

Global Builders Fundraising Guide



Part 1: Advice

Three common barriers.....2
Ten principles for fundraising.....3

Part 2: Toolkit

Home sponsorship information.....6
Sample fundraising letter.....8
Email template.....9
Building your fundraising page: New Participants..... 10
Building your fundraising page: Returning Participants....12



Fundraising Advice

It starts with F-U-N ☺

Three common barriers

You just signed up for a Global Builders trip, and now you have to raise a large amount of money. What now? PANIC!

Go ahead, click on the panic button.



PANIC!

Hmm, nothing seems to be happening, huh? So panicking might not be the answer after all. Now that we've got that out of our system, we can start to address the issue head on.

Barrier 1: But I don't WANT to raise all that money! I don't want to ask for money.

Many people dread fundraising and they don't even know why.

By telling people about your exciting up-coming journey and asking for sponsors, you are giving those who cannot join the opportunity to *participate* through giving. Supporting good work can be a source of joy that will inspire, challenge, and uplift those who hear about your plans.

Since no one gives except by their own choosing, fundraising is a win-win for both the you and the donor. It's a chance to share about the good things for which God is using you and an invitation for them to be a part of God's work – using the resources entrusted to them. Best of all, the results of all this can have life-changing effects for families in dire need.

Barrier 2: Yeah, but I still feel bad asking people for money.

There's no reason to feel bad. Remember why you are going, helping kids and families whose living conditions are enough to break anyone's heart. Ours is the work of opening human hearts and inspiring generous living, and it is a joyous thing. You should feel happy and excited!

God has entrusted us with all the resources we need to end poverty housing, but as Millard Fuller says, we need to get better at the "extraction business" – extracting God's money from our pockets. As an interesting fact, churchgoers on average give about 3% of their income away – far short of even the 10% minimum "tithe" set in the Old Testament. (Non-churchgoers give at a similar rate, about 2.5%.)

Without judging any individuals, we are helping people in the richest nation on earth respond to the call to generously share their bounty.

Barrier 3: Ok, but how do I go about raising that kind of money?

We trust that God will provide for us when we do all that we can with our own efforts. To help you with those efforts, we've come up with these 10 principles.



Ten Principles for Fundraising

Principle 1: ASK!

Ask and you will receive – don't ask, and you won't receive! No one can support you if they do not know what you are doing. It pays to ask.

Write down everyone you know – go back to grade school, churches you have attended, old jobs, teachers, your uncle Bob – everyone. This is your chance to invite all of them to participate in the Lord's work in this way and to help some people who really need it.

As Millard Fuller said, "We tried asking and we tried not asking, and we always got more when we asked."

Principle 2: Learn

We have worked hard to develop handbooks for each of our country hosts. We suggest you take time to read through the handbook and learn as much as you can about the project and the Fuller Center in general. It will help you talk confidently about the dynamic organization you are supporting.

Principle 3: Do what works

For most people who fundraise for something like this, mailing physical letters are still their bread-and-butter. We have even made this process easier for you by creating a sample letter for you to use. It's still one of the best ways to raise funds for most people!

We'd also suggest you create your very own fundraising page on our website! We have some basic instructions for how to set one up (see pages 10-12) and you can get started here:

fullercenter.donorpages.com/globalbuilders. Put some time into developing it, and then point people to it through Facebook, emails, etc. One word of caution: while emails and Facebook invitations are much easier than writing real letters, they're also much easier to ignore. However, you can include a link to your online fundraising page in your letter you mail out. With electronic fundraising it can be especially important to adhere to Principle 9: Always follow-up. For some great online fundraising tips, check out this blog post:

www.giveforward.org/blog/category/fundraising-bootcamp

Of course, the best fund raisers are those who do some of both. Already sent a letter but haven't gotten a big response yet? Follow-up with a brief email and a link to your fundraising page.

Principle 4: Get creative

You can also expand your efforts beyond these more typical methods. A friend of ours went door-to-door, telling about her plans and handing out brochures, and she raised over \$4,000 in a single week. (Safety note: don't go door-to-door alone.)



Start a Facebook group, host a game/sponsorship night, buy donuts for a meet-and-greet sponsorship time after church, yard sale, silent auction, etc. Use your imagination! But don't feel above more traditional fundraisers like car washes and church donut sales.

