

Meet the Speaker

Rebekah Burch Basinger

For more than a decade, **Rebekah Burch Basinger** has championed fundraising as ministry through her writing, speaking engagements, and consulting practice. In addition to her work with Christian organizations on fundraising and board development, she has the opportunity to “practice what she preaches” in her half-time role as director of stewardship services for the Brethren in Christ denomination. Rebekah was the lead author for “The President’s Role in Institutional Advancement” in the Association of Theological Schools’ *Handbook for New Presidents* and also contributed a chapter on the board’s role in fundraising as ministry to *A Revolution in Generosity* (Moody Press, 2008). She is also the co-author with Thomas Jeavons of *Growing Givers’ Hearts: Treating Fundraising as Ministry* (Jossey-Bass, 2000).

Rebekah holds a B.A. degree (1975) in English at Trinity College, Illinois, an M.A. degree (1981) in English at Wichita State University, Kansas, and the Ed.D. degree (1991) in educational leadership and policy studies from Temple University, Philadelphia. She serves on the boards of MOPS International and Pacific Lifeline Ministries, and recently completed two terms of board service with the Evangelical Council for Financial Accountability (ECFA) and Medical Assistance Programs (MAP) International. She and her husband, Randall, live in Dillsburg, PA, a short drive from Messiah College where he is provost. They are the parents of two adult sons and the proud grandparents of two little boys and a baby girl.

Extend your stay and attend the MACSA Convention on Thursday and Friday, November 5-6.

A preview of the convention workshops
is available on the MACSA website:
<http://www.macsaonline.org/228428.ihtml>

Specific Workshops of Interest

Friday—11:10 am

Jeff Kime, Hershey Christian School

My School Needs Money!!! So Now What Do I Do?

With the stock market dropping almost 25% in the past fiscal year, many schools are seeing a decline in fundraising efforts. This seminar will focus on best practices for fundraising in a down economy.

Friday— 1:30 pm

Jeff Kime, Hershey Christian School

Can My School Get a Loan, or Should I Refinance During This Economy?

Many schools are filled with financial needs during this tough economic time we are in. Questions arise as to whether or not credit is available, what types of rates should I look for, or whether or not now is the time to renegotiate our financial debts. Come get advice on who you should be talking to and to see what options might be available to you.

Business Managers Track

Friday, presented by Marlin G. Groff, Assistant Superintendent (Finance and Business Affairs) for Lancaster Mennonite School.

Friday—10:00 am

Compensation and Benefits

Friday—12:20 pm

*Tuition, Financial Aid, and Balancing
the Budget*

Friday—1:30 pm

Business Managers Roundtable



MACSA Development Institute



**Wednesday
November 4, 2009
8:30 am—4:30 pm**

*Lancaster Host Hotel
Lancaster, PA*

Breaking Down the Barriers

Making Fundraising as Ministry an Organizational Reality

What to Expect

In the majority of settings, fundraising is most often talked about in terms of institutional need, and for good reason. Without money, there's no mission. However, for fundraisers who are also Christians, there is another, equally important goal to their work—growing givers' hearts.

Rebekah Basinger will help us bring these two goals together through an alternative approach to fundraising as usual. She'll focus on the rewards, challenges, and opportunities that come with committing ourselves to nurturing donors in the life of faith through our development programs. During our day together, Rebekah will introduce us to the six essentials of fundraising as ministry. She'll reflect on lessons learned by development staff who've re-visioned their fundraising programs in the direction of ministry. And she'll offer pointers on how to overcome barriers to pursuing fundraising as ministry.

Schedule

8:30 am

Registration, Coffee and Danish, Networking

9:30 am

Session #1

What's So Different about Fundraising as Ministry?

Session #2

The Six Essentials of Fundraising as Ministry

12:00 pm

Lunch

1:15 pm

Session #3

Acting on Lessons Learned about Fundraising as Ministry

Session #4

Confronting Barriers to Pursuing Fundraising as Ministry

3:45 pm

Wrap Up, Questions & Answers, Networking

Who Should Attend?

- School Administrators
- Directors of Development
- School Board Members

Cost

\$50 per person

Includes coffee, juice and sweets, lunch and afternoon snack break

Please mail enclosed registration form and payment to MACSA at the address listed below.

MACSA

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