

Fundraising 101¹

Finding Faithful Friends

"Oh yeah, right! You call that a mission trip? More like a vacation if you ask me."

If the hopes and dreams of your short-term experience depended on the mindset of the one who spoke these words, not too many people would ever go on short-term mission trips. Fortunately for the work of missions around the world, this attitude is giving way to a new understanding that missions are no longer the exclusive property of those with four to eight years of specialized training. Today, many churches and individuals are willing to support short-term missionaries if they can give evidence that their mission will make a difference. Since your participation on this short-term experience requires you to raise support, it will be necessary to look at some practical ways to raise that support. Following are some suggestions. First, let us look at some things you will want to avoid.

1. "I don't want to beg for money!"

The emotion laden sales pitch that turns us off and often offends has victimized us all. Too often raising support for short-term mission trips is perceived to be begging with religious overtones.

Be not deceived. Raising funds for your trip is not some kind of spiritual welfare program. On the contrary, you are putting together a support team for your ministry. By enlisting the support of others you are asking people to add their prayers as well as finances to the effort of your mission team.

It is humbling to admit that you need help. In most instances, family, friends and those in the church are happy to have a part in your experience. Yes, it would be nice if we could just do it on our own; however, we probably would never go on a trip if we waited to earn enough money to go.

2. "How can I possibly consider going? I have \$13.27 in the bank!"

Think for a moment. Should we allow the "Funds Available" in our bank account to determine our availability to serve? Talk to any missionary and they will tell you that if they allowed the present amount of funds available to determine the focus of missions, little would ever be done.

Understand that if you have prayerfully sought direction on this matter, God will invade the process. In essence you are not forcing your way to the field, you are waiting on God to provide for and send you.

3. "No problem, Uncle Harvey has the money. I'm sure he will pay for this."

Sure, you may have a rich relative or come from a well to do church. Do not be tempted to take this short cut. The integrity of your experience depends on going to God first for the plan to raise support. God may want to use your experience to impact the lives of those He will raise up to support you. The process is much more enjoyable with a support team to pray for you. When you are on the field, it is nice to know that many are lifting you up in prayer.

4. "Fine, I think I could do it if it just were not so much."

Take a moment to listen to the stories of those who have gone. Notice the wonderful and unusual ways that God has provided funds to make the trip possible. "HE" will provide. Never give up no matter how impossible the task seems. Your responsibility is not to get money from people. Your responsibility is to wait and depend upon God.

¹ Information taken from "Building Partnerships for Short-Term Missions Experiences," Mount Vernon Nazarene University, Division of Campus Ministries.

Here are some steps to take on your journey of raising support. Always remember, you are not being a burden by asking. If you continue to feel this way, talk to those who have gone and those who have sent.

1. Pray. Pray. Pray. Be certain in your heart that God would have you go on this trip. An assurance of call is accompanied by an assurance from God that He will provide.

2. Plan. Plan. Plan. Read the materials provided to you on how to raise support. Ask God to guide you in developing your personal strategy. Let Him guide you in all phases. Many people have found it to be a rewarding experience to sell things they really don't need. Turning these "things" into resources to serve can be an eye opening experience.

3. Present. Present. Present. One of the most effective ways to educate people about your need and the nature of the trip is a personal presentation. If the opportunity for you to do so arises, here are some things to consider:

- Who you are
 - Where you are going
 - Why you are going
 - Who you are going with
 - What you expect from the experience
 - What you will be doing
 - How long will it take
 - How much will it cost
 - How people can pray

Tip\$ for the Task of Raising Support

• **Don't rely solely on letters.** Follow up your letter with some kind of personal response.

• **If at all possible, make a personal visit.** Call first. Most people contacted personally respond favorably to your invitation to be part of your support team. Pay attention to the list above when going on your personal visit. Remember, these will be your partners.

• **Use the phone; it's the next best thing to being there.** The same principles apply over the phone. Be sure to follow up the call with some kind of written information. The letters and response cards we provide are a good place to start. One final thought. Don't wait. Get started early. Pray, plan and present.

Objection\$ to Fundraising

1. Fundraising is too scary for me.

The biggest obstacle is your own misunderstanding of how important you are.

2. Wouldn't it just be cheaper to send the money?

The never-ending pie.

3. I don't want to ask people to pay for my vacation.

A well-done, effective short-term mission is no vacation!

4. People won't be interested in my trip.

Wanna bet?

5. Times are tough.

If you're feeling a pinch, someone else is feeling a squeeze.

Mission Trip Fundraising Information

Think about it! Fundraising for mission trips is so much more than just getting money from people. It's a way to invite individuals and churches to be a part of your mission and learning experience. Think of it as a **partnership!** Your church or individual supporters help through prayers and/or financial assistance while YOU participate in the mission trip and share your experience with them. If you approach it with this attitude, people will sense your excitement, confidence, and willingness to serve. This will encourage many of them to gladly share in your mission experience.

The following pages include information and instructions on how to raise money through your church and through sending support letters to individuals.

