

“The WinterConf. - Indy Deal” Requirements – Michigan’s UP Cru

This form must be filled out (with every box checked), signed and turned in by December 1st.

I, _____, have fulfilled the following requirements in order to participate in “The WinterConf - Indy Deal” for Winter Conference:

- Register for WinterConf. online w/ my \$50 non-refundable, non-transferable deposit by Dec. 1st
- download documents from the website: <http://miupcru.weebly.com/fund-development.html>
- email a list of 18 names & addresses and your modified support letter.
*submit this list to **Dave.Michels@Cru.org** . . .this list will NOT in any way be used to send mailings or contact these people. All 18 names must be people with jobs (not your college friends). However, beyond the first 18 people, you are encouraged to include any college friends in on your support raising!*
- typed up or hand-wrote a support letter that includes the following:
see sample on website or see Sponsorship – Fund Raising Document.
 - a definite ASK for support.
(not just “if you’d like to support me”)... a good example of wording is “Would you please prayerfully consider partnering with me in this missions project with a gift of \$50, \$75, or \$100?”
 - a specific range of \$50, \$75 or \$100. MUST BE THESE AMOUNTS.
this may feel awkward or imposing, but people want to know a ballpark of what you are needing. . . otherwise, they don’t know if you are sending your letter to 2 people or 200 and they don’t know if you need \$5 from them or \$1000. This gives them a place to start. Support raising experience shows that if people can’t give the lower amount (\$50), they will still give what they are able, even if it wasn’t the suggested amount.
 - a response card.
see sample on website
 - a self-addressed, stamped envelope for response card & check.
Write your name and address on each envelope. This makes it as easy as possible for people to support you!
 - a request for all checks to be made out to “Cru” or “Campus Crusade for Christ”
otherwise, your supporters will not get tax-deductions for their donations
 - you can NOT mention “the WinterConf -Indy Deal” (or describe it in any way) in your letter. *that’d just be tacky!*
- Mail all 18 letters out by December 3rd.
*A 19th letter should be sent to: **Dave Michels 913 High St. Marquette, MI 49855**
(you do not need to include a stamp on your response envelope for THIS LETTER ONLY)*

I understand that if I do not follow these requirements, I can still go to Winter Conf. (and can still raise support), but will not be part of “the WinterConf. - Indy Deal” and will be responsible to pay for the full amount at WinterConf.. All donations to Cru are subject to a 12% administrative fee. I also understand that we are pooling all the money that comes in, no matter how much comes in for me.

signature: _____ date: _____

As support comes in, turn it in to a Cru staff member. Put all checks (made out to Cru or Campus Crusade for Christ) in an envelope with your name on it and the total amount.

Please make sure your letter fits the requirements by emailing it to: Dave.Michels@Cru.org to have it double-checked before sending it out.

Congratulations! Successfully completing every step above means you are going to Winter Conf. - Indy for just \$50 (regardless of how much support comes in)!!!

“The WinterConf. - Indy” Requirements – Michigan’s UP Cru

Michigan Technological University

Northern Michigan University

Gogebic Community College

Lake Superior State University

Finlandia University

Here’s your step-by-step instructions on how to make “the Winter Conf. - Indy Deal” happen for Winter Conf.. The idea is simple... you pay the \$50 deposit and write 16 support letters according to this design, and no matter what comes in – you’ll go to Winter Conf.!

Here’s an overview of the Steps. They are in detail in the next two pages...

#1 Register and Deposit - *register and pay the deposit online*

#2 Download the Documents - *download the letter and stuff*

#3 Names - *write down 16 names; Get the addresses & phone numbers*

#4 Put your information in the Support Letter - *modify the Support Letter with your info*

#5 Email - *send an email to the Deal Administrator (Dave Michels) with your names and modified support letter*

#6 Print the Support Letter and Response Card - *print things out*

#7 Envelopes - *buy or get envelopes from Deal Administrator, address and stamp the envelopes*

#8 Stuff the Envelopes and Mail - *stuff the letters and put in the mail. LETTERS MUST BE IN THE MAIL BY FEB 5th!!*

#9 Do not mention the Winter Conf. Indy Deal to potential supporters - *makes sense, right?*

#10 Turning in Checks & Writing Thank You Notes - *put the checks in an envelope and turn them in*

#11 If less than \$150 comes in... Phone Calls - *asking people if they got the letter and made a decision*

#12 PRAY! - *expecting God to move through the finances and at Winter Conf.!*

STEP #1: Register and Deposit

Go to www.cru.org/communities/campus/winterconference/registration/ and...

(1) Register for Winter Conf. by December 1st.

(2) Pay the \$50 non-transferrable, non-refundable deposit by December 1st.

