

Fundraising Packet

for Ignite Mission Trips



Introduction

You hold in your hands one of the most valuable tools for Ignite Mission Trip.

The Fundraising Packet.

Coming up with the money required to do mission work can seem daunting. It's a lot of money to travel overseas. But don't stress out - this packet was designed to help you develop an effective fundraising plan so you can raise all the support needed.

Within these pages you will find:

- Fundraising Ideas
- Fundraising Steps
- Sample Support Letters, Follow-up scripts and a document to help you track who has given and who you need to follow-up with

Understand it will take a lot of work to raise the money you need to go on this trip. There are times your faith will be stretched – especially when you are a few weeks out from the trip and still have money to raise. But know that if you put forth your full effort in fundraising, God will be faithful and provide you with the full amount.

Should you have any questions or need help with your fundraising efforts, do not hesitate to contact one of your team leaders. They are there to help you plan and prepare for this trip...and to help you grow in your relationship with Christ.

Looking forward to serving with you.

Your Mission Team Leader

Fundraising Ideas

Support Letters

The most effective method of fundraising for a mission trip is to send out support letters to everyone you know. You will find more information and sample letters starting on page 4.

Presenting at Your Home Church

A great way to raise support for your trip, and to know people will be praying for you, is to ask your church leaders if you can do a short presentation about the trip and ask people for financial help.

Make sure to go through the proper channels when asking to present at your church. Remember, too, that many churches have their Sunday services planned months in advance, so the sooner you approach them and set a date to present, the better.

Facebook

Believe it or not, Facebook messages can be a good way to ask people for support. We suggest just copying the letter you send out into a message and sending it to EVERYONE in your friends list – even those who don't know Christ or who you think won't give. You would be surprised who will send in some money.

Use this link when asking for money through Facebook or email:

https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=RVPS973DUEJ7J

IndieGoGo

IndieGoGo is an online fundraising platform where you are able to create a fundraising page and accept donations. **Understand, IndieGoGo does take a fee out of every donation you receive up to 12%.** So if someone donates \$100, you only get \$88 added to your total. While it makes fundraising easier online, it takes you longer to raise all the money. Instructions to set up an IndieGoGo page are included in this manual.

Support Letters

Below you will find a list of steps to help you get started in your fundraising endeavors:

_____ **Develop Contact List**

Write down the names, addresses and emails of everyone you know – family, friends, teachers, extended family, co-workers, classmates, neighbors. *Don't leave anyone out!*

_____ **Purchase**

Envelopes – both regular size and smaller envelopes, Labels – mailing and return address (it will make it easier on your hands), Paper, Stamps, Thank You Cards.

_____ **Customize Your Support Letter**

On page 6 of this packet, you will find a sample support letter that has all the pertinent information supporters need to know (i.e. – who to make the check out to, where to send it, the fact that their donation is a tax deduction).

Copy and paste the text into a Word document, *change all the bolded sections to match your information*, and save it.

_____ **Print Out Self-Addressed Labels**

It is recommended that you include a small, self-addressed envelope when you send out your letters. It is best to do so with labels, so as to save your hand and ensure the address is legible. Affix the labels onto your SMALL envelopes

Here is what your label should look like:

Your First and Last Name
c/o Ignite Student Ministries, Inc.
1007 E. Boston Ave
Monmouth, IL 61462

_____ **Print Out Letters**

It is recommended that you personalize the letters as you send them out. Rather than beginning with Dear Friends and Family, actually put the names of the people you are sending that letter to.

_____ **Print Out Mailing Labels**

In order to save you time and hand cramps, copy the names and addresses from your contact list onto labels to affix to your envelopes. It would also be beneficial to use Return Address Labels, so you don't have to write your return address on every envelope.

Insert Support Card

Your team leader will provide you with a Mission Trip Support Card to include in every letter. This is used to help us know where to designate the donation. Do not forget it!

Make sure you write in your name and trip location in the appropriate lines.

Mail Your Letters

Follow-up

It's not always going to be enough just to send letters out. Sometimes, you will need to follow up to make sure people received their letter, read it and to prod them to give. You will find sample follow-up phone scripts and emails on page 7.

Thank You Cards

Throughout the duration of trip fundraising, you will receive a list of your sponsors and the amount they donated. Make sure to send them a thank you card.

Sample Missions Support Letter (download an editable copy at igniteyourcampus.com/missions/documents)

Dear Friends and Family,

This July I have the privilege of being a part of a mission trip to the Czech Republic with Ignite Student Ministries. During our time there, we will work with various youth groups, the Ignite Cesky Tesin group, host a leadership conference, and assist with the national youth camp.

The purpose of our trip is three-fold:

First, we will be allowing God to work in our lives through the personal enrichment that comes from this type of a mission trip.

Second, we will be visiting a country where 90% of the population does not believe in God. I will be personally challenged in reaching out to those who don't know the freedom of a relationship with Christ.

Third, we will encourage the local Christians throughout the country. Our presence will bolster their spirits and support their work to the community.

Czech Trip Details

Our trip to the Czech Republic in 2015 will consist of:

- Working with a youth group in Liberec
- Visiting Herrnhut, Germany
- Hosting a 3 day Youth Leadership Conference in Cesky Tesin
- Assisting with Kristfest 2015 — reaching young people throughout the country

Support

In order to go on what will be a life changing trip, I will need to raise a total of **\$3,400 by June 1, 2015** to cover travel, accommodations, and outreach supplies.

