



Global Outreach Fundraising Guide

BEFORE YOU START

The key concept in raising support for short-term mission projects is to understand that **this is a ministry**. You and the team are not just “raising support”; you are giving other members of the church, other Christians, and friends and family an opportunity to be a part of your short-term mission. In other words you are building a larger team than the team that goes to the field. **You are building a total team** composed of some that send, some who pray and some who go.

Fundraising is what makes or breaks those who are really passionate about participating in a global outreach trip. People usually look at the amount of the trip costs and say that it is impossible to raise. For many people fundraising has been the most stressful part of a mission trip. What most people do not understand is that **fundraising is the beginning of an intense faith experience**, one that many people before have experienced!

BUILDING A SUPPORT TEAM

Each individual team member will be **responsible for developing his or her own support team**. Although this packet talks about fundraising, it is important to keep in mind that the ultimate objective is not just to raise money; it is to build a viable supporting team. Funding will be one natural outgrowth of the team-building concept.

Each support team member can be involved in one or more of the following functions.

- They can be prayer supporters & encouragers
- They can be financial contributors

Some support team members will be both prayer and financial contributors. The most important need for each team member that goes on a short-term project is to have people who commit to keeping the team member, and the team, before the Lord in prayer during all phases of the project. This is essential to the success of the project.

Each team-member should initially find three to five prayer warriors who will agree to pray regularly. Do not ask this prayer team to do anything but pray at this point. This should precede any other support team recruitment.

KEY PRAYER POINTS

From the commitment to go on a trip through the post-trip gatherings, prayer is key! Below are some items to be praying about when you begin this process and to share with your prayer supporters to be praying for.

- Pray that God would prepare you for the spiritual battle that is ahead and to put on your armor! (Ephesians 6:10-20)
- Begin praying for each of your teammates and for our brothers and sisters on the international field who will receive us and we will serve with. Pray for unity amongst our team. (John 17: 20-23)
- Pray for a clear mind and against fear as you prepare for the trip. (2 Timothy 1:17)
- Pray that God would show you how this trip is a part of your plan and faith journey.
- Pray that God will bring to mind faithful and devoted people that will make up your support team. (Acts 2:42-43)

DEVELOPING YOUR FUNDRAISING STRATEGY

STEP 1: WHAT AM I CALLED TO GIVE?

The first source of funds is to look at what you as an individual can put in to participate on this trip. It is vital that you have “skin in the game.” For each person how that looks is different. Some are able to fund their entire trip; others budgets do not allow them to do so. Pray about the amount God is calling you to give towards your own trip. (Side Note: If you are able to fund the entire trip yourself, don’t skip step 2, a team is just as important). Below are some ideas on how you can find extra funds personally.

- Put aside some funds into your savings each paycheck.
- Give up some luxury items: eating out, movies, new clothes, coffee, etc.
- Ask for donations to the trip instead of birthday, graduation, or Christmas gifts.
- Sell something or things you don’t use anymore.
- Offer a service in an area you’re gifted: haircuts, cooking, baking, babysitting, yard work, photo shoots, car repairs, etc.!

STEP 2: REACHING OUT TO OTHERS

One of the most difficult and rewarding parts of fundraising is building a support team. Many people think that fundraising is begging for money, that is not what you are doing. You are giving people an opportunity to be a part of what God is doing and will do on your trip.

The most effective proven method for fund-raising funds for a short-term mission project is to write a letter for distribution to friends, family members, co-workers and church members. Experienced fundraisers for larger organizations will tell you that people will give to people they know. You will find that **potential contributors are happy to have the opportunity to invest in someone they know personally** who is participating in a worthwhile project overseas. To be self-conscious about recruiting team support members will rob others of the privilege of vicariously going as your partner.

CREATE A CONTACT LIST

- Come up with as many people as possible, we suggest at least 75 to 100 names.
- Think about all the people who are involved in your life: friends, family, family friends, faculty/staff of school, co-workers, employers, classmates, teammates, doctors, dentists, neighbors, coaches, small group, people you serve with at church, anyone you have a relationship with!
- Don't limit to those you think will give! Some of the biggest donors are those who you might not think would!
- Not all your contacts have to be from Pure Heart, it actually helps to get support outside of church, so the same people aren't overwhelmed with requests.
- Remember, not all of your contacts have to be Christians; non-Christians are willing to give as well.
- Each short-term participant should develop a list of people that they want on their team; not just those they think will give money. Even if you fund the trip yourself, let people know what you are doing and invite them to pray!

REACHING OUT TO POTENTIAL SUPPORTERS

- **One-on-One Conversations:** talk to individuals who may be interested in your trip, especially if you have a close relationship. Share your story and heart with them!
- **Handwritten Letters** (*See How to Write a Letter Section*): This is one of the most effective ways! You want to send a personalized support letter. It is best to hand-deliver or mail and e-mailing them only when necessary. Don't be afraid to follow-up with a phone call.
- **Dinners or Parties:** Consider hosting a party with some potential donors or family and friends. This is a great way to communicate your heart and motivation for going, share what the team will be doing and provide an opportunity for them to give.
- **Social Media:** This should be used as an additional tool, not your only tool! Many trip participants have created a group page to keep their supporters updated and share donation links. Use your donation link in Ministry Platform and share with your friends on Facebook, Twitter, or via e-mail.

