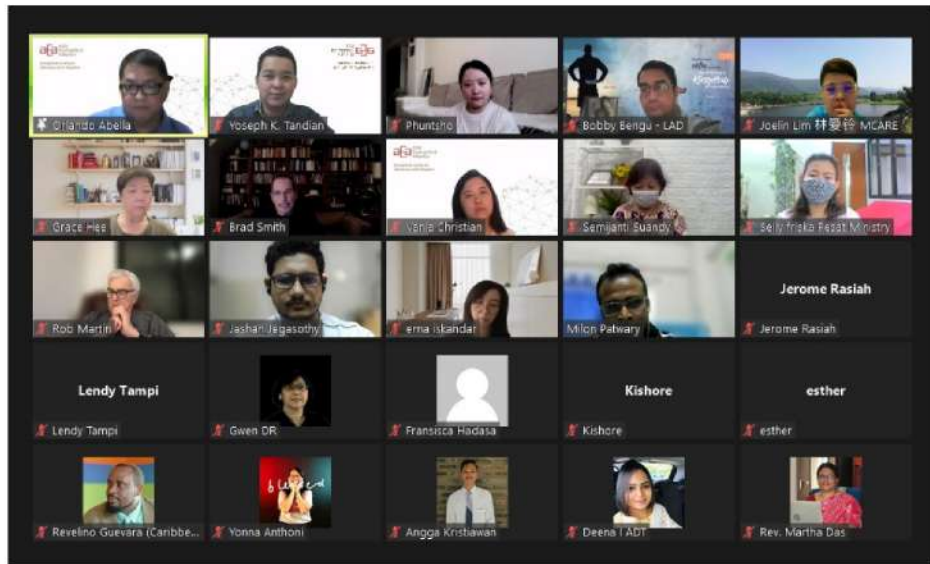


# RESOURCE DEVELOPMENT CAPACITY BUILDING

## 16 weeks of coaching on Fundraising



As a means to meet one of the main challenges of National Evangelical Alliances in Asia, AEA started a journey of Resource Development Coaching for Asian leaders. In collaboration with World Evangelical Alliance's Global Institute of Leadership (WEA-GIL), AEA Capacity Building Team designed a training strategy that involves 16 weeks of coaching in resource development particularly on fundraising. This is a journey to equip the leaders with fundraising skills that is aligned with the unique mission of each nation's context.

In order to get the full support of the General Secretaries, Executive Committee board members of National Evangelical Alliances, leaders of AEA Associate Members, and AEA Commission Directors, they were invited to an online vision casting on November 19, 2021. The purpose of the event was to share the rationale and also the potential impact of the training to their organizations. The 45 leaders from the different member countries, commissions and associate members agreed that the coaching strategy is valuable and gave their full support. As a result, 14 teams and 39 participants registered for the coaching sessions. Initial activities were conducted to familiarize the participants with the process and also to get to know each other but the actual lessons started formally on January 14th, 2022. The coaching process is still ongoing, with main sessions every Friday morning at 9AM to 11AM (Bangkok time) plus individual coaching sessions for teams that need them within the week. Dr. Brad Smith, President of Bakke Graduate University as well as the Director of WEA Global Institute of Leadership, and Rob Martin, former

CEO of First Fruit Foundation and author of "When Money Goes on Mission," provide the world class coaching for the whole duration of the training. Eight sessions have been completed and the rest is estimated to be finished by the last week of April, 2022. During the first 8 sessions, participants were equipped with the fundamental principles of fundraising. The coaches emphasized fundraising as disciple-making, being a trustworthy leader and good steward of God's mission, and building trust with the donors. They were also given assignments to build the book of LOI (Letters of Inquiry) based on each organization's unique characteristic and calling. The book of LOI consists of a working paper, budget plan, projects plan, and resource capacity development plan. The process may be difficult and challenging, but it is a valuable investment, because the document that they are working on will be a core document for each organization's fundraising process in the future.

Most of the participants stated that they were facing unexpected difficulties and challenges in doing their respective documents but really enjoyed the learning process, in hope that they could help other leaders, pastors, and churches to do fundraising in the future. May Pan Lynn, AEA ExCo member and Women Commission of MECA shares that "This coaching has opened my eyes to see what I have never seen before. It changed my mindset about fundraising which I thought of like begging. I can see now that Fundraising is Disciple-making. It also helps my faith stronger and makes me bold enough to move forward approaching the right people to raise funds and resources for the needy." ■

