

# Fundraising 101



When signing on for a short-term mission experience, it is natural to be excited about the trip itself but anxious about how you will come up with the funding. This packet is meant to help you to think through where some of that anxiety comes from & assist you in thinking of ways to not only raise the required funds but also share this experience with those around you.

May God bless this journey ahead...

-BU Missions Staff

## Where Does the Anxiety Come From...

## Where Will the Money Come From...

The following is a list of some attitudes or ideas you may run into during this fundraising process. They may come from others or they may even come from you...

***“Oh, so you’re going to be ‘suffering for Jesus’ in Greece...riiiiigggghhhhtttt.”***

There are a lot of ideas out there about what short-term mission experiences should look like. While some mission experiences include coming alongside the poor & the marginalized, others may mean partnering with schools, churches, & NGOs to reach a variety of groups within that specific cultural context. Remember two things: 1) Jesus ministered to a variety of different people in a variety of different contexts. 2) This isn’t just about suffering alongside others; it’s about loving & learning alongside others, wherever that may be.

***“I could go if it just didn’t cost so much.”***

Take a moment to look beyond the cost of the trip towards what you can both gain & give on this trip. What if *you* are different because you chose to go on this trip, to invest in the life of another, to learn from the faith of another? What if there is someone on this trip that is a little bit different because you chose to invest in their life? Will you allow the cost of the trip to overwhelm the possibilities that this experience holds for both yourself & the people you will be serving?

***“How can I possibly consider going? I have \$13.27 in the bank!”***

For most of us, if we allowed the “Funds Available” line on our bank account to determine where & how we serve, we simply would not. It would be impossible. If you attempt to pay or fundraise for this experience all on your own, you will likely not make the cut. If however, you **pray, dig in, & work** with your team, the likelihood of your success skyrockets! Remember, if God has pointed you in this direction, He will do His part to make sure you get to go...you just need to do your part as well.

***“I CANNOT beg for money!”***

This may be the hardest idea to move beyond. We have all been victims of individuals or organizations who use guilt to garner support for a cause, project, trip, etc. This is NOT what you are doing. When you are asking people to support you financially for this venture, you are asking them to partner with you in this mission experience. It means that not only are they supporting you financially, but they are also getting the opportunity to travel with you & learn alongside you on this trip as you prepare, go, & return to share your experiences with them. Open yourself up to the idea that this trip experience can & should move beyond yourself & the people you will be serving. Allow people here to journey with you, invest in you, & learn from you as you go.

## **Helpful Steps**

Below you will find a list of basic steps in the fundraising process...

### **Step 1: Pray, pray, pray...**

Pray for supporters, pray for funds, pray that the total trip cost will be covered but remember this...This trip is bigger than the cost & even bigger than yourself. It's about the overall trip experience & you need to begin preparing yourself now for what is coming ahead.

### **Step 2: Plan, plan, plan...**

Read through this packet (yes, the whole thing) & begin thinking about what your personal strategy for fundraising will look like. Combine this strategy with your team's & get to work!

### **Step 3: Present, present, present...**

Find as many ways as possible to present this trip opportunity to others. Educate those in your life about what you will be doing so that they can know how to support & invest in you over the coming months. As you present, remember to share the following:

- Who you are
- Where you are going
- Why you are going
- Who you are going with
- What you will be doing
- How long it will take
- How much it will cost
- What you expect from this experience
- How people can pray for you, your team, & the people you will be serving

### **Tips for Raising Support**

- **Don't rely solely on letters!** Letters, while effective, are easily lost on the kitchen table. Remember to follow them up with a phone call, visit, etc. It will help ensure that your need is on that person's radar, particularly as payment deadlines approach. Also, letters should not be your only strategy for fundraising. There are a lot of people that write letters. Get creative & think of some other ways that you can raise support for you & for your team!
- **Get personal!** Sending a letter or an email is one thing; sitting down face-to-face with someone & telling them about your upcoming trip is another. Tell them about what you will be doing & why you want to go. This may

not mean that you will walk away with a check every time but you may garner some valuable support from just meeting with them personally.

