



Point of View

Dear Marketplace Friend,

So, what should I call you? Titles - or, shorthand descriptors - change with context.

Next Sunday (Easter, in case you're out-of-touch), many of the people at some churches will best be called "Cheasters" (those are the twice-a-year, major holiday only attendees, who come out to see if anything has changed since their last visit). In this New Era, bank presidents are now called "Indentured Servants," because they now answer to a bureaucrat in Washington instead of their Boards of Directors.

Tell me: four weeks from today - on May 4th - what should I call you? The context of that day - just another Monday for many - is a historic one for me...

It was 25 years ago that Cheri and I made the decision to shift our full-time career energies from business to ministry; 2009 is our "Silver Anniversary" for Priority Living, Inc. (still our legal name, though we are primarily known by **The Master's Program** dba). Most small ministries - like most small businesses - don't last past five years; God has kept us going for a quarter century... and all indications are that the next decade will be the most fruitful period in our lengthening history! Through **TMP** and **The Barnabas Group** spin-off, we're seeing incredible things happening in communities across North America. *You ain't seen nothin' yet!*

Back to May 4th. For the few organizations that make the 25 year mark, big hoopla would probably be the plan. Rent a banquet



room, plan a party, sell tables to friends to get everyone in front of a plate of Chicken ala Cheap and tell warm and fuzzy stories about "the old days," while raising funds for "the next days." We have no plans to put on a fandango...

What we are doing is what we've done for the last 20 years; it's the only event we ever stage to raise some support for our ministry. The Master's Program is dependent on subsidy; we minister to hundreds of leaders - men and women - in our three-year program, but 40% of the cost of that ministry is funded by the contributions of the Friends of TMP. We have never employed a fund-raising pro; we have no one soliciting donations on our behalf, as most organizations do. Instead, I send out updates by mail, write the Point of View each week... and then, once a year, ask my friends to be my supporters for the Golf Challenge of the Century.

There's a very informative on-line brochure awaiting your "click," on the right. Hit that link, and you'll get the "big story" of the Golf Challenge, with multiple options to participate

It'll cost you three minutes to download the pdf and see what you could do with/for us on May 4th...

Or, you could just hit that "Sponsors" button on the right... and make a commitment to be on my support team for the Golf Challenge. My partner and I will be one of the twosomes who - together - will play 100 holes on May 4th as a rallying-point for our friends to write checks to The Master's Program. Our 2009 ministry plan is absolutely dependent on the outcome of this event...

Tell me: would you rather I wrestle you to give up an evening to celebrate 25 years, buy a table, watch the Power Point presentation, and THEN make a donation to **The Master's Program?** Or would you rather just cut to the chase, move your cursor over to that side button, click "Sponsors"... and keep it simple?

Whatever you do, I still consider you a friend. Every year for 20 years, I've put this same plea out to my friends. Every year, my friends come through. But 2009 isn't just any typical year; it's our 25th... and probably the most unusual year we'll ever have. More ministry upside - and more financial downside - than any year, ever. We've never needed our friends more than we need them (you) now...

How 'bout it? Are we worth a "click" and a secure online donation? (If you prefer, you can click, print and complete the form, then send it via fax or mail as well!). **I already call you "Friend;" on May 4th, may I call you "Sponsor," as well?**

Thanks for listening; hope to have you on-board for May 4th!

Bob Shank

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

To read prior issues of the Point of View visit:
www.mastersprogram.net

To read a Program Summary of TMP visit:
www.mastersprogram.org/summary/

Golf Challenge On-line Brochure:

www.mastersprogram.org/golfers/Golf-Challenge-2009.pdf

Golf Challenge Categories of Participation

Sponsors:

www.mastersprogram.org/sponsors/

Golfers:

www.mastersprogram.org/golfers/

Virtual Golfers:

www.mastersprogram.org/virtualgolfers/

Self-sponsoring Virtual Golfers:

www.mastersprogram.org/virtual-self-supporting/