

The Faith of Fundraising



FAITH: The Ability to Trust God

“Now faith is being sure of what we hope for and certain of what we do not see. This is what the ancients were commended for...And without faith it is impossible to please God, because anyone who comes to Him must believe that He exists and that He rewards those who earnestly seek Him.” Hebrews 11:1, 2, 6

BIBLICAL PRINCIPLES FOR FUNDRAISING

The Bible identifies three ways in which a Christian ministry can be supported financially.

1. SELF-SUPPORT—There were times in Paul’s ministry when he provided for his own financial needs by making tents. Some are called, like Paul, to support themselves. *“And because he was a tentmaker as they were, he stayed and worked with them.” Acts 18:3, NIV.* Also read I Thessalonians 2:9

2. LOOKING TO GOD ALONE—This means making one’s needs known to no one but God. There seems to be no text specifically describing this method, but we do have His promise of provision. *“And my God will meet all your needs according to his glorious riches in Christ Jesus.”* Philippians 4:19, NIV

3. MAKING NEEDS KNOWN—This means sharing the vision and ministry with friends and asking them to prayerfully consider supporting the ministry financially. Some Biblical examples are:

In Exodus 12:35, God instructed Israel to ask the Egyptians for articles of silver, gold and for clothing. In verse 36, we are told, *“The Lord made the Egyptians favorably disposed toward the people and gave them what they asked for”*

In 1 Kings 17 the Lord instructed Elijah to make his needs known to a widow living at Zarephath. As a result, she provided food and lodging for Elijah for as long as he needed it.

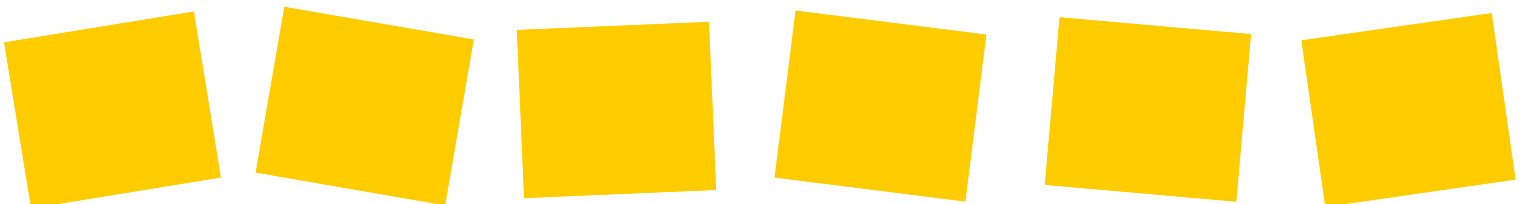
In Acts 11:28-29, a prophet by the name of Agabus came making a need known in a manner that prompted the following response. *“The disciples, each according to his ability, decided to provide help for the brothers living in Judea.”*

Foundations of Fundraising

1 PRAYER

Some aspects of the Lord’s work seem to require more prayer than others. Evangelism is probably one of these, as is fundraising. Perhaps more than any other single factor, prayer can be the key to raising funds. In fundraising, it is necessary that we admit we need God and begin to bring our prayers before Him. The Lord can work without us obviously, but He desires that we ask Him. *“Until now you have not asked for anything in my name. Ask and you will receive, and your joy will be complete”* (John 16:24, NIV).

- Moses understood this principle. Exodus 17:11 says, *“When Moses held up his hand, that Israel prevailed: and when he let down his hand, Amalek prevailed.”* Prayer made the difference.



Foundations of Fundraising continued

- Jesus endorsed this principle when He taught His disciples to pray, “*Thy kingdom come, thy will be done.*”
- Prayer gives God an opportunity to work in the hearts of those with who you will be sharing. Proverbs 21:1 tells “*The king’s heart is in the hand of the Lord; he directs it like a watercourse wherever he pleases*” (NIV). You should pray that God will lay it on the people’s hearts to give in response to our solicitation.

An important aspect of prayer is **faith: faith** that God has led you to be a student missionary, **faith** that He has chosen **you** for this particular trip, **faith** that He desires you to make your needs known and that He will provide your needs, **faith** that He will provide you with the time and energy to assume the responsibility He wants you to take. You can have Sarah’s attitude as it is described in Hebrews 11:11, “*Through **faith** also Sarah herself received strength to conceive seed, and was delivered of a child when she was past age, because she judged him faithful who had promised.*” Sarah believed God and trusted Him to do the impossible, and He did it.