- **Start early!** The fatal mistake students often make is starting their fundraising at the last minute. Be the student that starts early & shares faithfully about their trip in the months prior. The earlier you start, the less stressful the process tends to be. Get started! Pray, plan, & present!

## The How-Tos...

### Church Support

<b>STEP 1:</b>	Contact the pastor and/or missions committee in your church. Let them know about your upcoming mission trip & that you would love the church to “partner” with you in this experience, be it financially or prayerfully or BOTH!
<b>STEP 2:</b>	Write a formal letter to the pastor or missions committee chairperson. <ul style="list-style-type: none"><li>- The letter may be an adaptation of your individual support letter.</li><li>- Invite them to send a check on your behalf to BU Missions (See the section on donations vs. payments).</li></ul>
<b>STEP 3:</b>	Call (within 7-10 days) to see if they received your letter. Feel free to ask in this call if they have any timeline on their decision process. Wait patiently!
<b>STEP 4:</b>	If the church has decided to support you, then... <ul style="list-style-type: none"><li>- Write a formal “thank you” note/letter. Let them know that you are grateful for their support.</li><li>- Discuss with the pastor or missions committee chairperson how you can share with the church about your trip experience.</li></ul>

## Individual Support Letters

<b>STEP 1:</b>	Begin gathering your list of supporters <b>NOW!</b> 1. Start by brainstorming & writing down a list of family, friends, church members, teachers, etc. who you think would enjoy partnering with you in this experience. (Your church directory, Christmas card list, the list of people to whom you sent graduation announcements...all are good sources for names.) 2. Go back through this list & narrow it to about: 10-20 names (if raising \$200-\$300) 20-30 names (if raising \$400-\$600), etc.
<b>STEP 2:</b>	Write & send your letters. Proofread the letter & ask your team leader to read over it as well. Make sure you include the donor card so the gifts are allocated properly. You can find the donor card on the BU Missions website. ( <a href="http://www.baylor.edu/missions">www.baylor.edu/missions</a> )

## Fundraising Policies & Procedures:

### BU Missions Financial Policies

These policies have been designed to protect both the trip participants & the University from unnecessary financial liability. A copy of these policies will be provided to each participant via Bearsabroad & is available online at [www.baylor.edu/missions](http://www.baylor.edu/missions).

- An application fee is required with every application submitted after the early application deadline. This fee is non-refundable. No exceptions. It is not included in the total trip cost.
- Along with their completed application, every confirmed participant must pay the half balance deposit of their trip (which covers airfare) in order to secure their spot. In many cases, airfare is non-refundable; therefore, if a student drops out of a trip, BU Missions will not absorb the cost. Please refer to the online BU Missions Timeline document for specific due dates. (These dates are also listed in the description of each required item on Bearsabroad.)
- A deposit must be paid by cash or check.
- Deposit checks cannot be postdated.

- Neither team fundraising nor scholarships can be applied as a deposit. It is necessary that students make a personal financial commitment to the trip.
- Final balances must be paid two weeks prior to travel. Travel documents will be held until the trip is paid in full.
- In the event a student withdraws from the trip, they may be eligible for a refund minus any fares or cancellation fees incurred by the airline or other accommodations & the non-refundable application fee. (Note: A student is only eligible for a refund if their account has been paid entirely through payments. Any account paid via both donations & payments is not eligible for a refund.)

**IF A STUDENT WISHES TO TRAVEL AT A DIFFERENT TIME THAN THE TEAM, HE/SHE IS RESPONSIBLE FOR HIS/HER INDIVIDUAL TRAVEL TO A LOCATION.**

## **Deposits**

Along with their completed application, every confirmed participant must pay the half balance of their trip (which covers airfare) in order to secure their spot. In many cases, airfare is non-refundable; therefore, if a student drops out of a trip, BU Missions will not absorb the cost. Please refer to the online BU Missions Timeline document for specific due dates. (These dates are also listed in the description of each required item on Bearsabroad.)

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## **What is a DONATION?**

- A donation is any check, cash or money that is NOT designated for a particular individual.

- No individual name can appear on a check given as a donation. If a name does appear on the check, it is no longer considered a donation but a payment.
- Donations are designated for a team fund & are allotted to team members according to the team leader's discretion.
- Donations are tax-deductible & the Baylor Gift Office will send a gift receipt.
- Donations are non-refundable.

