

## MISSION POSSIBLE!

You want to go on a mission trip but don't know if your group will buy into it and follow through on their commitment. You know it would be a good unity and spiritual building experience and you are ready to plan the trip. However, you are concerned the group's "ho-hum" attitude may result in a "ho-hum" turnout. It may even be challenging to acquire the deposit amount to reserve your trip. Making that financial commitment may feel like a significant leap of faith. The following are some techniques and approaches some group leaders have found to be a huge success!

Reach out to a caring group of leaders who have a passion for missions work. Meet regularly for a few months with this group and pray for guidance for the right missions focus to choose. Sometimes younger participants with leadership potential can be brought into this decision. When you have a strong missions program already in place, this may make sense and is highly empowering. However, for those planning a missions trip for the first time we would encourage you to pray and make a decision with your adult leaders first. You know what your group needs. You know what they can handle, and amazingly, God does to. God will speak clearly to you if you passionately pursue God's will.



There are 2 key elements in motivating people for a mission trip. Participants need to feel like, 1) *it's the thing to do*, and 2) *it's not tough to do*.

### **It's The Thing To Do**

People buy into things they feel are important and things that others want to do. We would suggest the following techniques to raise the commitment level.

#### **1. Choose a few influential and gifted members to be your "Mission Possible" team.**

This team is selected before announcements are made to the rest of the group. Their commitment to being an effective player on the team is critical. This group should include a wide range of personality styles – those who can help with logistical issues, those who can influence others and those who will anchor the spiritual focus of the trip.

Roles of specific "Mission Possible" team individuals are:

- Up to two "highly" respected, motivational individuals - These folks are your "Recruiters." They are there to announce the trip, present ideas, make announcements to church or larger group and have conversations throughout the preparation process.
- Up to two people gifted in administration to coordinate fundraising events, keep track of participation and funds raised.
- Up to two "spiritually" gifted people who are your "prayer warriors" throughout the preparation process and keeping focus on kingdom focus of trip.

#### **2. Use an "Assumptive Close" when you present the trip to the group.**

This "Assumptive Close" technique just assumes up front that everyone will be going. You don't ask the group, "Who wants to go?" nor ask them to sign up. You send the info home to share with family and to look over the information. You make it seem to the group that this is "the thing to do." You lay out for them upfront that you have everything planned: the trip, the cost, the fundraising activities, schedule, and the ease of attaining the dollar amount needed. You introduce your "Mission Possible" team and make this look like it's going to be a "no-brainer."

### **3. Present the opportunity to the church or larger group body.**

Ask your (church) leadership for the opportunity to present the planned trip to the (congregation) larger body as a skit. When you announce the trip, have a "skit" concept put together that your smaller group can rehearse. Determine roles and practice. Make it fun, and involve as many people as you can. The more the larger body sees the group interested, the more support you will see from them. This will also act as an encouragement to the group because the larger group body will continue to ask them how preparation is going.

### **4. Foster Group Commitment**

At the next meeting, have a short, one paragraph contract that everyone signs with his or her commitment to go! Everyone signing on the same page will build momentum and excitement.

## **It's Not Tough To Do**

While there will be times throughout the fundraising process that your group feels like the amount of money to raise is "impossible," you now have the tools in place to overcome their discomfort. One, your "Mission Possible" team members to provide encouragement, announce successes and pray for any needs in the process. Two, you have other planned activities to build momentum. And three, you have your larger body behind you.

Every word coming out of the mouths the "Mission Possible" team and every aspect of the preparation needs to ooze simplicity. This will help maintain the momentum you need to keep your group pressing forward. Try to always have something on the fundraising calendar that the disheartened person can look forward to. Plan upfront to help some people who don't quite make fundraising goals. Keep this in your "hip pocket" undisclosed, for those few who come close but don't raise the total amount of money necessary. This also can be a fund for new people who want to participate but are not already involved.

It is not difficult to do this as long as you plan ahead. Set aside money in your annual budget to cover the cost of a couple students. If you do not have a budget, try asking capable members of your larger body to sponsor an individual. Do not let the sponsored person be aware of being sponsored, and have them participate in all fundraising activities. This allows you the incremental dollars for your budget. Lastly, have each person raise more than the actual cost of the trip. This allows extra money to cover up to two additional people receiving scholarships. Executing these steps gives you flexibility to give "grace" to those who need it, offer scholarships, or additional funds to treat the group to special things.



## Funding Your Mission

### ***A Strategy for Successful Fundraising to Accomplish Your Mission Objectives***

Chances are, when you accepted the position of group leader you were not thinking to yourself; “Gee, I’ve always wanted to ask people for money!” Rather, fueled by your passion for the group’s development, and faced with the reality of your budget, you were driven to fundraising.



