



RAISING SUPPORT FOR BEACH PROJECT

The first step in preparing for Beach Project is the support raising process. The following information will help you get started.

You are responsible for covering your portion (\$1,200) of the total Project cost. You can raise support to pay for all or part of your \$1200 camp registration cost. Project participants are asked to demonstrate **a good faith effort** toward raising their portion of the entire project team's expense.

Please keep in mind that you are not raising funds for yourself personally, but for the summer project. All funds raised will remain in the full charitable control of Athletes in Action (the sport ministry of Cru).

Please print each page of this document and read it very carefully! It is extremely important to follow each guideline due to NCAA by-laws and IRS tax laws which we are required to follow!

You will also want to work with your local Athletes in Action or Cru staff person to help you with the support raising process.

All of your checks **MUST** be made out to "ATHLETES IN ACTION" (not to you) to qualify as a tax-deductible gift.

Follow the Step-by-Step support-raising checklist on the following pages.

Support Raising Check List

_____ Task 1 – Pray! Ask God to go before you – Seek the Lord as you begin the support process (p. 3 below)

_____ Task 2 – Develop a list of roughly 50 potential supporters along with their address, phone numbers and email & send this list to your support coach. (p. 4 below)

_____ Task 3 – Write your support letter (pp. 5-7 below)

_____ Task 4 - E-mail a copy of your letter to your support coach for final approval **BEFORE** you mail it to potential donors (p. 8).

_____ Task 5 – Mail support letters to potential donors.

If you don't get a response within 2 weeks of your mailing, follow up with a phone call, email, or text message to see if they have made a decision. Talk with your support coach or local AIA/CRU staff person about what to say in this phone call or in an email.

_____ Task 6 - Thank before you bank – Write Thank You notes as checks come in and send them to the donors (p. 8).

_____ Task 7 – Keep accurate records of your donations (check #'s, donor name, amount, etc) to cross reference with AIA's system. Use a system that works for you (I prefer excel).

_____ Task 8 - Mail in your checks

Send in all your checks and amounts due postmarked by the above deadlines to Athletes in Action (see below).

Athletes in Action

C/O Annette Carter - Beach Project

4049 Castella Cove

Leander, TX 78641

_____ Task 9 - Check Status of processed checks & required forms (p. 8)

NOTE: Any outstanding balance of your total support goal will be charged to your credit card or you can write a personal check on the first day of the project. So if you have not raised the total amount by the beginning of the project, bring a credit card, a personal check or AIA scholarship code (if your local team leader offers a scholarship) to cover the balance.

Task #1 Ask God to go before you

Before you begin your support-raising journey, pray that God will raise up the funds needed and read the Biblical Truths below.

1. Remember these truths:

God is not poor. He created and owns the universe. He can and will provide all you need to be an effective ambassador for Him (not just financially, but every other need you have also-- Ephesians 3:20; Jeremiah 32). Remember: He created the universe in six days. Imagine what He can do to raise support in the next few weeks! (See Hebrews 11:3).

You represent the King of Kings. There is no higher calling than that which God has extended to you (II Timothy 1:9). A prospective investor could not find a better investment than the cause of Christ, in which you are involved. Scripture says, "The laborer is worthy of his wages" (I Timothy 5:18). What better investment or more worthy cause, than to see others come to know Christ personally?

You can expect results. "Faithful is He who calls you, and He also will bring it to pass" (1 Thessalonians 5:24). One of the Old Testament names for God is "Jehovah Jireh," which means "God will provide." Work hard! See II Thessalonians 3:1-11, but also make sure you take time to relax and fellowship with the Lord on a regular basis.

2. Ask others to pray for you during this process and over the course of the summer.

3. Ask for a definite amount. Remember small plans don't inflame the hearts of men. People appreciate being given an idea of how much you are expecting from them. Use the word "invest" rather than "donate" or "support." Emphasize that they will be a part of your "team" as you travel, compete, and share Christ with those you come in contact with over the summer.

4. If someone says "NO" to giving, be positive. Communicate a confidence that God is going to develop your support team, and you are just trying to find out if this person is one whom God desires to use in this way. Thank each person for his or her interest, and invite him or her to be a prayer partner as you travel.

5. Suggested Bible Study passages:

2 Corinthians 5:11-21, Ephesians 4:1-3, Ephesians 5:1-2, 1 Corinthians 13, Matthew 28:1-30
Mark 4:1-20, Romans 10:11-15, Colossians 3:1-17, 1 Thessalonians 5:16-24,
Romans 12

Task #2 -- Develop a list of at least 50 potential supporters

Brainstorm a list of at least 50 potential supporters, then after prioritizing (see below) gather their addresses, phones numbers and emails.

