

Sources For Graphics and/or Text Used In This Manual

http://hopeco.com/fundraising_letter.htm
http://www.panera.com/about_community_dff.aspx
[Http://www.bigyummy.com](http://www.bigyummy.com)
[Http://www.kroger.com](http://www.kroger.com)

This fundraising manual for Back2Back Ministries was produced in cooperation with the Indian Hill High School Marketing Education program. For more information, visit www.ih.k12.oh.us/

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Fundraisers are subject to change at any time. Check with each organization or company for terms and conditions of each fundraiser before you begin raking in the cash!



For more information, please contact:
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<http://back2backministries.org>



Successful
Fundraising
For
Group Mission Trips

WWW.back2backministries.org
513-754-0300

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* = we’ve tried this, or know someone who has, and it was very successful! See individual pages for testimony and suggestions.

Panera Breads—“Dough For Funds”

All About It

Panera Bread created Dough for Funds® as a tool to help non-profit organizations raise funds by selling coupons redeemable for fresh bagels, breads and sweets at any Panera bread store.

Non-profits make a profit by retaining 50% of the coupon sales! The coupons are easy to sell at prices 15% less than the retail price of the baked goods.

How It Works

There are two different coupon options offered including one for a variety of Panera bagels and another for an assortment of Panera’s freshly-baked breads and delightful sweets.

To take advantage of this fundraising opportunity, please call 1-800-540-8966 and press option 7 for further details and instructions.



Cookie Dough by BigYummy

How It Works

Similar to previous items like gift wrap, cookie dough is another idea of a food product to sell. The methods of selling are the same.... Door to door, mail order, or at public places. You can usually count on friends and family to buy cookie dough. A benefit of this sale in particular is that cookie dough can be frozen for use at any convenient time. The profit margins can be fairly good for cookie dough (\$4 per tube sold). BigYummy is one of the oldest and most reputable sellers of cookie dough in the industry.

Check out [http:// www.bigyummy.com](http://www.bigyummy.com) for how to get started!

Or call BigYummy @ 1-800-561-5561



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BACK 2 BACK
MINISTRIES

HOW TO USE THIS MANUAL

An international mission trip can be one of the most rewarding experiences of your life, but it also is very costly! This publication was designed to assist individuals and groups with fundraising. Although the fundraisers within this manual have been specifically written to pertain to a Back2Back Mission trip, the hope is that with a little creativity, these fundraisers can be modified for use to raise money for nearly any nonprofit group or event!

The manual has been divided into three easy sections. The first section contains fundraisers that individuals can do on their own.

Listed in the second section are fundraisers that groups can do. These are still technically “individual” fundraisers, because they are not sponsored by any business or organization. You are, in a sense, on your own.

Lastly, the third section contains fundraisers offered BY organizations FOR groups. What does this mean? For the most part, it means that certain businesses offer discounted or even free goods and services in exchange for the free advertising the company gets as a result of the donation. Sometimes, the company has specific rules that you must follow, so make sure you read carefully. However, the benefit is that the fundraisers in section III offer the greatest potential for raising thousands of dollars.

Fuddrucker’s Team Night

How It Works

Fuddrucker’s is another restaurant willing to help you out. Participating restaurants allow your organization to rent out the whole place for a night, and you are responsible for staffing the restaurant. Cooks and cashiers are supplied for a fee, but you are responsible for serving the customers in nearly every other way. Tips, and all profits above the “at cost” price of supplies are yours to keep!

NOTE: Availability is limited and this is a popular program, so book way ahead of time.

