



# Fundraising Guidelines

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Congratulations on your commitment to serve the Lord by helping to bring hope to the hopeless. We love when people go from caring “about” those less fortunate to caring “for” them. **YOU CAN MAKE A DIFFERENCE!**

The purpose of this document is to act as a guide to help you raise support for your World Hope mission trip. The phrase “raising support” affects people differently. Your first step may be to recognize how “raising support” makes you feel. Perhaps you have been approached by an organization or an individual who left a lasting impression on you. You are most likely concerned about how you will do or even what others may think of you asking for help. Be encouraged, many have gone before you and have been successful.

## WHY ASK FOR SUPPORT?

The basic principle that you need to understand is that people are giving to the Lord (His work) and not to you personally. If this is the first time you have raised money for yourself, it may seem awkward the first few times you ask or when you receive those first checks.

You need to have a sense of purpose when you ask, and there is *no greater purpose than giving back to others.*

If you do anything that helps lead one person, one step closer to Christ while on your trip, then you are doing the greatest work ever.

If you agree that you are doing a great thing in responding to an opportunity that the Lord has given you, why shouldn't people give?

As you approach people, you need to have an expectant heart that they will want to give and be a part of what you are doing.

While not everyone is called to go and not everyone is led to give, more people are ready to give than you expect, so learn to ask expectantly. Share from your heart and trust the Lord to provide.

## TAX-DEDUCTIBLE / NON TAX-DEDUCTIBLE GIVING

Generally speaking, the gifts that you receive are tax deductible for the donors. Checks should be written to World Hope or your church home for charitable contributions.

## CALCULATE THE AMOUNT YOU NEED

Trip Cost \_\_\_\_\_  
Additional Transportation Cost to Departure City (estimate cost only) \_\_\_\_\_  
Materials (if recommended) \_\_\_\_\_  
Spending Money \_\_\_\_\_  
Thank-you donor gifts \$50 \_\_\_\_\_  
Total funds needed \_\_\_\_\_  
Total received to date \_\_\_\_\_  
Total still needed \_\_\_\_\_

It is good to give. The first contribution toward your cause should be your own. Your financial gift helps you in many ways. First, in addition to you going and investing your time, it provides you a way to give to the Lord. Secondly, it helps you commit yourself to the task. Thirdly, it helps you not to feel as though all you are doing is taking. Finally, it sets a standard by which you are going to trust the Lord for His provision.

## **VISION-CASTING EXERCISE**

Answering the following questions can help you begin to formulate in your mind how to describe what you will be doing on the trip and the purpose for the trip.

1. Why do you believe God is leading you to go on this project or mission trip?
2. How do you hope God will use you during your trip?
3. What do you hope to see happen as a result of your contribution on this project?
4. What will be different because of your presence?

## **WHO TO ASK TO SUPPORT YOUR TRIP**

Pray that the Lord will bring to your attention names of individuals whom you should contact.

Put an initial contact list together by name storming everyone you can think of.

Suggestions may include: immediate and extended family, everyone on your Christmas card list, members of your Sunday School class, church friends, civic clubs you may belong to, old high school/college friends, neighbors, and pastors. See the additional information below in regards to getting your church to support your trip.

## **FUND RAISING STRATEGIES**

Two ways to increase its effectiveness:

### **1. Letter/response card ask**

This strategy consists of sending letters, providing return envelopes, and thanking potential donors.

The letter is to introduce the reader to the mission trip, cast a vision of the opportunity for ministry, and invite the reader to be involved in your trip by praying as well as being financially involved.

Often, this is sufficient to raise the majority of the financial support needed for a mission trip. However, often people who sincerely desire to contribute misplace or forget to mail back the response card. Also, many people are more motivated to give following a personal contact. In light of this, you may want to follow up your letter with a phone call.

### **2. Consider a face-to-face ask**

You may have some individuals you wish to contact who may feel slighted if asked by letter or over the phone. You may have already identified some of your friends as potential large donors for your project. This may be a good reason to take the additional effort to meet with the potential donor face-to face.

Share about what God has been doing in your life and how He has led you to take part in this trip. Paint a picture for them of what could happen as a result of the trip. Then, ask them to be a part of your support team by giving a one-time gift toward your expenses.

