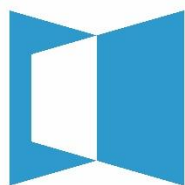


Intern/Resident Fundraising

| A Manual for Interns/Residents |



**DOOR CREEK
CHURCH**

6602 Dominion Drive | Madison, WI 53718

Welcome

Now that you have been accepted into Door Creek's Intern/Resident Program, it is time to turn your attention toward fundraising. We realize that this may feel like a daunting task at first, but it doesn't have to be stressful or unpleasant. Ultimately, by offering your friends and family the opportunity to support you prayerfully and financially, you are offering them the opportunity to partner with you in impacting the lives of the people you serve.

In fact, when you approach it with openness and a posture of learning, fundraising can be God's training ground to prepare you to serve Him more effectively. From the very beginning of fundraising, it is important to ask ourselves some honest questions:

- Am I open to what God wants to do in my life through this process?
- Am I willing to face my own insecurities and fears?
- Do I believe that God will be at work for good in the relationships I build through this process?
- Do I believe that God intended those in ministry to be supported by the people of God for the purpose of blessing all involved?

We hope that you can answer yes to all of these questions, no matter how scary that may feel right now. If a guided scripture study would help you overcome fears and doubts or better understand your calling to ministry, please let us know. Our executive pastor (Mark Deering) has access to a number of studies that cover a variety of topics that might help you better understand the purpose of fundraising in your internship/residency. Feel free to reach out to him (mdeering@doorcreekchurch.org).

Introduction

This manual is a tool to use in your fundraising process. It includes instructions for writing your support letter, suggestions for keeping track of your fundraising progress, FAQs, and more. We hope that these tips and examples will help your fundraising process to go smoothly.

Please don't hesitate to reach out if you have any questions along the way. For ministry-specific questions (like what you will be doing during your internship, what your daily schedule looks like, etc.), your ministry coach is the best resource for you. If you have general internship/residency questions (like guidelines, fundraising questions, etc.), the executive pastor (Mark Deering) is a good place to start (mdeering@doorcreekchurch.org).

Fundraising: Step by Step

Pray

Your entire fundraising process should be prayerful. It will also be crucial that you spend time in Scripture to ground yourself throughout this process.

Fundraising Disclosures

Please note the following disclosures to ensure we are on the same page about the process and expectations.

- The intern/resident will raise the required amount of financial support by the deadlines provided. Full support is required to be raised by the end of the internship/residency. Until that point, you will be paid what you raise.
- The funds raised are for the Intern/Resident Program as a whole, and not for any particular individual. Additionally, funds raised are under the control and discretion of Door Creek Church.
- Donor information is confidential. In receiving donor lists, it is the intern/resident's responsibility to thank each donor appropriately.
- In the event that an intern/resident cannot participate in the program, any funds raised will not be refunded to donors, but will be used to support the program as a whole.
- Funds raised will cover the cost of wages and incidental expenses. Further, funds will be used for the allotted expenses wisely and appropriately.
- All other benefits typically afforded to Door Creek Church full-time and part-time employees are not applicable to the Intern/Resident Program, as interns are classified under temporary employment status. (Exception: Full year internships and residencies are eligible to receive limited benefits. However, these benefits will add additional fundraising requirements, if selected. These exceptions will be communicated to the individuals independently. Contact the Intern/Resident Coordinator with questions about your eligibility.)
- Unpaid internships are an option and will exempt the participant from any fundraising responsibilities.

Create a Contact List

Your contact list should include everyone who might be interested in your internship/residency opportunity. Upcoming pages of this manual give ideas for building your contact list.

Find Advocates

An important next step in fundraising is to have an advocate in the church who is excited about your ministry and will speak on your behalf within their own circles. This person should be a Christian, a strong supporter of you and Door Creek Church, one of your financial supporters, well-connected in the community, known and respected, have time to dedicate to this, and have good communication skills. This may be a relative, staff member, friend, coworker, etc. Make a list of possible advocates and narrow it down to 1-2 that will support your internship/residency. Ask them if they would consider being an advocate for you and give them some examples of how they might help (ex: conversations within their networks to expand yours, social media posts advocating your work and sharing your online giving link with others, sharing your letter with anyone they know with means and a shared interest in ministry, introducing you to their family and friends, bringing you to their Life Group meeting to share the opportunity, etc.)

