

Ministry Partnerships – being united in Christ

By: D E Wasake

Last updated: April 2020

Why partner?

In this document, I will interchangeably use “I” and “we”.

As you can see from [my profile](#) I spent about 20 years as a prodigal son but God in his provision used the time that I was in the “wilderness” to give me the “world’s knowledge”. By the time I was called back home (in Christ) and baptised in May 2017, I had travelled to over 25 countries and 50 cities, learning, and growing professionally. I am a chartered accountant and have worked globally for 15+ years including in East Africa, the Caribbean and Europe.

I have been stirred to offer this partnership to other Christians for the following reasons:

1. **Unity of the body.** Jesus in John 17 asked his disciples to be united¹. Christians across the world must be united in order to stand against the enemy’s wiles. The enemy seeks whom he may devour, the Lord has put us together as a body that we may stand strong together, with Christ as the head – against whom no weapon CAN prosper.
2. **Move from fringe to centre.** For a long time now, Christians, driven by the increasingly “secular world” are treated as freaks or the unusual. I heard the Spirit tell me:

“The kingdom of the world has become the kingdom of our Lord and of his Messiah, and he will reign for ever and ever.” Revelation 11: 15.

I feel it is time for Christians to start or accelerate the process of returning centre stage in being “salt and light of the world”. To make this move, I feel that Christians should be seen to be respected by the “world” or outsiders, just like Paul exhorted Timothy on qualifications for leaders:

*“He must also have a **good reputation** with outsiders, so that he will not fall into disgrace and into the devil’s trap.” 1 Timothy 3: 7 (NIV).*

Being seen as reputable will play a role in helping them move from “fringe” to centre.

How do you develop this good reputation and move centre stage?

In order to be treated seriously by a world they are trying to evangelise, rather than as a mild amusement (“conspiracy theorists”, “mythos”, “outdated”) a lot of Christian ministries simply need to reframe how they communication is put out.

This means, the same core message of the bible because today’s audience is HUNGRY for Christ’s message of hope – but they are also careful not to be sucked in by religious fundamentalism and cults – as countless research, including among young people has shown.

What needs to change is the style and approach.

Today's generation trusts science more than it trusts religion. It means in presenting the message of Christ like the "scientific method"– first the world today want to know about the credibility of the messenger. They also want to know more about the ministry's background and beliefs on various things. They are not necessarily enthralled simply because someone is a "minister of God". They have seen too many cases of this trust being abused, coupled with hypocrisy.

This is where the "credibility" comes in.

As an example, a lot of the websites of the most reputable businesses in the world, communicate transparently – you can see the "about us" information, a background on the team, financial information (for larger entities, including those who are listed), you can see media articles. All this is actually a marketing strategy (something I learnt in "marketing school"). It serves to BUILD Trust and credibility – which causes someone to listen and then evaluate the message – and assess for themselves whether the message is reasonable.

Too many Christians today are getting their important message dismissed or relegated to "fringe" EVEN BEFORE THEY SPEAK, simply because of the way it is packaged. Websites look shoddy, like 90s' conspiracy sites, with multiple grammatical errors, no evidence to back up certain information, there is not enough information about the people behind the ministry (people want to connect with a person, not an ambiguous ministry) et al.

Based on where the Lord has placed me, I can help Christian ministries in enhancing their "credibility" - for someone to have an opportunity or platform to send out the message, and for people to be open to hearing it. This "great and effectual door opened to them" is what great communication can help with.

In what specific ways can we help you?

in these ways:

1. **Financial management and transparency.** Many Christian ministries are wrapped in financial scandal. One way to solve this problem is through financial transparency. As a chartered accountant, with an audit and accountancy practicing certificate, I can help in review of financial information to ensure that there is transparency in this area. If Christians are to be trusted, they must be seen: "not to pursue dishonest gain" (1 Timothy 3: 8) and providing this information (publicly or on request) greatly enhances the reputation of a ministry. I can therefore provide an independent report on the financial aspects of your ministry.
2. **Communication strategy including internet marketing strategy.** For over 10 years, I have heavily invested in understanding internet marketing strategy.

As a director at *Baker Tilly Channel Islands Limited* ("the firm"), a UK based (Jersey) chartered accountancy firm,ⁱⁱ I was instrumental in setting up the social media and digital marketing strategy of the firm. I created a coordinated strategy that integrates "offline" and "online" marketing.

