



SUPPORT RAISING GUIDE

We are so excited for you to join us at the Kanakuk Institute this fall. As you are preparing to come, we know you will be thinking about finances and considering raising support.

For some of you, finances can be an obstacle to the path God has set before you. This year will be an opportunity for you to work hard, to steward diligently, and to discipline yourself for the purpose of godliness. If you are like most college graduates, you have student loans, car insurance, car payments, health insurance, and mobile phone bills. Don't expect the process to be easy or the money just to fall in your lap; it will require time, work, and a lot of prayer. Be encouraged. Throughout scripture, God demonstrates that when He calls, He provides.

We would like to challenge you to invite others to join with you on this journey. Giving is a spiritual gift that God bestows on members of the church to build up the body of Christ (Romans 12:6-8). There are many faithful men and women who would love the opportunity to use their spiritual gift to support you taking eight months to devote yourself to the Word of God and prayer. We hear incredible stories every year from people who are able to experience the joy of supporting an Institute student. They will be challenged in their walk with the Lord as you get to share about your experience.

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

1. CHECK YOUR HEART

Biblically. You will be challenged at KI to know why you believe what you believe. That process begins now. First, take a look at Scripture to find the biblical basis for raising support. We encourage you to begin with prayer and ask the Holy Spirit to reveal Truth to you.

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

Some of the most common lies people believe for NOT raising support include:

- Viewing raising support as begging
- Believing that you are not a worthy investment—there are better places for people to invest their money
- Fearing the rejection of people not supporting you
- Thinking you don't know enough people to warrant support raising.

As you study Scripture, look for answers to the challenges you need to overcome.

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 in your life.

2. SET YOUR PLAN

Budget. Sit down and create a monthly budget for your time at the Institute. Raising your tuition is a goal, yes, but also take into consideration your other financial needs: cell phone, 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. The Lord wants you to be a good steward of what He entrusts to you.

Part-time job. Plan on getting a part-time job while you are in Branson. This is a great way to supplement your budget and pay for gas, food, entertainment, etc. Many businesses rely on Institute students to fill positions and there are many different opportunities in the community for employment.

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. Include contact information, the last time you communicated with them, if they are supporting, etc.

Brainstorm. Sit down and think of anyone you have met in your life. 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. Make this list as extensive as possible.*

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 without reproach.

3. ASK FOR HELP.

It is 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 \$12,000. Consider asking for specific smaller amounts to make it more obtainable for you and your donors. You can break down your approach differently but think about this:

- \$12,000 equals 125 people giving \$12 a month for eight months
- \$12,000 is 75 people giving \$20 a month for eight months
- \$12,000 is 50 people giving \$30 a month for eight months

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 a little, but view this as your introductory level.
- 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 and in sharing this ministry opportunity with them. 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, sharing with them the calling God's given you, and asking them to partner with you financially is incredible. First, it opens doors for you to minister to and share the Gospel with them, and second, it can grow your Army of Support exponentially.

Note: gifts made toward student tuition are not tax-deductible. This will probably not affect your supporters desire to give, but it will be important information to communicate when asking for support.

Be Personal. You are investing in 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 in you and your calling. 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.

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 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 support you but forgot to follow through.

Prayer Focus. Pray for your donors during the year. Pray through what you are learning so you can apply it to your own life and share it with others. Hopefully this information is helpful as you take steps forward.

We are here for you as you begin this process. Let us know if you have any questions!

REMINDER: Unfortunately donations made toward a student's tuition are considered restricted gifts and are NOT tax-deductible. This will usually not affect your donors desire to give, but it is important information for them to know when deciding to support you.