



*Surgically Correcting Facial Deformities
of the World's Youngest and Poorest*

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Fund-Raising Tips

Part 1: Mailing List

A mailing list is your best resource for the support-raising process. It will give you easy and complete access to all potential donors, plus, it will help you keep track of your donations, reports, and thank you notes. Feel free to copy the list enclosed or make up one of your own. If you own a computer, using a data base will help significantly.

Step 1: Namestorm

There are particular methods for recalling names of the many people with whom you are acquainted. Studies show, for example, that most people know well over 300 people on a first-name basis, but most of us cannot recall all of those names on command. Rather, most of our brains work by association; e.g. if you are reminded of a relationship with a person/group, then you can better remember their names. Make it your goal to come up with 120 names. Review the list below and check those people who apply to you:

advertising	former high schoolteachers
agencies	foundations
apartment manager	friends
Avon lady	friends of relatives
baker	grocery store clerks
bank presidents	high school friends
banker	exercise class
barber	insurance agent
beautician	Kiwanis Club
Bible bookstore	local businesses
brothers & sisters	local radio stations
butcher	mailman
Chambers of Commerce	military personnel
Christian business groups	milkman
church directories	missionary societies
church members	neighbors (current & former)
church missions committees	office building directory
church-related news ads	parents
civic clubs	parents' work associates
coach	pastor
college friends	printers
community leaders	retired people
dentist	Rotary Club
doctor	service station manager
editor of local newspaper	Sunday school classes
eye doctor	teammates
family attorney	telephone directory
fellow workers	veterinarian
florist	wedding lists
former college professors	youth group
former customers	
former employees	

As you read each category, use the Mailing List form and jot down names that come to mind. If you cannot remember all the details, write down what you know. Don't try to come up with addresses, and don't eliminate any names that come to mind.

Once you've completed every category, add any other names that come to mind and any other categories you might consider.

Ask your associates to add any names they feel are appropriate and to help you with any names and addresses that are incomplete.

Review your list. Put a check mark next to people you would not feel comfortable asking for support and give yourself a valid reason for this position. Otherwise, these people may surprise you and may be the very people who would be most willing to help you.

Go back over your check marks and see if you can cut out about half of them.

Continue to think of other possibilities, and as other names come to mind, write them down for further consideration.

Step 2: Addresses

Fill in the addresses using your personal phone book and various directories.

Part 2: The Letter

You may feel embarrassed to ask family, friends, and associates for money. You are asking, not only for yourself, but for a cause to provide pediatric facial surgeries in developing countries.

Your presence overseas will have both humanitarian and spiritual meaning, and thus the money will help those who are very truly needy. It is safe to say that you are inviting others to participate, indirectly, in the mission for which you are requesting money. It is up to you to decide who you contact and what you say.

Take advantage of having a partner in the process and spend some time in prayer about your fund-raising. Certainly, it is a difficult thing to ask others for money. It is very humbling. If and/or when you lose confidence in asking for money, select someone who can encourage you in the goodness you are doing. Tips for Writing the Letter

1. Be yourself and let your personality come through. If you feel uncomfortable about writing the letter, admit it to the addressee. Tell them how you feel about your commitment to going, e. g. scared, excited, etc. Use some humor, if you feel led to do so.
2. Be concise. Try to limit your letter to one page, but make sure you say all you want.
3. Be personal. Try to make the letter sound like it is specifically intended for the individual addressed. Sign each copy by hand and try to include a little handwritten note on each one.
4. Suggest an amount. Many people would rather know what amount is appropriate to give than have to come up with a figure. Be sure you stress that your supporter should under no circumstances feel pressured to give more than what is convenient. Let them know that any gift is appreciated.
5. Stress dates. Let them know when you need the money.
6. Instruct them how to give. Make sure your letter states specifically how to go about giving. Tell them to send the check to:

Face the Challenge

16748 E. Smoky Hill Rd., #300

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and to make the check out to: Face the Challenge

Have them designate on the check's memo the particular mission to where you are going. The IRS requests that no names are to be put on the memo, though, because they do not recognize individuals as tax-exempt, only the organization, e.g. FTC, which is 501(c)(3) tax-exempt. The best way to assure that the funds go specifically to you is to have the donor write your name on the enclosed sample form and mail it with their check.

What the Sample Letter Should Look Like

1. Salutation. Make sure each letter is personally addressed. Don't be more formal than you would in a personal note.
2. First paragraph. Try to make at least the first paragraph of each letter personal and write the rest of the letter as a form.
3. Signature. Sign each letter individually with a bright color. (e.g. If the text of the letter is black, sign it in blue).
4. Post-script. Take a moment to give each letter a quick, handwritten P.S. This P.S. could be anything from a personal note to a request for prayer, etc.
5. Stationery. Try to use something other than plain, white typing paper if you can.

Part 3: Mailing

Although hand-addressing envelopes usually takes longer, they are more personal. Include in each of the envelopes your support letter, an FTC brochure, a return envelope, and a response card. Pray over the letters before you send them.

Part 4: Follow-Up

Nine out of ten people who don't respond to support letters haven't decided not to support you. Rather, they simply haven't gotten around to mailing the check, or have misplaced or forgotten about your letter.

Two months after you've sent your letters, consult your financial report from FTC to see who has responded. Send a quick note to those who haven't responded asking them if they have any further questions, inviting them to call you if they do.

If you prefer calling rather than writing a note, that's even better.

Part 5: Thank You

Obviously, it is important to thank those who have helped get you overseas... for their prayers, as well as their money. FTC will give you complete listings of the names, addresses and amount of the gift for each of the donors.

***Special thanks to Mr. Larry Williams, Project Serve Director, Youth for Christ/USA, Denver, CO, for the above ideas for fund-raising. ***