



## Fundraising Best Practices//

### WHEN WE LOVE SOMETHING, WE SHARE IT!

Your impact can be even bigger than your investment when you invite other people you know to be “For The Love” with you here in Chicago. This guide is designed to help you make the maximum impact with your invitations.

Demonstrate your commitment to For the Love by making a personal gift to kick off your fundraising efforts. Your friends and family will want to support your efforts based on your own story of **transformation** and **participation**, so be sure to share how this process has been a blessing for you!

Asking for donations may make you nervous, but we are here to support your efforts, and provide you with helpful details about the mission to help inspire your donors. In order to assure maximum support for your fundraising efforts, work on developing a prospective donor list. On that list should include your “low hanging fruit,” including family, friends and colleagues, but don’t be afraid to go outside of the box.

### Here are groups of people to think about including in your list:

- //Parents and relatives
- //Parents’ groups
- //Someone you’ve supported in the past
- //Former Church/Youth Group members
- //Someone who knows your story
- //Gym or recreational activities
- //Schools and Alumni Groups
- //Social media connections
- //Social organizations



### **Making the Ask //**

The number one reason individuals do not give is because they were never asked. Please note that you are not asking for yourself; you're asking on behalf of the **over 400,000 people** who live within 3 miles of Soul City Church, many of whom are not in a transforming relationship with Jesus.

### **4 Simple Steps //**

1. ***Make a personal connection.*** Remind the prospective donors of the connection that you personally have with Soul City Church and For the Love.
2. ***Why should he/she participate in For the Love?*** Make sure that your contact understands the impact and reach of Soul City Church's mission. Remind them what we do, why you're involved and why it's important. Share some stories, a moment that led to movement in your life, or something you love about being a part of Soul City.
3. ***Clarify the need.*** This is the background for your specific ask. Why are you asking them to donate? ("I know that you love college students, and know that 86% of college students walk away from their faith in the first year of leaving for school. What if there was a church near 3 of the most influential colleges in our city, that was relevant to students and helping them transform and reach their campuses?")
4. ***Make the ask.*** Phrase it as a question for something specific. "Would you be willing to join me in supporting For The Love, by making a \$500 donation to assure that people in Chicago know that the love of God is For them?"
5. ***Follow Up.*** Once your donors have contributed, be sure to thank them. Write a thank you note and give or mail it to them personally. You can keep your donors engaged in the progress of For The Love, by sharing information about your involvement, social media posts, sending them links to any media surrounding the organization or highlighting what inspires you the most about this campaign. Tailor specific mission information to your donor's interests and how their gift made an impact, to make them proud about giving, and being, For the Love.