Aramark Concession Sales

How It Works

Do you love getting paid to go to professional concerts and sporting events? Then this is the fundraiser for your group! Aramark is a national foodservice organization that runs concession stands for more than half of the stadiums and coliseums in the U.S. They offer a program where your nonprofit group can come to an event for free and work in a concession stand. All the profits from that particular concession stand are yours to keep, above and beyond the wholesale cost of the products being sold. Concession stands make a considerable amount of money with the inflated prices, and Aramark is generous enough to donate some of their profits to help the community. Contact information for how to initiate this program can be found at:

<http://www.aramark.com>

Click on “About Aramark”, then “Community Service”

Or Call: (215) 238-3271

Chipotle Burrito Presale

All About It

Anyone for a burrito? How about 200 burritos?! Chipotle has generously partnered with hundreds of organizations across the U.S. to become a great tool for fundraising.

How It Works

First, decide on a date and time for your event. It should be a time where at least 100 people would like to pre-order a burrito. Then, contact Chipotle's management to work out your deal. Similar to the pizza fundraiser, picking a non-peak eating time is usually going to get you the best deal. A typical deal that we received was the following:

- We agreed to order approximately 150 burritos, we paid for 2/3 of the total cost, and Chipotle also donated a free coupon for every burrito sold. Essentially, this means the following: 1/3 of the total cost of \$5 per burrito we sold was profit in our pocket. Additionally, we were able to sell the coupons for half price and pocket the profits from that! (in fact the 150 coupons sold out at this price within an hour). Pre-sell your burritos using a sample order form (an example is on the right page).

Chipotle will do all this, provided you are a nonprofit organization and are willing to negotiate on a date and time that is good for both of you. The sample deal above is what we received. Of course your specific case may be different. However, we were able to raise almost \$800 from pre-selling burritos to be sold at a school lunch one afternoon. Give this one a try!

Contact Information: Mrs. Kay Sterling, Regional Marketing Dir.
(859) 341-7902



Traditional Letter Writing Campaign

First Things First

A fundraising letter is a process that requires a little pre-planning before actually putting words to paper, but the benefit is that one letter can be sent to unlimited potential donors.

First, you must establish a list of recipients. Consider not only who you want to receive the letters, but also who will be willing and able to donate. Family and friends are the basics, but don't forget coworkers, teachers, and coaches.

Second, a fundraising letter campaign requires knowledge of the organization for which it is being written. Back2Back provides a detailed description and history of the organization on its web site, <http://www.back2backministries.org>

The Actual Letter

The most important part, of course, is what goes in the letter itself — or the message.

What, specifically, will any funds raised through the letter accomplish for the public good? A fundraising letter should directly answer what human need will be fulfilled due to the generosity of the donor. You don't build a hospital, you establish a healthcare facility that will provide relief of human suffering and improve and extend the lives of people in the community. It will create jobs, be a focus of community pride and stimulate economic growth in the community.

(continued next page)



For added success, try combining your basic appeal letter with the Ebay fundraiser listed on page 8. I nearly doubled my money with barely any additional effort!

It is best to decide upon an amount of money that you should raise, and then share that in your letter. You may want to suggest monthly donations or a one-time amount.

The fundraising letter should also provide a timeline for a response. "Make your decision now to help before this letter and your opportunity to positively change a life are lost." You can also ask for a response "this week" or "by a specific date."

Make sure there is a way for the donor to easily make a gift. Include a pledge card and a return envelope with your fundraising letter. Some organizations use a postage paid envelope while others imprint "thank you for your additional gift of a stamp" in the corner. I like to make it as easy as possible and use postage paid envelopes in my fundraising letters. See a sample letter on

HINTS: - Don't let your efforts go to waste. Make sure you compare your recipient list with the lists of others going on the trip. For example, if you are going with a church group, if everyone sends letters to the same congregations members, pastors, etc., the ability of donors to make contributions will be limited.

- Save time! A mail merge, using Microsoft Word or a similar computer word processing program, can make your life a lot easier when printing labels or envelopes to mail the letters!

Biggs Grocery Bagging

A number of Biggs grocery stores participate in a program that allows nonprofit organizations to come into their store on a particular date and bag groceries for customers in exchange for tips. Certain stores do not participate, and you should contact the manager of your local store if you are interested in this fundraiser.