Whether you view it as a “necessary evil” or an “opportunity to involve others in what God is doing,” you may find that fundraising is a necessary part of the life cycle and advancement of the Kingdom.

While we may not be the experts in this arena, we would like to share with you some simple, yet timeless, principles to help you achieve the goals of funding your trip with AdventureServe Ministries.

Taking time on the front-end to think through and plan your strategy for success will make you more effective and efficient in the long run.

### **A Strategy For Success**

#### ❖ **Step 1: What’s the goal?**

- Slow down...we’re not talking about money yet! When we refer to your fundraising goal, we are talking about the end result of your fundraising efforts, not the money raised. Ask yourself what the end result is here. Why are you going on this trip? What excites you about AdventureServe Ministries? What do you want the group to learn and return home with? How will this trip further advance your goals as the group leader and the mission of the group? How will this trip advance the Kingdom of God. Take the time to write this out...you’ll use it in future steps in your fundraising strategy.

#### ❖ **Step 2: Assessing the resources you have.**

- Consider the resources you already have in your back pocket and how they can be used in your fundraising plan. Things like:
  - What were the strategies used in the past. What did and didn’t work?
  - Do you know experienced fundraisers who can advise you with fundraising techniques/programs?
  - Create a potential donors list. Consider past givers and “friends” to your ministry.
  - Make a list of volunteers who may be willing to help with events or projects.
  - Consider promotional material and information which has been used in the past or is available. Letters, posters, pictures, newsletters, social media, etc.

#### ❖ **Step 3: Determining the resources you need.**

- Having considered the above, what resources might you need to gather to assist you in your fundraising plan?

#### ❖ **Step 4: Crunching the numbers.**

- What is the financial goal of your fundraising campaign? It’s now time to determine the budget needs for your AdventureServe experience.

#### ❖ **Step 5: Identify your target markets (the people who might care about this experience).**

- Consider whom you will target in your fundraising efforts. Most people you know give regularly as a personal and faith practice. They desire to give for many reasons and

respond to opportunities to contribute. Ask yourself, “Who may be interested in the positive outcome of this trip?” (Step 1) Target markets may include:

- Your church or organization
- Individual group members.
- Your community.
- Past donors.
- Parents or family of group members

❖ **Step 6: Identify and develop major and minor events and campaigns.**

- What activities will you do to receive funds from your target markets? Often people will schedule *many* small activities (minor events and campaigns) to raise funds rather than taking time to develop a few, good major events and/or campaigns. Minor events might include a donation based car wash, a garage sale, selling flowers, offering babysitting, cleaning windows or shaving your head for \$100. We’re not saying that these things are bad; but they may offer little return on your investment. Rather, we suggest you take time to develop one or two strategic major events or campaigns that will reach your target markets. Then support these strategies with a select few minor events or campaigns.



- We have developed two possible major events for your use...one entitled *Stockholders* and another entitled *The Barnabas Project*. An overview of these programs follow this document. If you would like the full event information pack please email the program director. We also know other group leaders who would be willing to share what has worked with them if you contact us.
- Or if you would like to develop your own unique donor campaigns make sure you think through publicity, communication, donor tracking, follow-up, etc.

❖ **Step 7: Roll out your plans.**

- About one month before your first fundraising activity, write a letter to all target markets (email, facebook, texts, may also be effective). This letter should be from you, sharing the plan and how they may join you in achieving these goals. Briefly share the exciting things they will see from the group in the coming months—in terms of fundraising—and encourage them to be an active part of this adventure.

- Remember the following:

- Cultivate passion and vision for your fundraising goal in your target markets. Your authenticity will bear fruit! Most individuals naturally desire to be a part of something big.
- People don’t just support causes...they support people who are involved with a cause. Sending letters and placing donation requests in the church bulletin won’t cut it! You, and your group, must be relational in your approach.
- Keep the larger group informed on your financial goals and progress.
- Stay organized and professional.
- Recognize and thank donors for contributions.
- Track donors, if possible, for future fundraising efforts.



❖ **Step 8: Stay Connected.**

- Your fundraising campaign doesn't end when all the dollars have been collected and your group has left on trip. Donors must be given the opportunity to see and/or feel a return on their investment. They need to know how their dollars made a difference. It is your responsibility to make this happen!
- Consider using communication vehicles such as videos, pictures, social media, personal testimonies, a series of articles in the group newsletter, etc.
- Close your fundraising campaign shortly after your return from your trip with a personal letter to all donors expressing your gratitude as the group leader for their partnership in the mission and the overall goals of the group mission.
- Though this should not be your primary motive, if you follow-up your fundraising efforts well, you'll have a great donor base for your next fundraising endeavor. If you don't follow-up well, fundraising will get harder and harder over the years.



