

FUND-RAISING

SUPPORT RAISING TIPS/SUGGESTIONS



SHORT TERM
TRIPS

INTERNSHIP
OPPORTUNITIES

FULL-TIME
STAFF



RAISING SUPPORT

INTRODUCTION TO FUNDRAISING

Introduction, the mission of Ride Nature, Contact Information, etc.

THE FOUNDATIONS

The 4 pillars to fundraising and what these look like when applied.

BIBLICAL PRINCIPLES FOR FUNDRAISING

The 3 ways the Bible talks and encourages support raising and examples.

WRITING SUPPORT LETTERS

Some tips and suggestions for writing support letters also a sample support letter to use as a reference.

SUPPORT TEAM ROSTER

Who do you have in your corner?

SOURCES FOR SUPPORT

What are your options?

INTRODUCTION TO FUNDRAISING

This resource has been put together to assist with fundraising for short-term mission trip participants, interns, staff, and overseas missionaries within the Ride Nature Organization. Please keep the length of your commitment/service and the leadership role you will be taking on when processing and reading through the advice given in the following pages. Not all of this will apply to everyone, but we have done our best to take our years of experience and to gather as much information and suggestions to put into your hands. We are 100% here for you, praying for you, and are believing that as the Lord has led you to Ride Nature, He will be faithful to provide for you as well. If you need any more guidance, information, or assistance through this season of support raising, please do not hesitate to contact us. If you would like us to mail you some Ride Nature brochures that you can send out with support letters please let us know and we would be glad to do so. We are praying for you and looking forward to serving alongside you soon.

- The Ride Nature Team

RIDE NATURE IS A 501(c)3 NON PROFIT
ACTION SPORTS MISSION ORGANIZATION
THAT WAS FOUNDED IN 2009 AND IS
DEDICATED TO GIVING GENEROUSLY,
PROCLAIMING THE GOSPEL OF JESUS CHRIST,
AND MAKING DISCIPLES
TO THE ENDS OF THE EARTH.

RIDENATURE.ORG



**Checks, cash, or money orders can be made payable to "Ride Nature"
and sent to the address below.**

**Make sure to write your name in the memo of the checks or include a note for what
project/trip/individual the funds are being requested to be put toward.**

THE HOUSE OF RIDE NATURE - 2464 2nd Street - Fort Myers, FL 33901

FOUNDATIONS TO FUNDRAISING

FOUNDATION 1 // PRAYER: Some aspects of the Lord's work seem to require more prayer than others. Evangelism is probably one of these, as is fundraising. Perhaps more than any other single factor, prayer can be the key to raising funds.

In fund raising, it is necessary that we understand that we need God and begin to bring our prayers before Him. The Lord can work without us obviously, but He desires that we ask Him. "Until now you have not asked for anything in my name. Ask and you will receive, and your joy will be complete" (John 16:24, NIV). Daniel understood the principle that God's will needs prayer as its indispensable condition. Reading Jeremiah's prophecy (25:12), Daniel realized Jerusalem was to be desolate and the nation of Israel was to be in bondage for 70 years after which God would bring His people back to Jerusalem and to the Promised Land. Daniel also knew the 70-year period was completed. But instead of sitting back like a spectator at a ball game, waiting to see the prophecy come true, Daniel began to pray. He prayed earnestly, fervently, day after day—praying that the prophecy might become a reality. Moses understood this principle. Exodus 17:11 says, "When Moses held up his hand, that Israel prevailed: and when he let down his hand, Amalek prevailed." Prayer made the difference. Jesus endorsed this principle when He taught His disciples to pray, "Thy kingdom come, thy will be done." Prayer gives God an opportunity to work in the hearts of those with whom you will be sharing. Proverbs 21:1 tells "The king's heart is in the hand of the Lord; he directs it like a watercourse wherever he pleases" (NIV). You should pray that God will lay it on the people's hearts to give in response to our request.