Principle 5: Make it personal

When possible, tell someone about your trip in person or over the phone, even if your actual ask for funds comes later through a letter. If you're writing letters, personalize the first paragraph or write a short note on the bottom to let them know that this is a personal request, not a mass mailing.

In addition, instead of simply saying that you are raising money for your trip, be sure to let people know that a large portion of the funds are going towards buying materials to build the homes. You can even dream big and try to raise enough to complete an entire house. Take a look at the cost of homes page to learn more.

Principle 6: No pressure: bounce back from "no"

If someone tells you "no," what do you lose? Nothing. You probably don't know the person's personal financial situation or ability to donate, so thank them anyway, pick your head up, and go on to ask the next person.

We aren't trying to force people's hands, we are giving them the opportunity to support us. And you never know, they may just donate at a later date.

Principle 7: Gain credibility: give a personal donation

Why should someone give to something that you yourself won't give to? So give something and mention it in your letter and on your fundraising page. If you're able to make it substantial, mention the amount. This isn't flaunting your donation; it's just letting people know that you aren't asking them to do something you haven't done yourself. The bigger the amount you give, the more others will give.

Principle 8: Ask groups

Churches, civic clubs, Bible study groups, schools, the local paper, athletic teams, school clubs, etc. Ask to speak briefly at one of their meetings about your trip, and who knows what the result might be. The group as a whole or some of the individuals might like to support you, or maybe even one of them would like to join you! At worst, you've just "spread the word" to that many more people.

Principle 9: Always follow-up

So you already sent out a letter? Perfect. Send an email reminding everyone that you're still accepting donations.

Already sent an email? Send another. But to keep it from coming across as pushy, just send it as an update – how much you've already raised, some more info about the project, your feelings as the trip approaches, etc. Mention how much more you need to reach your goal. Studies show that for many people they need to be asked 3-5 times before they'll consider giving.



Principle 10: Say “Thank you!”

Your donors want to support both the cause and you personally. Be sure to say “thank you” for every gift, big or small. If you are able, buy them a small little gift from the country or simply send them an update when you get back. If you help them feel loved and appreciated, they will know that the money they entrusted to you was well placed.

Do these things, pray real hard, and practice your “Bambi eyes”, and before you know it you may have raised more than you thought possible! If all else fails, call or email us at The Fuller Center (229.924.2900 or globalbuilders@fullercenter.org) and talk it over. You can do it!



Cost of Homes

Armenia – New House: \$10,500 / Repair of an existing home: \$2,900

Following the devastating earthquake of 1989, thousands of families were moved into Soviet shipping containers called domiks. Nineteen years later, thousands still live in what were supposed to be temporary shelters. The UN estimates that 40,000 Armenian families lack permanent shelter. Many of these people own land and have started to build homes they can't afford to finish. Due to breakdowns in the economy following independence and political instability, families in Armenia need capital - not charity - to move from hot, crowded, deteriorating domiks to safe, modest homes.

El Salvador – New house: \$5,500

Most families we work with in El Salvador do not own land and only have seasonal incomes from working in cane fields. They are part of a large, hardworking underclass that lacks the money, education and opportunities to lift themselves out of poverty. Multi-generation families often live in one-room dwellings, lowering hammocks from the ceiling in order to sleep at night.

Haiti – New houses (Croix-des-Bouquets: \$4,000, Lambi Community: \$7,800)

This project was started in response to the 2010 earthquake that devastated much of the country. Hundreds of thousands are still living in tents and "temporary shelters" throughout the country. Haiti is considered the poorest country in the Western Hemisphere. The quake impacted some 3 million people in a country of 9 million. Over four years later, The Fuller Center is still one of the few organizations who have successfully been building permanent homes in the country.

India - New House: \$4,500

On the southern tip of India in Kerala where the Fuller Center is working, natural beauty and pockets of wealth surround pitiful shacks. As in much of the world, families do not need a hand-out but rather an opportunity in the form of a no-interest loan to build a home that will bless them and their children for decades.

