

# **Jamaica Mission Trip 2012**

## **Fundraising Guidelines**

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## **Jamaica Mission Trip 2012**

### **Overview of Fundraising**

#### **Purpose**

As a participant in this mission experience, you will need to be actively involved fundraising your financial commitment of \$1,100. Our specific goal is to lower the out-of-pocket cost for each participant to approximately \$350; therefore, we ask that you attempt to raise at least \$750 before you reach into your own pocket.

Additionally, the fundraising process you will give you the valuable experience of intentionally articulating your desire to be a part of this trip. It is also important to remember that asking for financial support allows others to participate through giving. We firmly believe that those who give to this cause will receive a blessing equal to those who participate in the trip itself. Therefore, do not be shy about asking others to partner with you financially. Even if you have the means to pay for the trip itself, you might be robbing others of the opportunity to give if you fail to ask for support.

#### **Fundraising Methods**

You can take advantage of as many fundraising methods as you wish however, one specific method we ask all participants to use is writing letters for support. Included in this packet are a [Guide to Writing Fundraising Letters](#), [two sample letters](#), and the very important [Donation Guide](#). Please carefully review these documents before you send out your letters for support.

In addition to writing letters for support, other fundraising ideas include:

- Babysitting
- Yard work
- Car wash
- Part-time job

#### **Fundraising Assistance**

The New Beginnings Church Student Ministry commits to work hand-in-hand with all participants to secure financial support. In the spring of 2012, the Student Ministry will coordinate a number of group fundraising projects but participants will not be able to raise the total amount required through these group efforts. Each participant must first initiate their own fundraising efforts before relying on the group.

## **Jamaica Mission Trip 2012**

### **Guide to Writing Fundraising Letters**

#### **Purpose**

As a participant in this mission experience, we ask that you send out a personal letter to friends and family members seeking a financial partnership in this endeavor. This process you will give you the valuable experience of intentionally articulating your desire to be a part of this trip. Also, it will allow others to participate through giving in which they will receive a blessing equal to those who participate in the trip itself. And finally, asking for financial support lessens the financial burden for you and your immediate family. Our specific goal in sending out letters is to lower the out-of-pocket cost for each participant to approximately \$350.

#### **Process**

Please follow the steps below as you craft your personal letter. These steps are designed to help you fully consider all aspects of the fundraising process as well as meet critical requirements.

- 1) Pray - Begin by asking God to provide for you and your fellow mission trip participants. Also pray for potential financial partners/donors.
  
- 2) Preparation - Read all informational documents and sample letters. Ask experienced fundraisers for advice and prayers.
  
- 3) Writing - You can simply write your letter or begin with an outline. You might consider first listing your desires and reasons for participating in this experience and then craft your letter from there.
  
- 4) Mail - Mail your letter. Please make sure to include specific instructions for your donors so they know how to properly make the donation (see [Donation Guide](#)).
  
- 5) Reply - As you receive donations please make sure to reply to the donor thanking them for their donation and confirming your receipt of the donation. Be certain not to delay this important step; you want to give your donors a good feeling about their giving towards your trip.

## **Letter Writing**

To help you craft your letter we have included two sample letters for you to review. These are not form letters given so that you can simply fill in the blanks and mail it. These letters are provided so that you can see what basic elements to include in your letter. As you review these letters please consider the following elements:

- *Personality* - Letter #1 was written by a student whereas letter #2 was written by an adult coordinator. Each letter communicates in a language and personal style that is comparable to their position. Write using your own personality; do not try to be someone you are not.
- *Personal History* - Giving the reader a small glimpse of what brought you to this point in your faith journey is a valuable element to communicate.
- *Future Aspirations* - Communicate how this trip fits into your future dreams as a disciple of Christ.
- *Specific Context* - Include short but specific details about the trip. Don't assume the reader knows everything you do.
- *Clearly Communicated Need* - Let the reader know exactly what you need from him/her. Do not be shy. You are writing so that you can receive a financial donation; make that desire clear. This also includes attaching the [Donation Guide](#) for specific instructions about making the donation.

You do not have to use all of these elements when crafting your letter but it is possible to include these and still keep your letter to one page in length.

## **Donor List**

You already have many personal relationships with people that are potential donors. Consider these people when deciding who to mail your letter to.

- Extended Family
- Family Friends
- Co-workers
- Organizational Leaders (e.g. Boy Scout Troop Leader, Ballet instructor)
- Anyone who you might invite to your graduation or wedding

*We ask that you do not send letters to members of New Beginnings Church unless they are a direct family member.*

### **Donation Instructions**

The IRS looks for two basic elements to determine if a tax deductible gift has been made - control and benefit. Since the gift cannot be given to an individual and be considered tax-deductible, it must be given to a tax-exempt organization. Also, the donor must give up total control of the gift, having no say in how the gift is used and the donor cannot receive any benefit from the gift.

Therefore, in order to comply with IRS regulations for tax-free donations and for us to remain organized it is important you follow these specific guidelines.

- 1) In each letter you mail out include the [Donation Guide](#) sheet that is provided with this packet. This sheet will instruct the donor how to submit his/her donation while allowing the donation to remain tax-free.
  
