



**Nazarene
Compassionate
Ministries**

Compassion as a lifestyle



November 2014

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About NCM USA/Canada

Nazarene Compassionate Ministries seeks to live and act compassionately in the world following Christ's own life and ministry. We seek to be incarnations of the same gospel that Christ lived and preached and to be witnesses to the same love and compassion God has for our world.

In the United States and Canada, NCM works closely with Compassionate Ministry Centers (CMCs) to bring compassion and healing to communities that need the love and presence of Christ.

Mission

Nazarene Compassionate Ministries USA/Canada partners with Nazarene interests to facilitate ministries which address the temporal as well as the spiritual needs of the economically disadvantaged.

Churches

Local churches are the primary avenue for Nazarenes to reach out to those in their communities. Nazarene Compassionate Ministries seeks to support churches in

[Forward to a Friend](#)

Sustainability is more than just *"having enough money."* Sustainability is really a question of how we view the money we have been entrusted.



I've recently been reading a book called, "The Choice." I think this book says it best:

"Sustainability is not about hoarding wealth to secure our future under the guise of saving but about maintaining a posture of dependence on the Father. Do we exhibit this? The mark of Godly leaders is where we place our trust. Is our safety net a stockpile of money or the promises of God? There is no more revealing test of trust than this in the high places of life."

Allow your faith and trust to be placed in Him. Follow the principles taught in His Word. **Money is His tool, but never the answer! Trust in Him and His promises. That is true sustainability.**

Be found faithful,

Jay Height

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Coordinator, Nazarene Compassionate Ministries USA/Canada

Current Funding Opportunities

American Association of University Women (AAUW) Community Action Grants provide funds to community-based nonprofits to support innovative programs that

starting and maintaining ministry to the under-served and marginalized. We believe every church, no matter size or budget, can find ways to meet needs in their community with compassion, creative, and the firm foundation and life-changing power of the Gospel message.

CMCs- Compassionate Ministry Centers

A Compassionate Ministry Center is a non-profit organization dedicated to meeting the needs of the under-resourced in the community. While these organizations are often affiliated with a specific local church, they are in a strategic position to unite others in their community around a high-needs cause.

NDR- Nazarene Disaster Response

Nazarene Disaster Response is Nazarenes mobilizing for disaster through Readiness, Response, and Recovery. Local Nazarenes are in a unique position to understand, serve, and remain with disaster victims in their own neighborhoods. In large-scale events the denomination can come alongside local efforts with the support of volunteers and donors from across the country and through our strong partnerships with other disaster relief agencies. NDR serves victims regardless of race, creed, or economic status by concentrating on assistance to the poor, elderly, and handicapped.

W&W- Work & Witness

Work & Witness provides opportunities for Nazarenes to serve together in support of existing ministries such as churches, CMCs, and Nazarene Disaster Response. Work & Witness can be any type of project, from construction to evangelism to compassionate outreach.

Contact

provide education and equality for women and girls. Projects should develop girls' sense of efficacy through leadership and advocacy opportunities. [More information](#)

Deadline: January 15

Amount: \$7,000- \$10,000

Starbucks Foundation Youth Leadership Grants support organizations that equip young people ages 15 to 24 with business savvy, social conscience, and collaborative communication opportunities. [Learn more](#)

Deadline: Applications accepted Nov 1 - Dec 15

Amount: \$10,000 - \$30,000

Safeway Foundation supports nonprofit organizations doing work in four priority areas: hunger relief, education, health and human services, and assisting people with disabilities. [More information](#)

Application Deadline: December 20

Amount: \$10,000 - 25,000

Black Rock Arts Foundation is accepting applications for civic art projects to create highly interactive, community-driven, collaborative works of art that are accessible in the public. [More information](#)

Letter of Inquiry Deadline: December 1

Amount: \$10,000

William G McGowan Charitable Fund

supports homelessness prevention projects in CO, IL, KS, NV, NY, and PA that promote self-sufficiency through education and job training, job placement and retention, mental health support, life skills, and post-program participant follow up. [Request for Proposals](#)

Communicating for Sustainability

Practical Tools for Common Non-Profit Functions

An organization's ability to serve over the long term depends on the quality of its performance, achievement of concrete results over time, and ability to secure funding for its activities. Organizational sustainability is essential for strong projects.

