

## **Ministry Partnership Development (MPD) for our Panama City Beach (PCB) Spring Break Trip**

We are excited that you are going to PCB for Spring Break! We are trusting the Lord to provide all the funding needed by having others partner with us!

As Christ's Ambassador (2 Corinthians 5:20) you are in a unique position to invite others to invest financially in His cause. You will be giving them the opportunity to invest in eternity (Matthew 6:19-21).

There are four steps in the support raising process:

1. Namestorm
2. Write
3. Call or Text
4. Thank

### **Step 1: Namestorm**

Start by brainstorming a list of names (hence the term "namestorm") of people to contact about giving. You may think you could never generate more than a handful of names, but chances are you already have hundreds of connections on social media. Think of people who have cared for you spiritually and helped grow you in your faith (church connections, youth group leaders, people in small groups, etc.) In addition, add your family, friends, and parents of friends, as well as mission committee members in your church. You can also ask Cru staff and other students in Mason Cru! Please send out 20-25 letters!

### **Step 2: Write your letter**

Edit the support letter template and make it personal. Address it to them by name (Dear Mr. and Mrs. \_\_\_\_\_ or Dear \_(their first name))

Please ask clearly for the amounts of money without decreasing what is written on the template. It really makes a difference to give suggested amounts! People can always give less if they want, but let's ask big and see how the Lord will work in prompting people to give generously!

Please make sure it is clear that if they are writing a check that they make it out to "Cru". Assure people that the money will go towards your expenses but the check can't be in your name for them to get a tax deductible receipt.

People can give online with this link: <https://give.cru.org/1997966>

When they give the gift, there is a place to send a "message" with the gift. Ask them to put your name in the message space as it will be easiest for us to know that the donation is for you.

Print the letters out!! Mail them or hand them to the people! The personal impact of giving a letter instead of sending an email goes a long way and helps people take your request seriously. Emails get lost and seem less official making it well worth the effort to print and mail letters.

### **Step 3: Call or Text**

Often it makes such a difference if you reach out to the person – even if that sounds scary! Your success with the letter-writing strategy depends on your follow-up phone call or text. The follow-up communication is critical for four reasons:

1. Most people suffer from information overload. Consequently, mail is easy to ignore or forget.
2. You have to raise money in a short period of time. A follow-up call or text will help you get decisions as quickly as possible. The best suggestion is to call or text *one week* after you mail the letter. Take note of when you mail the letter so that you can follow up a week later!
3. Many people will have questions before they commit. Call to answer their questions and to get a decision. Your phone call takes the burden of response off them and puts it on you.
4. People often read support letters and set them aside to consider or send in a gift when they have time. Then they get busy and forget to return to the letter! Your call or text will prompt them to make a decision and move forward with sending a gift.

A follow up text can simply say:

“Hi..... ! I hope you are having a great day! I wanted to reach out and see if you received my letter about the opportunity I have to go to Panama City Beach on a Spring Break Mission Trip with Cru. I was wondering if you have any questions about my trip? I’d love to share more about it! Would you like to schedule a phone call to hear more?”

If they are willing to talk or ask questions over text, answer their questions. Some may already have made a decision and be ready to tell you if they are going to give or not!

Then, take the courageous step of asking: “Would you like to partner with me by giving financially to help send me on this mission trip? Or do you have any questions about how you can support me?”

If they need more time, let them know that you understand and can check back in with them. Tell them you will check in with them again in one week. If the deadline is coming up, let them know your deadline and ask if you can check in with them before that date.

If they want to give, be excited and appreciative! Walk them through how they can give.

If they say that they can't, let them know that you understand and would love their prayer support as you go! Thank them for considering it.

#### **Step 4: Thank**

Send a handwritten, personalized thank-you note the same day you receive a financial gift (online or a check)! Be sure to keep a record of this so you know who you have sent thank you notes to!

Double check that any checks sent to you are made payable to "Cru". If the check has your name, you will need to ask the person to send a new check and you will destroy the old one.

Please give Bridget your checks in the same week that you receive them so she can send them into Cru Headquarters as soon as possible. Simply text Bridget so you can meet up on campus or bring them to Cru Large Group each week.

We are excited to walk through this process with you. Let us know how we can help.

Bridget Hite, Laura Bowers, Krista Miller