

2018-19



FUNDRAISING GUIDE

A Guide to Effective Fundraising for CEF

THANK YOU!

We are so grateful for you taking the initiative to help fund the work in CEF Southern Crescent! CEF is a non-profit 501c3 ministry. We rely completely on donations to meet our needs and goals. Your help will enable us to fully support your Good News Club®, strengthen our network of churches and create new church partnerships and start new Good News Clubs! You are helping us fulfill our mission to evangelize boys & girls with the Gospel, disciple them in God's Word and establish them in a local church!

Donations you raise will be applied directly towards your club's church partnership* for the 2018-19 school year...

...and we have created some incentives to encourage you along the way!

- **The Basics**
- **Do's & Don'ts**
- **Collecting Funds**
- **Support for Fundraisers**
- **Incentives**
- **Writing a Support Letter**

* If your church is already a church partner, you can also choose to raise funds for another club or a specific county and those funds will be used to help cover costs for clubs that aren't fully funded.

THE BASICS

On your own, or with your GNC team, you will raise funds for Child Evangelism Fellowship® and the church partnership for your club.

- Sign up for a CEF fundraising page. Having an online fundraising page makes it easy for you to share your goal and easy for your friends and family to support you!
- Take time to write a great support letter. Check out our tips and sample letter. Print & mail or use on your online fundraising page
- Go to www.CEFSouthernCrescent.org/fundraising and follow the link to set up your fundraising page.
- Scroll all the way down to “Campaigns” and choose the school where your GNC meets.
- Click on “Start a Fundraiser”. Follow the steps to set up your page, including setting a fundraising goal.
- Donations must be received by August 1, 2018 in order to earn incentives for this school year.

DO'S & DON'TS

DO

- Be sure to thank you donors
 - Share one of our “thank you” graphics on their Facebook page with a personal note and a link to your fundraising page
 - Send a handwritten note or photo card with pics from your club
- Collect your funds through your CEF fundraising pages OR Facebook “Donate your Birthday” OR snail mail
- Utilize the resources at www.CEFSouthernCrescent.org/fundraising to help support your efforts
- Use pics, personal videos sharing from your heart and testimonies and stats from your club to share why GNC ministry matters, how it's impacting kids' lives and why you are raising funds
- Get creative!

DON'T

- Collect funds with a FB donate button on your page. We can't track those donations. Use the link to your CEF fundraising page or “Donate your Birthday on FB
- Be afraid to ask friends, family or local businesses for their support

COLLECTING DONATIONS

There are several ways for donors to contribute to your fundraising efforts. Be sure to follow these directions so you get credit for the funds you raise!

- Your CEF online fundraising page. Let us know if you need help finding the link. Share the link on Facebook, Instagram and email
- CEF Paypal: office@CEFSouthernCrescent.org; ask the donor to include your name in the notes
- Facebook "Donate your Birthday"
- Hold an online/local party (Thirty-one, Tupperware, Pampered Chef, etc.) with another company & they can send us a donation in your name
 - Pampered Chef consultant: Mindy Banks
 - Thirty-One Consultant: Peggy Gerhardt:
- Send a letter to friends and family. Check the resources for tips and a sample.
- Collect checks from businesses, family and friends made out to "CEF Southern Crescent". They get credit (donations are tax deductible) and so do you!
- Get creative- you're only limited by your ideas!

CEF SUPPORT

We are here to help!

CEF will provide...

- Documents, letters and resources to help you as you seek out donations
- Sample fundraising letters and writing tips
- Ideas to get started
- Set of graphics to share on social media with your fundraising link to thank donors, share significance of certain donation amounts, etc.
- Clear list of incentives
- Several ways for donors to contribute to your efforts
- Encouragement to get started & keep going
- Find all the resources at www.CEFSouthernCrescent.org/fundraising

EARNING INCENTIVES

As your fundraising increases, our team will be monitoring and checking your progress. Offline donations (those not given directly to your CEF fundraising page) will be tracked by us. If you do a Facebook “Donate your Birthday” fundraiser, we will add those funds when it ends and you notify us.

- Once you reach your first incentive level (\$38) you will receive a message from us and we will post on Facebook as well!
- We will be using email to communicate so be sure to check your email
- Share your creative ideas!

FUNDRAISING INCENTIVES

AMOUNT RAISED

INCENTIVE EARNED

\$38- Shining Star: Impact a Child

Good News Club Magnet & Pen

\$100- Silver Star

Exclusive GNC Shirt

\$250- Gold Star

GNC Tote Bag

\$500- Platinum Star

Deluxe Game for GNC

\$1,000- Diamond Star

GNC Pizza Party

\$2,400- Brilliant Star: Fund a Club

Spa Gift Certificate

WRITING A SUPPORT LETTER

You've accepted the call to reach kids with the love of Jesus through Good News Club® AND the challenge to raise the funds to make that ministry a reality!

