

# MY CAMPAIGN PLAN

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## **Determine your total funding needs:**

Funding target ..... \$10,000  
Trip duration ..... 6 months  
Time to raise money ..... 3 months, from Oct 12 to July 17

Funding needs breakdown (Include items that you plan on covering yourself)

	Amount	Balance
Tuition .....	\$3500	3500
Outreach .....	\$3250	6750
Airfare.....	\$1700	8450
Travel docs .....	\$400	8850
Insurance.....	\$250	9100
Supplies.....	\$200	9300
T-Shirt campaign (Other costs of fundraising) .....	\$300	9600
Spending money.....	\$400	10000

## **Payment Deadlines:**

	Date	Amt	Balance
Application, Deposit .....	Jun 1	500	500
VISA, Ins, Airline.....	Aug 1	2650	3150
Tuition/Spend.....	Sep1	3900	7050
Balance .....	Oct 30	2950	10000

## **Assess all available Resources:**

Come up with a plan and schedule for how the money can be raised. This will look different for each person and situation but be specific. This helps to break a big amount down into smaller, more manageable pieces.

	Amount	Balance
My contribution from work, savings, and personal items.....	\$2000	2000
Parents pledge .....	\$3000	5000
Friends, family .....	\$1000	6000
Fundraising events .....	\$500	6500
Churches, businesses, organizations.....	\$3500	10000

## **Develop a plan of action**

It is best not to fundraise all the way to the day you leave town. Some pledges may have delayed payments built in, but aim to get all of your commitments in before you buy your plane ticket.

First month

Talk about your calling. Seed the fund with a significant donation from some close, larger supporters. Build a prayer team. Consider a shirt design that promotes your calling.

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## Second month

Plan and do fundraising events, car washes, bake sales, etc. Launch a T-shirt campaign.

## Third month

Wear the shirt. Get the word out far and wide. Maximize social media  
Consider a matching drive to raise the final funds.

## Building a financial support community

### First of all faith.

Faith is in God's promises and His faithfulness. "The purpose of the Lord will stand." Proverbs 19:21. If God has called you and you are responding in obedience, your faith can be solidly in Him alone. God has connected you to a community: family, friends, co-workers, colleagues, churches, businesses, and all the ordinary people that you meet every day.

A wise approach to fundraising is to ask people to help in areas that they are most comfortable and familiar with. Family, for instance is used to covering personal things like spending money and supplies. Churches and businesses understand costs like airfare, tuition, and outreach best. People not as closely connected to you also like to feel that they are impacting things like tuition and outreach. When you talk to different people about your needs, talk about the needs that would be most interesting to them.

If you know of someone who might be a larger donor, ask if they would be interested in underwriting your T-shirt campaign. This can leverage their donation into more participation and encourage other donors to jump in. Some businesses and organizations will be most comfortable making a sizable donation after you have reached a certain percentage of your goal. Some organizations provide matching grants that add to your donor's contributions over a specified time-frame. Parents typically want to wait and do cleanup, but it may be wise for them to consider leading with a significant donation that covers basic personal and even some travel costs. Studies have shown that seed money is nearly as effective as matching campaigns in encouraging support.

Next, try to think of all the fun fundraising events that you have participated in. Carwashes, bake sales, auctions, etc. Have fun doing several of these to bring extra money in and to establish more relationships and build your support community. Have a garage sale. Sell things that you won't need, (even a car, if its yours to sell).

Finally, continue to pray, work, and save. 1 Thess 2:9 "Remember our labor and toil. We worked night and day that we might not be a burden to you while we proclaimed the gospel" Pray and discern what God may be asking you to pledge from the resources that He has given to you.

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Communication is the key. Regular updates and personal interaction are the most important means of staying connected with your supporters in a meaningful way.

Funding target ..... \$ \_\_\_\_\_  
 Trip duration ..... \_\_\_\_\_ months  
 Time to raise money..... \_\_\_\_\_ months from \_\_\_\_\_ to \_\_\_\_\_

**Funding needs breakdown**

Funding Need	Amount	Balance
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

**Payment Schedule:**

Bill Description	Date	<u>Amt</u>	<u>Balance</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Source of funding	Amount	Balance
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____

**Plan of Action:**

First month \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Second month \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Third month \_\_\_\_\_

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