

THRIVE



9 Ways to Accelerate Sustainability and Impact

horizons
STEWARDSHIP

9 Ways to Accelerate Sustainability and Impact

WE KNOW

Planning

A well-planned and carefully executed strategy is essential for faith-based organizations. Strategic planning enables leaders to set clear goals, develop actionable steps, and allocate resources effectively. With a roadmap, ministries can navigate challenges more successfully, make informed decisions, and ensure their efforts align with their larger mission. The same principles apply to growing annual, capital, and planned giving.



Pre-campaign planning is the key to meeting ministry goals, minimizing risks, and maximizing potential outcomes. Check out this helpful visualization of a pre-campaign planning process.

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Impact

Prioritizing impact is crucial for churches and ministries. Implementing prudent practices, transparent reporting and accountability measures boost donor confidence and will influence generosity. When you show that you are making progress in the areas you say are most important, you build trust, excitement, and confidence by showing how you are making a difference.



Measuring how well your ministry is doing can be hard, but we have an easy solution. Our guide breaks it all down into clear steps that are easy to understand. You'll learn to set goals, measure progress, and celebrate success.

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Governance

Effective governance is essential for long-term health. By providing a framework for setting and implementing sustainable policies, governance ensures responsible management of resources, stakeholder engagement, and long-term viability. Strong governance practices enable ministries to navigate challenges, adapt to changing conditions, and work towards creating a more sustainable future.



By establishing measurable goals and tracking progress over time, you can make informed decisions that produce better outcomes and create higher returns on your investment of human and financial resources.

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Funding

An integrated funding strategy is vital for achieving sustainability. Diversifying revenue sources reduces reliance on a single funding stream and secures stable long-term financial support. This approach allows ministries to adapt to changing funding landscapes and mitigate risks associated with donor priorities or economic fluctuations. Additionally, it encourages innovation and creativity in ministry funding approaches, expanding their impact and reach.



Transform ministry impact with an integrated funding strategy.

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Financial Operations

Sound financial management involves budgeting, cash flow management, risk assessment, and financial reporting to ensure transparency and accountability. Effective financial operations help ministries optimize resource allocation, identify cost-saving opportunities, and manage financial risks. This ensures the sustainability of their operations and the ability to fulfill their mission over time.



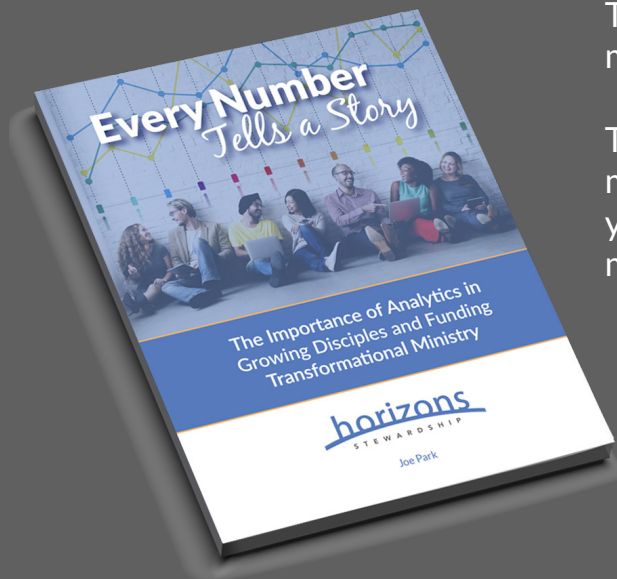
Many leaders are making expensive financial mistakes that limit their impact. Avoid the seven most problematic areas within your financial operations and discover a blueprint to fully resource your ministry and maximize effectiveness.



SIX

Donor Analytics and Insights

Staying informed about fundraising insights and donor development best practices is critical for better decision-making. By aligning strategies with current trends and priorities, leaders can make more confident resource allocations. Keeping up with the ever-changing landscape of nonprofit fundraising empowers organizations to adapt and remain effective.



