



Point of View

Dear Marketplace Friend,

"*It's the Economy, Stupid!*" That internal bumper-sticker graced the wall of Bill Clinton's campaign headquarters back in '92, designed to keep the candidate - and, his staff - on point as they waged their war to win the White House from Bush I. It worked for them...

In our virtual headquarters for **The Master's Program**, we have a virtual slogan on display as well: "*Training Leaders for the Revolution*" is our mantra. We're not trying to win votes and buy power; instead, we're working to move underutilized Kingdom leaders out of their pew and into their Calling. What's "the Revolution?" *It's the commitment - by leaders - to continue going to church, and then step up to being the church by finding and fulfilling their calling to change the world and build God's Kingdom...*

In national politics, what matters to them is delegates - convention delegates during the primaries, and then Electoral delegates during the "finals." In the context of the Kingdom, there's a different calculus that drives us: it's about fruit. That's what God calls it when we exercise decisive influence over the eternally binding choices made by the people whose lives we impact. Jesus taught that "100x" was possible; in **TMP**, we take that literally, and are out to help leaders find their spiritual niche, allowing their yield to grow to significance.



We've been reading about the presidential campaigns, and their extraordinary fundraising efforts to gain their respective nominations. The use of the Internet to secure funding has increased their contribution flow to new record levels. Some are suggesting that \$1 billion will be spent in pursuit of the '08 presidential conclusions...

Our campaign - to unleash the time, talent and treasure of high-potential Christian leaders into greater Kingdom involvement - is not a long-shot effort. In our 12th year of **TMP** mentoring, hundreds of men and women have been launched into incredible levels of leadership productivity through their experience in **TMP**.

Once a year, we stage an event to raise money for **The Master's Program**. It's our annual **Golf Challenge**, and it involves a cadre of **Master's** advocates who solicit funding from their friends and then spend the day on a desert golf course - May 5th, just around the corner - fulfilling their "100 hole marathon"

commitment. The golf is the *gimmick*; the contribution to the ministry is the *substance*. We have key friends who have covered all of the costs of staging the event, so that all of the money raised by the participants goes directly into the ministry...

About 70% of our annual ministry expense is offset by the pledges of the men and women currently enrolled in **The Master's Program**. The other 30% is what we seek to raise every year to enable our ongoing ministry, and the Golf Challenge is the only fund raising event staged for that purpose.

Once again, I'm one of the golfers, out to raise donor commitments to support my efforts. My personal target is \$50,000; the other golfers (about 18 of them, at last count) will probably match that, if this year matches prior performance.

The deck is stacked against us. The economy is gasping; the press is inciting widespread fear; giving to ministries is down, nationally; it's tax-time. *Can you think of a worse time to solicit donations?*

We have a powerful antidote to all of those factors: God is moving - on a nationwide basis - through the incredible participants and graduates of **The Master's Program**. In addition, people who receive this weekly challenge report that their world view is shifting in ways that make them more effective in living the life God wants them to live. We can report results, and those results reflect Kingdom fruit.

Here it is: my shameless appeal for a generous donation, in support of my participation in the Golf Challenge event for **The Master's Program**. Every dollar of your pledge will go into the support of our 2008 ministry

with Kingdom Leaders. Click on the "button" on the right sidebar and make your support commitment to us, would you? ***I'm grateful for your vote in support of 100x Kingdom fruit...***

Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).

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www.mastersprogram.org

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