Kroger Gift Certificates

The Kroger gift certificate fundraiser is one of the best fundraisers in this manual! It costs your organization NOTHING up front and is something every person can use! Here's how it works:



- 1) Kroger sells gift certificates to your organization at up to a 5% discount.
- 2) You then turn around and sell the gift certificates at full face value.
- 3) The gift certificates can be sold to anyone who shops at Kroger or one of the other stores owned by the Kroger company (a full list can be found on Kroger's web site). It essentially costs the buyers nothing, because for example, they still get \$100 worth of merchandise if they pay you \$100. Think of how many thousands of dollars each family spends on groceries each year! Why not let 5% of all your purchases go to a good cause? Sell these via mail order, online on your web site, or even outside the store to anyone going in to shop!

Notes: The gift certificates expire after one year, but can be replaced with new certificates if they expire for no extra charge.

Contact Information:

Kroger in your area

Check out our Kroger site: <http://www.ih.k12.oh.us/hsjuniors> for More tips and ideas.

Gift Wrap

All About It

If you don't mind going door to door, this could be the perfect fundraiser for you. Working around the holiday seasons also is a great way to make more money because it is convenient for buyers.

How It Works

Selling gift wrap is fairly easy. Grab a catalog from the company of your choice, divide up your salespeople, and hit the streets. Go door to door politely asking residents to buy your gift wrap, explaining that the proceeds benefit your mission trip. You can show them pictures, a flyer from Back2Back, or simply just explain verbally. Designate one person, probably an adult, to keep track of all sales, collect money, and make the final order. The last step is delivering the gift wrap when it arrives.

Here are a few sample organizations that can help you get started, or find one of your choice.

- <http://www.innisbrook.com/>
- <http://www.bomarko.com/giftwrap.asp>

TIPS FOR SUCCESS

Don't send students out alone, but keep the size no more than three per group. It is more intimidating (and easier to say no!) to a group of 5 teenagers crowded on your doorstep than it is for two or three. Plus, you can have a personal conversation with the buyer, which may make them more likely to buy.



Dear Ministry Partner,

I'm excited to share with you an opportunity to participate in a mission trip to Monterrey, Mexico. Our (youth group, family, organization) will be traveling to Monterrey to serve in several children's homes. During our week there we will have time to renovate and repair their facilities, build relationships with the children through a variety of activities and games and learn more about how we can become better servants and leaders to friends and family back home.

We will be staying with an organization called Back2Back Ministries. Back2Back acts as a bridge for the needy children in the homes and willing workers in the U.S. The week will be full of activities and coordinated projects as well as Bible studies and quiet time.

At this time I would like to request that you would consider; first praying for me during my time in Mexico? I will be in Monterrey on (dates). Please pray that I will be the hands and heart of Christ to these children, that God would give me the strength I will need to work on projects and play with the kids, and that my relationship with Jesus would grow. Second, would you please consider supporting this mission trip through a donation to cover trip expenses? My trip including airfare is (amount). Any amount is appreciated and an investment in the future of the kids in Mexico and in me. All donations should be sent to (address) and made out to (church name, these are tax deductible) or (to you and are not tax deductible). I look forward to hearing from you.

I will write shortly after the trip and tell you all the wonderful things that took place.

God bless,

Your name

Ebay® Fundraiser



For the computer savvy, the Ebay fundraiser can be an easy and extremely effective tool to raise money.

(Note: This fundraiser requires that you have an Ebay account, which can be created at: <http://www.ebay.com>

HOW IT WORKS

Think about the “junk” lying around your house. Old cell phones, CD players, computers, clothes, coins, baseball cards, jewelry, etc. The list probably could go on forever! People will buy nearly anything on Ebay. Although you can sell things of your own, the great part is, others can help you raise funds by donating their unwanted household items for you to sell.