Nepal – New house: \$5,500

In Nepal, teams work in the village of Trishuli, about 50 miles north of bustling Kathmandu. Set in the Himalayan foothills with the world's tallest mountains as a distant backdrop, it is one of the most picturesque locations on earth, but partnership is needed. After centuries of rule by kings, Maoist rebels caused the king to abdicate his throne and a new secular, democratic republic was declared. While the country has had peace since, highly-divided partisan gridlock has prevented Nepal from enjoying even the basics of successful governance.



Nicaragua – New house: \$4,000 / Repair of existing home: \$1,500

The fishing village of Las Penitas, Nicaragua is a study in contrasts. Smiling children laugh and play during the day and lay their heads to rest in flimsy, unsafe shacks at night. Fishermen and workers struggle mightily to feed and house their families, yet will offer others food and even the shirts off their backs. The Fuller Center is excited to support the work to improve housing in this beautiful indigenous community of loving and hard-working people who not only work to help themselves, but are just as eager to help others.

Peru – New house: \$5,500

The La Florida project outside of Lima will shelter 448 families: more than 2,000 people! Most families are migrant farm workers with low, seasonal incomes and no land. Many currently live in portable huts made of bamboo panels, and those in traditional houses suffer from miserable overcrowding. Many organizations are assisting families who lost homes in a 2008 earthquake, but The Fuller Center will help families who have never had homes.

Sierra Leone – New House: \$5,000

Sierra Leone, recovering from a deadly and disastrous civil war that ended in 2002, has one of the lowest United Nations Development Index scores in the world and yet receives almost no international attention. We are working in an area just outside of the capital of Freetown where large extended families of 10-15 people, often including war orphans, live in houses of mud and tarps. Without a secure and dry dwelling place, the people are highly susceptible to crime and disease. We have been given 10 acres of land and are poised to build as many homes as we can fund.

Sri Lanka – New house: \$3,500, Repair of existing home: \$1,500

Hundreds of organizations have built homes for tsunami-affected families near the high-profile resort areas of southern Sri Lanka. However, The Fuller Center is helping neglected families near the urban capital of Colombo where the tsunami not only destroyed huge swathes of houses but also destroyed the livelihoods of the fishermen who live there.

Although poor, the country of Sri Lanka has a high rate of home ownership. However, due to an economy destroyed by the civil war and the tsunami, struggling homeowners can't afford repairs that would turn dilapidated or damaged houses into decent, safe places to live.





[Space for Full Name]

[Date]

[Space for address]

[Space for City, State, Zip]

Dear [Name],

[Personalize opening sentence(s)]. Anyway, I wanted to invite you to be a part of my exciting adventure that I will be embarking on!

Through the Fuller Center Global Builders program I will be taking a trip to (YOUR location) where I will be spending a week assisting with the building of houses. The project is run through The Fuller Center for Housing, a Christian non-profit that builds and renovates homes as a helping hand in partnership with those in need, not as a hand-out.

Poverty housing is a major issue in the world today – More than 1 billion people worldwide live in substandard housing and an additional 100 million are homeless. There is a huge need for decent homes all over the world, and even right in our own communities. That’s why I have decided to try to help out by partaking in this build.

The build will last from (start date) to (end date). We will spend the majority of the week working alongside the families and other locals to build safe, decent, and affordable homes. In addition to building, we will also have the opportunity to take in some cultural and community activities.

My goal is to raise (enter YOUR trip cost), which would cover the cost of my registration fee which includes a large donation to the building materials for the project! I know you cannot do everything, but *everyone can give something*. Would you sponsor me as you are able? You can contribute \$25, \$50, \$100 or more if you are able. I’m personally giving \$100.

Checks can be made out to “The Fuller Center” with “(YOUR trip number) – [your name]” in the memo section. You can send it to the address at the bottom. You can also learn more or donate through our website, www.fullercenter.org/global-builders.

Thank you in advance for your prayers and support!

With sincere appreciation,

[your name]

[your email]

Email Template

Sending out an email is a great way to let people know about your online fundraising page, as well as to follow up with the physical letter that you mailed out. We want to help make this process as easy as possible so we came up with a sample email to send out. As we do with the letter, we encourage you to send this to everyone you can think of because you never know who will give!

Dear Friends and Family,

(Insert personal greeting and introduction) Anyway, I'm writing to let you know about an incredible opportunity I have the chance to take!

