

# Body of the Presentation Script - Church Planting

On this page, you will find speaking points you'll want to make sure you mention as you're giving your presentation. If you need a refresher on how to cast the vision or deliver a specific point, reach out to your MTD Coach for help!

Now that you've shared your testimony, you need to transition to the presentation.

- This can sound something like, "Thanks for listening to my story. If it's all right with you, I'd love to show you some photos to help communicate more about <church/ministry>, Reliant Mission, and my role with them."
- Once you've opened your presentation, tell them about your "This is Me/Us" page in 30 seconds or less.

## Three questions to consider:

1. Who are you reaching?
  2. What are the struggles they go through?
  3. What are their needs?
- Sharing the need can sound something like, "One motivation for me/us is knowing that there are xxx,000 people in <location> who need to hear the good news of Jesus Christ."
  - You can also ask, "What do you think are some of the pressures facing people in <location> today?"
    - Regardless of the answer, acknowledge it positively and lead into the need by saying, "Unfortunately, I would have to say you're right, along with these other problems..."
  - You may also give other examples: Statistics from the city or local area that help communicate the need for a ministry or church plant there.

## Three questions to consider:

1. What is the answer to their needs?
  2. How does or will your ministry attempt to meet these needs?
  3. What is your part in meeting these needs?
- Use this time to develop specific needs in your area that your church/ministry is trying to meet. Ex. "As you read through the list of common problems, I'm sure you're thinking that these problems exist everywhere, and you are absolutely right. The two problems that seem to be prevalent in <location> are addiction and poverty. It seems that many of these problems stem from the fact that..."
  - Communicate possible reasons for problems. However, make sure these are both *factual* and *believable*.
  - Possibly tell a story here! "Recently, our core team for our church plant has been ministering to Ann..."

Now that you've reached the Gospel portion of your presentation, you will tell/remind the person that only Jesus can truly fulfill those needs.

- "Of course, as you and I know, only a relationship with Jesus Christ can fill the void that is in each person's life. That's why I feel very strongly and deeply about reaching out to people in <location> through our church plant, showing them God's love and forgiveness through Jesus Christ. We desire to help them see and know the hope and joy Christ has to offer through both words and through serving our community."
- Possible **short** testimony or story

This is the part where you will explain who Reliant is and what they do for you as a church planter. You will also introduce any other ministry organizations you're partnering with.

- "To be a part of this mission involves partnership. Our church plant is involved in the <name> church network, whose mission is to <mission>."
- Reliant is the sending organization that I will be working for. *Reliant partners with missional churches and gospel-centered non-profits by mobilizing support-based missionaries for the Great Commission.* (You can read this directly from your slide.)
- **YOU MUST SAY THE FOLLOWING:** Reliant is a registered 501(c)3 and is a part of the Evangelical Council for Financial Accountability.
  - Explain what this means in simple terms. For example, "Basically, all this means is that while we are out planting the church, Reliant is behind us acting as my employer. They act as my HR department, and they are helping make the things we do at <church> possible." If the person you're sharing with has any further questions about who Reliant is or what we do, you will give them a chance shortly to ask those questions.
- Share a bit about your church planting network.
  - "Our <organization/church> is... <Share who your church/organization is and what they do> <Include mission/vision, how your church meets the need in your area, and maybe a story of someone whose life was changed by being a part of your community>"

Sure, people know that you're planting a church. But what will you be doing specifically in that process?

- "I'm often asked, 'What am I going to be doing specifically in <location>?' Share about your specific roles with the church/ministry.
  - Ex. I will be working at sharing with those who don't know Christ and building Christians up in their walk with the Lord. I will help teach Bible studies, build discipleship relationships, and be trained in church planting...
  - Communicate general activities and ministry responsibilities. Possibly use a short story to help communicate the impact your role can have.

STOP and see if they have questions! Now is a good time to do this so they don't get confused about anything you've said so far and are able to keep focusing on what you are going to say. Sometimes if people are confused or have questions, they are thinking about that instead of focusing on you and what you are saying.

