

# The Spirituality of Fundraising

by Henri Nouwen

## **Key Concept #1: Fund-raising is not a response to a crisis. It's a way of announcing our vision and inviting other people into our mission.**

It's proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission. Our own call must be deepened and strengthened as a result of our fund-raising.

## **Key Concept #2: We have to make a choice where we want to belong, to the world or to God.**

What is our security base? God or Mammon? That is what Jesus asked.  
He says that we cannot put our security in God and also in money.

## **Key Concept #3: Asking people for money is giving them the opportunity to put their resources at the disposal of the Kingdom.**

Those who need money and those who can give money meet on the common ground of God's love.  
Fundraising relationships must always aim to create new, lasting relationships.  
We must claim the confidence to go to a wealthy person knowing that he or she is just as poor and in need of love as we are.  
Once we are prayerfully committed to placing our whole trust in God, and have become clear that we are concerned only for the Kingdom; once we have learned to love the rich for who they are rather than what they have; and once we believe that we have something of great value to give them, then we will have no trouble at all in asking someone for a large sum of money.

## **Key Concept #4: In prayer we slowly experience a reorientation of all our thoughts and feelings about ourselves and others.**

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