



P 1888.319.0319  
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Grand Rapids, MI 49530

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Congratulations on your commitment to serving the orphan and widow! We love when people go from caring “ABOUT” the orphan and widow to caring “FOR” them. **YOU CAN MAKE A DIFFERENCE.**

The purpose of this document is to be used as a guide to help you **raise support for your Good Goers 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 God’s will or the Lord’s work.**

- Do you have a vision or idea of how the Lord may use you?
- Do you have a vision of what He may accomplish in your life and those around you as a result of this trip?

**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 on Earth ☺**

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

- Do keep in mind that not everyone is called to go and not everyone is led to give and that’s okay. More people are ready to give than you expect, so learn to ask expectantly.
- At some point you may be tempted to think “Those people can afford to give me more than they did, just look at their car and their house!” Guard your mind from these thoughts, keeping every thought captive. Remind yourself that the Lord may not have wanted them to give at this time.
- Share from your heart and trust the Lord to provide.

## TAX-DEDUCTIBLE / NON TAX-DEDUCTIBLE GIVING

For the benefit of the donor you will want to have them make their check payable to "YOUR CHURCH." This makes the contribution a tax-deductible donation to a non-profit organization and may give additional confidence to the giver, as there is implied accountability with the use of the funds. **Please talk to your church leader to see if they will support this method.**

## CALCULATE THE AMOUNT YOU NEED

One of the largest and most flexible expenses of your trip is the airfare.

### **Estimate Expenses**

Trip Cost (meals & lodging) \_\_\_\_\_  
Flight (estimate cost only) \_\_\_\_\_  
Materials (if recommended) \_\_\_\_\_  
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. Don't worry, you don't have to give until it hurts or cash in all of your savings. 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.** Second, it helps you commit yourself to the task. Third, it helps you not to feel as though all you are doing is taking. Fourth, it sets a standard by which you are going to trust the Lord for His provision.

## VISION-CASTING EXERCISE

By 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. **Good Goers Mission Based Adventure Travels mission is based on James 1:27: to look after orphans and widows in distress...**

1. Why do you believe God is leading you to go on this project or missions 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 as a result of your presence?
5. Describe what it will look like if you accomplish your goal.

## WHO TO ASK TO SUPPORT YOUR TRIP

**Pray each day 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.



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**SUGGESTIONS OF WHO MAY SUPPORT YOU:**

Advertising agencies	Discipler	Parent's associates
Airline flight attendants	Doctor	Parents
Apartment manager	Doctor's nurse	Pastors
Architect	Doctor's receptionist	People you've led to Christ
Artist	Dog groomer	Pharmacist
Attorneys	Downtown businesses	Physical therapist
Aunt	Editor of local paper	Policeman
Baker	Health club owner/workers	Politicians
Bank president	High school/college friends	Psychologist
Bank teller	High school/college professors	Real estate agent
Barber	Insurance salesman	Referrals
Brother	Mailman	Relatives
Chiropractor	Mayor and other civic leaders	Restaurant owners/waitresses
Christian businessmen or women	Fast-food restaurant owners	Retired people
Christmas card list	Former churches	Sales people
Church choir	Former customers	School annuals
Church friends	Former employers	School principals
Church missions committee	Former college professors	Secretaries/receptionists
Church related publications	Former high school teachers	Service representatives
Church staff	Foundations	Servicemen
Church Sunday school groups	Fraternity brothers	Sister
Civic clubs	Friends of parents	Sorority sisters
Coaches	Friends/acquaintances	Sunday school classes
Community leaders	Government employees	Tax accountants
Contractors	Grandparents	Teammates
Corporate executives	Grocery store owner/manager	Travel agent
Deliveryman	Missionaries	TV/radio stations
Dental assistant	Missionary society	Uncle
Dentist	Neighbors	Veterinarian
Dermatologist	Neighbors at former residences	Wedding list
Dermatologist's nurse	Newspaper editor/writers	



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## **FUND RAISING STRATEGIES**

Two ways to increase its effectiveness:

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

This strategy consists of sending letters, response cards, return envelopes and thanking them.