NAME STORM

Begin by developing an initial list of potential donors. 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 be prematurely disqualifying those God wants to become supporters. Later you will need to prioritize whom to contact first, but for now, do not 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, & most college students have over 1000 Facebook friends. So you should easily be able to develop a list of at least 100 potential sponsors.

After taking some time to name storm, 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 low priority people.

Look through the following list, and write down names of people who come to mind:

- Apartment managers
- Athletic & Academic Staff
- Athletes in Action staff
- Christian bookstore
- Bible studies & prayer group
- Cru staff
- Chamber of Commerce directories
- Christian businesses
- Church directory
- Church friends
- Church Missions Board
- Coaches (College, HS, Youth)
- College friends
- Community leaders
- Current & Former teammates
- Dentist & Staff
- Doctor & Staff
- Eye doctors & Staff
- Facebook Friends
- Family (parents, Brother, Sister, Grandparents, Aunt, Uncle, etc.)
- Fraternity & Sorority friends
- Friends of parents (ask parent's permission)
- High school teachers & coaches
- Instagram Followers
- Local political leaders
- LinkedIn Contacts
- Missionary societies
- Mobile Phone Contact List
- Neighbors
- Parent's employers and associates (ask parent's permission)
- Parents of athletes you coach
- Pastors
- Elders in your church
- Ministry leaders in your church
- People who have influenced you spiritually
- People you have led to Christ
- Professors
- Referrals
- Rotary Club
- Secretaries
- Social Media Contacts
- Sunday school classes
- Sunday school teachers
- Teammates' Parents
- Twitter Followers
- Athletic Trainer
- TV & radio stations
- Veterinarians

Task #3 -- Prepare your support letter

You will find the support letter below. The personal segments, which are found in italics, obviously must be rewritten. In addition to the personal segments, you are permitted to reformat or design the letter. However, the body of the letter should be copied "as is." No alterations to the body of the letter are allowed. Simply copy and paste into a Word document to get started. The following are items that all sponsorship letters must include:

1. Give your letter a specific date.
2. Your greeting should be personalized either by mail merging or handwriting their name, not a generic "Dear Friend!"
3. Bring your reader up-to-date on how you are doing.
4. Acknowledge your relationship again with an emphasis on thanks, appreciation, gratitude, partnership, and commitment. This ties your opening acknowledgement to your request.
5. Close the letter and personally sign it.
6. Emphasize the text. Use underlining to emphasize the most important parts of your letter such as your needs, your request, and the time and date you need the support raised.
7. Enclose a **response card** (see p. 8 below) and a **self-addressed, stamped** envelope for a quick and easy response. Research has shown that the easier you make it to respond, the higher the response rate will be.
8. Things to avoid when writing sponsorship letters:
 - " Never apologize for writing or calling a person whom you wish to involve in helping meet a need. You are providing him with an opportunity to be involved in a spiritual ministry through their resources. Remember that the giver needs to give far more than any person or cause needs to receive. "Not that I seek the gift itself, but I seek for the profit which increases to your account" (Philippians 4:17).
 - "Never ask for a general amount, with no 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 \$50, \$100, \$150 or some other amount" has been included in this material. If people want to support your team but cannot give, they will let you know, and not be offended by your request."

To make sure you are following NCAA & IRS guidelines please make sure that the donor **DOES NOT write your name in the "make payable" or "memo line."** This is extremely important!



[insert date]

Dear *[insert name – mail merge or hand written]*,

I pray that this letter finds you and your family well. I want to bring you up to date on what is happening in my life. As you know, I'm a student at *[name of school]* , where I also compete on the *[name of sport]* team. Two of the most important things in my life have been my athletics and the opportunity to know Jesus Christ in a personal way. *[Personalize]*

This May from the 15-24 in Gulf Shores, AL, I will be going to AIA's Beach Project. The Beach Project is a 10-day life-changing adventure targeted at equipping athletes to be a spiritual leader back on their campus. I will learn how to take my relationship with God and my performance as an athlete to the next level. They teach us five Biblical principles the first week and then allow us to test those truths in a 20-hour team competition that will challenge me mentally, physically, and spiritually the first week. The second week they equip us how to be a equipped disciple, so when I return back to my campus I can become a spiritual leader on my team. The heart behind the Beach Project is to see athletes become disciples that make disciples. To learn more about Beach Project, visit their website at www.aiabeachproject.com

I am excited about this opportunity, and I ask you to join me in prayer and financial support. My desire is to understand how God and Sport compliment each other and return to be a leader on my team. This trip is being funded through donations and funds I raise. I have paid the deposit of \$100 and will cover my travel expenses. The remaining cost for me to attend the camp is **\$1,200**, and I'm trusting God to provide the funds. All funds must be raised by **May 15th**.

