



# u.s. summer projects

# Support Raising Strategy

Namestorm  
Write  
Call  
Thank

You are embarking on an incredible adventure! You have accepted the challenge of helping reach the world for Christ by deciding to join other students on a U.S. Summer Project. This could very well be one of the most exciting summers of your life! One of your responsibilities in accepting this challenge is to represent Christ's cause, your summer mission project, to others.

As Christ's ambassador (2 Corinthians 5:20) you are in a unique position to invite others to invest financially in His cause. As you offer individuals the chance to underwrite your summer project expenses, you will be giving them the unparalleled opportunity of investing in eternity (Matthew 6:19–21). King David gave Israel such an opportunity when he challenged the people to underwrite the cost of building a temple for the Lord.

*"The people rejoiced at the willing response of their leaders, for they had given freely and wholeheartedly to the Lord. David the king also rejoiced greatly . . . 'But who am I, and who are my people, that we should be able to give as generously as this? Everything comes from you, and we have given you only what comes from your hand.'"*

1 Chronicles 29:9–14

Because David knew that all the world's wealth ultimately belonged to God, he boldly challenged others to channel their resources toward building a physical testimony to the Lord, a temple. As you raise funds for your summer project, you will be allowing God to channel the resources of His people toward building a human testimony, a witness for Christ.

Namestorm, Write, Call, Thank. As you place your trust in God and carefully implement each of these steps, you will see success.

# Namestorm

Start by developing an initial list of potential ministry partners. As with brainstorming, in namestorming there is one cardinal rule—anything goes. No name is unqualified. Don't decide for an individual whether or not he or she is interested. If you limit yourself to those you feel will or can give, you may prematurely disqualify those whom God wants to become ministry partners. Later you will need to prioritize whom to contact first, but for now, don't disqualify anyone.

You may be thinking you could never generate more than a handful of names, but research has shown the average individual has a personal network of at least 400 friends and acquaintances. So, you should easily be able to develop a list of at least 50 potential ministry partners.

For instance, you've probably had at least a dozen teachers alone. At the church you regularly attend you probably know Sunday school teachers, elders, deacons, and other friends who attend church. If you've ever had a toothache or a cavity, you know a dentist. If you've ever been sick, you've probably been to a doctor. As you think about your hometown's business district, no doubt the cleaners, the bakery, the hardware store, and numerous other sources of contacts come to mind.

As you namestorm, associate various professions, businesses, your church, and places, with any friends and acquaintances they bring to mind. To aid you, we have provided 93 thought-provokers in the following list.

Take plenty of time—an hour or more—to mull over these categories. Push yourself...see if you can come up with at least 200 names.

1. Parents
2. Brothers
3. Sisters
4. Labor union representative
5. Former employers
6. Former customers
7. Relatives
8. Friends of parents
9. Accountants
10. Former salesman
11. Architects
12. Avon lady
13. Florist
14. Mailman
15. Missionary societies
16. Banker
17. Parents' employers
18. Parents' associates
19. High school teachers
20. College professors
21. Sorority sisters
22. Fraternity brothers
23. High school friends
24. Dentist
25. Dentist's nurse
26. Doctor
27. Doctor's nurse
28. Dermatologist
29. Dermatologist's nurse
30. Service station manager
31. Kiwanis Club
32. Hospital personnel
33. Rotary Club
34. Community leaders
35. Milkman
36. Family attorney
37. Christian business groups
38. Beautician
39. Barber
40. Church friends
41. Policemen
42. Foundations
43. Wedding lists
44. Garbage collector
45. Neighbors
46. Former neighbors
47. Shoe salesman
48. Editor of local paper
49. Butcher
50. Baker
51. Advertising agencies
52. TV/radio stations
53. Bottling companies
54. Printers
55. Plumber
56. Servicemen
57. Tax men
58. Retired people
59. Bible bookstore
60. Insurance salesmen
61. Morticians
62. Bank presidents
63. Coach
64. Teammates
65. Realtors
66. Veterinarian
67. Grocery store
68. Apartment manager
69. Real estate agent
70. Dog groomer
71. Civic clubs
72. Mayor or other civic leaders
73. Church missions committee
74. Sunday school classes
75. Church directories
76. Pastors
77. Downtown businesses
78. Church related newspaper ads
79. Military personnel
80. Bible studies and prayer groups
81. Christmas card lists
82. Chamber of Commerce directories
83. People you have led to Christ
84. Referrals
85. Telephone directory
87. Engineers
88. Farmers
89. Eye doctor
90. Fellow students
91. Campus Crusade staff
92. Spiritual Influences
93. College friends

After taking an hour or so for free wheeling namestorming, label each contact either “T” for top priority, “M” for medium priority, or “L” for low priority. These designations refer to your evaluation of how likely they are to give. Start by contacting your top priority people first and then work through your medium and then your low priority people.

