

Student Fundraising

Give others the opportunity to support your walk with the Lord at FOCUS National Conference!

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How to Fundraise for Conference

- 1) Make a list of 10-20 people to contact
 - a. Family members, friends, priest, etc.
- 2) Appeal Letters
 - a. Supplies:
 1. One letter signed and with a personal message on it (*see included letter samples and templates*).
 2. One small return envelope with stamp and label addressed to **you**:

Jane Student (your name)
1234 address (your address)
Someplace ND 12345
 3. Larger envelope which you addressed to potential sponsor (send everything else in.
 4. Stamps (for big and small letter – 2 for each donor)
 - b. **Checks must be made out to YOU not FOCUS.**
 - c. Mail finished appeal letters.
- 3) Follow up
 - a. Call everyone to whom you sent a letter within 1-2 weeks after sending the letter.
 - b. See the *included phone script* as a guide for these calls.
 - c. **Remind everyone that checks must be made out to YOU not FOCUS.**
- 4) Donations
 - a. *Send thank you notes promptly (1-2 days) after someone agrees to sponsor your trip to Conference.*
 - b. Track the amount of donations you have received .
 - c. If you receive more than you need for conference registration and transportation, please donate it during registration to help another student attend National Conference.
 - d. If you've made contact with everyone to whom you sent a letter, and if your appeals still don't cover the Conference cost, you may consider a second appeal to more individuals.

Biblical Principles for Fundraising

I don't want to beg for money. It seems like asking people for a handout and I won't do that.

Who are you representing?

Read John 15: 16. How did you get the job of representing Christ as His ambassador?

You are giving people an opportunity to participate in fulfilling God's promise and plan for the world; that isn't begging. You will probably be meeting people who have had this type of opportunity before and will be greatly encouraged by being able to help you share a similar experience.

I don't feel comfortable asking for money.

Read Matthew 6:19-21. How does Jesus describe the relationship between a person's heart and their wealth?

Money is important to people and so it will tend to be an uncomfortable subject of discussion. Expect this! We talk with people about uncomfortable issues all the time as we present the Gospel. Just as there is often conflict then, we can expect conflict when we challenge people to give to the cause of Christ. What are some reasons for this? Read Ephesians 6: 1--12.

Be prepared for spiritual battle as you seek those God has already chosen for your support team. As you begin to gather financial resources to further the cause of Christ, you will enter into the arena of supernatural battle, a struggle between the forces of God and Satan. There is a battle for men's hearts and for the stewardship of their treasure. (Matthew 6:21).

The last thing Satan wants is God's people using their financial resources to more effectively reach out to the world with the hope and forgiveness of the Gospel. Satan doesn't want us to ask those uncomfortable questions. He would take great delight if you kept silent about your financial needs. Expect the battle to be the most intense when your challenge is the most direct.

The Apostle Paul, in defining our role as an "ambassador for Christ" said, "God has committed to us the word of reconciliation" (2 Corinthians 5:20). To the extent that proclaiming God's Word requires money, our role as ambassadors may even include raising funds. A soldier would not expect comfort in battle. So as you ask individuals to give to the cause of Christ don't become discouraged when you encounter resistance. Realize you are on the very cutting edge of spiritual battle. It's the strategic nature of what you're doing (raising funds to spread the Gospel) that makes the battle so intense.

People are bombarded with requests for money and, frankly, won't be interested...they're too "burned out" to respond.

Students who have developed financial support for missions and conferences before you have often found up to 75% of people respond to their invitation to give.

That does mean that some will say no. Expect that. Don't become discouraged because not everyone is interested, capable, or even called to give. Like the early Apostles and Saints, we have to learn to accept and even welcome all that God allows us to experience with a spirit of Christian joy. Not becoming distressed at difficulty, but rather confiding our trust in God to provide for us, can be a wonderful witness to the world of our hope in Christ.

Mom and dad think if I need something I should earn it myself. They don't want to think I'm trying to get a free ride.

You are raising money so that you can grow in your faith and help share it with others.