STEP #2: Download the Documents

Go to <http://miupcru.weebly.com/fund-development.html> and download

(1) the Winter Conf. - Indy DEAL – MI UP Cru document: (which includes your Response Card & the Contact Database)

(2) Ask Support Letter

STEP #3: Names

(1) Brainstorm and write down EIGHTEEN (18) people who have actual, real jobs (i.e. not “college friends”). [Married couples count as ‘1’ of the 18, not ‘2’.] *Also, we encourage you to consider writing additional letters to help support those who might have not grown up in a church to go. Also, it’ll mean that you give to opportunity for more people to pray for you and invest in eternity with you.*

(2) Write those Names in the “Contact Database” and then locate the Address and phone number for each name.

(3) Save the Contact Database with this filename and your name ... “contact-database_yourname.doc”

STEP #4: Put your information in the Ask / Support Letter

(1) In the header, put today’s date, your mailing address, your phone, and your email address.

(2) In the first paragraph, make sure it names your school, and insert your major.

(3) DELETE where it says, “Dear Person’s Name” (you will handwrite each person’s name here).

(4) Make sure the entire letter fits on one page and doesn’t flow into a second page.

(5) Save your modified Support Letter with this filename and your name ... “support-letter_yourname.doc”

IMPORTANT Please be careful about making changes in the letter. It is written so that it meets the requirements of The WinterConf. - Indy Deal.

This especially applies to the financial ask portion of the letter. It must include the numbers. It must include the question. It must not say anything that’ll excuse or forgive for asking. Why? First, **people need a range to give**. If they don’t have a range, they won’t know if you’re talking \$5 or \$500 dollars. That’s why we require actual numbers, and these numbers specifically. Second, **you are not begging for money**. You are **inviting people to invest in eternity** through God’s heart for the world and His mission to reach the lost. This is more than merely asking for money, it’s giving people the opportunity to do something amazing with their finances. There’s no reason to excuse or ask forgiveness for that! Lastly, we have written thousands of support-raising letters over the years and we know what works and what doesn’t work. Since we’re assuming the risk in this Deal - if you change it, you’ll void the Deal! If you change it, you can still raise support, but if the money doesn’t come in, you’ll be asked to write a check for the balance before leaving (and so, you assume the risk).

STEP #5: Email

(1) Send an email with your Contact Database (contact-database_yourname.doc) and your modified Ask / Support Letter (support-letter_yourname.doc) to **Dave.Michels@Cru.org**

(2) Receive confirmation back that everything looks good.

Please note: we do not use these names for anything other than verifying that you have sent the letters out, and if someone gives online we can connect their name to you.

STEP #6: Print the Support Letter and Response Card

- (1) Print off 17 copies of the Support Letter
- (2) Print off 5 copies of the Response Card, and cut in thirds.
- (3) Sign the bottom of each of the Support Letters with your signature.
- (4) Write (with a pen) "Dear SOMEONE'S NAME" at the top of each letter with one of the 20 (or 25) names that you've put in the Contact Database. The 17th letter should be addressed to "Dear Dave & Susan,".

STEP #7: Envelopes

- (1) Buy or Get (from Dave Michels) 17 Regular Envelopes (approx. 3-7/8" x 8-7/8"; #10 "Business Size"; or equivalent)
- (2) Buy or Get (from Dave Michels) 17 Small Envelopes (approx. 3-5/8" x 6-1/2"; or equivalent)
- (3) Buy 33 postage stamps
- (4) On each **Small** Envelope, put **your** address in the middle of the envelope, and put a stamp in the top right corner.
- (5) On each **Large** Envelope, put your address in the top left of the envelope, put a stamp in the top right corner, and **Then** put each of the twenty two people's names and addresses from your Contact Database in the middle of the envelope.
- (6) For the 17th envelope, address it to "Dave & Susan Michels, 913 High St., Marquette, MI 49855".

STEP #8: Stuff the Envelopes and Mail

- (1) Make sure every large envelope has...
 - (a) A Self-Address and Stamped Small Envelope. (If it's not self-addressed or if it's not stamped, the Deal is voided.)
 - (b) Your Support Letter addressed to the correct person (i.e. make sure that the name on the Support letter matches the name on the Envelope).
 - (c) The Response Card
- (2) Mail the Envelopes BY December 3rd. They must be postmarked by DECEMBER 3rd, or the Deal is void.

STEP #9: Do not mention the Deal to Potential Supports

For the integrity of the Deal, you can not mention the Deal to people you are sending the letters to. It doesn't motivate people to give when they know that you're going no matter what. We don't want Cru to lose money on this trip and have to cut other stuff on campus. We simply ask that you limit the number of people you mention it to.