## Write

You can see much success by handwriting a personal letter to present your needs. After each person has received your letter, call the potential ministry partner to ask him or her to join your team.

While it would be best to send a handwritten note to each contact, it’s not always feasible if you come up with a list of 200 names. Since most people have access to a computer, you can write the same letter to each person and personalize the salutation. Sending people photocopied letters would not be the best, but it would still work if you don’t have access to a computer.

The body of the following sample letter should contain personal elements tailored to each person you are writing, and a “generic” section which can be used for everybody. You can easily use this sample as the generic section for all your letters. You will simply need to adjust the paragraphs for your specific project and background.

- 1.** Give your letter a specific date.
- 2.** Your greeting should be personalized. If you use a printed letter, hand-write the name instead of using “Dear friend.”
- 3.** Acknowledge your relationship with the reader. What can you say that will help the person identify with you? Refer to your last visit or letter, business concerns, sports interests, known struggles, hobbies, etc., to help him say, “I know who you are.”
- 4.** Bring your reader up to date on what you’re doing.
- 5.** Educate your reader. Share how you became involved in Campus Crusade for Christ and how the Lord has given you a desire to reach people for Christ. Explain how you hope the Lord will use you in your future ministry.
- 6.** Explain your need. The purpose of your letter is to give your reader an opportunity to help. Make sure you explain exactly what you need.
- 7.** Involve your reader by asking him for specific action, based on the needs you have shared. This can include challenging him to help cover part or all of the cost of your summer project, which includes training materials, lodging, meals and transportation. State the deadline by which you need the money.
- 8.** Acknowledge your relationship again with an emphasis on thanks, appreciation, gratitude, partnership and commitment. This ties your opening acknowledgment to your request.
- 9.** Close the letter and sign it.
- 10.** Enclose a self-addressed, stamped return envelope.

## Things to avoid when writing support letters:

1. Never apologize for writing or calling a person whom you wish to involve in helping you meet a need. You are providing people with an opportunity to be involved in a spiritual ministry through their resources. As Paul spoke to the Philippians about their giving, "Not that I seek the gift itself, but I seek for the profit which increases to your account" (Philippians 4:17). When you apologize you end up appearing to be a beggar rather than a child of the King.
2. Never ask for a general amount or without a time frame in which to take action. You should challenge people to give a specific gift, or at least give them a specific range. The specific challenge of \$100, \$200, \$300 or more has been included in this material. Never ask for less than this challenge. If people want to support you, but cannot give \$100, they will let you know and will not be offended by your request.

April 11, 1999

Mary Thomas  
414 Vine Street  
West Lafayette, IN 47906

Dear Mr. and Mrs. Jones,

I want to bring you up to date on what is happening in my life. I am in my sophomore year at Purdue University. Besides the pressure here to make good grades, there is also the challenge of deciding among all of the activities to be involved in on campus. Many provide a ready escape from the realities of a needy world. But, I've got a great chance this summer to make a difference in the world.

This summer, I have an unbelievable opportunity to take part in a summer missions project sponsored by Campus Crusade for Christ. I will be going with approximately 60 other students to Lake Tahoe. A summer spent on a project like this can be invaluable. Few other environments can top this in developing spiritual leadership and ministry skills to equip me for campus outreach.

Evangelistic opportunities abound as vacationers and college students flood areas like these in the summer. Concentrated personal and mass evangelism will equip me to share my faith as a way of life. My life will take on vitality from the application of my time alone in God's word.

Small group Bible studies will further strengthen my discipleship abilities. I'll gain a new appreciation for teamwork as strong relationships are built with other Christians on the project. As you can see, the schedule is demanding. My faith will be stretched as I do things I've never done before.

