

# Raising Funds for Big Break

You are embarking on an incredible adventure! By deciding to join other students on Big Break, you have accepted the challenge of helping reach the world for Christ!

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
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. Add high school friends and teachers, church connections (friends, pastors, small groups, the missions committee), your family and their friends, family doctors / dentists / veterinarians, and people from local businesses (like your hairdresser or the baristas at your favorite coffee shop).

## Step 2: Write

Write a personal letter, email or Facebook message (NOT a timeline post!) to present your needs. After each person has received your letter or message, call or text them to ask for a decision.

### **Here are some tips in writing your letter:**

1. Give your letter a specific date.
2. Personalize the greeting: use their name instead of a generic word like "Dear friend."
3. Acknowledge your relationship with the reader and say something about yourself that will help them understand who you are.
4. Explain your involvement in Cru and your desire to reach people for Christ.
5. Explain your need. The purpose of your letter is to give your reader an opportunity to help. Be sure to explain exactly what you need.

6. Ask them clearly to give \$100 or \$200. If people want to support you, but cannot give \$100, they will let you know and will not be offended by your request
7. Indicate the deadline by which you need the money.
8. Explain how they can give:
  1. for a physical letter, enclose a self-addressed return envelope.
  2. for an email or Facebook message, include your full mailing address
9. Establish a specific time to get their decision.
10. Thank them for considering your request.
11. Close the letter and sign it.

Finally, don't apologize for writing, calling or texting. You are providing people with an opportunity to be involved in a spiritual ministry through their resources (Philippians 4:17).

## Sample Letter

*January 7, 2016 [use a specific date]*

*Dear Mr. and Mrs. \_\_\_\_\_,*

*How are you? I am doing well, and I hope to see you the next time I'm in the area. [You can expand more if you like.]*

*I want to bring you up to date on what is happening in my life. As you know, I'm a student at \_\_\_\_\_, where I'm active with Cru, a student Christian ministry. As a follower of Jesus, I want to grow in my relationship with Him and help others know Him, and Cru has been incredibly helpful in this.*

*During my spring break I have a unique opportunity to participate in "Big Break," a Cru short-term mission in Panama City Beach, Florida. (See more info at [www.big-break.com](http://www.big-break.com).) During this seven-day trip, I will be trained in evangelism and put my training into action by sharing the love of Christ with others in Panama City Beach. This will be a life-changing experience for me!*

*As with many missions opportunities, I need to find a group of people to finance my trip. I need \$\_\_\_\_\_ for Big Break by \_\_\_\_\_ [specific date]. Would you prayerfully consider investing \$100 or \$200 toward reaching my goal?*

**[Option 1, for a physical letter:]** *I have enclosed a self-addressed envelope for your convenience. If the Lord leads you to help, please make your gift check out to "Cru" and return it to me. Gifts are tax deductible and Cru will send you a receipt.*

**[Option 2, for an email or Facebook message:]** If the Lord leads you to help, please make your gift check out to "Cru" and return it to me at **[insert full mailing address]**. Gifts are tax deductible and Cru will send you a receipt.

I will contact you in a week or so to see what you have decided. I can also answer any questions you may have then.

Thank you for considering my request to make this missions trip a reality for me.

Sincerely,

\_\_\_\_\_ **[sign your name]**

### Step 3: Call

Your success with the letter-writing strategy depends on your follow-up phone call or text. The follow-up communication is critical for three 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 mailed the letter (or sent the email or Facebook message).
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.

### Follow-up Phone Conversation

When you ask for a response, do so directly. Then remain quiet until the person responds. This may feel uncomfortable, but talking more at this point will distract the person from making a decision.

If your potential ministry partner has not made a decision, set another time to call within a day or two.

### Sample Follow-up Conversation

1. Introduce yourself.  
"Hello, \_\_\_\_\_. This is \_\_\_\_\_ calling. How are you?" Let them respond. Take a few moments to establish rapport, but be brief.

2. Refer to your letter and explain your spring break plans.  
"As I mentioned in my letter, I am planning to go on a spring break mission project sponsored by Cru."
3. Share what you hope to see God do as a result of your time at Big Break.
4. Be very specific and ask for a definite response.  
"In my letter I asked if you would be in a position to support me financially for Big Break. Have you had a chance to think about that?" (wait)

### If They Decide to Give

1. Thank them!
2. Arrange a time to pick up the check in person, if at all possible. If the person lives out of town, ask them to mail the check in the self-addressed envelope you enclosed with your letter. **If you arrange to have them send you a check and it doesn't come, you will need to follow up with a phone call or text to see if it was lost in the mail.**
3. Remind them that their check **MUST** be made payable to "Cru" (or to "Campus Crusade for Christ" or "Big Break").

### Step 4: Thank

Send a thank-you note the same day someone gives you their decision. Be sure to keep a record of this so you will not send duplicates to the same person.

This should be a personal, handwritten note or letter. Do not print or copy a form letter or send an e-mail. They deserve a real thank-you note.

### Sample Thank-You Note

*February 21, 2016 [use a specific date]*

*Dear Mr. and Mrs. \_\_\_\_\_,*

*Thank you for your gift of \$\_\_\_\_\_ to support my mission trip during spring break. I am so grateful for your gift and your prayers! [You may add a prayer request here.] Thank you for your investment in helping me reach others for Christ!*

*In Christ,*

\_\_\_\_\_ *[sign your name]*