

Ministry Partner Development

Every project participant may raise **sponsorship** money to help pay for all or part of the expenses for participating on the project.

Though you are not obligated to raise sponsorship funds, most people do because:

⊕ as students, they don't have the personal finances to cover all the project expenses;

⊕ it follows the **Biblical** pattern of giving others an opportunity to be a partner with you in ministry; and

⊕ you will have **people praying** for you and the ministry during the project.

When communicating your needs you should remember you are raising sponsorship money **for the project not for yourself.**

Your partners are giving to the ministry of Student Life for the project. Therefore, if you receive more funds than you need, you can use it to help others who have not raised enough.

Please note that if you wish to sponsor yourself to go on the project, you are giving that money to the project and that it is no

longer your own.

The materials in this section will equip you to develop the funds necessary to cover your project expenses. The collective experience of many individuals over the years is reflected in the training and enclosed tools.

Project members have been assigned a **missionary** or a **key student leader** as a support supervisor to help them as they develop their team of ministry partners.

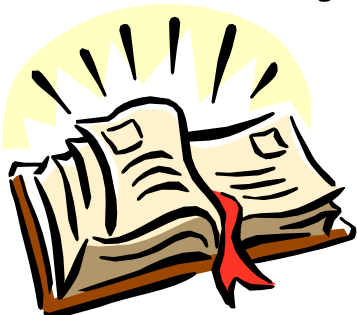
They want to help you, so feel free to **ask them** for ideas, supervision and prayer. Keep them informed of your progress. They will help you by answering any questions, giving advice and tracking your progress.

In this section, strategies are enclosed for sharing your mission plans with people, inviting them to partner with you, and getting their decision. It includes a Bible study which will help you focus your faith on God, our provider. It will also answer common questions and objections raised with regard to raising financial support.



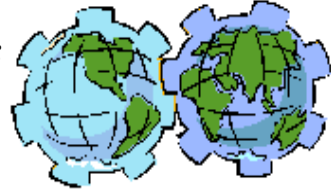
Deciding to go on a Student Life Project has no doubt taken a big step of faith . . .

so, if you have not raised support for a Student Life Summer Project before, grab your Bible, set aside 45 minutes and discover what God has to say about His promises and plans for the world. As you **dig into God's Word**, you will discover first hand:



1. the most important promise ever made;
2. how going on a Student Life Project is part of keeping that promise; and
3. how developing financial partners is one of God's ways of involving others in that promise.

GOD'S PROMISE AND PLAN FOR THE WORLD



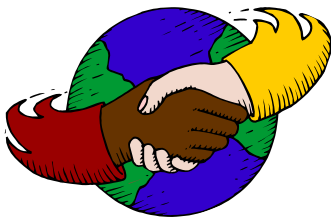
What is God's promise and plan for the world?

1. Genesis has been called "Chapter One" in the history of the world. It is here that God first revealed His promise and plan for the world. Read Genesis 12:1-3. What two things does God promise Abraham?

For what reason does God give these promises?

2. God's promise to Abraham was not an end in itself. It was part of God's plan to bless the peoples of the world through him. God's promise didn't end with Abraham, but He renewed His promise with each succeeding generation. Read Genesis 26:1-5 and 32:9-12. Who else was given God's promise?
3. Jesus was the ultimate fulfilment of God's promise. Read Luke 19:9,10. Restate in your own words how Christ's coming to the world fulfilled God's promise.
4. In Matthew 28:18-20 and Acts 1:8, Christ made His Father's promise and plan ours. What are some ways these passages relate to those we read in Genesis?

What part does He ask us to play in fulfilling the plan?



How does my involvement
in a Student Life Project
fit in with God's promise and plan for the
world?

5. Through a Student Life Project you can make a significant impact for Christ in a short period of time. How do you feel your plans for the summer fit in light of God's promise and plan?

How important is a Student Life Project? Very important! By going on project you can be an integral part of God's continuing promise to bless all the peoples of the world - a promise that began with Abraham, and continues to be fulfilled through our witness for Christ. As you are blessed through your experience, you will also be able to be a blessing back on campus, as you come back better equipped to minister to people there.