Please pray about how you can be a part of our ongoing ministry in the Czech Republic:

- Give a one-time gift of \$100 or more (but any amount will be appreciated)
- Give a gift of \$25 a month for four months
- Pray for God to move in mighty ways

Make a Donation

To help support this trip, please fill out the enclosed Support Card, make your check out to Ignite (**do not put my name anywhere on the check**), and mail it in the provided envelope to: Ignite Student Ministries, 1007 E. Boston Ave, Monmouth, IL 61462. You can also give online at igniteyourcampus.com/missions

Thank you for your prayers and support as we reach out to youth, young adults and university students around the world for Christ.

Sincerely,

YOUR NAME

Trip Details:

Dates: July 17-Aug 2, 2015

Cost: \$3,400

Deadline: June 1, 2015

Make a Donation:

- Fill out the enclosed donation card
- Make a check out to Ignite with CZECH in the memo line
- Mail it in the provided envelope

Give Online

Make a secure online donation at:

igniteyourcampus.com/Missions

Follow-up

Just sending letters or Facebook messages is not enough. You also need to follow up with people, as they will sometimes forget, or misplace your letter. Below you will find a follow-up program with phone scripts and sample emails.

Follow-up Program

Three weeks after sending out your letters, it is best to start contacting people to see if they received it and if they think they will be able to give.

Choose which method of contact is more comfortable for you – phone or email – and keep track of all contact on the attached Excel Document (in email when you received this packet).

Sample Follow-up Phone Call Script:

This is only a suggested phone script. Feel free to make it more personal for yourself.

Hello _____, this is (YOUR NAME), How are you today?

That's good to hear.

I am calling today to see if you received the letter I sent to you about my mission trip to the Czech Republic.

I am very excited to be going on this trip and know we are going to make a difference in the lives of young people there. It's going to cost me \$3,400 to go, and I wanted to see if you would be willing to make at least a \$100 contribution towards my trip?

(if they say that is too much, tell them any amount will help you get to your goal).

(if they say they aren't sure yet, tell them that they have until a certain date, but that you will call them in a few weeks to check up with them).

Thank you for your time. I look forward to telling all about it when I get back!

Sample Follow-up Email:

This is only a suggested email letter. Feel free to make it personal for yourself.

Subject Line: Missions Trip to Czech Republic

Hello _____

I wanted to check with you to see if you received my letter yet about the mission trip I am taking to the Czech Republic this summer. This is going to be an amazing time of working with young people, many of whom have not heard the name of Jesus before.

I am very excited to go on this trip, but I need \$3,400 to go, and only have \$_____ raised. I wanted to see if you would be willing to donate \$100 or more to help me go on this trip. Any amount, no matter how big or small, would be greatly appreciated.

If you would like to partner with me on this trip, please make the check out to Ignite, and send it to YOUR NAME, c/o Ignite Student Ministries, Inc, 1007 E. Boston Ave, Monmouth, IL 61462 before April 30, 2013. You will receive a tax deduction for any donation you give.

Thank you for your time!
(YOUR NAME)

IndieGoGo

Indie GoGo is an online fundraising platform that allows you to create a page, show your fundraising goal, and accept donations.

Please Note: IndieGoGo, like any online fundraising platform, makes its money by charging fees on what you raise. For instance, if you reach your fundraising goal, they will take 4% of your donations. If you don't reach your goal, they take 9%.

If you choose to set up an IndieGoGo account, here are the steps:

1. Go to IndieGoGo.com
2. Click "Start Your Campaign"
3. On the setup page, this is what you need to input:
 - a. Campaign Type: Non-Profit
 - b. Amount you want to raise* (see note below)
 - c. For: Czech Mission Trip
 - d. Click Next
4. On the Basics page, this is what you need to input:
 - a. Tagline: Impacting Youth in the World's Most Atheistic Country
 - b. Campaign Card: Upload an Image
 - c. Category: Religion
 - d. Funding Ends: 60 Days
5. On the Story Page, this is what you need to input:
 - a. Campaign Pitch: Copy and Paste your support letter
6. On the Perks Page:
 - a. Do NOT add any perks
7. On the Team Page:
 - a. Primary Contact:
 - i. Legal Name: Jason Vana
 - ii. Date of Birth: July 2, 1980
 - iii. Phone Number: 309-333-0263
 - iv. Country: USA
 - v. Street Address: 1007 E. Boston Ave
 - vi. City, state, zip: Monmouth, IL 61462
 - b. Campaign Team: info@igniteyourcampus.com
 - c. Campaign Owner: leave blank for now
8. On the Funding Page:
 - a. Funds Recipient: Non-Profit
 - b. Is the Nonprofit a 501(c)(3): Yes
 - c. Employer Identification Number: Get this from your Team Leader
 - d. Funding Type: Flexible Funding
 - e. Payment Options: Enable payments by credit card
9. Extras Page:
 - a. Up to you how to fill out this page
10. InDemand Page:

- a. Do NOT opt in to InDemand

NOTE on Fundraising Amount:

It is beneficial to you to choose a lower amount than what is needed. Your primary form of fundraising should come from letters and presentation at your church (no fees attached to those), then using the PayPal link (3% fee).

If you do NOT fully fundraise in 60 days what you put on IndieGoGo, they take 9% of your donations. Be smart – start small. You can always set another campaign if needed.