The question to ask yourself is “Am I really trusting God or am I preoccupied with possible problems and failures?”

You should also pray that your own commitment to fundraising will be wholehearted. **If you secretly hope to put in a minimum of effort, you should reevaluate your commitment.**

#2 SPIRITUAL PREPAREDNESS

The most important element in your success in raising support is your spiritual life. Set aside time every day to get alone with the Lord. Spend time reading the Scriptures, praising God and claiming His promises. He promises:

1. He will give you what it takes to develop your support team. (1 Thes. 5:24)
2. He will guide and direct you. (James 1:5)
3. He will give you a joyful time of raising support. (John 15:10-11)
4. He will protect you from the enemy’s lies, such as: “You’re a beggar.” “These people don’t want to see me.” “I’m not good enough for Christian work.” (2 Tim. 1:7)
5. He will not allow anything to happen to His child that is not for your best. (Rom. 8:28)
6. He will not fail or forsake you. (Rom. 8:35)

3 PLANNING AND PREPARATION FOR MAKING NEEDS KNOWN

If the Lord directs you to make your needs known, you need to ask the Lord how to plan and prepare. In the process of developing plans, it is always necessary to set clear-cut objectives. Claim that the primary objective of a fundraising program is money. To claim otherwise, would be devious, disguising fundraising behind a cloak to make it more palatable. **But money is not an end in itself.** Money is simply a resource, an indispensable one for achieving one of the objectives Jesus gave you, which is “*to go and make disciples of all nations.*”

#4 THE PRESENTATION

Remember that people give to people. It is not a fancy brochure or a clever presentation that evokes a gift as much as it is who asks and how they do it. Keep in mind that you are not going for the person’s money, but you are going **for Him**. Avoid the approach that communicates “I’m here to get something.” Emphasize the idea that “I want you to join me in this exciting ministry of helping to fulfill the Great Commission.” This places the emphasis where it ought to be—on developing friendships rather than on getting money. If you create the impression that you are only after their money, they will never forget it. The point is to emphasize that they will be part of a ministry that is helping win the world to Christ. This is very important to understand: If the Lord has called you, and if you are responsible to share Jesus every opportunity you have on the field, then **you are not sharing your need. You are asking for the people on the field.**

Remember that people give to people.

Strategies for Fundraising

PERSONAL SACRIFICIAL GIVING

Before asking for support from anyone else, ask yourself what you will sacrificially give to your own support. **You cannot ask others to sacrifice financially if you are not willing to do the same.** What are you willing to alter in order to give sacrificially? Are you willing to give up eating out, seeing movies or buying clothes? Part-time jobs can help provide personal support. Consider baby-sitting, house-cleaning, or mowing lawns. You may also have money in savings that could be contributed.

INVOLVE OTHERS IN FUNDRAISING

Students who participate on mission projects are asked to put together a support team, called Partners in Missions, to sponsor them. Your Partners in Missions support team will be made up of people who pledge to give and those that pledge to pray for you. Both are needed. Even if you are able to supply all your own funds a support team for prayer is still a vital aspect of your ministry. Support teams are a means of accountability. Students who have other people investing in their lives tend to be more accountable for their time, attitudes, and service while on a missions project.

FAMILY

It is a good idea to find out if your family will be able to contribute to your missions trip. Consider asking not only your immediate family but your extended family as well. Consider asking for the trip as a gift rather than Christmas or birthday gifts.

SUPPORT LETTERS

Support letters are an effective way to receive prayer and financial support. Use the Support Team List Worksheet to write down every name you can think of; be creative. Next, pray about them and eliminate those you have no freedom to visit or write. Do not be too casual in this, the Holy Spirit may lead you to unlikely prospects! You are not limited to asking only Christians either! Remember in Exodus 12:35, God used the unbelieving Egyptians to supply the Israelites needs.

