

**NOBLE USE SERVANTS EVANGELISTIC TEAM**  
**AND ASSOCIATES**

**REVENUE GENERATION FOR SUSTAINABILITY PROPOSAL**

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## INTRODUCTION

### 1: SWOT Analysis



#### 1.1 *Strengths*

The team prides in a large pool of associates, students and other ministry partners who are beneficiaries of this ministry. The great brains and resources are a blessing, which could be exploited for the betterment of the team.

The team has existed for three decades with great learnings from the different generations that form this ministry.

#### 1.2 *Weakness*

The team lacks strategies to consistently keep improving on income collection and generation. The overreliance on calls to give only when need arises is not progressive enough. This has resulted to insufficient funds for mission work & committee expenses; the bank account has remained dormant with very little support from all the stakeholders.

There has not been a good transition of students into associates and further that the older associates have detached from the team.

#### 1.3 *Opportunities*

There are vast opportunities of income generation that would lead to financial sustainability if well explored. This ranges from structured funds collection from members, business opportunities and even seeking philanthropic support of grantors.

#### 1.4 *Threats*

There is consistent threat posed by the external factors including political changes, ecological factors, social-cultural factors, technological challenges, economic factors as well as the legal environment.

Why we need to urgently re-think of sustainable income sources.

Finances will be crucial is supporting the following areas of our team operation:

- Mission activities including evangelism as well as charity work.

- Office running costs.
- Asset/Equipment acquisition & maintenance.
- Communication & advertisement including subscriptions and website.
- Audit & other regulatory matters.
- Investment Capital needed to set-up income generating ventures.
- Financing strategic plan
- Other family welfare events

#### Pre-requisites

1. Pay bill.
2. Bank account
3. NUSSETA registered members (Data base)
4. Communication platforms.

## 2: Proposals on raising finances.

### **2.1. Annual subscriptions:**

Set an annual subscription amount preferably paid at the beginning of the year or convenience of the members depending on their cash flows with reminders sent to those yet to pay. The subscription amounts could be different for students and that of associates.

Students: 200

Associates: 500

The success of this proposal will be pegged on successful registration of all our members and proper follow-up by the treasury department. A proper member's register must be kept and updated on an ongoing basis.

### **2.2. Voluntary monthly commitments:**

Encourage members to make commitments to give monthly contributions based on their abilities. A campaign should be run where those willing and able can subscribe to the "Impact Team", which shall be a self-driven team of contributors seeking to impact the team financially. The amounts should be honoured through:

Mpesa pay bill.

Standing orders.

Direct bank deposits.

Members should be reminded of their pledges at the end of the month through email, SMS or otherwise means of communication adopted. E-receipts or confirmations should be given as acknowledgement and appreciation to the contributors.

### **2.3. Occasional fundraiser:**

Based on the budget provided for various NUSETA activities and available funds, fundraising events could be organized from time to time to mobilize finances for the budget deficit as well as to support huge capital-intensive projects. Goat-eating events could be organized once every year or at worst every two years.

### **2.4. Revenue generation projects and programs:**

The team can start an empowerment project/business managed through the finance committee. This should be a profitable venture that should help make money for the ministry. It could range from a simple business, instruments for hire, rentals or other ventures that could be deemed profitable and viable.

### **2.5. Proposals for grants & Donations**

The ministry can as well seek funding support from philanthropists who fund ventures and events such as what NUSETA does. Donations could be in cash or kind (assets). We could explore this further and establish viability.

## **3: Channels for collecting funds**

1. Pay bill – Members to send their contributions via the NUSETA pay bill (4017357) narrating their name and purpose or month for reconciliation purpose.
2. Standing orders – Encourage members who prefer to set up monthly standing orders to the NUSETA account guaranteeing constant flow of finances to the ministry account.
3. Direct account deposits – Members willing to make transfers or direct deposits to the NUSETA account should be accorded this opportunity.

## **4: Communication channels**

1. SMS platform – Encourage members to give using the SMS platform. Such messages should be sent preferably at the end of the month, year or adhoc depending on financial needs and commitments made by members.
2. WhatsApp groups – Members to be reminded through the various WhatsApp platforms to continue standing with the ministry.
3. Email platform – Send emails to members thanking them for standing with the ministry and requesting for support.
4. Facebook platform – Remind members of upcoming activities and support required.
5. Website – We should invest more in the team's website since it could easily position us globally.

## 5: Other Proposals

1. Strengthen Cells – We need to strengthen the Regions and Cell leadership to remind their members to honour their pledge to the ministry.