In order to make all this possible, I need to develop a team of ministry partners...a group of people like you who would give to make my trip possible. I need a total of \$2,000 by May 31 which covers room and board for the summer as well as transportation. Mr. and Mrs. Jones, will you prayerfully consider joining my team by giving a gift of \$100, \$200, \$300 or more? In order to know how close I am to reaching my goal, I will call you next week to see what you have decided and to answer any questions you might have.

Thank you for considering joining my team to help reach people for Christ at Lake Tahoe this summer.

Sincerely,

# Call

The degree of your success in the letter-writing strategy depends on your follow-up phone call. The follow-up phone call is critical for three reasons:

- 1. Most people suffer from information overload.** Consequently, mail is easy to ignore or forget.
- 2. Your time frame.** You have a lot of money to raise in a short period of time. A follow-up phone call will help you get decisions as quickly as possible. The best suggestion is to call one week after you've dropped the letter in the mail.
- 3. Courtesy to your ministry partners.** Many people will want to help you but won't unless you call to answer any questions and to get their decision. Your phone call takes the burden of response off them and puts it on you.

## Follow-Up Phone Conversation:

Be sure to establish a specific time in the letter to get their decision.

When you ask for a response, do so directly. Then remain quiet until the person responds, even though this may feel uncomfortable. Talking more at this point will distract the person from making a decision.

If when you call your potential ministry partner has not made a decision, set another time to call within a day or two.

- 1.** Introduce yourself.  

“Hello, Mr. \_\_\_\_\_. This is \_\_\_\_\_ calling. How are you?” Let him respond. Take a few moments to establish rapport, but be brief.
- 2.** Refer to your letter and explain your summer plans. “As I mentioned in my letter, I am planning to go on a summer mission project sponsored by Campus Crusade for Christ.”
- 3.** Share what you hope to see God do as a result of your time this summer.
- 4.** Be very specific to ask for a definite response.

“In my letter I asked if you would be in a position to support me financially for the summer project. Have you had a chance to think about that?” (wait)

If an individual decides to support you, if at all possible arrange a time to stop by and pick up the check. If the person lives out of town, ask to have the check mailed in the self-addressed stamped envelope you enclosed with your letter.

If you arrange to have him send you a check and it doesn't come, you will need to follow up with a phone call to see if it was lost in the mail.

Your ministry partner's check must be made payable to **Campus Crusade for Christ**.

After getting a person's decision, always ask him or her to refer you to other people who might like to invest in your ministry.

## How to Get Additional Contacts

You can continue to add names to your list of potential ministry partners. Ask everyone you contact to give you names and telephone numbers of people they know who have a concern for reaching people for Christ.

- 1.** Who to ask for additional contacts: Ask everyone you contact. Both those who join your support team and those who are unable will want to help you complete your team.
- 2.** When to ask for additional contacts: Don't ask anyone for contacts until they have first made a decision about supporting you. If you don't wait, your request for referrals will distract them from making their decision. But do ask everyone at the time they give you their decision, whether their decision is yes or no. If you get a decision on the phone, you will ask for contacts right then over the phone. If you get a decision while on an appointment, ask for contacts right then in person.
- 3.** How to ask for additional contacts:
  - A. Get your pen out and be ready to write.
  - B. Say, "Mrs. \_\_\_\_\_, what are the names of your friends who have a heart for reaching people for Christ?"
  - C. Assure the individual that his friends may not be able to help financially, but they may know others, and they will hopefully be encouraged to hear about your mission project. This gives the individual more freedom to refer you to others.

# Thank

Send a thank-you note the same day the ministry partner gives you his decision. Be sure to keep a record of this so you'll know to whom you've sent one and so you'll not send two to the same person. This thank-you letter is an important part of developing a relationship with your ministry partner. This should be a personal, handwritten note or letter. Do not print or copy a form letter or send an e-mail. Always include something personal in your note to show specifically how you and Christ's cause have been benefited by their generosity. You owe them a good thank-you note.

## Sample Thank-You Note

May 10, 1999

Dear Dr. and Mrs. Smith,

*Thank you for your gift of \$100 to support my ministry this summer. Your prayers and finances are greatly appreciated. Your investment will have far-reaching results as I help reach people for Christ!*

*Please join me in praying that God would continually deepen my commitment to the cause of Christ. Your prayers are very important. Thanks again for your help.*

In Christ,