How do others fit in with God's promise and plan?

6. God's promise and plan is monumental. You cannot make a significant contribution to a task this large on your own. As you prepare to go on a Student Life project this summer, what are some ways in which others can play a part in what you will be doing? (Read James 5:16, Colossians 4:2, Colossians 1:9, Philippians 4:17-19, 2 Corinthians 8:1-5, Luke 6:38).

7. **Prayer support** is essential. Ask people at home to pray for you regularly as you minister to others on your Student Life Summer Project team. Significant things will happen, as they ask God to work through you. In turn, they will be excited to be involved in this way. Make sure you have spent some time thinking through the prayer partners' page.

8. **Financial support** is also essential. You may have some questions and concerns in this regard. Take a few minutes to list any unresolved feelings in this area.

Because of its importance and since many people have misconceptions about it, the remainder of this study will be spent addressing some of the most often asked questions and concerns in this area.

QUESTIONS AND OBJECTIONS

- 1. I don't want to beg for money. It seems like asking people for a handout, and I don't want to do that.**

You are giving people an opportunity to participate in fulfilling God's promise and plan for the world. That isn't begging. You will probably be meeting some people who have had this type of opportunity before and will be greatly encouraged by being able to have a part in your ministry. Also, you will be working hard whilst on the project. However, not all work generates income. The resources for building God's kingdom are God's people.



- 2. People get so many requests for money. They're tired of giving. They won't want to help me!**



This may be true of a few people. However, most people will see it as a privilege to be able both to help you out and to give towards God's work (See 2 Corinthians 8:4). Don't pre-judge their response and deny them an opportunity to serve. As long as you ask humbly and without demanding, most people will not be offended. Obviously not everyone can or will give money so don't be discouraged with a few knock backs.

- 3. Can I accept money from someone who is not a Christian?**

Read Nehemiah 1:1-11. What was Nehemiah's burden?

To whom did he turn for help (2:1-8)?

What response did he get?



- 4. I just don't feel comfortable asking for money.**



Are you assuming people do not want to help you? Are you assuming that you or your work is not worth helping? Are you too proud to accept money from others? Maybe just a little scared?

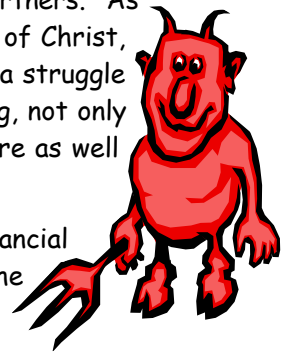
Read Matthew 6:19-21. How does Jesus describe the relationship between a person's heart and their wealth?

Because money is so important to people, it will tend to be an uncomfortable subject of discussion. Expect this!

However, we talk with people about uncomfortable issues all the time as we present the good news. Just as there is conflict then, we can expect conflict when we invite people to give to the cause of Christ. What are some reasons for this? Read Ephesians 6:10-12.

Be prepared for spiritual battles as you develop financial partners. As you begin to gather financial resources to further the cause of Christ, you will enter into the arena of supernatural battle. This is a struggle between the forces of God and Satan in which they are vying, not only for people's hearts, but for the stewardship of their treasure as well (Matthew 6:21).

The last thing Satan wants is God's people using their financial resources to more effectively penetrate the world with the good news.



5. Isn't it enough to simply ask God to supply my finances and then wait patiently for His provision?

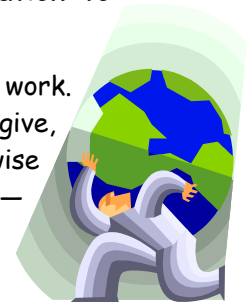


You might be aware of other Christian leaders or mission organisations that operate in this way, but it is certainly not the only way, or even the best way.