Church Support

STEP 1:	Contact the pastor and/or missions committee in your church as soon as possible. Let them know about your upcoming mission trip and that you would like the church to "partner" with you in this experience. Explain that financial support would be very helpful but that you would also like to invite the church to pray for you. Also, be sure to mention your desire to share about your experience with the church.
STEP 2:	Write a formal letter to the missions committee chairperson. Send a copy of this letter to the pastor as well. * The letter may be an adaptation of your individual support letter. * Invite them to send a check on your behalf to Baylor University Ministries (give them the address with your name and mission in the memo space).
STEP 3:	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!
STEP 4:	If the church has decided to support you, then . . . * Write a formal "thank you" note/letter to the church or missions committee. * Discuss with the pastor or missions committee chairperson how best to share your experience with the church after you return. (You may want to set a date to speak in front of the church or to share with one or more Sunday school classes.)

Individual Support Letters

STEP 1:	Begin gathering your list of supporters immediately! 1. Start by brainstorming and 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 you sent graduation announcements, all are good sources for names.) 2. Go back through this list and narrow it to about: 10-20 names (if raising \$200-\$300) 20-30 names (if raising \$400-\$600), etc.
STEP 2:	Write and send your letters. Proofs read the letter and ask your team leader to read it over as well. Make sure you include the address and account information so the gifts are allocated properly.

Fundraising Policies and Procedures:

Deposits:

A non-refundable deposit is required for every student. This deposit secures their place on a trip. After a student is interviewed and accepted onto a team, the deposit is due.

- A deposit must be paid by cash or check.
- Deposit checks cannot be postdated
- Team fundraising cannot be applied as a deposit. It is necessary that students make a personal financial commitment to the trip.
- Because University Missions pays a deposit to the airlines to secure tickets, the deposit is non-refundable even if the student cannot travel due to medical or other reasons.

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 donation.
- Donations are designated for a team fund and are divided equally among the team members.
- Donations are tax- deductible and the Baylor Gift Office will send a gift receipt letter.
- Donations are non-refundable.

All monies raised through team events, such as carwashes and bake sales, and turned into University Missions are considered team funds and are equally applied to the team.

What is a PAYMENT?

- A payment is any money that is designated for an 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.
- A payment is not tax-deductible.
- Payments are only refundable after all unrecoverable expenses are paid and can only be refunded to the individual making the payment.

How to Get Started

- Read the Fundraising 101 information
- Follow the steps and write your letters using the template below
- Every letter must include a Donor Card that needs to be returned by the donor to our office with their donation or payment
- Get your Donor Cards from the University Missions Office or your team leader
- All donations and payments should be sent to the address below, be sure to include it in your letter.

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

- Check your account balance on Blackboard
- Keep up with balance due dates and make any payments necessary by the assigned date.

The Final Balance Due Date is firm and students must have an account paid in full or have made arrangements to settle their account. Any unpaid balance remaining after the Final Balance Due Date will be billed to their Baylor Account.

Sample Letter

Current Date

Dear Family and Friends (or use individual's name),

STUDENT PARAGRAPH (replace first two paragraphs with your own words)

I am enjoying the spring semester here at Baylor. Christmas offered me a great break but I was ready to be back at school again. The classes for my major this semester seem to be taking up the bulk of my academic endeavors: Public Relations, Group Communication and Desktop Publishing. As each semester passes by, I am becoming more aware that my time here at Baylor won't last forever. This realization leads me to think about what I will do when I finish school.

In May, I will be going on a mission trip to (a country) – Our team is called (insert name). Our focus is _____ and the work that we will be doing is related to the classes that I am taking here at Baylor. The majority of our tasks will center on working with youth. We will also be meeting with prominent leaders from Kenya to discuss leadership. While these two trip components initially seem to be at opposite ends of the spectrum, they will help to create conversation about serving people and leading them. The Bible says that to become the greatest you have to become the least.

I'd like to invite you to partner with me in Team/Country/Project name. Experiencing a culture so different from America's is going to be demanding and our team will be faced with some of challenges. I anticipate that these experiences will help me to reflect and respond in a way that glorifies God but my team and I definitely need your prayer support. I'd also like to ask you to help support our team financially. Each student on our team is raising \$xxxxx, but we'll be doing this through 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 evenly among the team members. All donations or payments will be handled by the University Ministries Office. After your donation is received, The Baylor University Gift Office will send you a thank you letter which also will serve as a receipt for a tax deduction on your tax return form. In order to receive a tax donation, checks must be made out 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.

Please send your donations to the address below with the enclosed Donor Card. This card will insure that your gift or payment is credited to the correct account.

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

To learn more about Baylor University Missions visit the home page at www.Baylor.edu/missions.

Sincerely,

What Happens After Your Support Letters are Sent?