In addition, my experience in marketing and social media strategy includes:

- *Winning new business.* Leading the firm in preparing several written proposal documents for new business and being successful as a result in winning significant new business. Some of the business wins have included: The Government of Jersey (Internal audit), a £600m social housing company in Jersey (4,500 houses), a \$90m natural resources group and a \$40m Private Equity Group.
- *Newsletter.* I started [Inachee](#) as a project to “give back” to African entrepreneurs who could not ordinarily get access to the best financial advice on starting business and investment. In 5 years, the newsletter had developed about 1,000 subscribers, primarily from Uganda a country with only about 50% internet access, by comparison the UK has closer to 90% access. Still we were able to achieve “Open” and “click rates” for these newsletter and it’s articles above industry benchmarks.
- *Formal classes and online learning.* The above successes were underpinned by me attending marketing and internet marketing courses including by [Andy Bounds](#) (Britain’s sales trainer of the year) and [Chris Cardell](#) (one of the UK’s leading Internet marketing experts).

The above experience means I can help Christian ministries:

- Develop a consistent ministry communication strategy – which covers both online and offline strategies.
 - Craft the appropriate messages to include on their website and other social media.
 - Develop appropriate material/content.
3. **Use our research.** We dedicate a tremendous amount of resources to create content on different Christian topics for various Christians’ spiritual walk levels (starting, growing, or maturing). Use this content – but please give due credit by referencing us. It is here: <https://www.shaweleroad.com/fully-flexing-muscles>

How about financial help?

Any resources to support any of my brothers and sisters would come out of my pocket. I am not to date supported by any ministries. I give out of what the Lord has blessed me with personally and so without any other backing (save for my Lord), “what I have in my hand, I humbly offer.”

If I can give to your ministry financially, I will certainly do. You can see examples some of those ministries dear to my heart here:

<https://www.shaweleroad.com/get-involved>

If I can’t give financially, instead what I am offering – is to guide you (from the wisdom Christ gave me) - “how to fish for financial support”.

Time and again my work over the years in business has shown that **an excellent digital presence** (website et al) enhances your credibility – INCLUDING with genuine Christian ministries who are called to give financially to others and so, in this way, I will contribute to your own financial resources being significantly enhanced by enabling the world to find you – through *google* or other online search.

Ministries we are especially drawn to (and not drawn to).

1. **East African ministries.** This is for the simple reason that God makes no mistakes. He made me East African for a reason and if I can support this region, then I should.

***Please note,** I am also a global citizen and having travelled globally, I can see that the message of Christ has no borders, no colour or tribe and so I will support a ministry anywhere as long as it is faithful to the message of Christ. East Africa is simply where my roots are.*

2. **Prodigal son/daughter ministries.** Again this is born out of [my own prodigal son experience](#). Time and time again, Jesus having healed someone said, “Go and tell what God has done for you”. Therefore, Prodigal sons and daughters should not be afraid of telling others their stories – however “scandalising”. Jesus did not come to rescue those who are well – but those who need a doctor. Further the Lord says that we overcome: “By the blood of the lamb and the word of our testimony” (rev 12: 11). I especially want to support such – to tell their story to the world. I learnt in marketing “facts tell, stories sell”. The bible has countless stories and we love them, and learn lessons from this. Prodigal sons and daughters evangelising to the world make a compelling case – I was one of you, I was saved and this is my journey for you to learn from.

3. **Repentance based ministries.** I am keen to support ministries that adhere to this:

From then on Jesus began to preach, “Repent of your sins and turn to God, for the Kingdom of Heaven is near.” (Matthew 4: 17, NLT).

Our world today, needs to hear the message of salvation. The message of repentance and the Lord Jesus gave me a strong word on this.

“The Lord expects his prophets [his people, his church] to speak the truth including the state of sin, without fear lest men think they are sinless and God’s wrath comes upon them and us. We must preach that a perfectly just God will punish sin - but he has also provided an escape, the son of man Jesus! Turn to him and you will escape sin. “

He further said this to me as a warning to those who preach falsely:

“Your prophets had nothing to tell you but lies; their preaching deceived you by never exposing your sin. They made you think you did not need to repent.”ⁱⁱⁱⁱ

The rest of the message he gave me is here:

<https://www.shaweleroad.com/>

It means that at present, I am for example not drawn to the “health and wealth” or as some might say the “prosperity gospel”. Please note, there might be those who have been called to this – but I haven’t and so I will not boast or speak about those things but will stick to the sphere of influence that God has called me to (2 Corinthians 10: 15).

