

# When a Coach Multiplies: How Henri Found His Voice in France

Last year, Henri and I sat across from each other (virtually—he's in France, I'm in Philadelphia) with a problem **that** keeps many international ministry workers up at night.

He had a calling. He had a message. He had supporters among Jewish communities in France who believed in his work.

But he didn't know how to make them feel included.



His emails went out. Silence came back. The gap between his passion for reaching French Jews with the gospel and his ability to communicate that passion to partners felt insurmountable.

Fast forward to April 2026. Henri sends a simple video update about an event supporting Israeli children affected by war. Within days, his inbox fills with responses like these:

*"I am always very happy to hear news of your ministry there in France among the Jewish people." — Jan, 92 years old, from Western Australia*

*"We are always interested to get your newsletters and hear what's going on in your corner of the world." — Buck and Connie*

*"Thank you so much dear friends. How very encouraging and so interesting to see the number of people at the event." — Alethea, also 92, now in assisted living but still "a part of the battle."*

## What Changed?

Since December 2025, Henri and I have worked intensely on one thing: **helping his supporters feel like partners, not spectators.**

We didn't change his ministry. We changed how he *communicated* it.

Here's what that looked like:

**Ministry story FIRST, Partnership Asks implicitly.** Henri's recent email opened with a personal greeting, then immediately invited supporters into a meaningful moment: "I wanted to personally share with you a special moment we recently experienced here in France." He gathered 35 evangelical Christians for an event supporting Israeli children. The video showed faces, voices, worship—*real people doing real*

ministry.

**Segmented communication for different supporter types.** Henri now crafts different messages for regular partners, occasional givers, and those still exploring his ministry through PDF updates. Each group gets personalized attention that honors their level of engagement.



**Video integration that creates a connection.**

That short video Henri attached? It wasn't professionally produced. It was authentic. And it worked. Supporters didn't just *read* about ministry—they *saw* it, *heard* it, *felt* it.

**Gratitude cultivation that builds relationships.** Notice Henri's subject lines: "Dear Tim and Sandi - Thank you for your faithful partnership." Not generic. Not transactional. Personal. Grateful. Relational.

**Geographic diversification fosters sustainability.** Henri is developing indigenous support outside the US—locally based partnerships that enhance financial resilience if US funding is ever interrupted. He's not just raising funds; he's creating a sustainable support network within his own country and region.

## Why This Matters for My Ministry



Here's what keeps me up at night (in a good way): **Henri's transformation is multiplying.**

I'm not just coaching Henri. I'm coaching 24 international representatives across 9 countries—Poland, Israel, Australia, Germany, Argentina, France, Ukraine, and the UK. Each one serves Jewish communities in their native countries. Each one speaks the language, understands the culture, and has frontline access that most Western missionaries will never have.

But, as Henri did, many struggled to communicate their ministry effectively to potential partners.

**When I coach one rep to find their voice, they reach hundreds—sometimes thousands—with the gospel.**

When Henri learned to make supporters feel included, he didn't just continue to close his funding gap. He:

- Built sustainable non-US support (reducing dependence on US funding)

- Created deeper relationships with existing partners (notice those responses—these aren't transactions, they are friendships)
- Opened doors for new partnerships (people who were reading his newsletters are now engaging)

That's **multiplication**.

## The Bigger Picture

I've spent 35 years in ministry partnership development—raising support, coaching others, refining strategies. Three years ago, I joined Friends of Israel Gospel Ministry as their Ministry Partnership Coach for International Ministries.

My role isn't to teach these reps *how to minister*. They already know that better than I ever could. They're natives serving the Jewish community in their country.

My role is to teach them **how to fund ministry sustainably**—so they can *keep* ministering.

Every rep I train to build indigenous support creates:

- **Financial resilience** (globally diversified funding protects against economic disruption)
- **Missiological value** (locally rooted support is more sustainable than foreign dependency)
- **Kingdom multiplication** (equipped reps teach others, building support networks that outlast any single ministry worker)

Henri's story is one of 24. Each rep I coach is reaching Jewish communities from Poland to Australia, from Argentina to Israel itself. Each one is building sustainable, locally rooted support that ensures gospel work continues regardless of what happens to the US economy or banking system.

That's **why I need partners**.

## Will You Multiply With Me?

I can't be in France with Henri, in Poland with Waldemar, in Israel with Meno, or in Australia with Kevin. However, through coaching, my 35 years of expertise in partnership development multiplies across continents and time zones.

When you partner with my coaching ministry, you are not just supporting one person. You're enabling dozens of international workers to reach thousands of Jewish people with the gospel—sustainably, locally, effectively.

You're helping build the kind of support networks that will still be funding gospel work when the next economic crisis hits, when the next pandemic disrupts giving, when the next geopolitical shift changes everything.

**Would you consider joining me?**

I'd love to hear from you. Whether you have questions about my coaching ministry, want to understand how your partnership multiplies, or simply want to explore how God might be calling you to invest in this work, let's connect.

Email me at [wbusch@foi.org](mailto:wbusch@foi.org) or schedule a video call at [go.coach.wlbusch.com/schedule](https://go.coach.wlbusch.com/schedule).

You can also learn more about my coaching ministry at [coach.wlbusch.com](https://coach.wlbusch.com) or subscribe for regular updates at [go.coach.wlbusch.com/subscribe](https://go.coach.wlbusch.com/subscribe).

Henri found his voice. Twenty-three other reps are finding theirs. And together, we're building something that will outlast all of us: **indigenous, sustainable, globally diversified support for the gospel among Jewish communities worldwide.**

That's multiplication worth investing in.

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*William Busch is a Certified MPD Coach (Via Generosity) serving as Ministry Partnership Coach for International Ministries with the Friends of Israel Gospel Ministry. With 35 years of experience in ministry partnership development, he coaches 24 international representatives across 9 countries to build sustainable, locally rooted support for gospel work among Jewish communities.*