- "I know I've been talking for a while now, I was just wondering if you had any questions about what I've shared so far?"
- If they have any questions, affirm the question, restate it to make sure you understand the question, and give the best possible answer.
- **It's okay if you don't know the answer to a question!** Be honest. "You know, that's a great question, and I honestly don't know the answer. Is it okay with you if I look into it after this meeting and get back to you later today or tomorrow with an answer?"
  - Check the Field Manual and/or reach out to your MTD Coach to help you find an answer.

After you've asked for questions, you will lead into your various asks.

- "Thanks so much for your questions/listening to what God is doing. I am so excited to be a part of this ministry... <Cast vision one last time before asking for partnership>
  - Ex. "Just like we were able to see Jill change her life around, we want to be there for the thousands of others like Jill who need to hear the good news of Jesus in <city>"
- **On the "I am Reliant" page:** But <insert name>, we can't do this alone. Because we are Reliant. We are Reliant on the Lord for everything. And we are Reliant on people like you to team up with us in <city> to make these things possible.
  - Some ideas for furthering this idea of being reliant:
    - Romans 10:14 states, 'How can they call upon Him in whom they have not heard? And how can they hear without a preacher? And how can one preach unless he is sent?' At <church>, we're convinced of God's call and are willing to do our part, but we need others on our ministry team to make this ministry happen.
    - Let me give you an analogy from Exodus 17. Maybe you remember the story. Moses, Aaron, and Hur were overlooking a battle between the Amalekites and Israel. When Moses had his hands raised, Israel would begin to prevail. But when his arms dropped from being tired, Israel would start to lose. Aaron and Hur, seeing that he was weak, held Moses' arms, and ultimately Israel won.  
  
Who won the war? The soldiers? Moses? Aaron and Hur? It took a team working together to see victory. We see a team as a partnership that can make a difference in <location>.
- **On the circles page:**
  - Keep each circle's explanation short, no more than one sentence each.
  - "<Insert name>, let me tell you how you can be part of the team. There are three ways we have often received help in our ministry.
    - We need true intercessors who will commit to praying regularly for Reliant, <organization/church,> and our ministry in <location>.
    - Another way you can help is by connecting me to others you know who would love to hear about our ministry.
    - Lastly, a regular way we've been helped is through the generous giving of others. If you don't mind, I'd like to share with you about that now.

Here it is! The big finish. You've made it this far; you can do this. We recommend reading directly from the "Here's how you can help" page because it gives you a minute to breathe, gather your thoughts, and pray before diving into the ask.

**The Here's How You Can Help page (HHYCH) is the key tool to introduce the financial ask.**

- The page is carefully worded and should be followed nearly exactly — to be read word-for-word at the end of your presentation. If you prepare and practice adequately, you will be able to present Reliant's financial needs in a natural and conversational manner while sticking closely to the text.
- The HHYCH page allows donors to see how giving works and is designed to focus on our biggest need: regular, monthly giving.
- "I'm actually just going to read this directly from the page because Reliant has done a really good job of wording it."
  - Read the entire lefthand side and continue reading the righthand side "I am reliant on God to provide ministry team members who will make monthly investments in the mission."
- Now, you can stop reading and talk directly to the person you're meeting with.
  - "<Insert name> I am trusting in God to provide people who are able to give <insert range ask or specific amounts> per month. Would you join our team at one of these amounts?"

**Be specific**

- We speak about specific dollar amounts or ranges in order to:
  - Share our need as concretely as possible
  - Help the potential partner see "what is normal."

*Stop talking. Breathe. Pray. Pause.* This pause will feel like an hour, but it's really only a few seconds. Resist any urge to say something like, "I mean, it's okay if you can't." or "I know that's a lot of money, and you just had a baby/lost your job/got married, etc." Do not give them a reason to say no when you've just spent so much time giving them every reason to say yes.