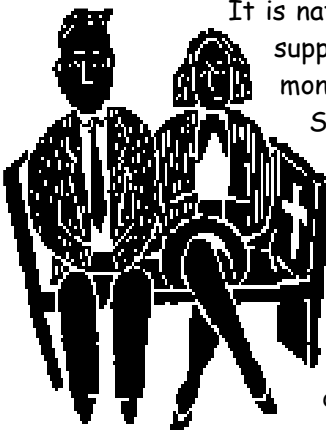
Above all, it is our first responsibility to trust in the Lord to meet our financial needs. But, we can actually show our faith in God by then asking people to give, knowing that if He wants you to go, He will supply your needs. The Bible is full of examples of putting one's faith in God into action.

6. If I accept money from people, I will be under obligation to them. I don't need that sort of burden.

Firstly, people aren't giving to you. They are giving to God's work. Therefore if you are under obligation, it is not to those who give, but to God. In fact, you have the responsibility to be a wise steward of your money, no matter where it comes from—whether you earn it or receive it from others.



7. My parents are uneasy about my asking for money.



It is natural for your parents to be concerned. They are used to either supplying your needs themselves, or encouraging you to earn your own money. They may not know very much about summer projects or Student Life. It may seem as if they are not taking care of you if you have to ask others to help you with your finances.

If appropriate, take the time to talk with them more about this issue. Share with them how positive people are toward giving towards your needs. Try to answer their objections as best as possible. Continue to be sensitive to their concerns. Pray that God may use this to bring you closer together, not to cause division.

Name Storm

We would recommend two ways of making your needs known: generally and specifically. That is, make a general announcement at church, say, and then ask people individually to consider giving.

When it comes to thinking which individuals you might ask, develop a list of potential supporters. As with brainstorming, in name storming, there is one cardinal rule—anything goes. No name is disqualified. Don't decide for an individual whether or not they are interested. If you limit yourself to those you feel will or can give, you may be prematurely disqualifying those God wants to partner with you. Later you will need to prioritise whom to contact first, but for now, don't disqualify anyone! See if you can come up with about 60 names and write them on the Contact Sheet provided in Appendix 1.



After taking an hour or so for freewheeling "name-storming", label each contact either "T" for top priority, "M" for medium priority, or "L" for low priority. These designations refer to how comfortable you feel in asking them to give.

Thought Provokers:

Family—parents, siblings, aunts and uncles, grandparents

Friends of parents



High school and university friends

Church friends—bible study, worship team, prayer group, church directory

Neighbours

Christmas card lists

Those who have influenced you spiritually

Letter/Telephone Strategy

STEP 1: NAME STORM

Now that you have name-stormed to develop a list of potential sponsors, you need to write your letters. Try to start mailing your letters one week after you have received this manual.

STEP 2: WRITE

Start by writing to the top priority people on your list. When writing a letter, the personal segments in the sample letter that follows obviously must be rewritten. However, the body of the letter should be copied substantially "as is." If you are computer literate, you may want to use mail merge. But **proofread every letter** to make sure you have not mixed up information.



You could include a self-addressed envelope if you are writing to people who are out of town. Don't put a stamp on it (this can feel like you are pressuring them).



The following are items that all letters should include:

1. Give your letter a **specific date**.
2. Type your greeting to a person—not "Dear Friend". This is better than hand writing a greeting on a printed letter.
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, or common interest.
4. Bring your reader **up to date** with what you're doing.
5. Educate your reader. **Explain** what the project is, the purpose of it, why you have decided to participate, and what you hope to accomplish.
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. Then ask your reader for a **specific action**, based on the needs you have shared.
8. Make it clear that you are only inviting them to participate with you, and that you are not pressuring them. Give them the **option to say no**.
9. **Commit yourself** to a specific action you will be taking (e.g. "I'll call you next week, if I don't hear from you by then.").
10. Express **appreciation** for taking the time to consider your request.
11. Close the letter and **sign it**.

Sample: Italics indicate places you must **change** to fit you and your project.