**One of the ways you can do that is by writing a support letter.
This letter can be...**

- Printed and sent in the mail with a stamped envelope
- Included on your personal fundraising page

Brainstorm and make a list of all the people you know who may want to partner with you on your local mission outreach of GNC

- Family members
- Friends and neighbors
- Co-workers and business associates
- Friends from Bible studies, Sunday school classes and other organizations or clubs to which you belong
- Friends from the past you have reconnected with via social media

10 SUPPORT LETTER WRITING TIPS



1. Keep it short. One page is plenty. Quality trumps quantity. We have a one page info sheet about Good News Club that you can include if you like.

2. Make it look good. First impressions matter. If designing documents isn't your cup of tea, find a friend who can help. Including a picture of you, your team, the front of your school or GNC ministry from earlier years is an easy win. Check out our sample letters for ideas!

3. Proofread it. Errors are fairly noticeable... and often avoidable. Have someone help you by reading your letter for any errors BEFORE you hit print.

4. Be interesting. Share about what you are doing, the place you are going and the people you will be with- What's the name of your school? What county is it located in? How many students attend the school? How many of those kids are considered "at risk" (receive free or reduced lunch; find school details at schooldigger.com)? How many kids were in your GNC last year? Share the start date of your club and explain that you will be meeting weekly for about 24 weeks of next school year. (We provide a GNC Info Sheet and a sheet highlighting the ministry at each of our schools; you might want to print or include some of those details in your letter).

5. Make it personal. People want to support *you*! Don't send a generic letter from the team when you can send a personal letter from you. While you might share some details about your team, also include what your hopes, fears and needs are, challenges your team has faced in the past and some of the fruit you have seen! What will you be doing in the club- shepherd, mission story teacher, song leader, etc.?

6. Don't forget the details. What is your fundraising goal? Mailed donations can be mailed to CEF Southern Crescent (PO Box 1716, McDonough, GA 30253) with your name in the memo line. Online donations can be made on our website (www.CEFSouthernCrescent.org/give) or via your online fundraising page (www.CEFSouthernCrescent.org/fundraising) Child Evangelism Fellowship® is a 501c3 organization and all gifts are tax deductible to the full extent allowed by law.

7. Don't just write a "fundraising letter." *Support* is so much more than people's money. At the same time, there is nothing to be ashamed about when offering people the opportunity to be generous. If asking for money is *part* of the support you need, make it secondary to asking for prayer. Even if people can't contribute financially, they can certainly still support you.

8. Ask for prayer. And be specific when you do. Give them four or five things they can pray for, for example: the teachers in the school, day of week and time your club meets, behavior challenges,

9. Be humble and respectful. Remember that Jesus is the hero, not your team. Use language that honors what God is already up to in the place you are headed. Use phrases like, "serve alongside," "partner with" and "learn from."

10. Say thank you. A great way to end your letter is with gratefulness for the people you are asking to partner with you in this mission. Thank them in advance for whatever way they choose to support you.

HOW CAN WE REACH CHILDREN WITH GOD'S LOVE?

Churches across south metro Atlanta are establishing after school Bible clubs. We currently have 49 "Good News Clubs®" reaching kids across our community!

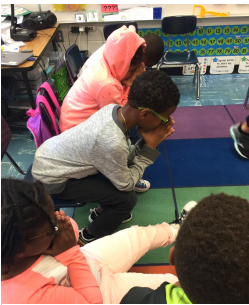


What is a Good News Club®?

- ministry of Child Evangelism Fellowship® (CEF)
- weekly Bible club that meets after school hours in public elementary schools
- club lasts 1 1/2 hours per week and includes
 - Bible lesson
 - Bible verse & mission story
 - Songs, games & fun
 - Creative presentation of the Gospel & the opportunity for kids to respond to an invitation



What do kids think?



I think every school should have the opportunity to have a GNC because if you don't know about God you won't know how the earth was created or how Jesus can be your Savior.
-Tamez, 4th grade

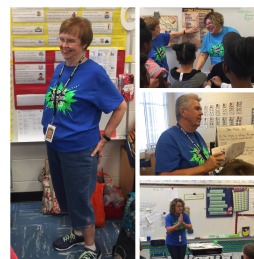
Some people do whatever they want and don't believe in God. They think we are here on our own. Good News Club is good for children and the parents. They can learn about Jesus and why He passed on the cross. He wanted us to be with Him forever.
-Mahogany, 3rd grade

It's important to learn about God. Everyone should know the one who created everything, who gave them life and gave them a soul!

-Jonathan, 5th grade

Why do you need financial support?

- annual training for our GNC team
- annual criminal background checks & screening
- liability policy to cover accidents
- all materials- curriculum, teaching resources, visuals, music, tracts & counseling tools
- t-shirts and ID badges for the team



How can I help?



Mail gifts to...

CEF Southern Crescent
PO Box 1716, McDonough, GA 30253

Or give online at...

www.CEFSouthernCrescent.org/give

Be sure to include my name so your gift is credited to my fundraising!

OUR MISSION:



To evangelize boys and girls with the Gospel of the Lord Jesus Christ



To disciple them in the Word of God



To establish them in a local church



**Child Evangelism Fellowship®
Southern Crescent**