## TIPS WHEN WRITING SUPPORT LETTERS

- Use positive sounding words in your writing style.
- Share why you believe God is having you go; share your vision of what could happen on this trip.
- Tell the reader the benefits of joining with you in this project.
- Don't be apologetic about asking for money.
- Express your appreciation about them considering partnering with you in this.
- When possible, make the first paragraph specific to the reader. A letter written to everyone is less likely to be read and less likely to generate the response you desire.
- Send the letter in groups (15 to 30) so you can follow-up each letter with a phone call within a week.
- Try to keep to a one-page document.
- Begin sentences with "action" words (verb forms such as "-ing" words, ministering, serving, etc.)
- Always give your letter a specific date.

## LETTER OUTLINE

**Date:** Month, Day, Year

**Dear:** Specific person's name

**Introduction:** Begin with a couple of sentences to grab their attention and tell them why you are writing. You may want to include a quick run-down on recent events in your life. This could be the first time they've received a letter from you.

**Announcement:** Tell them what God is calling you to do. Announce the trip or project and share your vision of how God will use you. Share why you feel the need to go.

**Further Details:** Share more specifics about the trip (purpose, strategy, what you will specifically do). Share what you can expect to see accomplished.

**Partnership:** Express your need for others to help send you (focus on a sense of teamwork and partnership between you and the reader).

**The Ask:** Share the total amount you need and ask them if they would consider a gift of \$50, \$100, \$250, \$500 or some other amount. Enclose a response card giving different levels of commitment along with a self-addressed stamped envelope. Tell them who the check should be made payable to (write this in the letter as well as on the response card).

**Close:** Thank them for their consideration of partnering with you in this wonderful opportunity. Tell them that you will call them within one week for their decision.

*Your Signature*

**Enclosures:** Self-addressed stamped envelope; brochure of the project you are going on if available and/or the ministry you are working with.

## SUPPORT FROM A CHURCH

- Find out your church's current policies regarding short-term missions and then determine how the church can become a partner with you in your mission. The process could range from talking to the right person in a casual conversation to a formal application process and interview by a committee from the church. Most churches want to know the total amount you need to raise and a general itemization of the budget.
- Your church may take an offering for you, or they may already have set amounts or ranges they prefer to give; they may like to give a percentage of your budget.

Many churches will collect the money for you then submit a check for your trip made out to World Hope, with your name in the memo line.

### **SAMPLE LETTER BELOW:**

Dear \_\_\_\_\_,

I've been given an exciting opportunity to change the world this summer with World hope, and I'd like to share with you. I will be going with them to\_\_\_\_\_.

We will be participating in medical clinics, evangelism, construction and children's ministries. We will also be working with a local church to disciple those who have made decisions for Christ. The world's greatest need is to have a personal relationship with Jesus Christ. God has given me a heart to go on this trip and be used by Him and spend this summer sharing Him with those who have never heard. This is where you come in.

In order to make this all possible, I need people who will commit to helping me through prayer and financial support. The baseline cost of my trip is \$\_\_\_\_\_. This cost includes all of my breakfast meals, lodging, and airfare and ministry tools. I need to raise half of my support by \_\_\_\_\_ and the second half by \_\_\_\_\_.

Would you please pray and ask the Lord how He would have you help me make my mission trip possible? If you have any questions, I'd be more than happy to talk with you. You can reach me at \_\_\_\_\_.

If you decide to sponsor me:

\*Please make checks out to World Hope, with my name in the memo section.

\*Send your support directly to me in the enclosed envelope. I will then send it in with a donation coupon to World Hope, attention: Trips Department

Thank you for your consideration in becoming a part of my team. God bless!

Sincerely,

### **THANK YOU FOR YOUR GIFT**

Write a thank you note to those who support you. You may consider writing a thank you to those who considered to support you but were unable.

### **WHILE ON THE TRIP**

While on the trip look for small, easily mailed items that can serve as thank you gifts for those who helped you go on this trip. You may have opportunities to venture into the marketplace; this is a good place to find some inexpensive gifts.

Write a journal of daily events. While taking photographs, keep in mind you will want a couple of good pictures to put in your report to your donors.

### **WHEN YOU GET HOME**

Send a story of how the trip went by sharing your picture of the week. Don't forget to share a photograph or two. Send the report to everyone you asked, whether they gave or not. Remember, many people may have been unable to give financially but prayed for you. If you bought a gift, send it with your story.