FREQUENT-FLYER MILES

Ask friends, family and church members to donate frequent-flyer miles. Have the donor check with the airline to ensure that miles can be donated to non-family members. Also, be sure that the airline flies to the country or state where you will serve. **Before booking tickets, check with the Go Now Missions Office for more details regarding scheduling.**

PRAYER TEAMS

Recruit 5 prayer teams of 5 people each. Each team commits to meet and pray for you once a week for at least 15 minutes. Each time they meet, they bring \$2.00 each. In ten weeks, you would have \$500. Designate a team leader to get the group together and collect the money. These groups can be made up of: family, friends, church staff, parent's friends, Sunday School classes, co-workers, hall-mates, etc.

CHURCH SUPPORT

Many churches are very willing to give to students involved in missions. The first two churches to approach are your home church and your college church. You may approach other churches where you have contact. Follow the suggestion for obtaining church support.

COORPORATE GIFTS

Some companies set aside money for philanthropic activities. Follow the guideline in the sections, "Meeting with support-team prospects," as you enlist these gifts. See this as a chance to share God's work with the community.

FUNDRAISING EVENTS

Some people may not be able to give money, but they could give time to a car wash, garage sale, bake sale or spaghetti dinner. Ask them to join you in a fundraising event.

Support Letters



Dear (Put name of person)

Hi! I hope this letter finds you and your family well. I'm doing fine. It's getting down to the wire as far as this semester goes; I have one more paper, two tests, then finals. Yuck. I've had a very good semester academically, and I love apartment life. In case I haven't told you, last May I surrendered to God's call to a career in missions. I still don't know exactly when or where He'll lead me, but I am trusting that He'll reveal that in His time.

This summer, He has given me a wonderful opportunity to minister and experience the mission field for a short time. I will be going to American Samoa where I will be involved in leading kid's club, youth Bible studies, sharing my faith and helping to put a new roof on the church. I am really excited about this opportunity because I feel it will prepare me to eventually be on the mission field full time.

So as not to be a burden on the church I will be working with, I will be raising my own support to finance this trip. I am writing you to enlist your prayer and financial support. God has given me a special call to "go," and I am counting on Him to call those of you He has called to "send." I also know that He has a special team picked out for prayer support. As I made out a list of people to whom to send this letter, God kept giving me names.

I had qualms about writing this letter, and I have put it off for weeks because I felt as if I were asking for myself. God has shown me that I am asking on behalf of the people that do not know Jesus. After growing up in the Bible belt, I cannot imagine people actually not knowing and having an opportunity to accept Jesus. The church have a small core of excited young Christians with very little training. Their pastor is working at discipling them, and I hope to ease his load a little this summer.

Please understand that I realize that not everyone is called to help every cause. I trust that you will hear God's voice and know if this is an area in which you can minister. If you can support me with either \$25 or \$50, I would be very grateful. I have enclosed a self-addressed envelope for you to use if you are so led. Either way, I know everyone is called to pray, and I would very much appreciate your prayer support. I have included a brochure that explains more about the organization I will be going with and information on tax exemption. The brochure also includes information on signing up to be a prayer and/or financial partner. Either way, I know everyone is called to pray, and I would very much appreciate your prayer support.

I plan to write all of you when I get back to let you know how the trip went so you can share in praising God for what he has done!

Thank you for being people that love me and love Jesus. I really do appreciate all of you.

WHAT TO INCLUDE:

1. Introduction; make the letter warm and personal.
2. Present your ministry; emphasize your call, share specifics of the work you will be involved in, and the training you will receive.
3. Present your need; explain the role of a support team and your financial needs.
4. Follow-up; whenever possible follow-up letters with a personal call or visit. Tell them of your plans to write after your trip is over.
5. Finish your letter with a personal touch and express appreciation for the friendship of the person you are writing.

HELPFUL HINTS:

1. E-mail can be an effective way to communicate to college friends, but remember it is a fairly new form of communication and most people over 25 are more likely to respond to snail-mail.
2. Keep it positive and personal.
3. Keep it short and to the point (one page).
4. Be bold and communicate clearly.
5. Use the English language correctly.
6. Be sure you have your letter proofread by a church or BSM staff member.

Church Support



Begin with the staff member you know best in the church.

