

## Fundraising Tips

Below you will find a helpful guide on how to raise funds for your Project 72 experience.

### 1. TRUST GOD

Our first task when raising money is to trust God as our provider and seek Him for a strategy. Sometimes we view our wealthy family members, our church or summer job as the solution to our financial needs. God might use these things to provide but He could also have a different plan. The important part is to ask God and obey His direction.

### 2. FOCUS ON RELATIONSHIP BUILDING

Your friends, family, church friends, etc. spend hours of their week working for finances which they generously share. They deserve *real* friendship. Their financial assistance isn't merely a transaction; instead, they are partners in spreading the Gospel alongside you.

Keep them updated on what you are learning, pray for God to bless them, and ask for updates on their life. The deeper the friendships become, the more fun support raising becomes!

### 3. MEET IN PERSON, TALK ON THE PHONE, SEND AN EMAIL

It is so much easier to send a mass text out and hope for the best. However, people are more likely to donate if you meet in person, share your story and ask them to financially support you.

Having a conversation on the phone is the second-best option. *Personal* emails and text messages also work well.

What doesn't work very well? Mass emails, mass texts, and social media posts.

If you want to raise money, you must ask people personally. How many times have you donated to something without a personal invitation?

#### **4. DO THE HARD WORK**

There are a lot of ways to go about fundraising. If you keep the above tips in mind, the strategy can differ from person to person. One helpful way to go about it would be to create a list of names.

Write down everyone you know and start with those closest to you.

Send a short message and ask if people want to hear about your need.

Here's an example of something you could send to start the conversation. If they agree, take them to coffee, set up a phone call or send them an email.

*“Hey Johnny, how are you? Have you heard of Project 72? It's a leadership development program with New Life Community Church! I just signed up and got accepted! I've got a wild 5 months ahead of me. Would you be interested in hearing about what I'm doing and the support I'll need?”*

Begin preparing your story and what your “ask” is. Sit down and write. You need to articulate why people should donate to you. Think about how to connect with your audience and make it personal.

Make it clear you're going to ask for finances! This helps them get into the right mental space. Near the beginning of your conversation, email, etc. include something like this,

*“Thanks for letting me write, I am building a team of supporters for my time in Project 72, and I thought this might be something you'd like to invest in. So let me start by telling you the story!”*

Make a clear ask and then stop talking and let them respond. After you've shared your heart, present your financial need and say something like this, “To join Project 72 I need

to raise \$6,000. I am wondering if you'd be interested in donating towards this." Then just be quiet and let them answer!

Be ready when they ask, "how do I give?" After you are accepted to Project 72 you will most likely receive payment information that you can share with your donors.

## **5. KEEP PEOPLE UPDATED**

Your supporters deserve a return on their investment. They want to know what happened with the money they invested in you.

When you write an update ask yourself this question, "*Why would my supporters want to read this? What do they get out of it?*" Here are some good examples and bad examples.

### Bad Example (because it's all about you)

Hey guys, Project 72 is awesome! I am making so many friends. After class this week, our whole room went to the mall. We each shared our stories and got really connected. The teaching this week was life changing, I got so much revelation about Jesus. I'm having a great time, thanks again for helping me get here!

### Good Example (because it's all about your supporters)

Hey, Project 72 is awesome! here's a link to my favorite teaching I heard this week. I think you'll really enjoy it. The revelation about God's love felt life changing to me. I love being here at Project 72. I was shocked to learn how powerfully God is moving in the church and beyond! It has built my faith. Thank you for investing in me and all that God is doing through Project 72. God is good! Let me know how I can be praying for you!