Sustainability is the capacity to endure (survive, continue work and play a positive role in the lives of beneficiaries over time) and grow (in size, scope, and expertise) by adapting (changing in ways that do not sacrifice mission) to a changing environment.

Four elements enable a sustainable organization to continue to fulfill its mission into the future despite changing needs of the target community, dimensions of the problem being addressed, availability of funding and competition.

Four Pillars of Organizational Sustainability			
Institutional	Programmatic	Financial	Environmental
Mission, vision, values are articulated and shared across the organization	Staff knowledge and expertise	Procedures for processing accurate, timely financial data	Laws and regulations that define, encourage, and protect nonprofits

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Board of Directors actively provides overall direction and mobilizes resources	Activities are consistent with mission, vision, and values	Systems for procurement, inventory, travel, facilities, HR, payroll, benefits	Support from policy makers
Strong leadership ensures daily operations are relevant to mission, vision, values, and beneficiaries	Opportunities for information transfer and exchange	Mix of funding sources	Influential champions and supporters inside and outside the sector
Five-year strategic plan has sustainability indicators and is updated regularly	Established monitoring and evaluation process and program indicators	Managers can develop and monitor true cost budgets	Strong partnerships and networks
Transparent business and operations systems	Project planning based on data and research	Able to generate resources by engaging public and private sector and earning income	Access to technical assistance outside the organization
	Resources, materials, and tools that respond to project needs	Ability to advocate for new national and local revenue sources	Support from clients, beneficiaries, and other community members

Sustainability Rapid Assessment

Strong organizations remain focused on a purpose, have defined systems and objectives that all staff put into practice, and can successfully identify and claim a niche.

Identifying and Claiming a Niche

Niche is the unique role an organization plays in a sector to serve a specific audience.

Market Niches meet the needs of a target audience that are not being met by competitors.

Strengths and advantages should be used to define how an organization stands out from its peers and competitors, and claim the organization's niche. Examples of advantages are:

- Being the only organization that is implementing a type of project in the local area
- Having strong data on program impact
- Defining a unique and effective approach
- Meeting a critical need in the community that would not be met otherwise

To identify a potential niche, determine what the organization does well, what

others are not doing, and where there is an unmet need in the community aligned with organization's mission.

Elements that Define a Successful Niche

Identity

- What is the organization's Mission?
- Who are the organization's beneficiaries? (Age, geography, gender, risk behavior, etc.)

Expertise

- What does the organization do well? Be specific about strengths:
 - What about the organization's approach works?
 - What about the organization's intervention gets results?
 - Is it good at building trusting relationships, partnering or building capacity?

Differentiators

- What does the organization do that peers or competitors do not do?
- What skills or expertise does the organization possess that others do not possess?
- How is the organization, staff, or approach different from others who do what it does?
- What does the organization offer beneficiaries that others do not offer?

Proof of What the Organization Does Well

- Can the organization provide quantitative or qualitative data to show impact?

Links to Government Priorities

- Can the organization cite a priority need it is meeting?
- Has the organization conducted research?
- How does what the organization is good at fit into national and local strategies?

Linked to Community Priorities

- Can the organization demonstrate that it addresses a need in the target market?
- Has the organization conducted research about the needs in the community?

Cost Efficiency

- Can the organization show that costs are less or comparable to similar quality services?
- Has the organization assessed the costs of its services per person?

Differentiate your organization from the others by identifying what is unique or different about what you do, how you do it, and for whom you do it. Instead of imitating the latest trends in the sector to get more from donors, distinguish yourself from the competition by doing what you do better than anyone else. Make a bigger impact by being the best at what you do and owning your niche. Organizations that make a positive difference by providing a well-defined program to a specific population are more likely to be noticed and supported by donors and volunteers.