STEP 3: TEAM FUNDRAISING

Another way of fundraising for your global outreach trip is to organize some team fundraisers. These should not be your sole way of fundraising, just a tool. Build your support team first!

- **Team Garage Sale:** Find someone on the team willing to host the garage sale. Solicit donations from friends & family and bring your own items. Advertise on Craigslist and Facebook, let people know why you are selling.
- **Team Car Wash:** Get the team together to do a car wash, recruit some family and friends to help. Let people know why you are doing the carwash, they are more willing to donate larger amounts.
- **Important Rules to Remember:** Please note that due to the size of our congregation and the numerous activities going on each week, fundraisers on Pure Heart campus are NOT allowed. If a business or organization is holding a fundraiser for you personally, you cannot use the church logo or advertise at the church, you must advertise through your own channels.

HOW TO WRITE SUPPORT LETTERS

Letters should not exceed one page (See Appendix A)! Keep the letter clear and concise in communicating the purpose of the trip. You want to give people a vision, share your heart and give them a sense that they are joining a team. See below for some key elements in developing your support letter.

INTRODUCTION

You want your letter to be personalized. People need to know this is coming from you, so don't just copy a template! Start your letter off with a personal greeting and purpose for writing the letter. Include a brief update of what you have been doing (school, family, work, service in your church and in the community, previous missions, etc.)

PRESENT YOUR MISSION

Take some time and explain the purpose and objectives of your mission. If you know what specific role you will be playing, communicate that. Tell a little about the area we will be in and the ministry. Talk with our Outreach Staff if you have any questions about the specific ministries. Explain why you feel God is calling you to be a part of it.

INTRODUCE THE NEED

The third part of the letter is to introduce your specific need of prayer and financial support. Include how you are inviting them to be a part of your support team and "go on the trip with you". List some specific personal requests (items of prayer). You will want to present the specific amount of money that needs to be raised and deadlines for your support (see trip detail sheet or website). Let people know that any amount is helpful!

Include how people can donate, check, online, etc. Include that funds are tax-deductible and **must be made out to the church, Pure Heart Church**. Only donations directly written out to the church are tax-deductible. The memo (COUNTRY YEAR MONTH-YOUR NAME) is letting the church know their preference to go to your trip (See Appendix C) for specifics on donations and payment methods.

COMMUNICATION PLAN

You will want to let people know how they can communicate with you through e-mail or phone with questions about the trip. You will also want supporters to know plans for communication while you are on the trip (Facebook, e-mail, church or organization blog). You will want to follow up with all those who commit to financial or prayer support. A follow-up letter with pictures is always great.

CLOSING

In the closing be personal in expressing your appreciation for their friendship. Thank them for the consideration of their prayer and financial support. Make sure to have a teammate, friend or Global Outreach staff proofread. Always use an ink signature, instead of a copied one. It's also great to include a handwritten note on the letter to personalize.

SENDING THE LETTERS

HAND DELIVER when possible, it gives you a personal face-to-face contact and allows you to share your heart and mission. Mail out any letters for those who live out-of-town or to people you cannot reach in person. It is good to include a self-addressed stamped envelope for donors to mail checks to you. Begin fundraising as soon as possible, it is never too early to fundraise, but at minimum two months prior to the airline due date.

FOLLOW UP WITH YOUR SUPPORT TEAM

After you send out letters, follow up with them via phone call or other communication methods. This is important so that you can answer any questions. It is also a great reminder for them! Don't be discouraged if people don't donate, keep trusting in God, He is our ultimate provider!

Once someone commits to joining your team, it is your responsibility to keep track of your donors. It is suggested that you use a spreadsheet or notebook to do so. You can also see your donors via Ministry Platform, but have your own list in case of discrepancies. The church cannot disclose the donation amount, nor can we disclose the name of the donor if they wish to remain anonymous.

IRS GUIDELINES

In order to make the trip donations tax-deductible, all contributions (checks, cash and credit card) **must be made out to Pure Heart Church**. It is important to note that contributions are solicited with the understanding that Pure Heart Church has complete discretion and control of the use of donated funds. As a participant, you do not have discretion or control of the donated funds. Any funds raised in excess of the trip cost will be used for the trip or other outreach projects. **Any donations made directly to the trip participant are NOT tax-deductible**, including crowd-funding websites (e.g., Go Fund Me, YouCaring, etc.). We require that you use Ministry Platform, which allows for online donations directly to the church.

Due to IRS regulations all funds including deposits, donations from supporters, and any personal payments you make are considered charitable contributions and are **non-refundable at any time under any circumstance**. If you are unable to attend a trip for any reason, we are unable to issue refunds to you or your supporters, all funds will be used to support the specific global outreach trip or program of the church.

