

Mission Manifesto Sample Fundraising Chapters

www.uure.com/missiontrip

by Kate Tweedie Covey

970-556-1176

katicovey@gmail.com

Mission Trip Fundraiser #2

Personal Letters

Date: September, 2010

Raised: \$11,300.00

Our second largest fundraiser was the personal letters that each participant sent out in September, 2010. Camille Hook led this fundraiser. She gave each participant a packet of tracking sheet, fact sheet and sample letters (see Appendix.) Then she set definite deadlines for responses at 2 weeks. If a recipient of a letter hadn't responded within 2 weeks, then she asked the letter writers to call them to see if they would like to make a contribution. She reasoned correctly that often a letter gets set aside. When the letter writer shows enough commitment to follow up, a recipient is more willing to show their own commitment with a donation.

Another reason to have youth involved in a multi-generational trip is because they are the most effective fundraisers and motivational speakers. They symbolize hope for the future which is also what a mission trip is all about. In this fundraiser, the youth letters raised a combined \$8,600.00, while the adult letters raised \$2,500.00. The youth sometimes asked for donations instead of birthday and Christmas presents. Their friends, families, dentists, doctors, teachers and other community members were impressed with their commitment and their effort.

The youth income varied from \$100.00 to \$5,000.00, with several bringing in about \$1,000.00. The adult income varied from \$100.00 to \$800.00 with several at \$600.00.

Here's the way she organized us:

1. DUE DATE: letters need to be mailed/emailed by Sept 22nd. See example letters if you need to copy and get ideas.
2. FACTS: And here are some facts to add to your letters.
3. AUDIENCE: FIRST make a list of to whom you are sending your letters.
Use this tracking sheet so we can track donations (esp. online)
4. RECEIPT: Please include a tax exempt donation receipt (see Appendix) in all letters mailed out.
5. BROCHURE: If you'd like, you can print out the color brochure to include in your letters.
6. RETURN: Please put YOUR address as the return address for all checks. Checks should be made out to BVUUF with "Sienna Project – YOUR NAME" in the memo line.
7. FOLLOW UP: You will need to follow up with your letters WITHIN 2 WEEKS of mailing your letters (see example conversation in the appendix) I, Camille, will be emailing you 2x/week to find out updates on receiving contributions starting Sept. 29th.

8. ONLINE: If you use email and have folks donate online, please use the handy sheet below (see appendix) to clearly instruct donors on how to do this.

Mission Trip Fundraiser #7

Valentine's Cookie Boxes

\$1050

February, 2010

Camille threw herself into this very successful fundraiser about the same time that she became a member of the Mission Trip. Valentine's Day is an idea time for providing gift opportunities. Folks want to give a little something if they have a Valentine. The Cookie Boxes were ideal - attractive, simple and cost-effective.

The Sienna Project Trip members manned a table with order forms for 2 weeks before the Sunday closest to Valentine's Day. They also took online orders and signed up to bake cookies (see the appendix for order forms and publicity.) Then, the week and weekend prior to delivery day, they created the Cookie boxes.

Camille bought brown pasteboard boxes from a shipping company and the company donated some as well. Ten families from the congregation volunteered to bake cookies, recipes were provided. Camille bought tissue paper in pastels, ribbon, and other Valentine decorations for the boxes. As in many things, it is the "framing" of the cookies that makes it more special. Lots of decorating sites and florist sites feature Valentine's cookie boxes, so you know that they are popular money makers. For decorating ideas, visit Martha Stewart and like sites.

Here are the last minute logistics:

1. Their stuffing day was only Saturday the 13th. Camille stuffed boxes for the early birds who wanted to pick up their boxes before Sunday.
2. She sent out recipes to those who volunteered to bake and asked them to have their goodies baked by Wednesday. Then she asked them to deliver the baked cookies to her by Thursday.
3. At this point they had orders for: 27 Comfort boxes, 2 Boulder Boxes and 13 Martha's (See appendix for types of cookies in each order.)

Boxes of delicious cookies arrived for Valentine's Sunday, with 10 extra for impromptu purchasing. The key was the attractive names of the boxes, the enticing cookies and the timing.

Because Camille knew what she wanted to do, and how to do it, this fundraiser was dreamed up and implemented very fast, in about 3 weeks. One Mission Trip family found it stressful to be asked to contribute with little notice. Their family plans precluded their involvement and they felt badly. But

many other families, plus other congregants, pitched in so the event came off smoothly. In hindsight, we could have emphasized that there would be lots of opportunities for involvement later on, and alleviate some of the pressure that this family felt.

This fundraiser, plus the \$1,000 Bake Sale offered a few weeks before, on January 31, led us to believe that our Mission Trip would be successful. Our presence and goal of the Mission Trip among the congregation became much more obvious. We were launched.