HOW TO DO IT

When you send your appeal letter to potential donors, instead of just asking for cash donations, include a little note at the bottom that says something like: “If you don’t feel comfortable making a cash donation at this time, I am also collecting items to sell on Ebay, an online auction site. If you have anything unwanted (fill in examples), please mail it to me or call me and I will come pick it up.”

Once you receive the donations, simply list them on Ebay (detailed step-by-step instructions can be found on the web site). When your items sell, send the buyers the items. You receive cash for other people’s old “junk” that they never would have used anyway and they have the joy of helping!

TESTIMONY

When I did this at my church, I was pretty skeptical that I’d receive any calls or items. I couldn’t have been more wrong! I received everything from an elderly couple’s old cell phone to a nearly new wristwatch donated by a woman who worked at a jewelry store! After Ebuying the items, I nearly doubled the money I received strictly from donations.

T-Shirt Sales

All About It

Selling t-shirts is a classic idea that has been used for years by clubs and organizations to raise money and advertise at the same time.

How It Works

First, determine who your target audience is going to be. Obviously, you’re not going to try and sell a psychedelic pink t-shirt to a group of adults. Next, determine what you want your shirts to look like/say. At this step, you should get in contact with a local t-shirt company who can help you design your shirts with cost in mind. The cost of shirts can quickly add up when you add multiple colors, graphics, etc. There are hundreds of companies to choose from, and there is most likely one in your local area. As a last resort, you can call Royal Athletics, a nationwide clothing distributor, and they can put you in contact with an authorized Royal Athletic custom retailer in your area.

HINTS/TESTIMONY

- ◆ Keep your shirts simple and to the point. Not only will this increase the profit margin, but from experience, sometimes shirts with a unique, catchy phrase and design are the most popular and sell the most.
- ◆ Shop around! Take your design to multiple stores and try to work a deal. We HALVED the cost of our shirts going back and forth between two competing local stores.
- ◆ T-Shirt sales work best when you have a very large group to sell to (i.e. a large youth group). The profit margin per shirt is usually less than \$5, so it might not be worth it to sell only a few dozen shirts.



Bottled Water

All About It

Look around a public place at any given time, and you're bound to see at least one person lugging a bottle of water with them. You notice people bringing water everywhere—from home, school, work, the gym—even to the shopping mall! However, now you can go with them and raise funds for your organization.

How It Works

There are a number of companies that sell inexpensive custom labeled bottled water. You can then sell it at school concession stands, church outings, weekly youth groups, not to mention major intersections of public roads (be careful and have an adult there. Also check for local rules on soliciting. You don't want to lose your profits!). Besides a small amount of up front time and money, bottled water companies pretty much let you buy as you go, and you can keep selling as long as people keep buying! There really is no room for failure. A number of companies can help you get set-up for this program. Try one of the following companies:

-Thunder Rock Purified Water

<http://www.thundrrock.com/fundraisers.htm>

-Mineral Springs Bottled Water

<http://www.partypop.com/Vendors/3689146.htm>

-GFS Marketplace Store Fundraising

http://www.gfs.com/content_marketplace/fundraising/fundraising_custprog.html

Garage Sale/Attic Treasures

HOW IT WORKS

This fundraiser is self explanatory. Have a church/school/community-wide drive to collect items that can be sold at a giant "Garage Sale" on a specific date. You can give it a unique name, such as "Attic Treasures" to try and attract more attention.

Everything from furniture to glassware, electronics to clothing can be sold, it all depends on how much effort and space you have. Ask donors to drop items off at church, or you can volunteer to come pick up larger donations, such as antiques and furniture, at their homes or businesses.

For publicity, put signs up at major intersections. Make announcements in the church bulletin. Some grocery and drug-stores have a free public bulletin board near the entrance, or will allow you to put up a sign or two in their establishments (make sure you get permission at any public place). Depending on the size of your event, you could even go so far as to contact the local newspapers to see if you can place a classified ad for free for your nonprofit organization (if they don't allow this, even if you have to pay a small fee for an ad, it might pay off later with more buyers!)

