



SUPPORT RAISING GUIDE

We are excited that the Lord is calling you to the Kanakuk Institute and just as excited that you are following Him into raising support! Get ready: this may be challenging, but God has great things to show you through the process.

For some of you, financially surviving this next year is going to take work. If you are like most college graduates, you have student loans, car insurance, car payments, and a cell phone bill. Don't expect the process to be easy or for the money just to fall into your lap; it will require time, work, and a lot of prayer. Be encouraged though: throughout Scripture demonstrates that when He calls, He provides. Just be ready for *how* He does—it typically is not according to your expectations.

As you begin the support raising process, here are some good principles to follow:

I. CHECK YOUR HEART

BIBLICALLY: During the entire year at the Kanakuk Institute, you will be challenged to know for yourself why you believe what you believe. That process begins even now. Before brainstorming names of people, first dig into Scripture to find the Biblical basis for raising support. Cover this entire endeavor with prayer! Ask the Holy Spirit to guide you in your study and to reveal Truth to you. Dig into the Text of Scripture until you are satisfied. Then proceed.

Here are some good places to start your study:

- Philippians 4
- 2 Corinthians 8
- Matthew 10:9-10
- Luke 8:1-3
- Acts 18:1-5

CONFIDENTLY: Identify the reasons and excuses for not being fully confident in the Lord's call to raise support. The Lord is strong enough, but you are only as effective as you are confident. The more certain and passionate you are regarding your calling, the more excited others will be to support you.

- **PRAYER FOCUS:** Ask the Lord to guide you in your study, to reveal Truth to you, and to give you the strength to incorporate that Truth into your life.

2. SET YOUR PLAN

BUDGET: Sit down and create a monthly budget for the eight months you will be at the Kanakuk Institute. Raising your tuition is a goal, yes, but also consider your other financial needs: cell phone bill, car insurance, student loans, entertainment fund, food expenses, etc. Be honest and realistic with yourself and your donors. Your budgeted amounts should be *needs* not *wants*.

PART-TIME JOB: If you would like, plan on getting a part-time job while you are in Branson. Different employment opportunities exist, but you might want to be a little creative.

Here are some guidelines to help:

- **Work Load:** In order to fully and wisely invest your time, we ask that you work no more than 15 hours a week. It is an easy temptation to work more, however your purpose for being in Branson is to study the Word, and juggling more hours could easily hinder that. Keep your purpose in mind and plan your hours around the Institute and your studies.
- During the off-season (January-early March), Branson slows down and getting hours at a typical restaurant or retail job may be difficult. With a little ingenuity, you can still bring in some funds. Some ideas?
 - i. Babysitting for local families
 - ii. Snow shoveling
 - iii. Refereeing little league sports games
 - iv. Helping local theatres with upkeep or construction during their down period
 - v. Mechanics/car detailing

CONTACT LOG: Create a spreadsheet that you can use to track who your supporters are and when you contacted them last. This will help keep you organized and focused as you advance. Stay on top of updating your log and include contact information, the last time you connected with them, if they are supporting, etc.

BRAINSTORM: Sit down and think of anyone you could possibly contact. This is your Master List, and you want to have **at least** 150 names on it. Think of your family, church contacts, college friends, high school friends, co-workers, etc. You might even consider proposing your program to your local church pastor to solicit his support. This list will need to be as extensive as possible. A list of 25 names will not be enough.

- PRAYER FOCUS:** Ask the Lord to bring to mind everything you need to consider (names and budget lines) so that your foundation is thorough, accurate, and above reproach.

3. ENLIST YOUR ARMY

Now, it's time to contact your Master List and start gathering your Army of Support. Here are a few things to keep in mind:

BE SPECIFIC: Say you have a budget for \$10,000 (that's \$1,200 a month). Instead of asking for the whole amount, consider asking for specific amounts to make it more obtainable for you and your donors. You can break down your approach differently but think about this:

- \$10,000 equals 125 people giving \$10 a month for eight months
That's roughly equivalent to an album off iTunes or 2 Grande Mochas from Starbucks
- \$10,000 is less than 63 people giving \$20 a month for eight months
That's comparable to a Blu-ray movie
- \$10,000 is less than 42 people giving \$30 a month for eight months
That's just a little over the cost of a 12-pack of Red Bull

BE THOROUGH: Take a three-fold approach in contacting your supporters:

- **Support Letters/Newsletters:** This is the easiest way to reach a lot of people at once, however it also has the lowest percentage of return. Making a return easy (including a support response card and a self-addressed stamped envelope, etc) will increase that percentage by a little, but view this as your introductory level. Include a brief personal greeting on each.
- **Personal Phone Calls:** Have an actual conversation with your supporters over the phone. Let them hear the excitement and the passion in your voice and allow them to ask you questions as well. Prove to them you are truly interested in them, not simply in their money. The expected return here is better than with support letters but is still not the best.
- **Asking Face to Face:** This is your best bet for enlisting supporters. Don't allow fear to hold you back. Actually meeting with people opens doors for you to minister to and share the Gospel with them, and it can grow your Army of Support exponentially, too.

BE PERSONAL: You are investing into your relationship with your supporters. Value your time and your connection with them and let them know! There are plenty of causes and charities that people can support, but they would rather invest into you. Be intentional, loving, and personable.

- PRAYER FOCUS:** Ask the Lord to alter your mind so you view your connections with donors as ministry, to lead your efforts so that He will gain the most glory, and to teach your heart to be patient and to trust in His provision.

4. BUILD YOUR BASE:

Though your Army of Support is falling in line, your work is still not complete. Now, turn your attention to investing in, keeping up to date with, and building up your base of supporters. They are as much as your mission field as your internship will be while you attend the Kanakuk Institute.

Important things to remember:

THANK YOU NOTES: Sending personal, handwritten thank you notes is important after receiving support/commitments from your donors—in fact, make it your policy to thank them before you deposit the check, that way you won't let yourself forget.

UPDATES: Make an effort to make your donors feel involved in your life and ministry while you are here. You can send out quarterly update newsletters, keep a weekly blog, and make periodic phone calls. The more connected they feel, the more excited they will be. Also, sending updates can remind people who wanted to give support but forgot to contact you.

- PRAYER FOCUS:** Pray for your donors during the year. Pray that what you are learning you can apply to your own life and can share it with others.