

Sponsorship / Fund Development **STRATEGY**

How to Raise Money to go to a Cru Conference or Mission Trip

As a university student you are in a unique position to impact the world with the message of knowing Jesus Christ. Our mission in Cru is to *Turn Lost Students & Faculty into Christ-Centered Laborers*. Participating in the upcoming Conference or Special Project will help you to grow in your knowledge of God and help you understand how you can help see our mission become a reality.

Every year hundreds of students involved in Cru enlist the help of others as financial sponsors for Cru conferences and outreach projects. By asking for their financial support, these students have given others the privilege of making investments that will last forever, through the changed lives of students. Using the following five-point strategy, you can raise funds to underwrite your costs for this special event. As you step out in faith, you can see God meet your needs.

To make this happen, we have encouraged student to use the simple strategy, summarized in five words:

1. Pray 2. Namestorm 3. Write 4. Call 5. Thank

In 1 Chronicles 29:9,14, King David understood God's ultimate ownership as he raised the resources to build a physical testimony to the Lord, the Temple. As you raise sponsorship funds, you will be building a human testimony of trained students, witnessing for Christ.

1 Pray

The First step is to Pray. Ask God to provide every dollar that you need to go to the Conference. Thank God in advance His leading in your life and those you will be asking. Ask God to lead you to the right people to ask. Keep praying as you tackle each step.

2 Namestorm

The Next step is to develop an initial list of potential sponsors. Remember, don't limit your creativity, anything goes! As you namestorm, associate various people, professions, businesses, and places with any friends and acquaintances they bring to mind. Research has shown that the average individual has a personal network of at least 400 friends and acquaintances.

So you should easily be able to develop a list of at least 50-60 potential sponsors. Then you should contact those who are most likely to give, first.

Use the list provided to develop your list of people you can write. Write down every name that comes to mind. don't limit the Lord before you start. After you have your list of names prioritize the list, T=top, M=Medium & L=low. Start with the top priority people first.

3 WRITE

You have a couple of options here. The best would be to hand write a letter to each person you want to ask. Using the sample letter, which follows, you can write a letter which presents your needs. Later you will make a personal phone call to ask those potential sponsors to join your team. If you are clever on the computer you could do a mail merge with a letter and a list of names, which makes your letter much more personal.

The second option, if you are pressed for time, would be to write a personalized letter and then copy it on some letter-quality paper at a copy shop. You can then add a personal greeting at the bottom and close the letter with your signature (in blue ink). Again you will call them later for a response. Be sure to enclose a self-addressed, stamped return envelope with each letter you send. And consider including a Response Card

Note: The more specific you can be, the better. General letters without deadlines, get little action.

4 Call

A week or so after you send out your letters, you need to follow up your written ask, with a phone call. This is critical for three reasons:

1. Most people suffer from "Information Overload"--mail is easy to ignore or forget.
2. Your time frame. You have a lot of money to raise in a short period of time. A follow-up phone call will help you get decisions as quickly as possible.
3. Courtesy to your sponsors. Many people will want to help you, but won't unless you call to answer any questions and to get their decision. Your phone call takes the burden of response off them and puts it on you.

Suggestions on How to Make a Call

1. Introduce yourself.
2. Explain your Conference plans.
3. Share what you hope to see God do as a result of your time during at the conference.
4. Be very sure to ask for a definite response. Then be QUIET. Let the person respond. Talking at this point will distract them from making a decision. **The following is a sample conversation:**
“In my letter, I mentioned that I’m in the process of developing a sponsorship team to help me attend the Conference in _____. I asked you to consider becoming a sponsor through giving \$50, \$75, or \$100. Do you believe God is leading you to help me for this special project?” Let him / her respond.
5. If when you call, your contact has not make a decision, set another time to call within a day or two.
6. If an individual decides to become a sponsor, arrange a time to stop by and pick up his chick. If they live out of town, ask them to mail it in the self-addressed stamped envelope you enclosed with your letter.
7. If you arrange to have the sponsor send you a check and it doesn’t come, you will need to follow it up with a phone call.
8. Your sponsor’s **check must be made payable to Cru or Campus Crusade for Christ** whether they want their gift to be tax deductible or not.
9. After getting a person’s decision, ask them to refer you to other people who might like to become sponsors.

5 Thank

Send a thank you note the same day you call for his decision. This is absolutely essential. It should be a personal, handwritten note. This is the LEAST you can do for your financial sponsors. It is also a great idea to send another thank-you note while you are at the conference or shortly after to get home.

Any Questions?

*IF YOU HAVE ANY QUESTIONS,
TALK WITH YOUR CRU STAFF.*

Categories to spur on your thinking in “Namestorming”

1. Parents
2. Brothers
3. Sisters
4. Aunts or Uncles
5. Former employers
6. Former customers
7. Other relatives like Cousins
8. Friends of your parents
9. Accountants
10. Former salesmen
11. Architects
12. Avon lady
13. Florist
14. Mailman
15. Missionary societies
16. Your Banker
17. Parents’ employers
18. Parents’ associates
19. Former high school teachers
20. Former college professors
21. Sorority sisters
22. Fraternity brothers
23. High school Friends
24. Dentist / Doctor
25. Dentist’s nurse
26. College friends
27. Doctor’s nurse
28. Dermatologist
29. Dermatologist’s nurse
30. Service station manager
31. Kiwanis Club
32. Hospital personnel
33. Rotary Club
34. Community leaders
35. Family attorney
36. Christian business men / women
37. Your Hair Stylist
38. Your Barber
39. Church friends
40. Policeman
41. Foundations
42. Wedding and Christmas card lists
43. Eye doctor
44. Your Neighbors
45. Neighbors at former residence
46. Department store salesman
47. Editor of local paper
48. Your Church at College
49. Real Estate agent
50. Advertising agencies
51. TV / Radio stations
52. Bottling companies
53. Printers
54. Plumber
55. Servicemen
56. Tax preparer
57. Retired people
58. Bible bookstore Manager
59. Insurance salesman
60. Mortician
61. Bank presidents
62. High School or College Coach
63. High School Teammates
64. College Teammates
65. Veterinarian / Dog clipper
66. Grocery Store Manager
67. Apartment manager
68. Engineers
69. Family Friend(s)
70. Civic clubs
71. Mayor and other civic leaders
72. Church missionary committee
73. Sunday school classes / member
74. Church directories
75. Your Pastor(s)
76. Downtown businesses
77. Church related newspaper ads
78. Military personnel
79. Bible studies and prayer groups
80. Members of your Sun.School Class
81. Chamber of Commerce directories
82. People you have led to Christ
83. Referrals
84. Telephone directory
85. Office building directory
86. Home Church Mission board
87. Spiritual mentors / influncer(s)
88. Significant others