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**POSSIBLE RESPONSES TO THE FINANCIAL ASK:**

- Say thank you!
- Clarify the Amount, Frequency, and Start Date
  - It is very important that you know exactly how much and how often partners plan to contribute. Miscommunication can easily happen here. Is the gift monthly? Or were they thinking quarterly or annual, or just a special gift? When would they want to start?
- Once you have determined the amount, frequency, and start date, communicate appreciation again.
- Briefly Explain How to Start Giving
  - Once the amount has been clarified, it is important that the new partner know how he or she can give most effectively. This should be very brief; you will address details later.
  - "Let me explain how that works. Most donors set their giving online. Reliant has a secure website that is easy to use and allows you to stop, start or change your giving at any time. Before I leave, I'll share more about how you can get started."

The prospective ministry partner responds, "I'd like to pray about it," or "I'd like to talk with my spouse about it," or something similar.

- Say Thank You and Be Happy! Maybes often can lead to "yes" decisions, so be happy.
  - "I certainly appreciate your consideration!"
- Set up a time to get his/her decision.
  - "For considering giving, when does it make sense for me to get back to you? Could I call you back in a few days to see what you have decided? Today is Monday; would it be enough time if I called you, let's say, Wednesday?"
    - Most people are able to make a decision fairly quickly. Allow them enough time for a decision while staying within a timeframe where they don't lose the urgency of the ministry's need. Sometimes this is the next day. Often it is 3-4 days.
  - **Pro Tip:** Suggest a time that you can call back. The prospective ministry partner may suggest another time, but *you* suggesting one gives you a springboard from which to set a mutually agreeable, specific time.
    - Some people may tell you they will call you. In those instances, here are some example responses that will help you keep the ball in your court:
      - "I certainly appreciate that, but I am usually either on the phone or gone. I think it would be easier for you if I gave you a call."
      - "Thanks, I appreciate that! I do tend to be hard to get a hold of, though. If we don't connect, I'm happy to try to give you a call as well."
  - Once you have agreed on a time to call, confirm it out loud with them.
    - "I'll look forward to talking with you around 7:30 or so Wednesday night."
  - **Pro Tip:** It can be helpful to allow for flexibility instead of a rigidly exact time. Remember, you have lots of calls to make!
- Briefly Explain How to Start Giving
  - Even with a maybe, it is important to briefly explain what giving could look like.
  - "I can certainly understand you wanting time to pray about this decision that is really important. Before I leave, I will go ahead and explain how the process works if you do decide to partner with Reliant. Most people start their giving to Reliant on our website. It's secure, easy to use, and allows you to start, stop, or change your gift at any time. Should you and your wife decide to give, I can show you how to do that."

A "No" response can mean several things:

- "No, that amount is too high" (ask for a lower amount)
- "No, I can't give regularly" (ask for a special gift)
- "No, right now is a bad time" (but later might be okay)
- "No, I have some unspoken concerns."
- "No, period."

This means we must clarify! Primarily, remember to graciously ask clarifying questions to determine what their "No" means.

### Clarifying

- Ask for a lower monthly range.
  - If they are unable to give the monthly amount you requested, your follow-up should communicate understanding and appreciation: "I can certainly understand. I know that amount can sound high to some donors. Is there another amount that you could feel comfortable with?"
- Ask for an Alternate Frequency
  - If they are unable to commit to something monthly: "I totally understand. Some donors can't commit on a monthly basis but have been able to consider quarterly or annual gifts. Is that something you might consider?"
- Ask for a Special Gift
  - "I can certainly understand. Not everyone is in a position to give on an ongoing basis. Mr. <name>, as well as the monthly expenses I've mentioned, special, one-time gifts will help cover less frequent financial needs of our ministry such as...<list a few special needs>."
- Ask about the future.

