



Support Raising Manual

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Biblical Basis of Raising Support

Is support-raising Biblical? Look up the following verses and make observations.

Old Testament Model

- Numbers 18:21-24
- I Kings 17:1-16

New Testament Model

- Luke 8:1-3
- Acts 10:2-4
- I Cor 9:1-15
- 2 Cor 1:16
- I Tim 5:17,18

Is it okay to ask others for support?

- Nehemiah 2:1-9
- Matt 10:11
- Romans 15:24

What is the believer's responsibility and reward for giving?

- Prov. 3:9-10
- 2 Cor 9:6-7
- Phil 4:10-20
- 3 John 8

We have a strategy for sponsorship that can be summarized in four words:

1. Namestorm 2. Write. 3. Call 4. Thank

This manual will take you through each step of this strategy. The Biblical basis for this strategy is found in I Chronicles 29:9, 14:

The people rejoiced at the willing response of their leaders, for they had given freely and wholeheartedly to the LORD. David the king also rejoiced greatly... "But who am I, and who are my people, that we should be able to give as generously as this? Everything comes from you, and we have given you only what comes from your hand."

David obviously had confronted God on the issue of "ultimate ownership". As a result, he focused the resources of God's people on building a physical testimony to the Lord--a temple. As you raise sponsorship funds, you will be focusing donors' gifts on a human testimony—lost souls found, missionaries encouraged, Christian mobilized, etc.

1) Namestorm

Start by developing an initial list of potential sponsors. Pray that God would bring names of potential sponsors to your mind. Pray daily for new names to come to mind. Don't just think of people you feel will give or can give. Don't disqualify anyone! Remember to include people from the different communities that you have lived in (i.e. hometown, college town, and other cities where you have lived.)

1. Parents
2. Brothers
3. Sisters
4. Former employers
5. Relatives
6. Friends of parents
7. Salesmen
8. Avon Lady
9. Florist
10. Mailman
11. Missionary Associates
12. Banker
13. Parents' Employers
14. Parents' Associates
15. Former High School Teachers
16. College Professors
17. Sorority Sisters
18. Fraternity Brothers

19. High School Friends
20. Dentist
21. Doctor
22. Dermatologist
23. Beautician
24. Barber
25. Church Friends
26. Policemen
27. Foundations
28. Neighbors
29. Neighbors at former residence
30. Shoe Salesmen
31. Editor of local paper
32. Family Accountant
33. Butcher
34. Baker
35. TV/Radio Stations
36. Plumber

37. Servicemen
38. Retired people
39. Bible bookstore
40. Bank Presidents
41. Coach
42. Teammates
43. Veterinarian
44. Grocery Store
45. Church Missionary Committee
46. Sunday School Class
47. Church Directories
48. Pastors
49. Wedding and Christmas card list
50. Referrals
51. Eye Doctor
52. Kiwanis Club
53. Rotary Club

2) Writing Letters

You should include the following 11 items in your support letter. Each number corresponds to numbers on the following sample letter:

1. **GIVE** your letter a specific date.
2. **ADDRESS** your letter to an individual person, couple or family, not "Dear Friend".
3. **ACKNOWLEDGE** your relationship with the reader. What can you say that helps the person identify with you? Refer to your last visit, your or his/her last note, business concerns, sports interests, known struggles, hobbies, etc., to help say, "I know who you are!"
4. **BRING** them up to date on your life and how God is dealing with you. Help them focus on the cause by sharing your recent progress, perspective, environment, and responsibilities as they relate to what God is teaching you. Be sure to **be brief**.
5. **SHARE** the new stretching opportunity-an opportunity to serve on mission. Share briefly about the organization sponsoring it. Show the potential this opportunity has to cause spiritual growth in your life and in others around you. Be sure your objective for writing is simply stated.
6. Then **INVOLVE** your reader by asking him/her for specific action, based on the needs that you shared. This can include challenging him/her to cover a portion of your cost for your mission; if so, state the deadline on which you need the money and the potential benefits of the reader meeting the need-the opportunity to invest.
7. **HANDWRITE** parenthesis in blue ink around key portions of the letter that you want to emphasize.
8. **ACKNOWLEDGE** your relationship again with the emphasis on thanks, appreciation, gratitude, partnership and commitment. This ties your opening acknowledgment to your request.
9. **CLOSE** the letter and sign it.
10. **ADD** a "P.S." Commit yourself to a specific action that you will take. Example: "I'll be calling you on March 5. I look forward to talking with you".
11. By hand, **UNDERLINE** the time and date you will be calling.

Sample Letter

***The numbers below correspond to the 11 items in the "Writing Letters" section**

(1) February 22, 2010

(2) Dear Mr. And Mrs. Johnson,

(3) How are things back at Northwest Methodist? I haven't seen Bill lately, but I hear he is doing well at UCA. I always enjoyed being in youth group with him. He is always so fun to be around.

(4) I want to update you on what is happening in my life. As you know, I am a member of New Church. At my church I volunteer with different ministries. Recently I decided to go on a short missions trip to India. New Church is sending some people and I've been learning about God's heart for the world-- He desires all people to worship Him, like Rev. 5:9 talks about. I've also learned that I'm responsible for the Great Commission in Mat. 28:19-20: *"Therefore, go and make disciples of all nations, baptizing them in the name of the Father, the Son and the Holy Spirit teaching them to obey everything I have commanded you. And surely I am with you always, even to the ends of the age"*

(5) This is where you tell them what your trip is about. What is the focus of the trip? Why are you going? What will you be doing? How long will you be there? Etc.