*All monies raised through team fundraising events & turned into BU Missions are considered team funds & will be dispersed according to the discretion of the team leader.*

### **What is a PAYMENT?**

- A payment is any money that is designated for a specific individual.
- A payment will have the name of the individual student written on the check or gift.
- A payment is only applied to a student's individual balance, not the team's.
- A payment is NOT tax-deductible.
- Payments are only refundable if the entire account has been paid through payments AND after all unrecoverable expenses are paid. They can be refunded only to the individual that made the payment. (For example, if a parent made a payment on a student's account, the refund would go to the parent, NOT the student.)

### **How Can People Give DONATIONS Online?**

If someone would like to give online, they can do so by following the instructions below:

- Go to [www.baylor.edu/missions](http://www.baylor.edu/missions)
- Click on "BU Missions"
- Click on "Give to BU Missions"
- Click on the trip destination or team name
- Fill in:
  - The amount to be donated
  - The number of payments to be made
  - The monthly payment amount
  - The payment method
- As long as no individual's name is listed in this box, the gift will be considered tax-deductible & a gift receipt will be sent to the donor.

## How Can Students make PAYMENTS Online?

- Go to [www.baylor.edu/missions](http://www.baylor.edu/missions)
- Click on [Make a Payment](#)
- You will be redirected to the secure U-Pay site
- Enter your Bear ID (Baylor\_bear) and password (same as your email)
- Fill in all the required personal information
- Select the team you are going on (Ex. Kenya Youth Ministry Team)
- and enter the \$ amount you would like to pay by credit card at this time.
- After you submit, it will take you to a summary page & asked to Make a Payment.

## How to Get Started

- Read the Fundraising 101 packet! (Yes, the whole thing!)
- Follow the steps & write your support letters. (Refer to the template provided)
- Every letter must include a donor card that should be returned to BU Missions with the donation or payment. You can find the donor card on the BU Missions website. ([www.baylor.edu/missions](http://www.baylor.edu/missions))
- All donations and payments should be sent to the address below. Be sure to include it in your letter!

**Baylor University**  
**BU Missions**  
**One Bear Place #97013**  
**Waco, TX 76798**

- \*Check with your team leader to find out your current account balance.\*
- Keep up with balance due dates & make any payments necessary by the assigned date.



## Fundraising Action Plan

**First: Start making a list of people you know will want to support you!**

## Family Members


[illegible]

## Family Friends

[illegible]

### Doctors/Dentists/Others

[illegible]

### Coaches/Teachers/Mentors

[illegible]

## Church Community

[illegible]

## Businesses

\_\_\_\_\_

Helpful resources when making a list of possible supporters:

1. Ask your parents for their Christmas card list.
2. Use the list of people to whom you sent graduation announcements.
3. Don't forget to consider businesses & organizations.
4. Some companies will offer a charitable gift-matching program.  
Check with your parent's place of business to see if they offer this kind of giving.

**Second: Put together information you want to present to these possible supporters.**

- Where & when you are you going?
- Who is going with you?
- Who is the sponsoring organization? (BU Missions)
- What are you going to do there?
- How will the individual's support help you?
- What are some other needs, besides money, that supporters can help with? (materials, medicine, etc.)
- How & where can they send support to you or your team?

**Third: Keep supporters updated on your team's progress! Thank them before you go & when you return.**

- Create a team website or blog with pictures, information about projects, as well as fundraising.
- Call supporters before you leave & when you return to thank them personally.
- More ideas for updates & thank yous...

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Sample Letter

Dear \_\_\_\_\_, (Leave name blank & Write by Hand)

I hope this letter finds you well. The fall semester here at Baylor has been busy but enjoyable. This semester I am only taking 12 hours, which afforded me the opportunity to look into ways that I can serve in and among the Baylor community. That's how I learned about Baylor's mission trip to \_\_\_\_\_!

This May, I will be going on a mission trip to \_\_\_\_\_. My team, the \_\_\_\_\_ team will be focusing on \_\_\_\_\_, working alongside local ministers and NGOs who have been serving faithfully in their communities for some time now. While we are there, we will be \_\_\_\_\_.