- If they are unable to give at all financially, your follow-up should communicate understanding and appreciation and seek to find out if they would be willing to consider giving in the future.
  - "I so much appreciate your consideration. Some people who can't consider giving do have circumstances change in the future. Could it make sense for me to check back in three or six months or another time?" If the answer is "Yes," get a general time to get back in touch. Then agree upon an appropriate time to contact him/her. "I appreciate your willingness to consider joining Reliant's team in the future."
- "No"...period
  - Communicate understanding and appreciation. "I can certainly understand. Thank you so much for letting me share about Reliant and this ministry with you. It's a privilege just to be able to tell our story."
  - Ask if there are unspoken concerns. It may be appropriate to ask about unspoken concerns. Be sensitive and mention this only when appropriate.
    - "I wonder, are there any concerns you've had or questions I've left unanswered?"

## Getting Connected with Others Script

### Objectives: Getting Connected to Others

- Communicate to potential partners the vision for the need to get connected to others
- Ask boldly for connections to new people who would be interested in hearing about the ministry

### REMEMBER:

- Asking for referrals is one of the most important aspects of MTD
- It's also one of the hardest aspects of MTD
- This is one of the main pieces that determine how quickly we finish our responsibilities in developing a Reliant ministry team



#### RATIO OF THREE

Consider this example:

My support goal with Reliant is \$5,000 per month.

If I average \$50 per month per ministry partner, I will need to have 100 partners, so...

I will need to secure 300 appointments. (Average is 1 partner per 3 appointments.)

In order for me to secure these appointments, I need to connect with 900 people. (Average is 1 appointment per 3 connections.)

This means in order to bring 100 ministry partners onto the team, I'll need at least 900 people to contact in my database.

And for me to talk with that many people, I will have to make about 2,700 connection attempts. (Average is 1 connection per 3 connection attempts.)

**As you can see, asking for referrals will be imperative to getting fully funded!**

## Asking to be Connected to Others

### Cast Vision

Help those you meet with understand the importance of being connected to others.

#### 1. Communicate the need

Following the [Financial Ask](#), you will have to re-envision the need for help. Talk about how many people you will need to talk to and how you don't know that many people.

"I will likely need to meet with literally hundreds of people..."

### 1. Let them know they can help

Make sure to communicate that they can be a big help in solving this problem and meeting your needs here.

#### Pro Tip

Pulling out a piece of paper and showing you're ready to write down names can be a good cue for people that this is important to you.

## Suggest Categories

Invite those you meet with to take a few minutes and think through the people they know that you might be able to contact.

Start with the "Big Four" categories

1. Family
2. Church
3. Work
4. School

Within each category, you can get more specific

- Give examples: cousin, small-group leader, office manager, classmate
- Take each trail of thought to a conclusion, then return to the Big Four

After working through the Big Four categories, return to the list and ask for contact information

1. Name
2. Phone
3. Email

#### Pro Tip

Get more information on the person, including how they know them, their occupation, and church involvement. This will help you be able to connect more with their family and friends.

If time allows, have them put the people they've mentioned in order of priority. "If you were me, who would you start with on this list and why?"

## Put Them in Your Shoes

A great question to get people thinking of names is, "If you were in my position, raising support for this ministry, who are the first three people you would call?" This may help those you meet with think about people who will be passionate about your specific type of ministry and will be more likely to become supporters.

## Get them Involved

When possible, it would be good to involve them in contacting their recommended people. This can take on different approaches, depending on how involved you get them:

- **Very Involved:** Rare. A partner may make the appointment for you and/or go with you to the appointment.
- **Involved:** Common. They text, call, or email ahead to let the contact know you will be calling.
- **Not Involved:** They let you use their name when calling the contact.

**When you get new contacts, follow up immediately while they are still fresh — ideally within 24 hours to a week**

## Tips for Getting Connected to Others

- Remember that the ask for more contacts is just as important as the financial ask. So coming off of the financial ask, be positive and deliberate to maintain momentum.
- Your body language, with paper and pen in hand, should communicate an expectation of spending some time on this now.
- Avoid yes/no questions, like, "Do you know someone...?" Rather, use "Who are...?" or "What are...?"
- Depending on who you are talking with, beware of the use of buzzwords like contacts, referrals, and leads.
- Acknowledge that they probably haven't been thinking about possible individuals all day.
- In some situations, you should encourage them to look through their cell phone or Facebook contacts to think of others.