Create a Gift Plan

Having a gift plan shows a donor how he or she can participate financially. It helps your prospect see how they might be part of fully funding your internship/residency to accomplish the goals and projects you share with them. The gift plan follows the budget and helps give the donor a handle on how they can help. List the number of gifts you need at each level, starting from the highest and working your way down.

- For example: To fully fund my internship, I need to raise \$5,000, so I am seeking the following gifts:
 - 4 gifts of \$500 (total - \$2,000)
 - 5 gifts of \$200 (total - \$1,000)

- 10 gifts of \$100 (total - \$1,000)
- 10 gifts of \$50 (total - \$500)
- 20 gifts of \$25 (total - \$500)

Breaking this up into bite-size chunks helps a potential donor get a clearer idea of what they might give to substantially support your internship/residency. You may include this gift plan in your letter in some way, or you may verbally share it with your donor during a follow-up call.

Write Your Support Letter

Your letter should be concise, compelling, and personal. Help people grasp why you want to be a part of the Intern/Resident Program and communicate why you see it as a part of your journey. Also, make a clear ask of people to support you prayerfully and financially, and make it simple for them to respond by providing clear directions (a key part of this is to include a link that goes directly to an online giving page for your internship/residency – more info about that later in the manual). To take advantage of that easy online giving link, we encourage you to prepare your letter so that it can be sent electronically via email.

Send Your Support Letters

As previously stated, we strongly encourage you to send your letters via email to take advantage of the user-friendly online giving. If you choose to send hard copy letters, make sure to include information about online giving and giving by check through the mail.

Follow-up on Your Letters

A personal ask is a very effective fundraising method. Follow-up your letter with a phone call. Allow at least one week for the person to receive their letter before calling (and longer if you send the letters physically in the mail). But don't allow more than three weeks between the letter and phone call, as people will have forgotten about your correspondence by then. Also, send updates to those who have already given financially so that they can stay up to date on your progress and any prayer requests you have. Keep reading for phone call scripts to help guide the conversation.

Thank Your Donors

You can never thank someone too much. Thanking is an ongoing process that needs to happen on a regular basis. Start early with your thanking and continue to do it often. Handwritten notes are a great, personal way to thank donors. Send one for every gift that your donor gives. These notes can be short and sweet. Two or three heart-felt sentences expressing your appreciation and why their time/gift/service was a blessing to your ministry is all you really need. The important element is the sentiment, not the length.

Keep Tabs on Your Fundraising Progress

Your ministry coach should send you weekly updates of your fundraising progress, however, if you have not received these or want to receive more frequent updates, please feel free to discuss this with your coach.

Build and Inform Your Prayer Team

In addition to your coach, you will want to recruit 2-3 (or more) people who will pray specifically for your fundraising. Find some people that you know will be faithful in regular prayer for you that you can update weekly (by email if possible). This kind of spiritual support and accountability can be a powerful way of staying on target. Of course, you can also include prayer requests and praises for the ministry side of things in these weekly email updates, but make sure to update your prayer team regularly with detailed information about your funding progress (ex: praises for success, prayer requests for upcoming phone calls, etc.).

Send Regular Updates

Send updates to your donors throughout your internship/residency. People supported you for a reason – they care about you and the work you are doing. These can be letters, emails, or even social media updates directed toward your supporters.

Fundraising: Creating a Contact List

Here are ideas to help you brainstorm a contact list. While it is unlikely that every item below will be relevant to you, hopefully this helps expand your initial list.