As I take on this venture, I would like to invite you to partner with me! I am anticipating that this trip will be both challenging and transformative for me and my team, so I would like to ask for your prayer...that we would love, live, and serve in ways that honor God. I'd also like to ask you to help support our team financially. Each student on our team is raising \$xxxx, but we'll be doing this through both individual and team fundraising.

Team fundraising is an excellent way for us to build team unity. In the spring, all of the donations that have been given to the team will be divided among the team members. All donations will be handled by BU Missions. Once your donation is received, the Baylor University Gift Office will send you a tax-deductible receipt for your contribution. In order to receive a tax deduction, checks must be made payable to Baylor University. If my name is written on the check, it cannot be a tax-deductible donation, but will go directly into my personal account as a payment. If you prefer, you are welcome to send a personal gift directly to my address. Or, please send your tax-deductible team donations to the address below with the enclosed donor card, or online at [www.baylor.edu/missions](http://www.baylor.edu/missions) by clicking "Give to BU Missions":

**Baylor University: BU Missions, One Bear Place #97013  
Waco, Texas 76798**

Thank you for your support! I look forward to sharing my missions journey with you.

Love,

(Leave Space to sign by hand & write a personal message!)

# HOW TO DONATE TO MY MISSION TRIP ONLINE:

## STEP ONE:

Go to <http://www.baylor.edu/missions> & CLICK "Give to BU Missions" then CLICK on the name of my team (It will redirect you to the Baylor Secure Online Giving website)

## STEP TWO:

**MAKE SURE IT SAYS...**

You have elected to make a gift to: \_\_\_\_\_ (team name)

Please indicate the amount you would like to give below. (in US dollars)

Gift Amount:

\$

**\$\$**

If you would like to pledge monthly payments, enter the number of payments:

1

Monthly payment amount:

\$ 0.00 (single payment)

Payment Method:

*Pay by credit* →

☐

Pledge

☒

Credit Card

☐

Payroll Deduction

☐

Yes

☒

No

Is your gift in honor or memory of another person?

**STEP THREE: DONOR INFO**

**STEP FOUR: GIFT SUMMARY**

**STEP FIVE: PAYMENT**

**STEP SIX: MADE A DIFFERENCE IN MY LIFE**

**ANY QUESTIONS OR CONCERNS, PLEASE CONTACT ME!**

PLEASE MAKE ALL TEAM DONATIONS BY APRIL 30, 2012

**THANK YOU.FOR**  
**Investing In<sup>THE</sup> Lives**  
**of Baylor students**

## **\*\*What Happens After Your Support Letters are Sent?\*\***

1. Pray! Faith is an important part of the fundraising process. Pray that God will guide you in your fundraising efforts & help you to connect with people who would be willing to support you.
2. All gifts will come directly to BU Missions. After we receive a financial gift:
  - The amount of the gift will be recorded in our database by team.
  - A weekly report will be sent to your team leader. This report will include an account balance & a record of donors. You may check in with your team leader to find out what your current balance is as well as get a list of your donors so that you can follow up with a thank you card.
3. Send a brief thank you note to the supporters who have sent in a prayer/gift card.

### **Post-Trip Communication with Your Supporters:**

<b>Church:</b>	Contact your pastor and/or mission committee chairperson to tell them about your trip & discuss with them the best way to share about your experience with the church.
<b>Individuals:</b>	<p><b>Within a few weeks</b> after you return from your trip, write a follow-up letter to those who supported you. Use this letter as a way to thank them &amp; to give them a report of your trip experience.</p> <p>The letter could include such things as:</p> <ul style="list-style-type: none"><li>- Who you met</li><li>- What the culture was like</li><li>- What you saw</li><li>- What you did</li><li>- What faith looked like in that context</li><li>- What you learned from the people there</li><li>- How God challenged you</li><li>- How this trip transformed you</li><li>- What you hope will stick with you from this trip</li></ul> <p>This letter should be written well &amp; should look sharp! A good</p>

	<p>follow-up letter will encourage &amp; challenge those who have supported you. It will also enable you to return to your supporters for future ventures.</p>
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## **Creative Fundraising**

In this section you will find a list of fundraising ideas. Some of these may work wonderfully for you & your team & others may flop. These are not the only options out there. Get creative, strategize, & work the plan!