(6) I am in the process of developing my support team to help me reach my fundraising goal. As I thought of whom to contact, your name came to mind. I would count it an honor to have you pray for me and for my trip. In order to provide the necessary funds of (amount and deadline), I am also asking people to consider investing financially with gifts of \$50, \$100, and \$250. Would you like to be a part of my support team?

(7) I would consider it a privilege to have you join me in this effort. Please take time to pray about supporting me on this trip. I will give you a call in about a week to find out if you would like to be one of my sponsors. When I call I will be glad to answer any questions you may have.

(8) Thanks again for all of the love and encouragement you have provided over the years.

(9) Sincerely, Your Signed Name

P.S. I wish it were possible to visit with you personally, but hopefully this letter will give you a good idea of what I am doing. I am looking forward to talking to you on the phone. I'll call you on Wednesday, March 5th. (10) (11)

Things to Avoid in the Letter

1. Never apologize for writing or calling a person whom you wish to be involved in helping you meet a need. You are providing them with an opportunity to be involved in a spiritual ministry through their resources. Remember, the giver needs to give far more than any person or cause needs to receive a gift. "Not that I seek the gift itself, but I seek for the profit which increases to your account" Philippians 4:17. When you apologize, you appear to be a beggar rather than a child of the King!
2. Never ask for a general amount, with no time frame in which to take action. You should challenge people to give a specific gift, or at least give them a specific range, such as \$50, \$100, \$250, or \$500.
3. Never use Christian slang. (i.e. I was "saved" last semester, etc.)
4. Never promise to call and then forget.

3) Call

The critical step in enlisting a sponsor will be a follow-up telephone call after writing a sponsorship letter. So much written information bombards us today that some who use direct mail feel fortunate to see a two percent response from a mailing. People have information fatigue. Therefore, as you write to enlist sponsors, it is critical to follow-up your letter with a telephone call. The added personal touch is the key to success.

Don't passively wait for the other person to respond. ALWAYS CALL BACK after a letter has been sent. Even if you know their response, complete the process so they will have the opportunity to ask additional questions, give you referrals, etc. As a matter of fact, instead of two percent response, you can expect a fifty percent response rate...twenty-five times the effectiveness of only a letter.

Follow-up Phone Call

1. Introduce yourself:

"Hello, Mrs.____. This is ____calling. How are you?" (Let her respond. Take a few moments to establish rapport, but be brief.)

2. Ask if they received the letter you sent. (If they say no, briefly explain what it was about.)
3. Explain to them what the trip is about
4. Share what you hope to see God do in your heart and your future ministry as a result of your participation on this trip.
5. Be specific and ask for an answer.

"As I mentioned in my letter, I am in the process of developing my sponsorship team to help me and others attend this trip. I asked you to consider becoming a sponsor through giving \$50, \$100, or \$250. Would you like to be a part of this opportunity?"

(NOTE: Be sure to ask directly for a response. Then, be QUIET. Let the person respond. Talking more at this point will distract them from answering your question.)

6. If this potential supporter has not made a decision, ask them how long they need to reach one, and offer to call back in that time frame.

*"I would like to give you as much time as you need to make a decision. When would you like for me to call back?" (If they are unsure, suggest a time. **NOTE:** Be sure to establish a specific time to call and get their decision. Also, it is better for you to call back since you may see the need more clearly than they do. Many well-intentioned people who say they will call back get busy and don't call back. Help them be successful!)*

4) Thank

Try to send a thank you note the day you receive his/her investment check. Be sure to keep track of when you write, call, receive their decision, and thank-you on a contact card with their name and address. In addition, try to remember and write down at least one important thing that is happening in his/ her life to ask them about later. This makes quite an impression! This thank-you letter is an important part of developing your sponsorship team. This should be a personal, hand-written letter. Do not print or copy a form letter. Always include something personal! And if possible, try to send them a postcard from the place where you go to serve.

Dear (Investor's Name),

Include something personal first...

Thank you for your decision to be one of my trip sponsors. Your prayers and finances are greatly appreciated. Your investment will have far-reaching results as I seek to impact those around me. I will send you some newsletters this summer to let you know how things are going.

Will you be praying that God would continually deepen my commitment to Christ and His purpose in the world? I treasure your prayers. Thanks again for your gracious investment.

Sincerely,

Your Name

Questions

WHAT TO DO WHEN YOU RECEIVE DONATIONS.

1. Have donors make their checks payable to whom the trip's coordinator recommends. *Depending on your trip the money may be collected by you (the traveler) or the agency coordinating the trip.

2. Have donors send their check to where you trip coordinator recommends.

Each trip fundraises differently, therefore seek your coordinator's instructions for payment details

3. Write your thank-you! (Example thank-you note above)

A good rule of thumb is to "thank before you bank." Send your thank-you note upon receiving their support check.

4. Keep track of your fundraising.

Make an excel spreadsheet or keep a journal of the incoming donations you have receive. The more you know about where you stand, the easier it is to fundraise.