



A Leadership Ministry of  
Christian Endeavor – Mid Atlantic

## *How a Young Leader Can Raise Support*

Fundraising can seem like a scary step to people, but it can be an amazing activity. Students who are fundraising for the Imagine the Impact leadership institute have the opportunity to share with people about the expectations they have that God is going to use their life. Check out the steps below as you approach your fundraising:

1. Pray- Pray that God would receive the glory through the fundraising efforts and through the impact that will be made in and through you.
2. Attitude is everything- When approaching fundraising, believe that the funds are so important that people should be upset if they **aren't** asked for money. Believe that **Imagine the Impact** will position students to make an impact for God and that people deserve to be a part of what God is doing.
3. Know Your Goal- **Imagine the Impact** has three funding sources. The first third of the amount is provided by outside sources in scholarship form. The remaining two thirds come from the individual student and the student's local church. Be in contact with the church to determine what portion of the amount will be covered. Some churches will pay beyond a third. Churches are encouraged to provide \$325 but this will not always be possible depending upon the size of the church and the people that attend there. Once the church investment in their student is understood, the remaining amount becomes the student's fundraising goal.
4. Choose Your Fundraising Method- Funds can be raised in an unlimited number of ways. **Imagine the Impact** advises that you choose a method that will allow you to raise the entire amount in one fundraiser. Yard sales, baking cookies, babysitting, car wash, rent-a-teen ... all of these are fine, but they will profit a small amount of money that will leave the student with a considerable amount that still needs to be raised.
5. Support Letter- It is suggested that the first fundraising attempt be a support letter. A support letter is a letter that informs people of the opportunity a student will be entering and provides a way for them to offer prayer and financial support. A well-written support letter can be a great asset to students. Find the resource **Writing a Support Letter** for tips on creating this vision sharing and fundraising tool. A sample letter is also provided.

6. Make a List- Students need to send out numerous support letters. Think of as many people as possible. Sit down with parents/guardians to help brainstorm this list. Include:

- Family (close or distant)
- Friends of parents/guardians, parents/guardians of friends
- People from the student's local church
- Teachers, Coaches, Family's medical professionals, H.S. guidance counselor
- Local businesses including parent/guardian employer or the student's employer

7. Track the Donations- Make sure that all donations are logged with at least the person, the date, and the amount of the donation. Follow up the support letters with phone calls. Two weeks after the letters are sent is a good time to make contact.

8. Send Thank You Letters- It is important to express gratitude to people who offer support. An e-mail is nice, but there is no substitute for an old fashioned hand written letter. Keep the list of supporters. Send them updates concerning how God worked through the experience.