Identifying Prospective Donors

In a sustainable organization, everyone is responsible for identifying, building, and managing relationships with people who share the common values and concerns. This process includes building a good reputation, implementing strong programs, forming contacts and networks, generating funds, and earning support and contributions. Solid organizations are skilled at mobilizing human, physical, social, and financial resources to accomplish their missions.

Everyone in the organization (board, senior managers, program and administrative staff, etc.) plays a crucial role in mobilizing resources.

- Networking with potential donors and partners
- Providing leadership and input into strategic planning
- Sharing the organization's work and successes with the wider community
- Informing the each other of important news, connection, and leads
- Representing the organization at high level official functions as well as locally
- Managing and maintaining relationships with government and local communities
- Monitoring relevant trends and new developments at various levels
- Developing proposals and project budgets

One key role is to actively connect with people to identify where to focus networking and resource mobilization efforts based on an understanding of the gaps in the organization's knowledge, contacts, and resources. Map individuals, networks, and donors to locate new opportunities and assess potential resources available in the funding landscape.

Answer key questions before contacting and meeting with potential donors:

- What is their mission?
- What are their specific topics of interest?
- What type of support do they provide?
- Who are their primary beneficiaries?

- What is their current funding strategy?
- How much do they donate every year?
- What programs/organizations have they funded in the past?
- What are their donation policies?
- What is the application process?
- What connections do they have to your organization?

Pursue a potential donor when there is an overlap in:

- What the donor wants
- What the situation requires
- What your organization can offer

Organize informational interviews to learn more about a donor's expectations, decision-making processes, current activities, and future plans.

- DO NOT try to persuade a donor to fund you. Make it clear you are only want information.
- Set up the interview by stating who you are and why you want to meet, mentioning a personal referral or mutual interest, and asking for a brief meeting or phone call.
- Prepare for the interview by developing questions and updating promotional materials.
- Dress well, respect the subject's time, and remember that you are the interviewer.
- After the interview, promptly follow-up on any agreed actions and send a thank you note.

Possible Questions for Informational Interviews

<p>About the Organization</p>	<p>In which strategic areas is your organization active? How were these chosen? How often are they reviewed? Have they changed recently? How/why? What process do you use for developing new programs, selecting new implementing partners and procuring services? How do you evaluate funding proposals? Do you accept unsolicited concepts? What are common characteristics of the best proposals you have read lately? How long has your organization been working in this context? What are the primary challenges and advantages of operating here? How is your organization similar to and different from others like it? How do you see this industry changing in the next five to ten years? After reading your web page, I wanted to ask for clarification on _____.</p>
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	<p>What publications, research, or information sources</p>
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<p>Technical Questions</p>	<p>help you stay current? What networks does your organization participate in? What do you learn from them? Are they worthwhile? Which implementers in this context have especially impressed you? Why? We have found _____ to be true. Has that been your experience? Why (not)? What are some key lessons learned from operating in your technical area? Is there a particular niche that is not being covered in the community?</p>
<p>Questions about Other Organizations or Contacts</p>	<p>Which implementers have you encountered that do work similar to mine? What is your impression of them? In what settings do you typically meet new local organizations? Which donors typically support the same kind of work as my organization? Is there anyone else that you would recommend I speak with in your organization or another organization? Would you be willing to introduce me?</p>

Communicating with Donors: *The Elevator Speech*

Prepare for chance meetings with potential donors and partners by being able to briefly explain the value and essential elements of your work in an interesting way and kicks off a dialogue.

An Elevator Speech is a short, clear introduction to your program that sparks the listener's curiosity to want to learn more. It should highlight the value of the program, be quick (less than 90 seconds), interesting, and useful for starting a conversation with a potential donor.

Creating an elevator speech enables you to know the right thing to say to create a good first impression and helps your figure out what is essential to communicate about your organization. Everyone in the organization should know and practice delivering a compelling elevator speech.