The letter is written 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 covering you in prayer as well as being financially involved.

Often this is sufficient to raise the majority of the financial support needed for a mission trip. However, it is not uncommon for people who sincerely desire to contribute to 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.

\*\*You may wish to mail your letters in batches so you have ample time to make the follow-up calls.

### **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. In addition, you may have already identified some of your friends as potential large donors for your project. These may be good reasons to take the additional effort to **meet with the potential donor face-to face**. You will need to take some time to assess who you feel needs to be asked in person and who you prefer to ask in person.

- When you meet face-to-face with the potential donor, spend some time chatting and building rapport.
- 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.

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## **SUPPORT FROM A CHURCH**

- ***Finding 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***
- Presenting your needs to a church depends greatly on how formal the church is. 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, or 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 Family Christian Stores**.



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## 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 ask to a one page document.
- Begin sentences with "action" words (verb forms such as "-ing" words)
- 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 need to go. Cast a vision or paint a picture for the need.

**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 \$500, \$250, \$100 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:** Response card; self-addressed stamped envelope; brochure of the project you're going on and/or the ministry you are working with.



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**RESPONSE DEVICE**

You could put a response device in your mailing such as the one below. Response devices help the reader make a choice of how much to give by dividing the overall budget into various dollar amounts they can choose from. You can “cut and paste” several response devices to fit on one page; three per page makes a good size.



**Yes! I will help send (name of person) on your *Cost Rica Mission Trip***

- I’m sending a gift of  \$50  \$100  \$200  \$300  \$\_\_\_\_\_ to go towards your mission trip.
- Yes, I’ll commit to praying for you.
- No, I’m not in a position to support your ministry financially at this time, but please keep me informed on what you’re doing.

Name \_\_\_\_\_ Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

All gifts are tax deductible. Please make check payable to “YOUR CHURCH NAME” and mail in the enclosed envelope.



**SAMPLE LETTER MY DAUGHTER WROTE :**

*Barbara Smith  
123 Missionary Lane  
San Clemente, CA 92673*

Dear \_\_\_\_\_

*As many of you know my mother has been called to serve on several mission trips in the past few years. I have seen her come back each time with a new outlook on life. I can only hope to be involved in such a life changing experiences as she has encountered.*

*I want to share with you an exciting ministry opportunity God has presented to me. January 31 – February 04, 2011, I will be going to orphanages in Monterrey, Mexico with a team through Good Goers Mission Based Adventure Travels. We will be helping the children see and receive the love of Christ by participating in work projects at the children’s homes as well as through personal connections and playtime with the kids.*

*These children come to the homes from a variety of backgrounds – neglect, abuse, abandonment, and in some cases, economic inability of the parents to provide for them. Helping an orphan discover their incredible potential, self-worth, future endeavors or even a simple smile is what I am called to do. My desire is to encourage them and show them that they are special and God has a purpose for each of them.*

- *There are 148 million orphans worldwide*
- *These children have lost one or more parent*
- *Every year 12 million children become orphans*
- *Only 1% of these children will ever be adopted*



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*I cannot however, do this alone. Would you please consider partnering with me, both prayerfully and financially, to enable me to go and share Christ's love with these dear children? My total need is \$1,400. In order to meet this goal as quickly as possible, a one-time investment of \$25, \$50, \$100, \$200, \$300, or more are very much needed. Please make your check payable to "Berkley Hills Wesleyan Church" and submit no later than 10/31/10. Then simply mail your check in the enclosed envelope (your investment will then be tax-deductible).*

*Thank you so much for your consideration in supporting me to change the life of a child!*

*In His Love,*

*Your Signature*

### **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 will 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 photos to put in your report to your donors.

Take in the sights and sounds of what the Lord is doing. Give yourself some time to observe how God is working in the situation.

### **WHEN YOU GET HOME**

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



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