Every disciple needs to be fed to feed others. On the trip you are being fed in order to feed others. People are really giving to you so that you can then reinvest their generosity with the students on campus (or others) that are spiritually starving for a clear witness to the Gospel.

Sample General Appeal Letter

Dear _____,

As you may know, I am currently a student at the **University of _____**. God has blessed my time here, making my college experience positive and truly enjoyable. Recently, I have become familiar with an organization called **FOCUS**, the *Fellowship of Catholic University Students*, who works in partnership with Catholic Newman Centers to help college students, like myself, grow in their faith life as well as develop their leadership skills to be more effective Christian men and women.

Every two years, FOCUS holds a *National Conference* for college students from across the country. It gives us all an opportunity to meet students from other parts of our nation, listen to prominent Catholic speakers talk on pertinent issues for college students, learn practical ways to change the culture on our campuses, and become effective Catholic leaders for tomorrow's society. This year is the 12th anniversary of FOCUS, and the conference will be held in Orlando, Florida, December 30, 2009 – January 3, 2010.

I am very excited about the possibility of attending the Conference and using this opportunity for personal and spiritual growth. In order to attend, **I need to raise \$XXX by November 5th** to cover the cost of registration and transportation. *Please consider sponsoring my trip with a gift of \$25-\$100.* Thank you for your consideration!

I will be getting in contact with you soon! Please let me know if you have any questions.

Sincerely in Christ,

YOUR NAME

Sample Appeal Letter to Priest

Dear _____,

As you may know, I am currently a student at the **University of _____**. God has blessed my time here, making my college experience positive and truly enjoyable. Recently, I have become familiar with an organization called **FOCUS**, the *Fellowship of Catholic University Students*, who works in partnership with Catholic Newman Centers to help college students, like myself, grow in their faith life as well as develop their leadership skills to be more effective Christian men and women.

Every two years, FOCUS holds a *National Conference* for college students from across the country. This year the FOCUS National Conference will be held in Orlando, Florida, December 30, 2009 – January 3, 2010. Coming together with thousands of college students from across the country gives me the opportunity to:

- Grow in Christ-like leadership, knowledge, fellowship & prayer
- Listen to prominent Catholic speakers talk on pertinent issues for college students
- Learn practical ways to change the culture on our campuses

I am very excited about the possibility of attending the Conference and using this opportunity for personal and spiritual growth. In order to attend, **I need to raise \$XXX by November 5th** to cover the cost of registration and transportation. *I hope that your parish will consider sponsoring my trip with a gift of \$50-\$150.* Thank you for your consideration!

I will be getting in contact with you soon! Please let me know if you have any questions.

Sincerely yours in Christ,

YOUR NAME

Sample Phone Conversation

“Hi Aunt Betty, this is *(Your Name)*. How are you doing? *(Only allow a short amount of time for small talk – then quickly get to the point.)* “I am glad you are doing well. I was wondering if you received my letter this week?...You have...**GREAT**...I am really excited about this opportunity and am calling to see if you would support me on my trip to National Conference.

If YES (I would like to give):

(Ask Aunt Betty) “My goal is to raise **\$XXX** for National Conference and I’m keeping a record of the gifts I receive. Do you have an amount in mind today? ...Thank You!! You can make the check payable to me and return it in the envelope I enclosed with the letter.

If NO (I am unable to give):

(Respond warmly and don’t end the conversation abruptly) “Aunt Betty, I appreciate your time and I... *look forward to seeing you at our family reunion this summer...*”

Don’t forget to write a thank you note the same day as you get a response. Sending it within 24-48 hours is best!

Sample Thank You Note

(This note is handwritten on a card!)

Dear (Name),

(Include something personal first.)

Thank you for helping fund my trip to the FOCUS National Conference! Your prayers and generosity are greatly appreciated. Your investment will have far-reaching effects as I have a chance to grow deeply in my love for Christ and His Church and learn how to share my faith with others.

Please join me in praying for my trip to National Conference. Your prayers are most appreciated. Thank you again for your generous support.

Sincerely in Christ,

John Student