An important aspect of prayer is faith: faith that God has led you to serve, faith that He has chosen you for this particular opportunity, faith in the fact that He desires you to make your needs known and that He will provide your needs, faith that He will provide you with the time and energy to assume the responsibility He wants you to take. You can have the attitude of the people in Matthew 13:58, "And he did not many mighty works there because of their unbelief." Or you can have Sara's attitude as it is described in Hebrews 11:11, "Through faith also Sara herself received strength to conceive seed, and was delivered of a child when she was past age, because she judged him faithful who had promised." Sara believed God. She refused to think about the impossibilities of her physical limitations, and a miracle resulted. Sara trusted God to do the impossible, and He did it. The question to ask yourself is "Am I really trusting God or is my mind preoccupied with possible problems and failures?" By an act of the will you can determine to trust God to make you effective in raising funds. You should also pray that your own commitment to the task of personal solicitation of prayer support (and financial as God directs) will be wholehearted. If you secretly hope to ease yourself through this process, putting a minimum amount of effort into it when God has directed otherwise, you should reevaluate your commitment and expectations.

FOUNDATIONS TO FUNDRAISING

FOUNDATION 2 // SPIRITUAL PREPAREDNESS:

The most important element in your success in raising support is your spiritual life. Set aside time every day to get alone with the Lord. Spend time reading the Scriptures, praising God and claiming His promises.

A. God has promised to meet the needs of those that are called according to His purpose. He abundantly supplies, and He knows all of our needs. (Phil. 4:18-19)

B. God promises that;

1. He will give you what it takes to develop your support team. (1 Thes. 5:24)
2. He will guide and direct you. (James 1:5)
3. He will give you a joyful time of raising support. (John 15:10-11)
4. He will protect you from the enemy's lies, such as: "You're a beggar." "These people don't want to see me." "I'm not good enough for Christian work." (2 Tim. 1:7)
5. He will not allow anything to happen to His child that is not for your best. (Rom.8:28)
6. He will not fail or forsake you. (Rom. 8:35)

FOUNDATION 3 // PLANNING AND PREPARATION FOR MAKING NEEDS KNOWN:

"Any enterprise is built by wise planning, becomes strong through common sense, and profits wonderfully by keeping abreast of the facts." (Proverbs 23:3,4, Living)

If the Lord directs you to make your needs known, you need to ask the Lord how to plan and prepare. In the process of developing plans, it is always necessary to set clear-cut objectives. Claim that the primary objective of a fundraising program is money. To claim otherwise, they say, would be devious, disguising fund raising behind a cloak to make it more palatable.

But money is not an end in itself. Money is simply a resource, an indispensable one for achieving one of the objectives Jesus gave you, which is "to go and make disciples of all nations."

FOUNDATIONS TO FUNDRAISING

FOUNDATION 4 // THE PRESENTATION: Remember that people give to people. It is not a fancy brochure or a clever presentation that evokes a gift as much as it is who asks and how they do it.

Keep in mind that you are not going for the person's money, but you are going for Him. Avoid the approach that communicates "I'm here to get something." Emphasize the idea that "I want you to join me in this exciting ministry of helping to fulfill the Great Commission."

This places the emphasis where it ought to be—on developing friendships rather than on getting money.

If you create the impression that you are only after their money, they will never forget it. Make them feel that you care about them and want them to become part of a ministry that is accomplishing something significant; communicate that they are joining a meaningful, worthwhile effort and not that someone just picked their pocket. The point is to emphasize that they will be part of a ministry that is helping win the world to Christ.

This is very important to understand:

A. If the Lord has called you, and **B.** If you are responsible to share Jesus every opportunity you have on the field, **THEN**...You are not sharing your need. You are asking on behalf of the people you will serve.

BIBLICAL PRINCIPLES FOR FUNDRAISING

The Bible identifies three ways in which a Christian ministry can be supported financially. These principles apply to support for either an individual or an organization.

1. SELF-SUPPORT (AKA TENT-MAKING): There is the principle of self-support. There were times in Paul's ministry when he provided for his own financial needs by making tents. "And because he was a tentmaker as they were, he stayed and worked with them." Acts 18:3, "For you recall, brethren, our labor and hardship, how working night and day so as not to be a burden to any of you, we proclaimed to you the gospel of God." 1 Thessalonians 2:9, In Acts, 1 Corinthians, and 1 and 2 Thessalonians we are told that Paul labored in self-support.

