Fundraising Workshop
How Do I Pay For My Trip?

- **Non-refundable deposit**
  - Your commitment to being a part of the team
  - Used for missions fee, plane ticket deposit
    - Missions fee covers insurance, business reply envelopes, team leader subsidy, program operating costs
    - $100 *(no flight)*  |  $150 *(< $2,000)*  |  $200 *(≥ $2,000)*

- **Fundraising**
  - Writing letters
  - Social media
  - Alternative methods
  - Personal funding
Where To Begin

1. Prayer
2. Biblical examples
   - Moses (Exodus 25, 35)
   - David (1 Chronicles 29: 1-20)
   - Jesus (Matthew 10: 9-10, Luke 8: 1-3)
   - Paul (2 Corinthians 8-9, Philippians 4: 10-20, 1 Timothy 6: 17-19)
Where To Begin

4. Create categories of potential donors
   - Family – immediate and extended
   - Friends of Your Parents
   - Parents of Your Friends
   - Coaches
   - Teachers
   - Mentors
   - Previous Employers
   - Home Church
   - Local Church
5. Develop list of individuals within categories

- Goal: at least 50 contacts
- Church tips:
  - Address letters to churches properly
    - Who reviews requests? Missions committee, elders, et al.
  - Brentwood Hills Church of Christ – support many Lipscomb students
  - Harpeth Hills – use this form instead of sending a letter: harpethhills.org/short-termmissions/
Inviting others to **partner** with you in a **collaborative** mission effort

**How?**

- Financially
  - college students → time but no $
  - adults → $ but no time
  - Varying forms → $, supplies, network, etc.

- Spiritually
  - prayer
  - encouragement
  - love
Partnership

- Your responsibilities
  - Regular communication
    - Share updates before & after trip
    - Stewardship

- Your team is bigger than those going; it’s a partnership between those going & those sending

- Many people have a desire to be part of missions/ministry ...you can be their avenue!
Letter Content – What to Include

- Personalize each letter!
- Info about your trip
  - Host partner info
  - Long-term vision/purpose of trip & host ministry
  - Trip details – what you’ll be doing
  - Why you are a part of it
- Partnership
  - Invitation to be part of your team spiritually & financially
    - Ask for prayers on behalf of team/trip before, during and after; be specific!
    - Trip cost – individual, team total, itemized breakdown (what donation would help pay for)
Letter Content – What to Include

- Donation options & directions
  - Checks: payable to Lipscomb University w/ your name, trip name on memo line. Place in enclosed envelope and put in mail (no postage needed)
  - Card: [www.lipscomb.edu/missions](http://www.lipscomb.edu/missions) ➔ click Give button in center of page (piggy bank, NOT black heart on right side of page), complete form
  - Tax deductible; will receive tax receipt from university

- Your contact info
  - Phone
  - Email
  - Address
  - Encourage them to follow up with you with questions, etc.
Follow-Up Calls

- Follow up with whoever you wrote letters to
  - Best if done via phone call
    - Confirm they received your letter
    - Ask if they have questions
    - Share more info, team updates
Monitoring Your Fundraising

To track funds:
- Go to www.lipscomb.edu/missions
- Team Members button, then Fundraising Rosters button
- Username & password: missions15
- Select team name → Excel spreadsheet will open w/ all info

- Updated daily (M-F)
  - Donations posted 1-2 days after received
  - Each donation is manually processed

- You can take donations directly to Ezell 220
Following Up

Handle this as a partnership: both sides must provide something

- Donors provide the funds & spiritual support
- You provide communication, updates, feedback – keep them in the loop; allow them to tangibly see the impact of their donation on you and the people you’ll be serving
  - Send a thank you note right after receiving a donation
  - Create a blog where you share thoughts, fears, excitement, etc
  - Send a regular email to all donors with above information
  - Other methods of regular communication
  - Give post-trip report – stories, pictures, spiritual growth, what you learned about yourself, ways they can stay involved host ministry, etc.
Fundraising: **DO**

- Set aside time specifically for fundraising
- Consider the spiritual impact of fundraising
- Create a comprehensive list of who to send to
- Have a team leader review one of your letters BEFORE they’re sent
- Follow up your letters with a phone call
- **PERSONALIZE** your letters!
- Provide all the details on how to give
- Use the same body of text for each letter (trip specs, how to give, etc)
Fundraising: DON’T

- Wait – get started now! The earlier, the better.
- Use black Give button on far right side of new website layout…we won’t get it!
- Anticipate a select few to give in large amounts to reach goal – volume over value
- Not send a letter to someone because you don’t think they would (or may not be in a position to) give – allow them to make that decision on their own!
- Think you have to do this on your own – work with your team, leaders, family, and even the Missions staff!
- Send letters out to a bunch of churches – send to individuals
Questions?

- Contact your team leaders
- Visit our offices
- Visit website: [www.lipscomb.edu/missions](http://www.lipscomb.edu/missions)
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