### **Restaurant Fasting**

Designate a week for your trip supporters to save the money they would spend eating at sit-down & fast food restaurants & ask them to donate it to your trip. Promote the week of restaurant fasting through a variety of media outlets & provide pledge cards for those who would like to participate. At the end of the fasting week, have a potluck dinner or have a popular local restaurant cater a meal. At this meal, collect the proceeds from your supporters & announce the accumulated amount.

### **Holiday Child Care Service**

You can help eliminate holiday stress & motivate giving by organizing a holiday child care service either within your church or in volunteers' homes. Parents may drop off their children at the designated place & go Christmas shopping or attend parties. Provide information to parents regarding who is offering this service as well as when & where they're offering it. Provide a contact number for parents to call to sign up. It is up to volunteers to determine how many children they can keep, how long, & how many times. You may wish to provide Christmas videos or other holiday activities to help volunteers entertain children during the time their parents are gone.

## **Team Registry**

As the team begins preparing for the trip, it might be helpful to register at Target or Wal-Mart in order to allow others in the church to purchase team items. The team leader could start the registry at a given store & compose the group shopping list according to the needs of the particular team & destination. Things such as crayons, children's games, toilet paper, insect repellent, medical kits, etc. could then be purchased by family, friends, or even congregations.

1. Make a list of needed supplies
2. Advertisements in church bulletins, etc.
3. Time needed to register: approximately 45 minutes

## **Parents' Night Out**

Offer one night (or several nights) for parents to let you watch their kids. This is a great way for parents to have a date night, do some shopping, or just escape their usual responsibilities for an evening. It might be best to have your team as a whole cover a night for the parents so that you can watch the group of children together & split the proceeds.

1. Make sure you have a place to hold the event
2. Have toys, activities, & snacks available for the children

## **Garage Sale**

This is a great way to connect BU organizations with your mission project. Approach teachers, advisors, & students leaders about donating items for a local garage sale. Then, organize shifts of people to help sort, price, & sell the items as the designated location. Remember two things: 1) Garage sales are all about location, location, location! 2) Advertising is key. Make sure to put an ad in the paper to get the word out to local garage salers. Also, remember that you will need to comply with the BU Student Activities policy when advertising on campus.

1. Collect the items that will be sold
2. Procure tables to set the items on
3. Purchase stickers/price tags
4. Put up signs/posters throughout the community

## **T-Shirt Sales**

Create a t-shirt using a team logo, picture, or slogan. Keep the design simple & use one or two colors in order to keep the overall cost down. Take pre-orders for the shirts so that you can have a better picture of how many the entire team should order. Usually the larger order you submit, the better price you receive. The shirts should not cost more than \$5-8 per shirt so that you are able to charge roughly \$15 a shirt, giving you a good profit margin. Remember, if you are planning to put Baylor anywhere on the shirt, you will need to comply with BU policies for t-shirt approvals.

**\*\*Note:** Some teams make money on t-shirts & other teams lose money. If you are going to sell t-shirts, make sure you have a plan in place that will help to insure that you do more than just break even.\*\*



## **Auctions**

Partner with local businesses to donate gift cards, free services and/or merchandise (ex: iPods, watches, dinner, movie tickets, etc.) Hold a silent auction, a dinner/auction, a raffle, or sell the items on eBay.

## **Birthday/Christmas Wishes**

As your birthday &/or Christmas approaches, suggest to friends & family that instead of purchasing personal gifts for you they either donate to your trip or purchase supplies for the mission project. Remember that the rules for donations vs. payments still apply.

## **Year-End Giving**

The holiday season is a great time to offer friends & family the opportunity to partner with you. Use this opportunity to send cards, make presentations, & ask people to donate towards your trip either in lieu of the traditional gift or for the tax benefit. Highlight that all donations are tax-deductible & donors will receive a gift receipt from the Baylor University Gift Office. Remember to clearly explain the difference between a donation & a payment, guidelines of which you can find in this packet.