

# NEW ALLIANCE FUNDRAISING GOALS

## *Frequently Asked Questions*



### **Q What is changing for Alliance International Workers (IWs)?**

All Alliance IWs will gradually begin to set and maintain specific fundraising goals related to their compensation costs. This change will be pursued differently for different segments of IWs but will be implemented for IWs in all expressions of Alliance Missions (aXcess, CAMA, Envision, marketplace ministries) over the next several years.

### **Q What is the new fundraising goal for IWs?**

The goal in the coming years is for IWs to raise between 45 and 65 percent of their compensation costs through designated giving. *This percentage will apply to compensation costs only, not the total cost of keeping them on the field.* This goal will be implemented differently for various segments of Alliance IWs, with most segments implementing changes gradually over the next few years.

- **The goal for current IWs who have been raising less than 45 percent of their compensation through designated gifts** is to grow their current amount raised by 5 percent of their compensation costs annually. This growth goal will continue annually until they are raising between 45 and 65 percent of their compensation costs. For these Alliance IWs, this will amount to an increase of \$3,000 to \$6,000 each year until they are within the fundraising goal window.
- **The goal for current IWs who have been raising more than 65 percent of their compensation through designated gifts** is to bring that percentage to within the 45 – 65 percent range of compensation costs. Practically speaking, this means workers who have focused largely on raising their total compensation will now receive greater funding through general giving to the GCF, creating capacity for them to focus more fully on raising general funds and funds for specific ministry needs.
- **The goal for newly appointed workers** is to raise 45 percent of their compensation costs. Workers will be approved for departure based on a three-month cushion of cash on hand at this level with commitments of regular giving that will maintain this level of giving. This process has already been in place for newly appointed IWs working within CAMA, Envision, and some marketplace ministries. The experience of these workers over the last decade demonstrates that building a team of supporters is done most successfully before initial departure.

### **Q. How is the fundraising goal calculated each year?**

An IW's fundraising goal is calculated based on a percentage of his/her compensation—not a percentage of his/her total cost of ministry. In other words, the goal does not fluctuate from year to year based on budgeted ministry expenses like vehicle, outfit, or even strategic ministry needs. It is based solely on the IW's compensation costs. The overarching goal is for all IWs to raise between 45 and 65 percent of their compensation costs through designated giving.

### **Q. What does “compensation” mean? What is included in compensation?**

The compensation of an Alliance international worker is the sum of the worker's salary, housing, and benefits. This amount of total compensation varies depending on several factors including marital status, family size, and ministry location.

Compensation does not include many additional costs including visas, travel, children's schooling, training, language school, administrative support, and other related expenses.

Additional details are available upon request. For more information email [give@cmalliance.org](mailto:give@cmalliance.org).



## **Q Does this change mean that IWs will now have to raise all of their own support?**

No, IWs will not be required to raise all of their own support. The Alliance will remain committed to provide for IW compensation and operating expenses through general gifts.

Alliance IWs will, however, continue fundraising efforts as they have in the past, with some pursuing their incremental growth goals in raising funds for their compensation. As previously mentioned, the ultimate goal is for all IWs to raise between 45 and 65 percent of their compensation costs only. They will not be asked to raise their total support needs.

Alliance IWs have always been responsible for fundraising at some level. Some were responsible for fundraising for the general Great Commission Fund and direct ministry expenses, while others were responsible for raising most of their own compensation and direct ministry expenses. But ALL Alliance IWs have always played an important role in resourcing the Alliance mission and vision.

## **Q How are IWs being helped and cared for during this change?**

While this may be a new paradigm for many IWs, Alliance leadership is committed to helping them succeed.

Throughout 2020 and up to the present, Alliance Missions (AM) leadership has been training IWs to prepare for this transition. Since early 2021, IWs have been working with their teams to develop budgets and set incremental adjustments to the funds they seek for compensation costs.

IWs are now being offered specific training in fundraising best practices. They are also able to engage fundraising coaches who will work with them in the transition to the new system.

In the first year of this change, AM leadership and team leaders will track with each IW's progress. They will celebrate God's provision as goals are met and continue to adjust strategies together as needed if goals aren't being met.

