gift ... We can reach our goal—give your very best gift now!”

Marketing Manipulation

I received a letter with a picture of a “man of God” who asked for a “seed of \$320” based on Ephesians 3:20. This would supposedly bring a “release of prosperity” after I placed my hand upon the handprint the ministry had enclosed.

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Multiply these appeals by 10 or 12 different ministries making regular contact, and you can understand how many people are rightfully upset. As we want accountability in the political realm and in the sexual realm among ministries, so should we tap the brakes on this. The example is not good for younger ministries, plus, let’s ask: Are we really trusting God or the arm of the flesh (Jer. 17:5)?

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