

Fundraising During Crisis

We are certainly in unprecedented times due to the COVID-19 crisis sweeping across our world. It may feel weird or uncomfortable to fundraise for a short-term trip during this time. Below are some tips as you continue to navigate fundraising.

- 1. Stay calm and carry on.** What God has called you to, He will provide for. It may not look the way you thought, but this crisis doesn't prevent you from being able to fundraise.
- 2. Innovate.** What are some creative ways you can fundraise? Make it fun! Is there a social media challenge you can raise money while doing? Is there something you can create at home to sell?
- 3. Send Snail Mail.** Fundraising letters have always been one of the most effective ways to raise funds. Make a list of 25-50 people you know (college friends, friends' parents, former coworkers, parents' friends, old church small groups etc.) and send them individualized letters. You can find some samples letters on crosspoint.tv/global-trip-resources.
- 4. Don't Make Assumptions.** Though some people are experiencing financial hardship, not everyone is. Don't say no for people, let them say no to you if it's not feasible for them to donate. Make sure to thank your donors!
- 5. Ask for what you need.** Don't be afraid to continue to post on social media. Let people know that your trip is still happening and that you still need funds! People are spending a lot of time on social media these days, so they're sure to see it. And it'll be a welcome relief from toilet paper posts.
- 6. Communicate.** Communicate with your team leader and the Global Good team every step of the way. We will have an overabundance of grace with you in this season, and are willing to push back funding deadlines if you ask! If you come up with a great idea, share it so others can benefit too.

Sample Social Media Post Language: Through these crazy times, my heart is constantly turning towards the most vulnerable in society. I'm reminded that, as Christians, we have a responsibility to care for those that have less and to show everyone around us the love of Christ. That's why, once everything returns to normal this summer, I'm going on a trip to _____! I can't do this trip with a team of people surrounding me and sending me. Here are two ways you can partner with me: 1. Prayer. Prayer is the most powerful and effective force on the planet, and I invite you to cover my team and me in prayers over these next few months. 2. Financially. I understand some of you may not be able to give because of economic hardship, but if you can, I would appreciate your gifts! (post funding link here).

Some funding ideas:

- Create a pick-a-number board. <http://preparemymission.com/uber-practical-fundraising-make-a-pick-a-number-board-4-steps/>
- Make t-shirts using Fund The Nations (fundthenations.com) or bonfire (bonfire.com). Post the design and collect orders. Deliver them or mail them with a thank you note.
- Facebook live trivia night. Collect sign ups and an entry fee (\$10-\$15 a person) and host a trivia night with a prize for the winner (Uber Eats gift card?).
- Host a virtual 5k. Collect sign ups like a normal 5k (\$25-\$30 apiece), set a date and time, and people can run the race wherever they like. Instagram story your results.

