



Transformational Giving: Participation Architecture

Donors are no longer content with supporting nonprofit organizations. Instead, they are eagerly involving themselves and their friends in causes about which they are passionate. In other words, donors are interested in personally impacting a cause, not just supporting you as you impact a cause.

As a result, ministries need to focus on equipping donors to become owners, or champions, of your shared cause within their sphere of influence.

The Participation Architecture taught by Mission Increase Foundation helps ministries transform their donors from supporters into champions.

Three Stages

- The future champion *does something with us.*
- The emerging champion does something *with us.*
- *The champion* does something with us.



Stage One – Participation

THE FUTURE CHAMPION DOES SOMETHING WITH US.

Mission Increase Foundation works with each of its partner ministries to help them develop or identify the core element of Christian practice that is exemplified by their work. Perhaps it is direct evangelism. Perhaps it is feeding the poor, or visiting those in prison, or educating children. Whatever the specific ministry, the idea is that it should be an arena where core Christian values are at stake – somewhere where Christians “cannot not” be active. We then develop appealing, straightforward projects in a campaign format. The limited duration and manageable commitment level of a campaign (rather than an ongoing, permanent project) invites participation for Christians who might be leery of committing themselves to a lifetime of activity, but who are very willing and interested to do something meaningful and fun for a fixed duration.

Stage Two – Engagement

THE EMERGING CHAMPION DOES SOMETHING WITH US.

Individuals who complete an important project want the ability to reflect on it, grow from it, and think about what to do next. This is the second stage of participation architecture: Engagement. During this stage, emerging champions are much more open to learning about and becoming more in-



volved in the broader work of the partner ministry. Mission Increase Foundation helps our partner ministries show these champions how to see the world from a different vantage point: one where the partner ministry's cause assumes a growing level of importance in the champion's own life. Most importantly, Mission Increase Foundation helps ministries demonstrate how the ministries' approach is the answer to a question that is burning in the champion's heart. As each champion participates in these engagement activities over time, they find the area(s) where they are called to engage more fully. Mission Increase Foundation coaches ministries on how to help champions up the participation staircase to greater and greater levels of engagement in the ministry's cause.

Stage Three – Ownership

THE CHAMPION DOES SOMETHING WITH US.

At this stage, champions become the primary agents for spreading the core values and work of the partner ministry in their sphere of influence—including raising financial support for the ministry. Equipped and regularly encouraged by the partner ministry, champions proceed to replicate their own development experience among their circle of friends, coworkers, family, and church. They begin shepherding their own “portfolio” of champions in ministry. They refer to the partner ministry as “we”, because they are now the primary representative of the partner ministry among their friends and acquaintances. The transfer process—from the ministry owning the cause to the donor owning the cause—is now complete.