4. Charity focussed ministries.

Christian charitable giving is discreet and I am quite passionate about this, but let us remember, God expects us to have a very strong concern for our communities. I am therefore drawn to ministries that integrate this aspect of Christian ministry into their own work besides the preaching and teaching. See examples of the ministries that have moved us in the past.

<https://www.shaweleroad.com/get-involved>

***Please note:** We are not limited to the ones at the link above, The Lord is always working and as our King does, so do we and so our eyes are always open for ALL SORTS of Christian charity, yes even those for example who are supporting the environment from a God breathed perspective!*

5. “Theology is of interest to us” ministries.

The Lord wants us to both understand (head or intellectual knowledge) and know him (heart or practical knowledge). The bible says:

*“But let him who glories glory in this, That he **understands and knows Me**” Jeremiah 9: 24*

Those ministries who will encourage their members to “search the scriptures” and “study the truth diligently – like the Bereans^v”, not rely on a “mysterious charismatic leader.” We after all have only one teacher – Christ. We are all brothers and sisters. This means, those ministries encouraging members to have a knowledge of theology interest us.

6. Bible authority ministries.

By the nature of this interest, we like ministries that have a heavy emphasis on the bible – in the reformation/evangelical tradition of “sola scriptura” – Scripture only. This does not mean there is no study of the general area of theology (see 5 above) but it is key that a ministry places the bible far above any other authority.

7. Spirit led ministries.

Finally, the Lord, who is the Spirit gives all sorts of ministries and the ministries we list above might not fit what you do. Some ministries might for example be – “dream interpretation” ministries, “prophetic ministries” “street evangelism” and all sorts. For us, we use an analogy like this:

“let the cars comes in different shapes, sizes and colours as well as brands – as long as underneath the hood/engine we can recognise the unique sound of the Holy Spirit”.

What this means is that if a ministry is led by the Lord – the Spirit of God in us, will connect with the Spirit of God in their ministry and we will recognise their work as having the seal or stamp of the Lord, however “weird” or “different” it might seem. God is creator and even now he moves in such beautiful ways, we cannot limit him. The list mentioned was simply examples.

Next steps

There is biblical precedent to ministries partnering. Paul partnered with the Philippian church for example when he went on all his missionary journeys and so they became partakers in all his blessings^v. I want to be part of what the Lord is doing for his church globally. I want to see the Lord Jesus come (Marantha!) and as part of this, Christians globally must partner.

How we see this partnership working is as follows:

Share with us your own aspirations and what the Lord is doing. You might need to think of it like a business plan document where you lay out the following:

- Executive summary
- Overview of the ministry – core services/focus, location, history/how it started, key objectives, what core “problem” Christ has asked you to solve – the vision.
- The target audience
- Day to day operations – including internal controls you have in place as you run the ministry, as well as over finances and other aspects of the ministry (for example accountability partners).
- Ministry partners
- Ministry challenges – risks, threats.
- Current and desired communication strategy. This includes the efforts you are doing to get the message out, for example: Whatsapp, email, TV, Blog.
- Leadership and management team – structure, experience (including outside ministry) roles and responsibilities.
- Financial forecasts/plans/targets
- Fund usage – what your current expenditure is used for. This includes capital expenditure and recurring expenditure.

Email me here: dwasake@shaweleroad.com

I will respond quickly and we can discuss how to support one another.

May the Grace of our Lord Jesus Christ, and the Love of God and the Fellowship of the Holy Spirit, be with you now and forever more. Amen!

ⁱ John 17: 20 – 21 (NIV) “My prayer is not for them alone. I pray also for those who will believe in me through their message, that **all of them may be one**, Father, just as you are in me and I am in you.”

ⁱⁱ Disclaimer: Our website and the content herein represent my personal views on faith matters and not necessarily those of my associates including employers, my professional colleagues or family and friends.

ⁱⁱⁱ Lamentations 2:14 GNT <http://bible.com/68/lam.2.14.gnt>

^{iv} See Acts 17: 11

^v Philippians 1: 3 -6 (NIV) says: I thank my God every time I remember you. ⁴ In all my prayers for all of you, I always pray with joy because of **your partnership** in the gospel from the first day until now, being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus.