

Project Impact Fundraising Packet

Table of Contents for the Fundraising Packet:

- Basic Tips on Support Raising
- The Process of Raising Support
- The Process Broken Down in Detail

Here are some basic tips to understand support-raising:

1. People primarily give because they believe in you, not because of the specific mission. **Giving is firstly relational, not task oriented.** Thus, you need to be affirming to potential donors and help them understand **YOU** are a worthwhile investment.
2. Gather a small group of close friends who believe in you to pray for you through the process of support-raising. You will need their encouragement and accountability.
3. Remember – It is generally difficult for people to make financial decisions. They tend to procrastinate because there seems to always be more demands than supply. Therefore, give them decision deadlines and plan to follow up after the deadlines.
4. Ask. If you don't ask, you will never know who would have given. Don't be afraid to ask—let them decide if they will give or not. No gift is too small or too insignificant to God. He will bring the increase.
5. Purpose to maintain an attitude of “believing God” to give you success in support raising in spite of Satan’s “darts of doubt” you will experience. **“FAITHFUL IS HE WHO CALLED YOU AND HE WILL BRING IT TO PASS!”** I Thessalonians 5:24
6. Support-raising benefits you and your supporters!!
 - It stretches your faith.
 - It opens doors to witness.
 - It builds a base of prayer support.
 - It opens the door for you to minister to people.
 - It stimulates a greater vision in the Body of Christ.
 - It allows you to develop deeper personal relationships with supporters.
 - It allows God to develop you – tact, priorities, poise, polish, and attitudes.
 - It gives people the opportunity to invest in something with eternal consequences.

Now let's look at the Process of Support Raising:

*(This material was adapted from **People Raising** by William P. Dillon.)*

STEP 1 PRAY

STEP 2 BEGIN WITH YOUR HOME CHURCH

STEP 3 MAKE A LIST OF PROSPECTS

STEP 4 RECORD AND PRIORITIZE YOUR PROSPECTS

STEP 5 WRITE AND MAIL LETTERS

STEP 6 MAKE FOLLOW-UP CONTACTS

STEP 7 KEEP TRACK OF GIVING

STEP 8 SAY "THANK YOU!"

STEP 9 LEARN TO SERVE GOD DURING THE SUMMER

STEP 10 SAY "THANK YOU!" AGAIN AS YOU REPORT THE RESULTS

Step 1 – Pray

- Where God guides, God provides.
- Acknowledged your total dependence on the Lord of the harvest to bring eternal fruit from your labors.
- Acknowledge your dependence on Him to provide the resources that are needed for your summer.
- Consciously turn control over to the Holy Spirit.
- Acknowledge your willingness to do your part, whether that be to use resources God already has given you or to be diligent at gathering in other support that God provides.
- Thank God for growing you through this process.

Step 2 – Begin with your Home Church

- Meet with your pastor or appropriate church leader. Talk to them about the summer. Give them a brochure about Project Impact.
- Find out if there are resources available from your church to help with the cost of your trip. (Some churches will also sponsor fund-raisers in your behalf, or allow you to do a testimony with opportunities for church members to give.)
- Ask for suggestions on people to talk to and methods to use to raise support.

Step 3 – Make a List of Prospects

- Remember—it is your job to ask and theirs to decide to give. Begin making a list of people you know that may want to know about the opportunity to give. People to consider putting on your list:
 - Church friends, friends from other churches, relatives, current neighbors, former neighbors, High School contacts, your Christmas card list, parents' Christmas card list, club and civic contacts, barber/beautician, doctors, teachers from high school, college professors, co-workers, friends from your BSU, you college and home church, etc.

Step 4 – Record and Prioritize Prospects

- After you've made your list of prospects, you need to collect their mailing address, phone number, and e-mail. We suggest you keep these in a database of some sort—Excel and Access are both good programs to use. We also suggest typing out the addresses and printing on Labels. You can save the document and re-print for thank you notes.
- Your goal is to contact people **as personally as possible**. Face to face is better than a phone call. A phone call is better than just sending a letter. According to a study by *Harvard Business Review*, the most effective way to raise support is to communicate face-to-face. Check out the letter of communication effectiveness below:
 - (Listed in order of Most effective to Least Effective)
One-to-one conversation→ Small group discussion→ Large group discussion→ Telephone conversation→ Handwritten letter→ Typewritten letter→ Mass-produced letter→ Newsletter→ Brochure→ News Item→ Advertisement
→Handout
- Depending on how much time you have, you must prioritize the contacts and decide how you will contact each person. You probably will want to send everyone a letter, but follow-up as personally as you can. Your priority list will help you decide who to see in person, who to call, and who will only get a letter. Statistics show that 46% of face-to-face appeals result in a contribution, compared with 27% for phone call appeals, and only 14% pledge rate from personal letters.
 - We suggest you divide your list into 3 categories: First Contacts, Second Contacts, Third Contacts. Do this based on your prayerful estimate of their willingness and ability to join your support team.
 - You will probably want to send out letters to your First Contact list and then follow-up with them. Then send out letters to your Second Contact list and follow-up with them, etc.
 - God will surprise you. Many on the First Contact list will not give, and some you did not even put on the Third Contact list may join your support team. But you need to start somewhere, so prioritize your list.

Step 5 – Mail The Letter

- People will send their donation checks made out to **Project Impact**. It is important that your name does not appear **ANYWHERE** on the check!
- It will be important that you give donors a support slip with your name to include with their donation so those working at SWDF know what to do with the check. (We have an example response card attached to this document and we will send you an editable one as well.)
- Student Work will have an "account" for you and can keep track of your total as well as send your donors tax receipts.
- It is also important to include a return envelope with your letter and donation slips. Make envelopes addressed to:

Project Impact
c/o BSU
435 West Boyd
Norman, OK 73069

- Okay—you're ready to write! A few sample letters are included below. *Don't just use them--Personalize them!*
 - Be yourself. Put in your feelings and reactions.
 - Grab people's attention with the first sentence. Don't bore them with spiritual gibberish.
 - Don't worry about being clever; just be sure to be clear.
 - Describe Project Impact. Tell them why you are going.
 - Tell them your need – the total cost for the summer.
 - Specifically ask them to do something—give and pray. Don't make them read between the lines.
 - Tell them what to do if they decide to invest in you. (Be clear on how to write the check and where to mail it.)
 - If you plan to follow-up personally, tell them what you plan to do. If you tell them something, then DO IT. If you don't, they may wait for your call and you will not hear from them.
 - Use the KISS system – **Keep It Simple and Short**.
 - Edit, reedit, and have someone else edit your letter.
 - After you think it is ready, go through again and ask yourself what words you can take out and still get the meaning across. You want it short and to the point. You will be surprised how many words you can take out without changing the meaning.
 - Neatly type the letter, but add a personal handwritten note at the bottom. Many people do not read much of a typed letter, but will read the handwritten P.S.

Step 6 – Make Follow-Up Contacts

- After you send the letters, the real work begins. First, pray for each of the potential donors. Ask God to prompt them to give as He wants. But more than that, focus on the giver, not the gift. Pray *for* them--for their family, for their needs, their spiritual progress. I cannot tell you how sending a card or prayer or thanks to my supporters have encouraged them. You are meeting needs through prayer and encouragement! As you get ready to follow-up your letters, remember:
 - *People give to people.*
 - *People give to people, justified by the cause.*
 - *People give to people they know, justified by the cause.*
 - *People give to people they know and trust, justified by the cause.*
 - *People give to people they know and trust and care about, justified by the cause.*
- Honor people with your attention. One-on-one visits provide the best way for you to get to know others better. They also give you the best opportunity to tell people about what God is leading you to do, and to answer their question.
- Your available time probably will not permit you to go see everyone, but look at your priority list and decide where to start. Do not assume that just because you know someone well that you do not need to see them. Honor their friendship by taking the time to meet with them.