It might be a college or youth director, or it may be the pastor. Make an appointment, and explain the purpose of the trip and your need. Talk with your pastor or staff member about what he prefers concerning approaching the church about your prayer and financial needs. He/she may want to share for you, or may rather you just write letters to individuals. Sometimes the church will decide to give out of a special missions account, the general budget or a love offering. If asked to make a presentation to the church, confirm a date and how you will share in the service. Follow the instructions of the church or staff regarding what type of fundraising can be done through the church. Do not talk badly about a church or the staff if they choose not to support you financially. Whether they choose to financially support you or not, be sure to ask if the church will take a little time before you leave to commission you.

There are several avenues a church may choose to use to support you.

1. Missions Committee may have a fund.
2. You may be allowed to make a presentation to the church at which time a love offering is taken.
3. You may be given a list of individuals to contact.
4. You may make presentations to several Sunday School classes.

Many of your donors will want to receive a tax deduction benefit from contributing to your mission trip.

Your church can legally help with this by setting up a fund for the mission endeavor BUT NOT UNDER YOUR NAME. The church would be responsible for sending their church members a receipt for tax use. After the funds are collected, they can be sent to the Go Now Missions office.

SUGGESTIONS FOR MAKING CHURCH PRESENTATION

- **INTRODUCTION.** Introduce yourself clearly if some may not know you. Mention that you are going to (your college) and the Lord has called you to participate in a Go Now Missions trip. Therefore, so as not to put a burden on the churches and missionaries we want to help, each student is asked to raise a portion of the cost.
- **BODY OF PRESENTATION.** Share about the church/city/state/country or people group and the work you will be doing. (If you will serve in a security-sensitive country, please mention only the name of the region in which you will serve, not the country name or the people group name, and especially not the missionary's name!) Be sure to share any personal goals the Lord has spoken to you concerning the trip. Perhaps He wants you to learn complete servanthood for the time of your trip or maybe learn about another culture. Make yourself vulnerable with your church family.
- **CLOSING.** Share your need for a support team of people that will commit themselves to pray consistently for you. Also share your financial responsibility as a member of the team. Mention as much detail as you feel you should here about the money. You can mention the total amount you need to raise. Explain that this is not the total cost of the trip. BSMs across Texas have already given to provide a portion of the costs of your trip. State that you trust the Lord to provide the funds and prayer support necessary for the trip. Tell them if they have any questions they can talk with you. (At this point, some pastors will step in and have an offering taken right then or make some final comments. Some churches set up an account just for you so individuals who cannot give right then can send their gift to the church. You can also leave some giving envelopes with the church for them to use.) Remember, the main purpose in sharing is to be honest and sincere with your calling and your needs; then leave it with the Lord to stir people's hearts to pray and give.

Meeting with Support Team Prospects

Rather than sending support letter you can personally visit support team prospects. These visits can be made to individuals, churches or businesses.

Call and set up a time to meet. Set up the appointment several days in advance. Plan on calling people between 6:00 and 9:00 p.m. Be sensitive as you call prospects– they may not be interested in making an appointment. As silly as it sounds, if you smile as you talk your voice will sound more friendly.

Arrive on time. Never arrive early; it is better to arrive a few minutes late than early.

Dress appropriately. Casual clothes are suitable for calling on students, but for office visits more formal attire is necessary. For men this means suit coats or blazers, dress pants and ties. For ladies this means nice pants/skirt and a blouse, suit or a dress. For home visits, your dress doesn't need to be formal, but clean, pressed pants and tops are suitable (not T-shirts, jeans, sweats/sweatshirts or tennis shoes.)

Use a breath freshener. Nothing is more distressing than talking with someone who has bad breath.

Never speak disparagingly. Never criticize or cast a slur on other Christian organizations. Also, be careful not to create the impression that you think you are the chosen one or that you alone have the key to world evangelism.

Pray with your partner before each interview but not while sitting in front of the prospect's home! If observed, this makes the prospect nervous.

Expect the unexpected. Then, whatever happens, it will not catch you off guard. Look upon the unexpected as a challenge.

Keep in mind that influencing others to give is a spiritual activity, and it results in blessings to the giver. This is true for several reasons: *"It makes one happier to give than to get"* (Acts 20:35). A sense of fulfillment and joy comes to those who, in obedience to the Holy Spirit, give as He directs.

Giving is an investment for eternity. Jesus told the rich young ruler to, *"Sell everything you have and give it to the poor and you will have riches in heaven"* (Mark 10:2 1-22, NEB).