From (Insert dates of trip) I hope to be taking an exciting adventure with the Fuller Center Global Builders program to serve and build homes alongside the locals in (List Country and town if you know it). The project is run through The Fuller Center for Housing, a Christian non-profit that builds and renovates homes as a helping hand in partnership with those in need, not as a hand-out.

However, I will need your help. I need to raise (insert total) to be able to go on the trip, with a large portion of that total going directly towards buying supplies for the homes we will be building. The Fuller Center has made this easy for you by allowing me to create an online fundraising page which you can donate through – (insert link to fundraising page)

If you prefer to send a check, checks can be made out to "The Fuller Center" with "(YOUR trip number) – [your name]" in the memo section. You can send it to:

The Fuller Center for Housing
Attn: Global Builders
PO Box 523
Americus, GA 31709

I understand not everyone can give but if you are able to I greatly appreciate it! I've personally donated (insert amount) towards my trip but feel free to give whatever amount you feel comfortable with, remember every little bit helps!

Thank you in advance for your prayers and donations!

Sincerely,

Building Your Fundraising Page

Create a new page

(These instructions are for **new trip participant**. If you have already created a fundraising page for a previous trip, then skip to the next section to learn how to update)

1. Go to fullercenter.donorpages.com/globalbuilders and click “Create a fundraising page” to create your page.
2. Once your page is created, add a picture of yourself, personalize the text, and start sending it out! You can find the link that you should send to potential donors at the top of the page:



3. You should receive an email after you create your page with your username and password. To make changes to your page you can go to fullercenter.donorpages.com/GlobalBuilders

That’s really all there is to it! There are a lot of other options on the pages you can experiment with as well, but once you get your story and a good photo up there you’re ready to go!

When donations start coming in, note that only donations that come in directly through your fundraising page will appear automatically on your page. That means that any donations that come in by check, for example, will not appear on your page automatically. Stacey, the Global Builders registrar, will let you know if you have received any donations through the mail. If you’d like to add those donations to your fundraising page as well, here’s how:

1. Log in to your fundraising page here: fullercenter.donorpages.com/GlobalBuilders
2. Move your mouse over the “Donations Summary” box and click the “Edit Donation Summary” link that appears.



3. Under “Offline Donations” enter the donation information and click the “Enter Offline Donation” button.

Hide donations received before 11/4/2013

Offline Donations:

Contributor:

Amount:

Comment:

Date	Contributor	Amount	Comment
10/30/13	Merrimonite Fellowship	\$ 375.00	
05/06/13	Lisa Merrill	\$ 560.00	an AMAZING bake sale!!

4. To make changes to a donation you’ve entered select the donation from the list, edit the information that appears in the “Contributor:”, “Amount:”, and “Comment:” boxes, and click “Enter Offline Donation” to save the change.

Offline Donations:

Contributor:

Amount:

Comment:

Date	Contributor	Amount	Comment
10/30/13	Merrimonite Fellowship	\$ 375.00	
05/06/13	Lisa Merrill	\$ 560.00	an AMAZING bake sale!!



Update your page from a previous trip

(This section is for **past trip participants** who created a fundraising page for a previous Fuller Center trip.)

1. Log in to your page with your username and password here: fullercenter.donorpages.com/globalbuilders (if you can't remember, click the "Forgot Username/Password?" link!).
2. Make sure to update the text to reflect your trips information!
3. To update your fundraising goal you have two options:
 - a. Make it a cumulative goal. For example, if last year you had to raise \$\$1,200 and this year you need is to raise \$1,000, change the goal on your fundraising page to \$2,200. You can explain in the text on your page that you're continuing on your mission to help eliminate poverty housing.
 - b. Or, you can "hide" all of your donations from your last trip and start fresh! Update your goal on your page to your new fundraising goal. Then to hide last year's donations, move your mouse over the "Donations Summary" and click "Edit Donations Summary". Check the box next to "Hide donations received before..." and change the date to 10/1/2013 (that's when we start counting new donations toward your updated goal!).

Donation Summary Options

Display Scrolling List of Donors
List Title:

Display Donation Summary Table

Display Donor Name

Display Donation Amount

Display Donation Comment

Hide donations received before