- The toughest part is asking for help. Remember, people give to people they know, trust and care about, justified by the cause. Your cause is ETERNAL! These people probably want to help you more than you want to ask them. So ask them!
- What do you say? Here are some suggestions of how the conversation may go: "Did you get my letter a few weeks ago?" (Yes) "Have you had a chance to look at it?" "Do you have any questions about it that I can answer?" and finally, "My goal is to raise \$1,200. I would be honored to have you on my support team. Would you please support me for \$_____ to invest in my training this summer?" (Be as specific as possible about the deadlines and the amount, just as you were in your letter.)
- For those who join your team, tell them how to make out the check. Ask if you can take it with you. If you are talking to them on the phone, ask if you can come pick it up or get it from them at church, or the office, or wherever you will see them next.
- No matter what people say (yes or no) be sure and thank them for their time, and ask if there is anything you can pray for them about. We will warn you, so people may get mad or harsh that you are asking for money. Keep the biblical basis of this in your mind. You need to know that what you're doing IS biblical and not to let negative people to discourage you.

Step 7 – Keep Track

- Keep track of who gives, and who promises to give. Keep track of who you have contacted, need to contact, or the next steps for different people. How much has been promised? How much has come in? How much you have to go? You need to keep clear records of this. People are turned off by someone who is in a fog about their situation. They wonder if they are being good stewards if they give to someone who appears to not know the score.
- We suggest using a database program like Access or Excel, but you can also make a form in Word. Below is an example of items you need to keep organized. Make one for yourself—include e-mail, prayer requests, or anything you want to keep track of for your records. If you have access to a computer, keep your records on it.

Name	Address	Phone	Letter	Call	Appt.	Pledge	Received	Thank You
John Supporter	123 Apple, OKC	(555) 555-1234	4/23	Yes	4/9 at 5:00	\$100	Yes	Not Yet
First Church of God	777 Main, OKC	(555) 555-4321	4/30	No		\$2100	Yes	Yes

- Establish some standards of finding out your support, keep good track of your records, and pray in the meantime!

Step 8 – Say “Thank You!”

- God's principles require gratitude — both to God as the Provider and to people as His instruments.
- As God provides your support, thank Him first and then apply the following principles:

Say “Thank You.”
Say “Thank You” immediately.
Say “Thank You” immediately by phone and in writing.

- Set as your two goals (a) to telephone the giver and (b) to send out a thank you for each gift *the day you receive it*. In your written thank you: Be neat. Be brief. Acknowledge the amount.

Step 9 – Get the Most out of Your Summer

- Hallelujah! It finally arrived! Remember that people have sacrificed in order for you to be in Project Impact this summer. Be teachable and trainable. Use your summer to learn and grow!
- During the summer, keep your supporters updated by sending each a postcard or e-mail describing what you are learning and how they can continue to pray for you.

Step 10 – Say “Thank You!” Again as you Report the Results

- Thank each of your supporters again after the summer is over. Before you leave, decide how you will say “Thanks” to people. Letter? Picture of you with your group? Small gifts? Report in Sunday School class? Report to Church? Small group?
- While you are on the trip, look for ways to show your appreciation when you get back home. Perhaps it will be by telling a story of someone who trusted Christ. Or names and addresses of new believers so people can pray for them. Maybe even letters from one or two of the new believers. Be creative!

ADDITIONAL RESOURCES

1. Funding Your Ministry By Scott Morton
2. People Raising by William P` . Dillon
3. RAISING PERSONAL SUPPORT: A BIBLICAL APPROACH TO FUND RAISING by Nav Press

SAMPLE LETTERS AND RESPONSE CARDS TO FOLLOW

SAMPLE #1

Dear Friends,

Another semester of school is rapidly closing, my sophomore year is coming to an end, and this summer God has once again provided for me an amazing opportunity. In May I will be leaving for Project Impact in Denver, where I will spend nine weeks serving the Lord along with over 25 other college students from across the Nation.