- **Family:** Your immediate family, aunts and uncles, cousins, grandparents, God parents – or anyone else you might see at a holiday get-together or wedding.
- **Friends**
- **Parents of Your Friends**
- **Family Friends:** People your parents hung out with when you were growing up, people that aren't related to you but that you consider family, or people that might be invited to a big event in your life like a graduation or wedding.
- **Neighbors:** Think about your childhood, anytime you moved, your current neighbors, or your parents' current neighbors.
- **Teachers, Coaches, Club Leaders:** Mentally walk through each year of your life and remember the activities you were involved with, your K-12 teachers, college professors, etc.
- **Coworkers or Employers:** Your own coworkers or employers, your parents' coworkers or employers – think past and present.
- **Leaders/Attendees from Church:** Think about any church you have been involved with, including your home church, any campus ministry you might be involved with, etc.
- **Hairstylist, Dentist, Doctor:** Who are the people that have watched you grow up that you may only see a few times a year, but may want to support your future endeavors?
- **Mailman, Gas Station Cashier:** Who are the people that you see on a daily basis that you may have an established relationship with, or who you might feel comfortable getting to know better so you can share about this opportunity?
- **Door Creek Church Staff:** Those you know who work at DCC currently, those who may have previously worked at DCC, or those who may be in volunteer ministry roles.
- **Private Family Foundations:** Are there any family foundations that you have connections to or that support educational opportunities in your community? It might be worth a conversation to explore what they typically fund.
- **Alumni of Ministry Programs:** Think about people who were in youth ministry while you were involved as a teen, think about anyone you may have connected with through a campus ministry organization, or even think about those you know who are alumni of DCC's student ministry program.
- **Business Owners:** Who do you know locally that owns a business? This is probably an even easier ask if you know they are Christian...but don't let that parameter stop you from asking.
- **Connections from Your Advocate:** Once you work your way through this list and have contacted everyone on it, this is when your advocate really comes into play...have them introduce you to others in their network so that you can find new names to add to your prospect list.

Fundraising: Writing your Letter

Below is a suggested format for your letter. If you would like someone to read it before you send it, just let us know. The Intern/Resident Coordinator or your ministry coach would be happy to do that for you.

Section 1: Give brief highlights on what you have been up to recently

For example: "I just finished my junior year at UW-Madison. Also, I've recently enjoyed serving in the High School Ministry at my local church."

Section 2: Provide information about your internship/residency opportunity

For example: "In August, I will start an internship in Student Ministry at Door Creek Church. As part of this internship, I will be working closely with middle school and high school students as well as Door Creek Church staff. My specific goals/projects as a part of this internship are..."

Section 3: Let people know how they can partner with you (BE SPECIFIC!)

For example: "Most importantly, I need prayer. Prayer for the students I will be working with, for the relationships I will build with my team, and for my own personal journey. Also, in order to participate in this program, I need to raise \$ dollar amount by date here . (*This might be a place to consider inserting the gift plan you made earlier.*) I ask that you prayerfully consider giving financially. Any amount is a blessing and will have an impact. You can give online toward my internship by clicking this link (*include your online giving link or a bit.ly link to the online giving form here*). If you would prefer to give by check, checks can be written to Door Creek Church; make sure to put my name and "internship program" on the memo line and send it to 6602 Dominion Drive, Madison, WI 53718."

Fundraising: Follow-Up on your Letters

After sending your emails/letters, a follow-up phone call can help people respond to your ask. Make sure to allow at least one week between sending the letter and calling, but no more than three weeks. With these conversations, just be yourself. It doesn't have to be awkward. You are giving people an opportunity to partner with God and you in His work. In the end, your relationship with each person you ask is more important than getting them to donate to your internship/residency.

Basic considerations about phone calls:

- Call your best prospects first – those who you think will be interested and able to donate. (Having some early success will boost your confidence and it will help you work out the jitters with people you are likely closer to.)
- Monday, Tuesday, and Thursday evenings tend to be the best time to reach people at home. Don't call a home phone after 9:15 pm. Don't call early on a Saturday or Sunday morning. And don't call any businesses on a Monday.
- After your initial small talk with anyone, ask directly for their partnership. Bring up the subject of your call within the first couple minutes of conversation, otherwise, you may have difficulty getting back to the reason for your call.
- If you are calling someone you don't know well, be sure to introduce yourself and make a comment that refers to how you know them (ex: "Hi, this is Tom Smith from Door Creek Church..." or "Hi, this is s

Sue Jones, Bob and Mary's daughter..."). With new connections, it isn't necessary to force a lot of small talk. It is okay to get right to the point.

- When calling someone at home, it is courteous to first ask if this is a good time to talk. Prospects with call-waiting may be on another line, parents could be putting young kids to bed, etc. If this is the case, let them know why you are calling, and offer to call back at a time that is more convenient. Remember to write down the date/time they suggest so you can call back then.

Here are some suggestions for phone scripts in case you feel stuck.