CHECKLIST

You are now ready to start fundraising for your global outreach trip! Get ready for the beginning of a faith filled experience as you prepare to serve on the global outreach field. Check below for all the key parts to make sure you are prepared for your fundraising journey!

- ☐ Do you have prayer partners identified?
- ☐ Pray about and evaluate what you can give/contribute: \$ _____
- ☐ Have you developed your list of contacts?
- ☐ Have you identified how you are going to contact them?
- ☐ Have you written your letter? Does your letter have:
 - Introduction
 - Present Your Mission
 - Introduce the Need/Let People Know How to Support
 - Communication Plan
 - Closing
 - Signature/Personal Note
- ☐ Did you have a friend or Global Outreach staff member review it?
- ☐ Have you identified how to keep track of your prayer/financial supporters?
- ☐ Do you have a follow-up plan with your support team?

APPENDIX A: SAMPLE FUNDRAISING LETTER

14240 N 43rd Ave
Glendale, AZ 85306
January 1, 2014

Dear Friends and Family (or you can personalize),

I hope this letter finds you well. God has been doing some great things lately in my life. I am currently a student at ASU majoring in education. I am active at my church and am currently serving in the youth ministry. I am active in the community through the homeless ministry at my church and volunteering weekly at the Phoenix Rescue Mission, an organization that reaches out to homeless individuals. This summer I have the exciting opportunity to go on a mission trip to El Salvador with Pure Heart Church.

Pure Heart works with Global CHE Enterprises a missions organization that supports rural communities in El Salvador. Our ministry during this will be to develop relationship with a new community that we are wanting to work with. We will be supporting local pastors to develop relationship with village leaders. We will also help build a church that will host many community activities.

As excited as I am to go on this trip, I cannot do it alone. I'm reaching out to friends and family to join my support team as I step out in obedience. One way you can help me is to pray for the trip, myself personally during the entire process, the ministry we will perform, and those we will be working with in El Salvador.

There are also financial needs associated with the trip. The cost of the trip is \$1,800, which each team member is responsible to raise for the church to cover trip and ministry expenses. I must have \$1,000 turned in by April 15th. Please pray that the funds to cover my trip cost will be provided. I am also seeking financial contributors for this trip. Any donations for this trip are considered charitable donations and are tax-deductible.

I am humbled and honored to ask you to be a part of this team. If you commit to praying or financially contributing to this trip, please let me know so that I can update you on my progress. Any donations of check or cash can be sent to myself at the address above, to my church at 14240 N 43rd Ave, Glendale, AZ 85306. Please designate "Kenya 2014-Julie Ramirez" in the memo line. You can also donate online using a credit card at pureheart.org, where you can choose my trip.

Please reach out with any questions I may answer. My e-mail is jramirez@pureheart.org and number is 602-866-8850. May God bless you as you consider your involvement in this mission trip!

Sincerely, Julie Ramirez

APPENDIX B: MISSION TRIP DONATIONS AND PAYMENTS



Global Outreach: Mission Trip Donations & Payments

Below are the ways to submit payments for your mission trip! Before submitting payment or fundraising you must turn in a Global Outreach Application to the Global Outreach staff; they will give you a go ahead once this is received and accepted. Make sure to adhere to deposit and due dates. Pure Heart Church partners with missions organizations who take care of our airfare, lodging and associated trip costs and we have deadlines we must follow!

DONATIONS FROM DONORS & MAKING PAYMENTS

1. Donate/Pay with **check** or **cash**.

- Make checks payable to “Pure Heart Church”. Checks made out to the individual are NOT tax deductible, please inform your donors.
- Cash should go in a Pure Heart donation envelope (available in the church sanctuary or office), with the appropriate designation.
- Donations can be given directly to the trip participant, brought to the church office (Mon-Thurs 9:00am-4:00pm; Friday 9:00am-2:00pm), or given to Outreach Ministry staff during weekend services.
- To avoid mix-up with general tithes & donations, **DO NOT put donations/payments in the offering basket**. We have envelopes for trips.
- In the memo line or on the donation envelope write the following designation: “Country Year Month-Name” (e.g.-Mexico April 2015 – Joe Ramirez or El Salvador 2015 – Susan Wilson)
- You or your donors may also mail donations to the church office at: Pure Heart Church, ATTN: Global Outreach, 14240 N. 43rd Ave., Glendale, AZ 85306

2. Donate/Pay with **credit card**.

- Once your application is approved Global Outreach your information will appear in our online mission trip giving website. See below for steps:
 1. Visit www.pureheart.org/global-outreach
 2. Click on the Give button.
 3. Choose your mission trip under “Trip/Project”
 4. The list will refresh and under “Individual” choose your name
 5. Enter in payment or donation amount and follow the “next” buttons on the bottom of page until you get to a page where you enter billing & credit card info, then click submit.
 6. You can also create a personal link to share with donors that will go directly to your donation page. See Global Outreach staff for details.



Contact Information

Pure Heart Church
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602-866-8850
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www.pureheart.org/global-outreach