## Stockholders

### Intent

The intent of *Stockholders* is three fold:

1. To share the opportunities and goals of your trip to AdventureServe Ministries.
2. To actively involve the church/larger group members and family/friends/relatives in the group growth and community impact through investment of their dollars.
3. For investors to experience and see firsthand the results. In the end, they should feel like they were a part of something big! Ideally, *Stockholders* would lead individuals to become regular supporters of the group and its activities.

### The Basic Idea

Sell shares of stock to individuals who believe in, and support the fulfillment of your goals and objectives in going to AdventureServe Ministries. Common Stock is available at \$10 per share and Preferred Stock at \$25 per share. (Contact ASM for the Stock Certificates)

We would suggest selling stock simultaneously in two different arenas: (1) Church membership and (2) family, friends and relatives of trip participants. Proceeds of stock sales should be "pooled" and distributed evenly amongst trip participants...it's a community effort.

Consider the outcome of this fictional example of a youth group with 20 trip participants:

Church Membership Sales	100 Shares	(75 Common, 25 Preferred)	\$1375
Participant Sales (8 Each)	160 Shares	(140 Common, 20 Preferred)	\$1900

Total proceeds: \$3275 or \$163.75 per participant.

The fundraiser comes to a close upon your return from AdventureServe with an "Annual Shareholders Meeting." There, shareholders partake in a meal, enjoy fellowship, and hear about the outcome of your trip through stories and testimonies of trip participants. The meal is cooked by the youth and may be one of the meals they had while on their trip. All resources for this event are on the CD previously referred to and include a spreadsheet that tells you what to buy and calculates the quantities you will need to purchase.

### Execution

#### ❖ Youth Introduction / Buy-In

- Meet with the youth and introduce the *Stockholders* fundraiser. Discuss the intent of the fundraiser and how it will work, including community money pooling,
- Set fundraising goals as a community and individually. These goals should be challenging, yet attainable. Show the group how the fundraising goals can be attained.
- Hand out the provided *Shareholder Register*. Help them with filling out the top part of the form including "my shareholder goal." Further discuss how to use the register, how to collect money, important tax-exempt information, etc. Hand out Stock Certificates to sell. (Due to the shading on the stock certificates, you may wish to print all copies directly from your printer or have them digitally copied from the file at a local copy shop.)
- Discuss how to share the *Stockholders* fundraiser with potential "shareholders" including: (1) how it will impact the group, (2) how it will impact them as individuals (3) how it impact the community where they will serve and (4) suggestive selling techniques..."My goal is to have 10 shareholders...Could you be one of those 10?"
- Wait to sell stock until the fundraiser has been announced to the church.

- ❖ Congregation Introduction / Buy In
  - Announce *Stockholders* to your congregation using the provided bulletin insert. You may want to put up posters on the Sunday you introduce the fundraiser.
  - Get permission to talk about the insert during the regular announcement time. This is your time to “sell” the importance of your trip to AdventureServe... the opportunities and goals of your trip. Share further details of your shareholder goals, how you will be selling stock and how individuals can participate in this opportunity.
  - Challenge the congregation with the fact that “There are not many among us that cannot afford at least one share of Common Stock...Simply not going out to eat for lunch one day would buy a share of stock! Perhaps some can do more?”
  - Involve members of the group in this presentation if possible.
- ❖ Congregation Stock Sales
  - Sell stock after and/or between church services for one month (centrally located table). Give weekly updates to the congregation during your regular announcement time, reporting shareholder goals and current shareholder statistics.
  - Record stock sales in the *Shareholder Register* so as to capture relevant contact data for follow-up communication.
  - Consider posting (in a highly visible area) a list of all shareholders along with quantity and type of shares held. This will give recognition and perhaps promote a little “friendly” competition. For those who prefer, you can have an anonymous givers amount included.
- ❖ Trip Participant Stock Sales
  - Group members sell stock, maintaining their own personal *Shareholder Register*, turning money and completed registers into you at the predetermined time.
  - Get status reports on a weekly basis (on personal sale goals); motivate as necessary. Consider introducing a reward when the group reaches its individual and collective goals.
- ❖ The Annual Shareholder Meeting
  - Post the provided posters and announce the “Annual Shareholders Meeting” during your regular announcement time on Sunday.
  - We would suggest inviting non-shareholders to this event as well, asking them to arrive AFTER the meal to take part in the stories and testimonies shared (they could be potential investors in your next fundraising endeavor).
  - As mentioned before, have group prepare the meal and “circle up” AdventureServe style for prayer before eating.
  - Use the shareholder meeting to communicate what life was like and the experiences you shared while serving including:
    - A typical day.
    - Responsibilities they had.
    - People you encountered.
    - Things you did.
    - Struggles you may have had and how you overcame them.
    - Spiritual theme of the week and lessons learned.