Initial Follow-Up Phone Call

- Do you have 5 minutes to talk?
- I'm calling to follow-up on the email/letter I sent about my internship/residency at Door Creek Church. Did you get a chance to read that note?
 - *Give a brief summary (2-3 sentences in your own words – "this is what I have been up to; this is the opportunity I have; this is why I want to explore ministry as a possible career; this is why an internship/residency at Door Creek is my first step...")*
 - *Give the support raising details ("in order to participate, I need to raise \$ dollar amount by date here ; this is how much I have raised so far; this is how much I have left to raise")*
- I'm looking for people to join my team of prayer supporters and financial contributors. Would you be willing to consider joining my team through prayer or financial support?
- I don't want to ask you to make a decision right here over the phone. Please take some time to think about it (and talk with your spouse/family).
- Then, if you don't mind, I would like to call you back in about a week to follow-up. Is a week enough time for you to consider this?
- Great! Thanks so much for considering it. I will call again in about a week.

Second Phone Call, One Week Later

- I am calling to follow-up on the conversation we had last week. Have you had a chance to consider joining my team of prayer and financial supporters?
- *If they want to give but seem unsure of how much to give, re-share your gift plan with them, breaking down the exact amounts you need at each giving level, and then ask "Is there anywhere you see yourself in this plan?"*
- Excellent! Do you have all the information you need in order to give? If it would be helpful to you, I can email you the online giving link.
- Thanks so much! I really appreciate your prayers and/or financial support.
 - *Make sure you actually follow-up with anything you commit to sending them, whether that be an online giving link, more information, etc.*

Anytime the Answer is "No"

- *Validate the reason given for the "no". For example:*
 - *"That totally makes sense – I understand there are many places to give toward, and that you are not able to do everything."*
 - *"I completely understand – providing for your family and paying for basic expenses should always be your first priority."*
- And, actually, thank you for giving me a clear "no". That helps me tremendously when people give a direct answer.

- I won't call again, but if you do feel so inclined, prayers for my ministry are always appreciated.
- Thanks for taking the time to chat with me. I hope you have a great afternoon/evening!

Fundraising: Frequently Asked Questions

Q: Why fundraise?

A: First, we feel it is wise for interns/residents to be paid for the work they do. We also find that fundraising keeps interns/residents personally invested in the experience. Additionally, having a fundraising model allows us to accept many qualified applicants without having to worry about personnel budget constraints like we would for other staff roles. Lastly, we believe in the value of community; offering your friends and family the opportunity to support you prayerfully and financially gives them the opportunity to partner with you in impacting the lives of the people you serve. It also gives them the opportunity to invest in you as a person.

Q: What is the money you raise used for?

A: All donated funds are used exclusively for interns/residents. On average, 95% of funds raised go toward wage and 5% go toward incidental expenses (ex: conference or retreat registration, mileage reimbursement, training, and continuing the Intern/Resident Program for years to come).

Q: What happens if you don't raise enough money?

A: Meeting the fundraising deadlines is required for participation in the Intern/Resident Program. Missed deadlines will result in a delayed start date or not being able to participate in the program at all.

Q: What happens if you raise more money than you need?

A: Any and all money an individual raise is designated for the Door Creek Church Intern/Resident Program. As such, any surplus funds raised remain in the Intern/Resident Fund. According to the IRS, authority over contributions is transferred when it is received by Door Creek Church, therefore no amount may be refunded to the donor or forwarded to the intern/resident. If an intern/resident exceeds their fundraising target, or if the individual does not participate in the program, the funds will be utilized for intern/resident-related expenses and cannot be reimbursed to the intern/resident or their donors.

Q: Why does Door Creek Church have the above policy?

A: The above policy on fund delegation for excess raised funds is to maintain the integrity of the program as well as the intern/resident. The benchmarks for fund raising are set according to both federal standards and are also held in balance with the wages paid to current employees. It would inhibit the integrity of the program as well as the intern/resident if they raised more money than what a standard full-time employee (or according part time employee) would make. If they are blessed to raise more funds there are others in the program who could benefit from these designated funds.

Q: Will you know how much I donated to the Intern/Resident Program?

A: While interns/residents are provided with a list of people who donated to the program on their behalf, interns/residents are not told the exact dollar amount given for confidentiality reasons.

Q: Is there a way to set up an online gift that automatically gives a recurring gift?

A: Unfortunately, no, automatic recurring online gifts are not part of the current functionality of the Intern/Resident Program accounting.

Q: Are donations tax deductible? And do donors get a receipt?

A: Yes, donations to the Intern/Resident Program are tax deductible. People who give online are emailed a receipt after submitting their gift. Additionally, all donors will receive a year-end giving summary for tax purposes.