The Alliance will continue to function in a way that maximizes consistent funding for our workers, allowing them to devote as much attention as possible to their ministry on the ground.

## **Q How was this fundraising goal decision made?**

Over the past four years, Alliance Missions leadership in the National Office, in collaboration with AM field, team, and site leadership, worked with the C&MA Board of Directors and the President's Cabinet to arrive at these new fundraising goals. These changes were presented and discussed in numerous meetings, including two global leadership conferences.

## **Q Why was this fundraising goal decision made?**

Today, there are more than 3.1 billion people throughout the world who still lack gospel access. The Alliance refuses to accept this reality. The work is unfinished. We desire to see mission advance, and that is only possible when all workers are fully funded and resourced.

Confusion over our funding structure has increased as IW ministry classifications have broadened in recent decades. Alliance Missions added new expressions and types of work and workers, but their corresponding funding structures were not fully integrated into the GCF. As a result, IWs' fundraising responsibilities have varied significantly across each expression of Alliance Missions (aXcess, CAMA, Envision, and marketplace ministries).

At the same time, churches and donors have evolved in their giving preferences; some choose to give generally to The Alliance, while others prefer to give specifically to the ministries of individual workers. By moving IWs incrementally toward a "window of reduced disparity" where all workers will have more congruous funding approaches and fundraising responsibilities, we hope to eliminate confusion by harmonizing IW messaging. IWs will be able to state confidently that they benefit significantly from both general gifts to the GCF and gifts specifically designated to their ministries.

## **Q When does this change start?**

- **Current IWs** will begin the transition July 1, 2021. This coincides with the beginning of a new budget year.
- **New appointees** already have a head start on their fundraising for the coming year. Their goal is to raise funds and secure commitments that will sustain 45 percent of their first-year compensation costs prior to departure.

## **Q What happens if an IW does not reach their fundraising goal?**

- **For current IWs**, funding will be monitored on a monthly basis. If an IW falls behind on his/her fundraising goal, he/she will be offered help through additional fundraising training, coaching, and adjustments as needed. The Alliance is committed to keep IWs on the field. CAMA and Envision IWs have had goals like this for more than ten years—and, historically, none of these workers have been pulled from the field because of fundraising shortfalls.
- **For new appointees**, departure dates may be delayed if a new worker has not reached her/his predeparture fundraising goal. Such delays have been used in the past when needed for CAMA and Envision workers raising support costs, as well as for aXcess IWs in times when general GCF giving has been low.

## **Q Can IWs continue to fundraise for specific needs?**

IWs will continue to seek designated giving for specific needs as they always have. And now, starting July 1, 2021, donations given directly to the ministry of an IW will allow her/him greater flexibility to use those funds where most needed according to their budget. This means that the worker will be able to use donations for any need, including outfit, vehicle, project, compensation, or other strategic initiatives. Donors will no longer need to designate “work,” “vehicle,” “support,” or “outfit” for an IW to be able to use funds for these purposes.

\* Changes to the online giving platform and the overall funding system will also begin July 1, 2021. These changes relate both to the *new* Great Commission Fund and individual IW accounts. The changes are fully explained at [cmalliance.org/gcf](http://cmalliance.org/gcf).

## **Q What happens to funds that were raised into IWs' specific accounts prior to this change taking effect on July 1, 2021?**

Any remaining balances in these accounts—work, project, vehicle, or outfit funds—will remain available to IWs for these uses beyond July 1, 2021. These funds will roll over for use in the new budget year according to donor designated intentions.

## **Q Does this mean churches and individuals should stop giving to the Great Commission Fund (GCF)?**

Not at all! IWs will benefit from both designated giving to their ministries and general giving to the GCF.

As mentioned above, while IWs will move incrementally to covering between 45 and 65 percent of their compensation costs through designated gifts to their ministry, these amounts do not cover all costs associated with keeping IWs on the field. Those remaining costs will be covered through general gifts to the GCF, which will remain a crucial funding vehicle to resource the work of all Alliance IWs throughout the world.

The overall goal is to see mission breakthrough, so churches and individuals are encouraged to give in either way they prefer: generally to the GCF or specifically to the worker they love.



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Updated 03/2021