- Use stories and testimonies, pictures, video--whatever you have--to make it a powerful time where shareholders can see, and emotionally feel, the fruits of their investment.

### **Follow Up**

- ❖ Close *Stockholders* with follow-up communications to all shareholders from yourself. If you have input all shareholder data in the *Funding Your Mission* worksheets, it will be easy to print a mailing list for donors to this program.
- ❖ Include a synopsis of the trip to AdventureServe from your point of view...how participants grew and what you hope the trip will lead to in terms of the future impact. Sincerely thank shareholders for their investment and partnership with your ministry.

## The Barnabas Project

### Intent

The intent of *The Barnabas Project* is threefold:

1. To encourage and serve the elderly, widows, handicapped and families in need.
2. To raise levels of awareness of service opportunities within your own community, and to involve everyone in meeting those needs.
3. To raise funds for the trip with AdventureServe Ministries.

### The Basic Idea

Youth gather pledge supporters who will sponsor them per hour of work performed on individuals' homes. Collectively, these pledges will be used to pay for home repair/maintenance materials and the proceeds will assist in funding the mission to AdventureServe Ministries.

Economies of scale make this a great fundraising opportunity! For example: If 20 students each gather 20 pledge supporters at \$1 per hour, they will collectively be making \$400 per hour of work. Multiply that by 2 planned service days of 8 hours each, and your group of 20 will have raised \$6,400! (We suggest all proceeds be "pooled" and distributed evenly amongst trip participants...it's a community effort.)

### Execution

#### ❖ Introduction / Buy-In

- Meet with the group and introduce *The Barnabas Project*. Discuss the intent of the project and how it will work, including community money pooling, when to collect money, important tax exempt information, etc.
- Hand out the provided *Sponsor Pledge Sheet*. Help them with filling out the top part of the form including "planned man hours" and "my sponsor goal."
- Discuss with the youth how to share *The Barnabas Project* with potential sponsors including: (1) how it will impact those in need within the community and (2) suggestive selling techniques..."My goal is to have 20 sponsors pledging a minimum of \$1 per hour. Could you be one of those 20?"
- Wait to gather pledges until the project has been announced to the church.

#### ❖ Congregation Introduction / Buy-In

- Announce *The Barnabas Project* to your congregation using the provided bulletin insert. You may also want to post a number of the provided posters on the Sunday you introduce the project.
- Get permission to talk about the insert during the regular announcement time. Share further details of how you will be collecting applications and how individuals can sponsor the youth. Involving group members in this presentation if possible.

#### ❖ Application Solicitation

- Begin soliciting applications for home repair/maintenance/cleaning assistance from members within your community. A detailed application has been provided for you.
- If your church has a committee or ministry that typically addresses these issues within the community, you will definitely want to partner with them. Further, discussing the topic with other members of your church leadership team will probably lead you to a number of individuals who need assistance but may not apply.

#### ❖ Sponsor Solicitation

- Begin gathering pledges (individually) from members of the congregation. This individual contact usually is more profitable than a table where people can sign up. However, you may want to explore the "table" technique as well.

- Get status reports from the group on a weekly basis; motivate as necessary. Consider introducing some sort of reward when the group reaches its individual and collective goals.

#### ❖ Planning Service Days

- Review the applications you have received and sort out what is and is not possible. Plan for two full days of work. Day one—focus on small (easy on the budget) projects... house cleaning, window washing, yard work/gardening, property clean up, etc. Day two—tackle one or two bigger projects depending on the size of your group...painting, a new roof, minor construction, etc.
- We have provided a number of resources to help you in planning for these workdays. These are internal documents we use at AdventureServe when we visit individuals and plan for work. See *Site Setup Helps*, *Site Specific Tool Lists* and *Work Team Template*.
- You can fund these projects in a number of ways:
  - Contribution from your church general fund.
  - Use a portion of the sponsor pledges.
  - Solicit donations from homeowners you serve (perhaps they can afford the materials but can't afford or physically do the labor).

#### Follow Up

- ❖ Close *The Barnabas Project* with follow-up communications to all sponsors. If you have input all sponsor data in the *Funding Your Mission* worksheets, it will be easy to print a mailing list for donors to this program. Publish a short newsletter explaining the work done, things learned, etc. Include pictures and personal testimonies from the youth.
- ❖ What do you do with the remaining applications...folks you were unable to serve? Good question...ask the group what they think should happen.