2. LOOKING TO GOD ALONE: There is the principle of looking to God alone. This means making one's needs known to no one but God. While there seems to be no text specifically describing this method, we do have His promise of provision. "And my God will meet all your needs according to his glorious riches in Christ Jesus." Philippians 4:19, NIV

3. MAKING NEEDS KNOWN: Making needs known has both Old Testament and New Testament examples. Making needs known means sharing the vision and ministry with friends and asking them to prayerfully consider supporting the ministry financially. Some Biblical examples of making needs known are:

- A.** In Exodus 12:35, God instructed Israel to ask the Egyptians for articles of silver, gold and for clothing. In verse 36, we are told, "The Lord made the Egyptians favorably disposed toward the people and gave them what they asked for"
- B.** In Exodus 25:2, God commanded Moses to build a tabernacle and instructed Moses to ask the people of Israel to contribute the necessary building materials. "Tell the sons of Israel to raise a contribution for Me; from every man whose heart moves him you shall raise My contribution" (NIV).
- C.** In 1 Kings 17 the Lord instructed Elijah to make his needs known to a widow living at Zarephath. As a result, she provided food and lodging for Elijah for as long as he needed it.
- D.** In Acts 11:28-29, a prophet by the name of Agabus came making a need known in a manner that prompted the following response. "The disciples, each according to his ability, decided to provide help for the brothers living in Judea."
- E.** It seems the Corinthians had at some point made a financial commitment to give toward a specific need (2 Corinthians 9:5). In chapters eight and nine, Paul writes, encouraging them to follow through with their commitment. He also sent Titus to ensure that they would follow through. It seems Paul is very aggressive in his fundraising.

SUPPORT LETTER TIPS/SUGGESTIONS

LETTER STRUCTURE

- 1. Introduction.** Begin with some personal content, family news, ask how they are doing, tell how school has been going, etc.). Make the letter warm and personal.
- 2. Present the ministry well.** Explain the opportunity you have, emphasize your call to this ministry, and share your excitement to be involved. Share about the specifics of the work in which you will be involved and the practical training you are receiving.
- 3. Share the need.** Explain your need for financial and prayer support to be involved in this specific ministry. Explain the concept of a support team and the accountability system. Share about how you plan to keep them informed while you're serving.
- 4. Follow up plan.** Share about your desire to meet in person, follow up with a call, etc. You may also want to include a commitment to write after the trip is over to share what the Lord did. Whenever possible, follow letters with a personal call or visit. However, if you do not plan to do either, omit this section from your letter. If you do tell someone you are going to call, remember to call as you promised you would.
- 5. Closing.** Finish your letter with a personal touch, and express appreciation for the friendship of the person you are writing.

TIPS FOR WRITING

- 1. TYPING VS WRITING.** You can hand-write or type letters depending on how many you want to send. Make sure you have these proof read to avoid typos and or bad grammar.
- 2. Good communication is short and concise.** Write simply and clearly. Vague details and muddled paragraphs can prevent a letter from communicating effectively.
- 3. Be positive.** Negative attitudes or criticisms of other groups can defeat a person faster than any other problem. Strive to give your letter a pleasant, joyful tone (Phil. 4:4). You want your reader to be encouraged by the work the Lord is doing in your life.
- 4. Be specific about the amount you need.** Tell them the total amount and give them an amount to consider. Here is a three-program strategy that might help:
 - a.** Ask most prospects for small amounts (\$15-\$50).
 - b.** Ask several prospects to consider giving a slightly larger amount (\$50-\$100).
 - c.** Ask a few prospects to consider giving a larger amount (\$100, \$200 or \$300).
- 5. Be Personal.** Personal letters say that the individual receiving the letter is important. They say fundraising is important enough to you to give special time to your efforts. (Mass-produced letters when done very carefully and with special guidelines will work. BUT the general rule is to be personal. A mass produced letter can give a negative impression. Be very careful! Hand-sign each form letter and perhaps add a few personal handwritten lines.)
- 6. Make it easy for people to respond.** Enclose a self-addressed, stamped envelope.
- 7. Be clear about deadlines.** Let them know when you need the money and how much.
- 8. Be Thankful.** Send a thank you note as soon as you receive a check from a donor.