- When using a directory or precompiled list, ask them to identify those who would be best to contact first.
- Let them know that meeting with new people is something that you are comfortable with and excited about. Put their minds at ease that you will make the person they are connecting you with feel comfortable.



#### Pro Tip

Check out the [Referral Email Example](#) page for ideas of texts and emails people you meet with can send to referrals on your behalf.

## Ministry Updates

This not only returns to your mention of the need for prayer but also confirms with the donor that you are not “taking money and running.” You intend to establish a relationship and report back.

Plus, some people will not be able to give financially but will want to be part of a regular prayer team or should receive updates because there is potential they will join the team in the future. Use discretion on this; it can be costly to add everyone to your print mailing list.

In today’s transitional world of communication technologies, it’s best to rely on donor preference for how to send updates. Most missionaries send their prayer letters via email but also maintain a postal mail list.

## Script Example for Yes or Maybe Responses

"I send ministry updates in the form of a regular prayer letter or email, and I'd love to include you so you and your family can pray for our ministry. Some people will even make a commitment to pray for me regularly, and I desperately need that. Which method is best for you to receive updates?"

## Script Example for No Responses

"Some people haven't been able to give on a regular basis but still have a strong interest in the ministry we're doing and want to commit to being part of our prayer team. I typically send ministry updates in the form of a regular prayer letter or email, and if you want to join that team, I'd be happy to include you. At the same time, I understand if this isn't something you're interested in at this time. What do you think?"

**Objectives: Communicate the various ways for partners to begin giving to Reliant**

- Show how to use the donor giving website to start, stop, or change their giving
  - **Yes, with amount** "Thank you so much for committing to giving \$\_\_\_/month! As I said before, we can get that set up now or, if you're more comfortable, I can quickly walk you through how to set up your giving online and you can do it on your own later today or tomorrow."
  - **Maybe** "I know you said you'd like some time to check your budget/talk to your spouse/pray, but if it's alright with you, I would love to quickly run through how to set up your giving online so if you decide to financially support the ministry, you can get your giving set up."
  - **No** "Thank you so much for listening to the vision of what we pray God will do through our ministry at \_\_\_\_\_. If something should change and you decide to financially support me, you can find my giving page at [Reliant.org/\\_\\_\\_\\_\\_](#)."
- Implement wrapping-up appointment principals by asking about ministry updates, praying with partners, and tying up any loose ends from their conversation as appropriate to each situation
- Input notes about ministry partners in your donor management system after each appointment to track important details about ministry partners
- Establish patterns and practices for following up with partners after appointments, including sending thank you notes, sending materials as necessary, and communicating appropriately
- Send a Thank You text/email. **The same day, send a brief text or e-mail that thanks them again and includes a link to the website for giving**

From: Dave C.

Subj: Thank You Again

Dear Mr. Jones –

Thank you again for the meeting today! I'm so encouraged by your generosity in giving towards our new church plant to reach the young people of Chicago with education and, ultimately, the Gospel. It makes a world of difference.

Here's the place to go: [Reliant.org/david.johnson](#)

View our profile and choose "Give Now" to get started.

In Christ Jesus

Dave

Thank you again for the meeting today about my plans to plant a new church and reach young people in Chicago with education and, ultimately, the gospel. I was encouraged by our conversation, and I appreciate the time you'll take to consider whether you can be involved.

If you do decide to give, here's the place you will go. Feel free to take a look to learn more about Reliant.

[Reliant.org/david.johnson](#)

We'll talk again next week.

In Christ Jesus,

Dave

Thank you again for the meeting today! It was kind of you to hear about our plans to reach young people in Chicago with education and the Gospel. I understand that you won't be able to give at this time, but I do appreciate the time you spent with us.

God bless!

In Christ Jesus

Dave C.

Cool Chicago Church Plant In ministry partnership with Reliant

[Reliant.org/david.johnson](https://reliant.org/david.johnson)