

FUNDRAISING TECHNIQUES AND THEIR CHALLENGES IN A  
CONTEMPORARY LOCAL BAPTIST CHURCH

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## ABSTRACT

This work evaluated fundraising techniques and their challenges in the local Baptist Church. The lack of understanding of the biblical basis of fundraising has led some church pastors and leaders to engage in some unethical ways to raise funds for church projects. Most pastors now measure their success in ministry according to the number of new structures and vehicles they are able to put in place within a specific period of time. Meanwhile, they neglect their primary responsibility of building men and women for kingdom purpose. The work revealed some biblical perspectives to fundraising and discussed some ethical and unethical issues in fundraising. It elucidated different reasons why people give in the church and also examined some contemporary issues in fundraising. The research also explained the stewardship dimension in fundraising. It discussed some fundraising techniques for church projects and expressed some challenges of fundraising techniques in our local Baptist Churches. Again, the research unveiled different avenues through which churches raise funds. This research used questionnaires which consist of one hundred questions distributed among ten churches in Ogbomoso Baptist Conference, covering five Associations. The data collected were subjected to 'Descriptive Statistical' analysis using Statistical Package for Social Sciences (SPSS). The reliability test carried out showed that the research instrument was reliable to the value of 0.574. This work revealed a serious connection between the spiritual life of members' and their attitude to money and possessions. It challenged pastors and church leaders on the need to invest their time and resources on the spiritual development of their members if they must become a good steward of their resources.

## CONCLUSION

A fundraising technique in a local church that will bring glory to God demands that every effort must be made by pastors and church leaders to ensure they understand the biblical standards of fundraising, as well as teaching members to understand same. Failure to understand this will continuously lead pastors to engage in unethical means to generate funds for church projects. Although, the nature of the church is such that fund is frequently needed to finance the day today running of its activities and for capital projects.

However, the success of this depends on how well church pastors and leaders are able to invest in the spiritual developments of their members. It has been established that there is serious connection between the spiritual condition of members and their attitude to giving. There must be a paradigm shift in the way our local Baptist churches raise funds. Therefore, it is imperatives for our local Baptist church pastors and leaders to know that the biblical fundraising techniques must be employed in any fundraising activities of a local church.

### 5.3 RECOMMENDATIONS

The following recommendations are made based on the results of this work by the researcher:

Pastors should avoid unhealthy competition which is becoming rampant among pastors today. Their desires and ambitions must be within God's original purpose for establishing the church. They must realise they are called to build and nurture lives for kingdom purpose, and not to join the rat race of looking for funds at all cost to build a new worship centre, new pastorium, change pastor's official car and so on. When people are matured spiritually, it will not be difficult for them to surrender their resources for God's purposes.

Secondly, pastors must execute only God's directed projects and not their own projects. This is a major challenge in churches today where pastors embark on several projects at once without considering the financial situation of their members. Meanwhile, several of such projects end up becoming abandoned. It is important to know that God will always provide resources to execute the project He orders. Pastors must, therefore, ensure they listen to God clearly before they embark on any project.

Thirdly, request for donation must be directed towards a specific need in the church. However, Pastors should maintain their integrity by directing funds to the purpose for which it was raised, and if for any reason funds would be diverted for a different purpose, it must be with the agreement of all the members of the church.

Fourthly, Pastors should be accountable to members on how the earlier funds raised was expended. He must also appreciate them for their response to request for funds. In some situations the pastor may forward a personalised letter of appreciation to donors. This will encourage members to do more in case of any future request.

Fifthly, invitation for fundraising should be within the community of faith. It is an aberration for churches to invite people outside the household of faith to solicit for funds for church projects. If it is God's project, He would always provide resources to execute it.

Finally, if our churches will experience financial buoyancy, pastors and other spiritual leaders must be ready to invest their time and resources in the spiritual growth of their members. This can be achievable through quality Bible teachings, regular stewardship development programs and discipleship trainings. Reinhardt challenged that, rather than viewing stewardship development as "fundraising" program or annual giving campaign, we must integrate it throughout our church culture (36).