SAMPLE SUPPORT LETTER

Dear friends and family,

As I have been praying and seeking opportunities to serve the Lord through missions, an incredible opportunity has been placed in front of me. I am writing you to share about this opportunity to partner with an international mission organization called, Ride Nature. Ride Nature is a 501(c)3 non-profit Christian organization that was founded in 2009 with a vision to utilize action sports as a tool for evangelism and discipleship globally. As you know, I've always had a passion and desire to utilize my gifts for ministry and I am super excited to have the opportunity to do so alongside this ministry. I would love to encourage you to check out the organization online and learn more about the work they are doing both in Florida and around the world. Their website is ridenature.org.

We would include something in this section as to why you are raising support; IE: Is it for a mission trip, are you interning, coming on staff, etc.

I am writing you to first and foremost ask that you would pray for me, for the organization, and for the opportunity for my involvement. Prayer is the biggest request I can make and I would be extremely blessed to have you praying for me on a daily basis. Second, I would like to ask that you would prayerfully consider financially helping to support me through this opportunity. As my involvement will be based 100% through fundraisers and donations, every penny that is collected and raised will make a huge difference. My current fundraising goal is: _____. I have been working to raise this support, but I am hoping and praying that you will consider joining with me financially to help make this dream come true. Any donations via check can be made payable to: "Ride Nature" and mailed to the address listed. Please include my name in the memo. You can also donate online at ridenature.org/give and just type my name in the purpose for the donation. I would love to plan a time where I can share more about this opportunity and we can meet face to face. I want to thank you so much for taking the time to read through this letter and believing in me. I am so excited to continue keeping you posted how the Lord is using me through this opportunity. Until then, thank you for your prayers and support!

To the ENDS of the earth with the Good News of Jesus!

Handwritten Signature Here

Your Name
Phone Number
Email

SUPPORT TEAM ROSTER

*** This will be made up with those both praying for you and those giving financially.**
You should start building a database of any and every person who you think might be willing to get behind you and this opportunity. Even if you don't think they can give, you still want them to be praying for you. This list should be big. The bigger the better.

IMMEDIATE FAMILY

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

CLOSE RELATIVES

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

EXTENDED RELATIVES

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

CLOSEST FRIENDS

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

SCHOOL FRIENDS

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

CHURCH FAMILY

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

WORK FRIENDS

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

FAMILY FRIENDS

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

MINISTRY FRIENDS

- 1)
- 2)
- 3)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

SOURCES OF SUPPORT

SUGGESTIONS AND WAYS FOR RAISING SUPPORT FOR MINISTRY

SELF SUPPORT: Before asking for support from anyone else, ask yourself what sacrifices you can make to help provide funds for your project. Consider what changes you can make in your life that would provide money for the project. For example... Give up certain activities such as seating out, going to the movies, etc. Ask for money instead of birthday or Christmas gifts, Use some of your savings, Get a part-time job, Sell some of your belongings, etc.

CHURCH SUPPORT: Many churches are excited about supporting individuals who participate in mission projects. It is always a good idea to approach your home church, and/or if you have attended other churches in the past, consider asking them to partner with you also. Churches where you have contacts but maybe have not attended may also be possibilities for you. Be open to the Holy Spirit's leading. When approaching a church for financial support, go first to the staff member you know best. Make an appointment and explain the purpose of your project. They will be able to direct you on how to proceed from there.

CORPORATE SUPPORT: Some companies are willing to donate money to charitable activities. Check with local companies, especially Christian ones, and those where you have personal contacts or previous work experience and ask about this possibility. Keep in mind that when approaching a corporation you should dress and act more business-like than when you are talking with your grandmother.

FUNDRAISERS/EVENTS: There are many effective fundraising activities that you may want to consider undertaking, either as a group or as an individual. You might even know someone who is unable to contribute financially but would love to hold a fundraiser for you. Here is a short list of ideas. Be creative and think outside of the box!

- **FOOD:** Bakesales. Pancake breakfast. Spaghetti lunch at church. Host an ethnic dinner. Barbeque dinner in your neighborhood. Etc.
- **GET SWEATY:** Lawn or cleaning services. Baby, pet, or house sitting. Carwash. Garage sale (collect items from everyone you know!)

SUPPORT FROM INDIVIDUALS: For most of staff and interns as well as the large majority of those traveling on short term trips, individual financial partners are the primary source of funding. It is important to realize that as you raise support you are not simply asking for someone's money— you are asking for them to partner with you and the ministry you will be doing both through financial and prayer support.

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