- 2) Complete the [Donation Guide](#) instruction sheet by inserting your personal address. [Though donation checks should be written to New Beginnings Church, the actual check should be mailed to your personal address.](#)
  
- 3) Include a personally addressed envelope with your letter to make the donation process easier for your donors. You do not have to include postage on this envelope.
  
- 4) Once you begin to receive donations, submit them to Kalum Tuggle so that NBC can deposit the checks in a timely manner. NBC will keep track of funds that have been donated on your behalf however; it will be helpful if you keep an account too.

**Jamaica Mission Trip 2012**  
**Fundraising Sample Letter #1**

*This sample letter is an actual letter sent from Erika Anthony to potential supporters as she prepared for her trip to the Namikango Mission in Malawi.*

Dear Family and Friends,

I hope this letter finds you well! I am writing you today for a request.

Last summer, I felt the Lord's call to pursue mission work more actively in my life. I had been on many short-term mission trips with my church and loved them. But I honestly never saw myself as the "missionary type" and even had a fear of going over seas, or anywhere far for that matter, to do mission work. I even remember as a child praying to God to please not ask me to be a missionary in Africa. Those lions are scary! But God had different plans. Near the end of my senior year, I felt God radically moving in my life and changing my plans. I already had my life mapped out. But of course, it wasn't God's will. Very suddenly, I felt God calling me to not let my mission trip experiences end with my graduation from my youth group. My desires changed so radically, it was amazing, honestly. I also made a decision to transfer in the fall from Texas A&M University to Abilene Christian University so I can study missionary work as my major.

So, what next? My first in college has been exciting, but at the same time a little frustrating because I couldn't figure out what God had planned for me. I wanted to know immediately! It was hard to understand that God has different timing than us. But the good thing is, he shut a lot of doors and left me with only a couple of options. A good friend at church, B. Shelburne, suggested I see if the Namikango Mission in Malawi, Africa needed any help this summer.

So, I have been in contact with the Naminkango Mission team. They were very excited and welcoming to me from the beginning and offered me an internship. God willing, I will be making a short trip to intern with them this coming May. I am so excited about my first overseas mission trip working with the wonderful people already there! I asked the director of the mission, Mark Thiesen, to give you an accurate brief description of what they do over there. He wrote me back and said that their main goal is to promote discipleship and train church leaders. They also serve the community in many different ways such as operating a maternity clinic, supporting a full-time Bible teacher at a local school, and even helping out with food shortages. God has given me an amazing opportunity.

Like I said, I am so excited to work with them for my first internship. Unfortunately, my part-time job and babysitting savings will not cover the expenses of such a trip. The expenses will be expected to be around \$2600.

I'm asking today that you consider helping me make this trip possible. I ask that you pray over this and let God lead you in your decision. Anything will be gratefully accepted! Enclosed is an envelope which is already addressed for your convenience to the mission. It would be great to get your contribution by May 1<sup>st</sup>. [Sentence omitted.] I have also enclosed a sample of the newsletter.

I thank you so much for your love and for your support, in advance. I plan on mailing everyone who contributed a letter when I return of how my trip went and how I saw God work in Malawi.

In Him,

Erika Anthony

**Jamaica Mission Trip 2012**  
**Fundraising Sample Letter #2**

*This sample letter is one that was not sent by the participant herself, but instead was sent by a missions coordinator. Though the format is different, there are still many useful elements in this letter.*

Dear Co-Workers in Christ,

Our mission statement at LCU is "Changing Lives." We take this mission seriously as we work with each of the students to produce life building and changing experiences. One way we provide these experiences are summer internships. Through these internships we hope to open the eyes of our students to see a world lost without the saving grace of our Lord. Through these internships we hope to challenge our students to lead changed lives of sacrifice for these lost masses. And we hope to plant the seeds of Jesus in the lives of these people through the relationships built on these experiences.

Many students have had life changing experiences on summer internships, which propelled them into a lifetime of ministry and service in various parts of our country and the world. This years internships will, no doubt, do the same. Yet, we at LCU need your help in this life changing experience.

The student from whom you are receiving this letter [name omitted] desires to participate in a summer internship in Uganda East Africa. Uganda is one of the least evangelized nations in Africa. Multitudes walk in darkness and deception as they follow animistic religions. This student has targeted Uganda as a Nation in need of light. She will be working with established missionaries to touch lost wanderers, building relationships and planting seeds of Christ. In the process her eyes will be open and, I believe her heart pricked with the lostness. Will you help in this life changing experience?

[Name omitted] is in need of \$3500, which will cover plane fare, room and board for seven weeks as well as other minor expenses. Will you be her co-workers on this internship? Along with this letter you are receiving a request for help and details how you can help from the student writing you. Please prayerfully consider this opportunity to join us in "Changing Lives."

For the Cause of Calvary,

Jim Beck  
Director of Missions, LCU

If you need more information from me please feel free to contact me at [phone number omitted] or by e-mail at [email address omitted].

**Jamaica Mission Trip 2012**  
**Donation Guide**

Thank you for your donation. Please follow these steps to ensure your donation is received and remains tax deductible.

1) Make your check out to New Beginnings Church.

2) Do not write anything in the memo line.

3) Using the envelope provided, mail your check to my personal address.

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