



How to Start Fundraising

Fundraising can be an intimidating task, but it is a necessary part of a missionary's life. Here are some suggestions to help you get a successful start! Remember that prayer and reliance on God is the most important factor.

The best way to start fundraising is to begin telling people about your trip. Explain what you will be doing on your trip, and how people can support you through both prayer and financial means. Also tell people about what you are looking forward to, and how the experience will impact your life. Tell everyone you can think of about your trip, and don't be shy to directly ask for financial gifts.

Meeting with people in person is the best way to gather support. Letters and emails are less successful, but if face-to-face meetings are impossible, just remember that the more personal the approach, the greater likelihood of success.

Prepare a short presentation about your trip that can be easily shortened or lengthened depending on the opportunity you have to share. You may have opportunities to share at churches, or you may throw a fundraising party, or another opportunity may present itself!

When asking for gifts, consider asking people for specific amounts. Ask for amounts that are appropriate to the individual, perhaps asking students to donate what they spend on coffee every month, and asking businessmen for much more.

After asking for a gift, allow people the time to make a decision. Being too quick to fill a silence or let them 'get away' without committing can reduce your likelihood of receiving their support. Along the same lines, always be prepared with the details for how to make a donation. The faster and easier it is for people to donate, the more likely potential donors are to follow through.

Remember to keep good track of your donors and to thank them for their support. Keep in touch with them while you are serving and allow them to 'participate' in your ministry in that way.

Finally, remember that your attitude is everything. Know that you are not a beggar, but that you are giving others the opportunity to contribute to the Great Commission through your obedience to go. Be confident as you move forward in your fundraising journey, knowing that you are fulfilling God's call on your life and that he will provide.

BEFORE YOU MEET WITH POTENTIAL DONORS, make sure you have the information they need for how to make a donation (found in the "How to Pay Your Fees" document), including the address for mailing cheques. Make sure cheques are made out to the PAOC with your name on the memo line, NOT to you personally!

Strategies to consider trying, including some from past interns:

- start fundraising RIGHT AWAY (don't procrastinate!)
- speak at church for a few minutes, including Sunday School classes
- ask all of your family and friends
- ask employers, colleagues, even neighbours
- host a party using your internship country as a theme and collect donations there
- if you have a skill (anything, really! tutoring, lawn care, photography, etc.), offer your services in return for a donation
- make something and sell it (eg. bracelets, greeting cards)
- break the amount you need down into something concrete for people (eg. if you need \$1000, tell people you need 10 people to give \$100, and then "will you be one of those 10 people?")