STEP #10: Turning in Checks & Writing Thank You Notes

- (1) Grab another envelope and put your name on it. As checks arrive, put the checks in the envelope. Put it in a SAFE place.
- (2) We will collect the checks at several points in December and January (because checks will likely continue to come in even while we're at Winter Conf. or even once we're home from Winter Conf. – yes, we'll still need that donation!). **The envelope will have your name and the Total Amount of all of the Checks.**
- (3) **If somebody gives cash**, take the cash, write your own check to: "Cru" or "Campus Crusade for Christ" for the amount, & include a little note that says the Name and Mailing Address of the person who gave the cash. Then put your check & the note in the envelope. **PLEASE DO NOT TURN IN CASH! REPEAT; Please Do Not Turn in CASH!**
- (4) **If somebody writes a check made out to you**, cash the check and write your own check to "Cru" or "Campus Crusade for Christ" for the amount, and include a little note that says the Name and Mailing Address of the person who gave that check. Then put your check and the note in the envelope.
PLEASE DO NOT TURN IN ANY CHECKS MADE OUT TO YOU!
- (5) Be sure to write a thank you note to each person that gives to you. Be grateful. It's great to do this with an attitude of thanksgiving.

STEP #11: If less than \$150 comes in... we need to ask you to make a few Phone Calls

It's very rare that less than \$150 comes in for a person sending out these letters by the time we leave. If this happens, you will be asked to call each of the people who have not responded in writing to the letters that you sent. We need you to ask them if they got the letter and see if they had made a decision about helping with your trip. We will provide a phone script to help.

STEP #12: PRAY!

- (1) Pray that the finances come in to cover the trip!
- (2) Pray for your experience at WinterConf. – for God to develop a solid community, for God to teach you while you are there, and train you in sharing God's love and plan for salvation.
- (3) Pray for those who we'll meet in Indy – that God would lead them into a relationship with Himself!

Congratulations! Successfully completing every step above means that regardless of how much support comes in, for \$50 you are going to WinterConf. - Indy!!!



Dear _____,
I am / We are excited about your opportunity to be impacted at CruWC!!

Dear _____,
I am / We are excited about your opportunity to be impacted at CruWC!!

Dear _____,
I am / We are excited about your opportunity to be impacted at CruWC!!

I / We'd like to help you get there!

I / We'd like to help you get there!

I / We'd like to help you get there!

Enclosed is my / our gift of:

Enclosed is my / our gift of:

Enclosed is my / our gift of:

\$50 \$75 \$100

\$50 \$75 \$100

\$50 \$75 \$100

\$ _____

\$ _____

\$ _____

Name: _____

Name: _____

Name: _____

Address: _____

Address: _____

Address: _____

City: _____

City: _____

City: _____

State: _____ Zip: _____

State: _____ Zip: _____

State: _____ Zip: _____

Phone: _____

Phone: _____

Phone: _____

E-Mail: _____

E-Mail: _____

E-Mail: _____

Please make Checks Payable to:
Campus Crusade for Christ
100 Lake Hart Dr.
Orlando, FL 32832-0100

Please make Checks Payable to:
Campus Crusade for Christ
100 Lake Hart Dr.
Orlando, FL 32832-0100

Please make Checks Payable to:
Campus Crusade for Christ
100 Lake Hart Dr.
Orlando, FL 32832-0100

Or: You can give by credit card or a bank account transfer (EFT) safely & securely online: **Go to miupcru.weebly/donors**
Pick the school scholarship fund; Select gift amount; at bottom of box it says "optional comments" add student's name in that box.

Or: You can give by credit card or a bank account transfer (EFT) safely & securely online: **Go to miupcru.weebly/donors**
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The WinterConf. - Indy DEAL
Contacts Database

#1

Name(s):
Mailing Address:
Phone Number:
How I know them:

#2

Name(s):
Mailing Address:
Phone Number:
How I know them:

#3

Name(s):
Mailing Address:
Phone Number:
How I know them:

#4

Name(s):
Mailing Address:
Phone Number:
How I know them:

#5

Name(s):
Mailing Address:
Phone Number:
How I know them:

#6

Name(s):
Mailing Address:
Phone Number:
How I know them:

#7

Name(s):
Mailing Address:
Phone Number:
How I know them:

#8

Name(s):
Mailing Address:
Phone Number:
How I know them:

#9

Name(s):
Mailing Address:
Phone Number:
How I know them:

#10

Name(s):
Mailing Address:
Phone Number:
How I know them:

#11

Name(s):
Mailing Address:
Phone Number:
How I know them:

#12

Name(s):
Mailing Address:
Phone Number:
How I know them:

#13

Name(s):
Mailing Address:
Phone Number:
How I know them:

#14

Name(s):
Mailing Address:
Phone Number:
How I know them:

#15

Name(s):
Mailing Address:
Phone Number:
How I know them:

#16

Name(s):
Mailing Address:
Phone Number:
How I know them:

#17

Name(s):
Mailing Address:
Phone Number:
How I know them:

#18

Name(s):
Mailing Address:
Phone Number:
How I know them:

#19

Names(s): Dave & Susan Michels
Mailing Address: 913 High St., Marquette, MI 49855
How I know them: Directors of Cru – Michigan’s UP Cru