The most important marker of ministry impact moving forward will not be size—but effectiveness.

To know you are making a difference—in your mind, your spirit, and your ministry—will replenish your soul and help you do more ministry and make more disciples.

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Donor Appreciation

Building and maintaining a strong donor base is crucial for sustainable fundraising. Ministries should prioritize developing a donor appreciation plan that builds relationships and provides meaningful engagement opportunities. By showing gratitude and keeping donors connected to the impact of their contributions, organizations can foster greater loyalty and increase generosity. When you connect your donors to your mission and make them feel seen and valued, they will be much more likely to prioritize their philanthropic commitments to your ministry.

If you don't have a plan in place to acknowledge, thank, and appreciate donors, you will encourage them to look elsewhere to make a difference with their generosity.

Don't miss the opportunity to celebrate a spiritual milestone—generosity!



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Digital Engagement

Leveraging technology and online platforms can extend the reach of churches and ministries. Hosting virtual events, live-streaming services, and actively using social media platforms enables organizations to connect with their community and informs them about life changes and impacts. Embracing digital engagement opens new avenues for sustainable growth and impact. Your donors engage with brands through multiple channels. They want to engage with your ministry in similar ways, too.



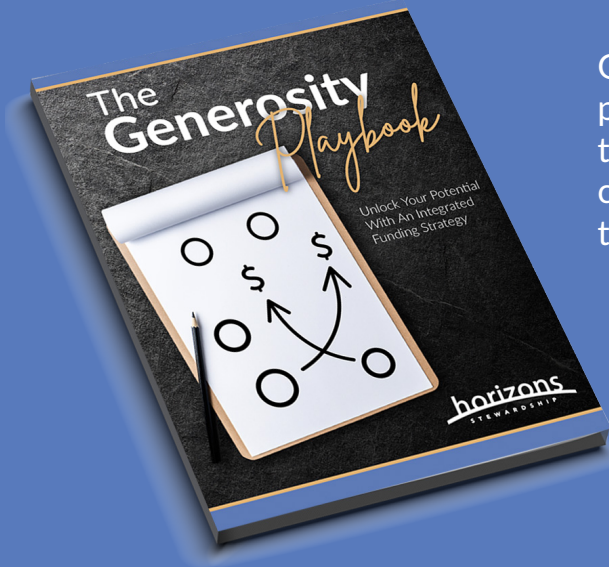
The future of the church lies in removing the separation between bricks and mortar and digital engagement into a single strategy that unites both to create an immersive experience, no matter what method the person chooses to engage with the church.





Volunteer Activation

Your donors have more volunteer options available to them than ever before. Those who volunteer in your church or ministry are significantly more likely to become a consistent and even recurring donor. When you take people to the front lines of impact, they understand how they are participating in helping others and get to see what type of impact you are making on your community. And when they know you have a plan, they want to join you in helping achieve your mission. You need a playbook to organize your efforts so your volunteers know exactly where you're headed.



Giving is more than just a nice thing; it's a powerful force for change. Whether you're looking to fund more ministry or grow more disciples, creating a culture of generosity can help you get there.



Let's Thrive—Together

It's easy to feel overwhelmed. The key is to find a trusted partner, start where you are, and grow together. Horizons has guided church and faith-based nonprofit leaders for over 30 years. During that time, we've helped thousands of ministries raise billions of dollars for impact.

Our experienced ministry strategists and trained coaches have a proven track record of results. Most ministries see a double-digit increase in giving commitments after the first year of working with Horizons.

Most importantly, we believe in an integrated and collaborative approach that tailors our work to your culture, ensuring its relevance and success. By embracing these nine strategies, you can optimize your resources, engage your community, and make a significant and lasting impact.

We'd love to be part of how you grow disciples and fund more ministry. Just complete this form, and we'll contact you to see how we can work together to turn your vision into reality.

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**Donor
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