

## Guidelines for a Funding Strategy



1. Start praying. Ask the Lord for creativity and open doors to meet with the right people to help fund your trip. When you do the work, he does the miraculous.
2. Start talking about your trip as soon as you know you are going. Let people know the specifics of what you will be doing and what support you need.
3. Make a list of individuals and churches with which you can share your vision and call. Consider starting with:
  - a. Your church missions committee or council
  - b. The church where you grew up
  - c. Churches in your home district
  - d. Friends and acquaintances at each of these churches
  - e. People at your work place (current and summer)
  - f. Acquaintances outside your normal church circles (neighbors, for instance)
  - g. Alumni from your school, if you have graduated
  - h. Friends involved in other Christian groups and ministries
  - i. Friends and contacts of your parents
  - j. Relatives
  - k. Contacts at your university (professors, administrators, staff)
  - l. Parents of your friends
  - m. Your close friends
4. Prayerfully individualize your fund-raising appeals.
  - a. Ask appropriately. For example, ask a college friend to give up lattes for each month you are on the field; ask a businessman for \$1,000.
  - b. Don't be afraid to ask for large gifts of money from those you know have the means.
  - c. Decide the best way to contact each person on your list and what gift range you would like to ask them to consider giving. Possible ways to contact, in order of highest success rate to lowest, are:
    - a. Face-to-face over coffee or a meal
    - b. Telephone
    - c. Handwritten letter
    - d. Email
    - e. Form letter
  - d. When making an appointment to meet, make sure the person knows you'll be asking them for a financial pledge. Give a SPECIFIC request for financial support. (If you don't ask specifically, you won't get a specific answer.)
  - e. Church presentations
    - a. Have a simple presentation ready. Prepare versions that are 2, 5

- and 10 minutes long.
- b. Be intentional when creating short versions. Express a clear vision of what you'll be doing, what you look forward to, and what a difference it will make in your life.
  - f. If you have specific skills, such as design, music, etc., ask people to donate to your trip if you provide a service for them.
  - g. Other creative options:
    - a. offer to clean your parents' house each week
    - b. plan a missions night at your house: dress up, decorate, and eat food from the nation you are going to, tell your story, and ask for donations
    - c. sell something you make
    - d. The options are limitless!
5. Once you ask for financial support let silence do its work. Let them answer. Do NOT jump in and fill the silence. If you do, they may not answer and you will go home without support.
  6. Follow up with everyone you contact. Be prepared with donation information and procedures to give them as soon as they say yes. Emailing it later may result in loss of support.
  7. Keep accurate files on how much you've raised and let people know where you are in your funding goal.
  8. Have the right attitude. **Your attitude is everything. Giving to missions is a privilege for people. People like to give – you are not a beggar. You are giving them an opportunity of a lifetime to give towards your trip. This is a Kingdom investment that goes with them to eternity.**
  9. Thank them sincerely and let them know you will be sending regular updates about your time in SEA.
  10. Often the people you expect to support you won't and those you don't expect will. Don't be discouraged by this. The Lord knows what you need and He will use the right people to support you.
  11. If people can't support you financially ask them if they will support you with prayer. **This is a crucial element to your success.** Send them updates as well.