Service Area Guidelines

Our Service Area Philosophy

A Covenant Partner's (CP's) Service Area is defined as the agreed upon geographic area where the CP's have focused their mission to build, repair and renovate housing for people in need.

Experience has taught us that the building and renovating of houses is best done by local, indigenous leadership. Family selection, servicing and ongoing nurturing support are extremely difficult to manage by volunteers who reside long distances from the partner families or outside of the geographical service area. Ideally, partner families should be supported through a Family Support Committee comprised of stakeholders in the community where the homes are located.

Fuller Center Covenant Partners should not attempt to build outside their approved geographical service area.

Size of the Service Area

The enthusiasm of starting a new Fuller Center Covenant Partnership sometimes leads to the temptation of trying to cover too large an area. It is difficult to service an entire city much less multiple counties or larger regions. The Fuller Center will concur with service areas that can be effectively serviced from a family selection and support perspective. It is preferred that CP's have a large impact in a concentrated area or neighborhood instead of having a minimally effective presence over a large territory. Prospective CP's should work closely with the Fuller Center Director of Partner Development to study a proposed service area.

Marketing and Solicitation of Donations and Volunteers

The CP should first look to its geographical service area to raise money and in-kind materials as well as to solicit volunteers. Local support is the key to a successful housing ministry.

Soliciting support from visiting work teams, businesses, churches or academic organizations located outside the service area is permissible. CP's are encouraged to build ongoing relationships with work teams outside their service area.

The act of asking for help is an important part of Christian witnessing. We believe that the whole world is in need of the Good News; and we know that to poor people, that Good News must include action. Since God's instruction in Matthew 28 sends us to "all

nations" with the Good News, we are convinced that God's resources are adequate to get the job done.

However, requests for help from multiple CP's and the Fuller Center's international office in Americus can lead to donor confusion and frustration. Therefore, guidelines must be established to minimize frustration and conflict.

- CP's should be able to solicit donations and build relationships without concern regarding interference or perceived competition from other Fuller Center CP's.

- If a CP wants to solicit funds from a community where another CP already exists, every effort should be made to design a program that is acceptable to the CP which is assigned the geographical service area. For example, if a rural or suburban Fuller Center CP wants to tap into a common media market that is based in an urban area, good communication and collaboration with the urban CP is essential so campaigns are not overlapping.

- Marketing and solicitations must clearly state the full name of the CP that will be the recipient(s) of the donation and not the generic name "Fuller Center for Housing."

- Statewide and national marketing campaigns are permissible, but for the benefit of the prospects that tend to get annoyed by multiple solicitations, the efforts should be coordinated or at minimum, documented on an easily accessible data base. Regional, state and national campaigns that may enter into areas where we have established Covenant Partnerships must give the prospective donor a clear option of designating funds to a local Covenant Partner ministry.

- From time to time conflicts may occur. Resolution should be done through mediation with the FCH headquarters as final arbitrator only after localized resolution efforts have been fully exhausted.