When you think of Denver, you might think of mountains, snow, parks the Colorado Rockies or the Denver Broncos. But this summer is not about the sights, but about the people.

I will be investing my summer in personal growth and outreach to the people of Denver. Project Impact is an intense discipleship training program that will give me experience with evangelism, Bible Studies, scripture memory, one-on-one discipleship and more. In addition, I will be getting a full time job where I can work to earn money for next semester as well as build relationships with co-workers to share the Gospel.

I invite you to join me in my trip to Denver as I participate in Project Impact. I want to extend the blessings the Lord has given me to you. The only way I can go on this amazing summer trip is with your financial help. I must raise \$1600.00 by May 31st or I will no be able to go. I ask that you would prayerfully consider contributing financially. Your gift of \$25, \$50, \$100, or more will not only support me, but will be an offering to the Lord as I serve on behalf of the body of Christ!

Will you join me in an amazing opportunity for our Lord to be glorified this summer? If you are able to support me financially, please fill out the enclosed response form and mail it in the enveloped provided. Make checks payable to **Project Impact**. Please don't put my name on the check—by enclosing the donation slip you ensure I get your donation! Financial donations are tax deductible! If you have any questions, please feel free to contact me. I will also be contacting you in a week.

Thank you for your continued support!

For His Glory,
YOUR NAME

SAMPLE #2

Greetings Family and Loved Ones!

I have the wonderful privilege of getting to spend my summer in California in a summer training project called Project Impact. I will be there from May 31st—July 31st. How would you like to come with me? Does that seem impossible? Well it's not! There are several ways you can join me on this journey!

But first, a bit about what I will be doing. I will join over 50 other college students from across the US in Costa Mesa, California which is in Orange County near Los Angeles. During the 8 weeks we are there, we will get full time summer jobs. In the evenings and weekends we will be trained and equipped in things such as Bible Study, Scripture memory, evangelism, prayer, one-on-one discipleship, and more. It will be a hard, stretching summer, but I am excited to see how God will change me.

This summer will change me forever, and it will impact the Kingdom of God. To be able to be a part of this, I need you help. I need to raise \$1,600.00 by May 31st in order to go. That price includes orientation, program supplies, housing and living expenses. Please pray about your financial involvement. Does God want you to be a part of this endeavor financially? Please ask Him. You cannot even begin to imagine how God wants to use you to impact the lives of those in Chicago whom we go to serve. For you, it may seem like only one contribution. For me, or someone else God may touch through your contribution, however, it is eternal.

It is so exciting for me to be able to attempt to fulfill the great commission with my life this summer. What is even more exciting is the thought of taking the people I love along with me! Please be a part of this ministry.

I have included response cards. Please return it with any donation you feel God's leading you to make. All donations should be sent to **Project Impact** in the enclosed envelope. (Project Impact c/o BSU, 435 W. Boyd, Norman, Oklahoma 73069.) My name *should not* appear on the check; instead include my response card or a note and I will get it. All donations are tax deductible and a receipt will be given. Your support means a great deal to me!

Thank you in advance for your prayer and financial support! I look forward to seeing what God is going to do through *our* ministry!

In His Service,
Name

Your Name Here

Kent: Yes, I want to help you make disciples this summer at "Project Impact"

Through my gift of \$25 \$30 \$50 \$100 or "Other" gift of \$_____



Make checks payable to the Project Impact

Please return this card or a sticky note with my name on it with your check and I will get it. All gifts are tax deductible and you'll receive a tax receipt. Your support is greatly appreciated!

Your Info:

Name: _____

Address: _____

E-mail: _____ Phone: _____

Your Name Here

Kent: Yes, I want to help you make disciples this summer at "Project Impact"

Through my gift of \$25 \$30 \$50 \$100 or "Other" gift of \$_____



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Your Info:

Name: _____

Address: _____

E-mail: _____ Phone: _____