1. Pray! Faith is an important part of a fundraising process such as this. Pray that God will guide the whole process. Ask God to move in the hearts of those to whom you have sent a letter.
2. Because we are using response cards and pre-addressed return envelopes, all (or most) of the gifts will come directly to the Chaplain's office. After we receive a financial gift for you:
 - * The amount of the gift is recorded on your personal support record.
 - * The check is sent over to the university's Accounting Department.
 - * We will send you an occasional updated report of your gift income. This includes the names of any supporters who have contributed and the amount of their gift. It also includes any supporters who have agreed to pray for you.
3. Send a brief "Thank You" note to the supporters who have sent in a prayer/gift card.

Post-Trip Communication with Your Supporters:

Church:	Contact your pastor and/or mission committee chairperson to tell them about your trip and discuss with them the best way to share about your experience with the church (Sunday service or Sunday school classes).
Individuals:	Within a few weeks after you return from your trip, write a follow-up letter to those who committed to praying for you and those who supported you financially. Use this letter as a way to thank them and to give them a report of your mission trip experience. The report of your experience should include things such as: what kinds of things did you do; what did you see; who did you meet and what was the culture like; how did God use the team; how did God challenge you personally; what do you hope will stick with you from this trip, etc. This letter should be written well and should look sharp! A good follow-up letter will encourage and challenge those who have supported you. It will also enable you to go back to these same supporters for future opportunities.

**Do not under-estimate the importance of follow-up
with your partners.**

**This could be the most important step in the
partnership process.**

Don't forget . . .this is a partnership!

You are doing friend-raising not just fund-raising!

Creative Fundraising

Week of Restaurant Fasting

Designate a week for church or organization members to save the money they would spend eating at sit-down and fast food restaurants and donate it to your international mission project. Promote the "Week of Restaurant Fasting" through church media outlets including bulletin and pulpit announcements. Provide pledge cards in pews for members to fill out and place in offering plates, pledging to participate. At the end of the fasting week, have a church-wide potluck dinner; or, have a popular local restaurant cater a meal into the church. If your church is small enough, you can book a banquet room at a restaurant. At this meal, collect the proceeds from members and announce the accumulated amount.

Santa's Helper's Child-care Service

You can help eliminate holiday stress and motivate giving by organizing a Santa's Helper program either within your church or in volunteers' homes. Parents may drop off their children at the designated place and go Christmas shopping or attend parties. In larger churches, this may be most effective as an eight-hour-a-day service. Provide a schedule for parents (distributed as a flyer in the church bulletin) of who is offering Santa Helper duty and when and where they're offering it. Provide a contact number for parents to call to sign up and register for a fee. It is up to volunteers to determine how many children they can keep, how long, and 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 would be wonderful to register at Target or Wal-Mart in order to allow others in the church to purchase team items. The team leader would start the registry at a given store and compose the group shopping list, according to the needs of the particular team and destination. Things such as crayons, children's games, toilet paper, insect repellent, medical kits, etc. can be all bought through members of the congregation.

1. Make a list of needed supplies
2. Announcements, advertisements in church bulletins
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 Christmas shopping, or just escape their usual responsibilities for an evening. It would be best to have your team as a whole cover a night for the parents, in order to watch a group of children at once. All proceeds will go toward the cost of the trip.

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 get particular BU organizations involved with an area they may not be connected with on a regular basis. Approach the teachers/leaders and ask them to donate items toward a garage sale. Then, organize shifts of people to help set up the garage sale items, run the cash register, and help with carrying the items to the designated location.

Advertise this in on campus, at churches, on facebook in order for people to not only donate items, but also to purchase things. Local ice cream shops or grocery stores could be approached as well, because they might be willing to donate snacks and refreshments. All of the money will be donated toward the cost of the mission trip. Remember to comply with BU Student Activities policy when advertising on campus.

1. Collect the items that will be sold
2. Tables to set the items on
3. Stickers / price tags
4. Signs/ posters throughout community

T-Shirt Sales

Create a team t-shirt using a team logo, picture or slogan. It is also fun to say something like "I helped change the world" or "I helped John go," indicating the person wearing the shirt took part in your mission project by buy a shirt and funding your trip. Keep the design simple and one or two colors to keep your costs down. Take pre-orders for the shirts up until a set date. The shirts should not cost more than \$5-\$8 per shirt and if you charge \$15 per shirt (a typical price) the potential for profit is great.

If a team of 10 people each sell 15 shirts the total profit will be \$1200 (at an \$8 profit per shirt). You must follow BU policies for t-shirt approval.

Auctions

Partner with local business to donate gift cards, free services and merchandise (ex: ipods, watches, dinner with a local celebrity, tickets to theater shows at the Hippodrome, etc.) Hold a silent auction, a spaghetti dinner and auction, a raffle, or sell the items on eBay. Teams have done this in the past with great success.

Year-End Giving



Use the fundamentals of the above strategy to gain partners in ministry by highlighting the benefits of a year-end donation.

The holiday season is a great time to offer friends and family the opportunity to partner in the mission project you are organizing.

Letters are a fine way to raise support, but while you are home for the holidays, make presentations to church groups, businesses, and family gatherings. Highlight that all donations are tax deductible and donors will receive a gift receipt for tax purposes.

The rules of donations and payments apply.