*** Note numbered sections from Step 2.**

(1) *October 2, 2008*

(2) *Dear Karen,*

(3) *How are you going? It was great to catch up with you at Carolyn's 21st. That was one of the best parties I've been to in a long while. You might be surprised to receive a letter from me. I am writing to a few friends to let them know my plans for the summer and to share a need I have at the moment.*

(4) *I can't believe that my x th year at uni has nearly finished. I've really enjoyed the year and especially my involvement in Student Life, a Christian group on campus—being involved in a cell group and learning how to share my faith with others.*

(5) *This summer I have an exciting opportunity to take part in summer project that Student Life runs each year. As school-leavers descend on the Gold Coast for a two-week party, we want to be there to present Jesus as the true satisfaction-giver. At such a crucial time in their lives, past teams have found the Schoolies to be spiritually open, particularly as the gloss of the partying starts to wear off. As well, I am seeking to be trained and developed so that I can be better equipped to serve God on my campus next year.*

(6) *However, to enable me to go, I need to find a team of people who would like to partner with me in both prayer and giving financially. My total financial need is \$ y . I need \$ z by 20 October and the balance by 3 November. In order to raise this, I am looking for people who are able to give \$20, \$50, \$100 or whatever they are able to give.*

(7) *I want to invite you to support me so I can participate in a **Student Life Summer Project**. (8) If you can help that would be great; but I realise people have other financial commitments, so feel free to say no.*

(9) *If I don't hear from you sooner, I will ring you in about a week to see what you are thinking. (10) I really appreciate you considering this.*

(11) *Yours in Christ*

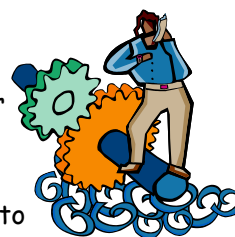
PS If you are sending a cheque, please make it payable to "CCCA." Thanks.

Things to Remember When Writing your Letters

1. **Never apologise** for writing to or calling a person whom you wish to involve in helping you meet a need. You are providing them with an opportunity to be involved in a spiritual ministry through their resources.
2. Don't be too general. **Be up front and explain** that you need people to give. Then ask if he/she would like to give. Ask for a specific range (e.g. \$20, \$50, \$100, \$200).
3. Never use Student Life **slang** without first explaining what you mean, such as 'MYC' or 'sharing the KGP.'
4. Finally, **be definite** about when you will get back to them and then DO IT!

STEP 3: 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:



Most people suffer from "Information Overload"—mail is easy to ignore or forget.

Your time frame. You do not have long to raise the necessary funds. A follow-up phone call will help you get decisions as quickly as possible.

Courtesy to your sponsors. 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.

This is how to make your phone call.

1. **Introduce yourself.**
"Hello, this is ___ calling. How are you?"
Let them respond. Take a few moments to establish rapport, but be brief.
2. **Explain** your summer plans.
"As I mentioned in my letter, I am planning to go on a Student Life Summer Project."
3. **Share** what you hope to see God do as a result of your time on project.
4. Be very specific to **ask for a definite response.**
"In my letter, I mentioned that I'm in the process of developing a sponsorship team to help me participate in the project. I asked you to consider contributing financially towards the project. What are you thinking?"
Let them respond.

A. If an individual decides to support you:

Thank them immediately.

Arrange a time to stop by and pick up their cheque. If they live out of town, ask them to mail it in the self-addressed envelope you enclosed with your letter.

If you arrange to have the sponsor send you a cheque and it doesn't come, you will need to follow up with a phone call.

NOTE: Your sponsor's cheque should be payable to "CCCA."

B. If your contact has not made a decision, set another time to call within a day or two.

C. If your contact says no, thank them for their time and assure them that's OK.

STEP 4: THANK

Send a thank you **within 24 hrs** of receiving their decision.

Be sure to keep a record of this on your contact sheet. This thank you letter is an important part of developing a relationship with your ministry partner.

This should be a personal, **hand-written letter**.

DO NOT photocopy a form letter.

Always include something **personal** in your note to show specifically how you and Christ's cause has been benefited by their generosity. You owe them a good thank you note.



Banking Financial Contributions

Once someone has told you they will give you some money, here's what to do:

STEP ONE. Ask your supporter to make their cheque payable to "CCCA." Alternatively, a supporter may wish to give you cash.