Will you consider **giving a gift of \$50, \$100, \$150 or some other amount** to help get me to Beach Project? Your financial support can be given online at give.cru.org by entering *[insert tracking number]* in the "Give a Gift" box. Or if you prefer you can make a check payable to **"Athletes in Action"** and return it in the envelope provided. Please do not put my name in the memo or anywhere on the check as per IRS and NCAA guidelines. instead use the response card enclosed so the money can be designated to me. All gifts are tax deductible and a receipt will be given.

In closing, I would like to say thank you for reading this letter and for considering my needs for prayer and financial support. I am excited about this opportunity and hope you can share in my excitement. I am trusting God to work in and through me for years to come because of the knowledge and experience I'll gain at Beach Project.

Sincerely,

[Sign here]

[Add a personal handwritten note here. Eg. "I'm really excited about this project... Etc."]



Name: _____

Address: _____

Email: _____

Yes, I would like to help make an impact through Athletes in Action **Beach Project**.

Enclosed is my gift of:

☐ \$50 ☐ \$100 ☐ \$150 ☐ \$1200 ☐ Other _____

Designate to _____

(Please make all checks payable to **Athletes in Action**)



Name: _____

Address: _____

Email: _____

Yes, I would like to help make an impact through Athletes in Action **Beach Project**

Enclosed is my gift of:

☐ \$50 ☐ \$100 ☐ \$150 ☐ \$1200 ☐ Other _____

Designate to _____

(Please make all checks payable to **Athletes in Action**)



Name: _____

Address: _____

Email: _____

Yes, I would like to help make an impact through Athletes in Action **Beach Project**.

Enclosed is my gift of:

☐ \$50 ☐ \$100 ☐ \$150 ☐ \$1200 ☐ Other _____

Designate to _____

(Please make all checks payable to **Athletes in Action**)

Task #4 — Email a copy of your support letter to your support coach BEFORE you mail it!

-- This is Mandatory!! This is Mandatory!! --

Before sending out your letter, send a copy of it to your support coach for approval. The reason we do this is for accountability and to protect NCAA athletes and not jeopardize their eligibility.

Task #5 -- Mail letter to possible supporters

Include: Support letter, a self-addressed stamped return envelope, and a response card.

Send your support letter with a self-addressed, stamped envelope so the checks go directly to you. This way you can thank those that give and keep track of how much has come in to make sure it matches with our reports.

Task #6 -- Thank ... before you Bank!!! Thank ... before you Bank!!!

Send a THANK YOU NOTE to each person that supports you!

Once you receive a support check, sit down and send a thank you note the same day. It is easier to write one or two notes at a time then to write 20 at once. Be sure to keep a record of this so you will know to whom you have sent one.

This should be a personal, handwritten letter. Do not print or copy off a form letter! Always include something personal in your note to show specifically how you and the cause of Christ have been benefited by their generosity. You owe them a good thank you note!

Sample Thank You Note

[insert date]

Dear [sponsor's name],

Thank you for your decision to become a member of our Athletes in Action Beach Project support team. Your prayers and finances are greatly appreciated. Your investment will help me grow in my relationship with Christ, as well as reach many people for Him as we seek to use the platform of athletics for sharing Christ.

Please join me in praying that God would continually deepen my commitment to Christ. Thanks again for your gracious help.

Yours In Christ,

[your name]-

Task #9 Check Status of Processed Checks and Required Forms

You can check the status of the money you have turned in as well as paperwork that has been turned in. Compare your records with ours and make sure we have you checked off. If it does not match up, call or e-mail Jon.McWhorter@athletesinaction.org.

- Log in at: <https://my.athletesinaction.org/login> - Your login (an email address) and the password is the same as the one you used to apply. If you have forgotten your login or password please email Andy Garrett at andy.garrett@athletesinaction.org
- Click - "View Details"
- After you have logged in, click the button in the "Status Checklist & Support" section. You will then be able to see the status of forms you have turned in to us.
 - Right Side – Support Status
 - Form Received
 - Form Missing