

Winter Conference Fundraising Writing Party

Here is a strategy to raise money as a group for your ministry. It can also be used as a personal strategy, but working together as a team is so much more fun!

Preparing for the Time

You, the key leader, need to invite students who are willing to participate in raising funds for Winter Conference. These students need to prepare before you gather.

First, help them think of 10-15 people that have a heart for lost students. They should bring this list of people with their addresses and phone numbers. In addition, they'll need paper, stamps and two envelopes for each name on their list.

Writing the Letters

You'll need to generate some creative options that motivate students. Make this a fun event. Choose an evening when most students can meet. Bring desserts or pizza, play some music, pray together for the ministry and write the letters collectively.

Use the sample letter to help brainstorm different ideas. Hand-write one letter to each potential donor and include with the letter an extra envelope with your return address.

Making the Phone Calls

Making follow-up phone calls can be intimidating for students who are new to raising funds, especially if they are alone. One week after the letters have reached the potential donors, call the group of students back together (be sure this is a time when the majority of the donors are home). Pray together for the ministry and each student's time on the phone that evening.

Next, pair up and go to an apartment or dorm where students make their calls. While one is making phone calls, the other can pray or cheer on the caller. After students have had time to make their calls gather together to share what happened. Pray again leaving the results to God.

These are a few ideas to make raising funds more effective while drawing students in to the ministry at your campus.

At least three things are crucial to fund-raising and ministry in general: Prayer, Creativity and Appreciation.

P **rayer** is the first step for ministry. Here are a few simple facts: God created and owns everything on this Earth, He's not poor, He wants college students to know Him, He will provide the resources to carry out His plan. Know that He's there as you work to carry out His plan on your campus.

C **reativity** adds spice to most ministry situations. Make fund-raising an exciting time. Brainstorming gets people involved and involvement builds commitment.

A **ppreciation** lets those who help you get to Winter Conference know that they're important and valuable. Remember your donors, churches, students, volunteers or any person who helps you. It doesn't take much time or money. A small token of gratitude goes a long way. After Winter Conference is over write a four to five sentence thank you note even if it's just on a postcard (see example below). This is an effective way to bless those who made this event possible.

Dear Mr. and Mrs Donor,

I'm returning from the Campus Crusade Winter Conference in Greensboro. It was incredible to gather with so many other students who have the same goal of reaching their campus with the hope of the gospel.

One thing I learned at the conference was how God can use people just like me to carry out His plan, not because He has to, but because He chooses to. This changed my thinking--I needed to hear that. I just want to thank you again for giving to the ministry here. Because of your gifts, students' lives like mine are truly changing.

Thanks again,
Josephine Student