God blesses in proportion to one's giving. *"Give and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you."* (Luke 6:38, NIV).

They get a return on their investment now in this life. *"Whoever sows generously will also reap generously."* (2 Corinthians 9:6b NIV)

REMEMBER: Your job is not to persuade people to give, but to simply share needs, trusting the Holy Spirit to direct each individual in his decision.

WHEN YOU MEET WITH SUPPORT TEAM PROSPECTS

- Establish a rapport. Introduce yourself. Allow five to ten minutes of small talk.
- Make the transition from small talk to the presentation. Your presentation should include your ministry plans. Try to get the prospect involved throughout the presentation.
- Ask for prayer and/or financial support. "Mr./Ms. ____ I am looking to the Lord to enable me to put together a support team for prayer and/or finances, as I have an opportunity to share the Gospel. Would you consider supporting me in these ways?"
- Silence is ok. After asking for support stop talking! Allow them time to think and to give you an answer to this question. If they are not ready to make a decision ask if you can call in a few days.
- Once you have risen to leave, do not linger. Standing around talking another ten or fifteen minutes is not courteous.



Creative Fundraising

Think outside the box and have fun with it. There are numerous ways to raise money, along with sending our support letters. Here are just a few:

- 1). **Bake Sales**- Find the best recipe in the world for cookies and not just chocolate chip but cookies like snicker doodles and oatmeal raisin clusters and have bake sales.
- 2). **Car washes**-Places like Wal-Mart will let you have it on their property but you have to plan it about a month in advance. And the best part is they even match what you raise.
- 3). **Garage sales**-Your fundraising comes at the most perfect time. Right now many people are doing lots of spring cleaning. Get some of your friends to help gather the items and have a sale.
- 4). **Lemonade stands**- It may sounds dorky but get permission from your church to set up a stand after a Sunday morning service or after a Bible study. This is a great way to raise money while serving.
- 5). **Pie throwing contests**- We all know a person we want to throw a pie at!! At a BSM or other event set up a whip cream pie table and target and watch the funds get tossed in!!
- 6). **Donate your services**- Remember this summer is all about service so get started early. Start babysitting, lawn service, cooking or whatever you're good at for donations. Your service will be blessed.



Thank You Notes Follow-up Letters

THANK-YOU NOTES

Thank you cards should be sent to members of your support team whether they have committed to pray or to give financially. Hand-write these notes personally. Ask also for their prayer support as you serve in missions. Here is a sample thank you note:

Dear (Contributor's name),

Thank you for joining my support team with your financial gift. I greatly appreciate the affirmation you have given to me in my commitment to missions. I pray that my service will be an honor to your investment and to the Lord Jesus Christ. Please keep me in your prayers as I serve this January in American Samoa. Your prayers are also an important part of my ministry. When I am back from my mission trip, I will send you a report of my work. Again, thank you. Sincerely,

FOLLOW-UP LETTERS

Send a letter to your support team after you return from your mission trip. In your letter, be specific. Tell the person how your life was affected, the people you met, special experiences you had and the long-range effect on your work and on your life personally. Do not be vague; be real, honest and specific. Include pictures. If you have many people to write, you might want to adapt a newsletter-type way of sharing with each individual about the mission experience. Enclose a personal note in the newsletter. Again, thank your support team for its gifts and prayers. Such follow-up will make your support team feel it is and was important to your mission experience.



Support Team Work Sheet

FAMILY MEMBERS

PEOPLE I'VE GOTTEN TO KNOW IN THE PAST YEAR

PEOPLE I'VE MINISTERED TO IN THE PAST YEAR

FRIENDS FROM CHURCH (BOTH HOME AND COLLEGE)

FRIENDS FROM HOME

PARENT'S FRIENDS

OTHERS



Fundraising Plan

My Personal Sacrificial Giving	\$ _____
Family Support	\$ _____
Prayer Teams	\$ _____
Support Letters/Visits	\$ _____
Home Church	\$ _____
College Church	\$ _____
Other Churches	\$ _____
Fundraising Events	\$ _____
Corporate Gifts	\$ _____
TOTAL	\$ _____

**Remember you sow what you reap.
So work hard and start early.**

God will bless your hard work when you serve wholeheartedly. Remember that the sacrifice and commitment involved is for the purpose of seeing God glorified among all of the peoples of the world!