<p>Elements of an Elevator Speech</p>
<p>Who is your target audience (potential donor or partner)? What is the issue or problem your target audience is trying to solve (donor priorities)? Know your audience when describing what your organization does.</p>
<p>Who are you and who does your organization serve?</p>
<p>What does your organization do? What is your niche?</p>
<p>What is unique about your organization? What approaches or results set your organization apart? Why should the listener fund, work, or partner with you?</p>
<p>Why is your program important?</p>

Where do you work?
What is your geographical reach?

What do you want the listener to do as a result of hearing this pitch?

Review your Speech

- Does it talk about those things of most interest to the target audience?
- Does the story use a hook to introduce unique aspects of the organization?
- Does it say what your organization can do for him or her?
- Does it tell a story, not just list facts?
- Does it use clear, powerful words and phrases and everyday language?
- Is it memorable and sincere?
- Does it contain less than 100 words?
- Does it end with an action request?
- Does the speaker convey warmth, friendliness, confidence, and enthusiasm?
- Does the speech sound effortless and conversational, and project passion for the work?

Communicating with Donors: *Capability Statement*

Thoughtfully preparing a capability statement can help identify and communicate how the organization's experience and skills are transferable to new projects. This document can then be adapted to create proposals and marketing materials for a wide range of audiences.

A Capability Statement is a brief written description of what you have done, who you are, what you do, and how you are different from your competitors. It should instill confidence in a potential funder or partner that your organization has the technical, programmatic experience, expertise and track record to get results.

1. Research your audience and become as familiar with donors as possible

- What projects have they funded in the past and what are they likely to fund in the future?
- What kind of organizations do they like to fund?
- What size organizations do they usually fund?
- How large are their typical projects?
- What types of approaches do they fund?

2. Research your competition

- Know which organizations are most likely to apply for the same funding opportunities
- Know their strengths and weaknesses
- Know how your organization differs from theirs
- Emphasize the unique benefits that your organization offers

3. Research potential partners

- Consider how potential partners could strengthen your ability to implement the project
- What does your organization do that their organization does not?
- Sell your organization as a worthwhile partner for a project

4. Write a concise (brief), convincing (persuasive) and connected Capability Statement that is a resume for your organization and demonstrates how your work responds to donor needs

Core Attributes	<ul style="list-style-type: none"> • Organizational mission and work • When the organization started • Where the organization works and what population it serves • Technical expertise
Past Performance	<ul style="list-style-type: none"> • Past and current projects (what, when, how, why it matters) • Results (outputs) and impact (outcomes) • Past and current partners and funders
Differentiators	<ul style="list-style-type: none"> • What does the organization do that peers and competitors do not? • What unique skills or expertise does the organization possess? • How is the organization, staff, or approach different from others? • What does the organization offer beneficiaries that others do not offer?
Contact Information	<ul style="list-style-type: none"> • Organization legal name, physical address, website, and primary contact • DUNS number and registration status

Sample Capability Statement Template

Logo

Name of Organization

Capability Statement

Call this document a Capability Statement

This is a CONTENT template,
not a design template. Add
color and graphic elements!

Summary Statement

No more than three sentences. If you have an elevator speech, adapt it.

Core attributes

Add any specific information about who you are, what you do and who you serve that is missing from your summary statement. If the summary statement covers everything, skip this.

Past Performance

Describe past and current projects that are tailored to the funder's mission, problem they are interested in solving or specific opportunity.

Differentiators

Describe what makes your organization different from peers or competitors and how this benefits the targeted funder.

Partners

List past and current partners and funders. If there are too many partners to fit, prioritize based on intended audience for this cape statement.

Funders

List past and current funders. If there are too many funders to fit, prioritize based on intended audience for this cape statement. If requested, provide contact information.

Address, phone numbers (voice, mobile and fax) email, web site and other related contact information

References:

Content adapted from **Going the Distance: Step-by-Step Strategies to Foster NGO Sustainability**. Developed by Capable Partners Program and New Partners Initiative of USAID.

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