STEP TWO. Keep a **record** (use the Appendix) of all sponsors and amounts. This is to make sure that no sponsorship funds go astray, and so that you make sure you thank everyone who supports you!

STEP THREE. Use the enclosed Commonwealth Deposit Book to all sponsorship cheques and cash directly to CCCA Student Life. **Complete the deposit form** as you would a normal deposit form. On the back of the stub of the deposit book, record the names of the supporters and the amounts. If someone makes a cheque out to you, write on the back, "Please pay CCCA" and sign it.



Use the enclosed book for financial support **for yourself**

only. Each book is encoded individually so we can keep track of how much each team member has deposited.

If you wish to contribute to the project from your own funds, treat yourself as a sponsor and follow the above procedure.

Deposit support as you receive it. Please **do not wait** until the financial deadlines.

All support needs to be processed **through the account**; do not deposit cheques you receive into your personal account; do not ask people to deposit gifts directly into your personal account. Do not spend any cash you receive, even on project expenses. As mentioned earlier, to claim reimbursements send a **tax invoice** to Jan (if it has a name on it, it must be made out to "Student Life"). If you have any problems or questions, please ring Jan.

Tracking Your Support

You can track where you are up to with your support, and ensure that Student Life has received your funds, by going to the website www.projects.studentlife.org.

You will be asked for a **username** and **password**. You should have already received this information included in a letter when you received deposit book. If you do not have it, contact Jan at the Student Life National Office (contact details on Page 2 of Section 1 of this manual)

Your support supervisor, project leader and maybe assistant leader, campus co-ordinator and Summer Projects office personnel will also have access to this information.

Any monies banked will not appear on the web till the next day or two.

Please **check the site** regularly so that we can quickly track down any missing funds.

Withdrawals

If you need to withdraw from the project for some unforeseen circumstance, you must first talk to your support supervisor to see if anything can be worked out to help you get to project. Then **contact Peter or Jan**.

Use the sample withdrawal letter (Appendix 2); you must send one to each of your sponsors. You may write your own letter using the sample as a guide.

Please note, if you withdraw after the first deadline, **\$50 is non-refundable**.

Post-Project Letter

At the end of the project we will put together a newsletter to our partners. We will share what happened and what we learnt as well as relate some stories. This is to thank them again for their support and to encourage them by seeing what their involvement has yielded for the Kingdom.

Please bring along a list of your ministry partners and their addresses.

Appendices

Appendix 1: Contact Sheet

| Priority (T,M,L) | Name | Date Letter Sent | Phone | Date to call back | Decision \$ pledged | Date Banked | Thanked (tick) |
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Appendix 1 (cont.)

Contact Sheet

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Appendix 2:
Sample Withdrawal Letter To Send To Supporters

15 November 2008

Dear

Thank you for your support of my upcoming summer project with Student Life. I know this summer project will have an eternal impact as many people are presented with the claims of Christ.

As you may know, circumstances have changed and I am no longer able to go on the summer project with Student Life. Your gift has been credited to the general project account for the project I was going to attend. Since I am not going on this summer project, your contributions placed in this account will be made available to other summer project students who are in need of financial assistance.

If you would prefer to have your contributions used in a different manner or returned to you, please let Student Life know by writing to:

*Student Life Projects,
PO Box 1768,
TOOWOOMBA QLD 4350
or
email SP@studentlife.org.*

They will be happy to comply with your request.

With sincere appreciation,

Appendix 3:
Receipt
(for any supporters who request one)

Feel free to print up the receipt on the following page and give it to any supporters who request a receipt.

Fill in the details and sign it before handing it to them.

Please note, that donations to Student Life Summer Projects are not tax-deductible (only ministry done in schools can be tax deductible).

And take this as another opportunity to thank your supporters.



Receipt

Received from: _____

A contribution towards Student Life Summer Projects.

Date gift received: _____

Amount: _____

Thank you so much for your partnership in the ministry of the Kingdom.

Signed: _____ Date: _____

(Donations to Student Life Summer Projects are not tax-deductible.)