This traditional fundraiser has remained popular for years for one reason: it makes money, and has little up-front cost associated with it. If you've got some time to plan, and not a lot of money to spend, give this a try!



Parent's Nite Out

Parents have pretty stressful lives raising kids, and don't get a lot of free time to spend alone. Here's a way to help parents and to raise money for your mission trip.

How To Do It

First, get a group of teenagers or adults together that are willing to spend a Friday or Saturday night supervising children at the church. Post flyers and make an announcement that on a particular evening, parents can drop their kids off for a night of fun (movies, games, etc.) for a small charge (\$10/ per child is a good base price). The time frame can be anything you want, depending on the age of the children and how much you charge.

The parents get to have a relaxing evening alone, their kids are in good hands for a price much less than a babysitter would cost, and your mission trip gets paid for! All it takes is a few hours out of one night, and the profits are directly controlled by how many children you recruit!

TIP: Offer a discount for parents with multiple children. For example, the cost for child #1 is \$15, and additional children are only \$10 each.

Pizza Mania (continued)

HINTS!

- Pizza restaurants are busy places on the weekend. They may be more likely to donate their pizza if you pick a week night.
- Make sure you plan way in advance for Pizza-Mania so you have ample time to advertise to the entire community.
- **Be sure you have plenty of seating so that people can sit with their friends and family and don't have to stand. It will keep them there longer!**

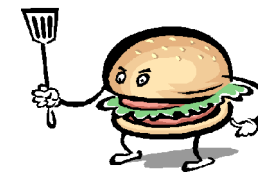
TESTIMONY!

"We did our Pizza-Mania on a Thursday night and made it coincide with a homecoming varsity basketball game. That brought out more customers who came to get a quick pre-game meal. We did it in the cafeteria, so there was plenty of room for seating for the people as well as booths for the pizza restaurants. Besides decorations, it cost us literally nothing up front, and we netted over \$800 in only one two-hour event! This will certainly become an annual event."

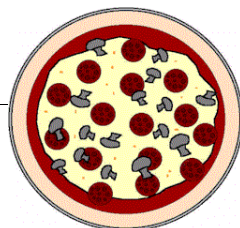
Susan Schonauer
Director of Marketing Education
Indian Hill High School

Cookout/Bake Sale

This one is pretty much self-explanatory. Grill out some burgers before a football game, sell some baked goods at a public event, or set up a table in front of your neighborhood strip mall on a busy weekend shopping day (all with permission, of course). You can make a few hundred dollars in one day!



Pizza Mania



All About It

Everyone loves pizza, right? How about all the pizza you can eat for only \$5? That's Pizza-Mania: the ultimate pizza taste testing competition.

How It Works

Pizza Mania is a pizza taste testing competition. First, contact your local pizza establishments (don't forget chains as well as local favorites). Tell them you are planning a taste testing competition to determine who has the best pizza in the area, and ask if they would be willing to donate X amount of pizzas on a particular night. Explain that people get in the door for \$5 a head and they get to eat all the pizza they want, then vote and the winner receives an award (a plaque for their restaurant is a good idea). You can let them know that the proceeds of your sale benefit your mission trip.

Besides selling the pizza, you can also sell drinks and desserts for additional profit. Drinks can be purchased at places like Sam's and Costco for as little as \$.17 a bottle and sold for up to \$1.50!

The great thing about Pizza Mania is that it is a unique and fun event for the whole family! Mom, dad, and the kids can all come for a tasty, inexpensive night out. You can't go wrong with food, especially when it's free!

The Scrip Program

All About it

The Scrip program is the name of a fundraising idea that is run by an organization called the National Scrip Institute, a nonprofit organization dedicated to helping other nonprofits raise money. Over the years, millions of dollars have been raised for everything from churches to school.

How To Do It

The Scrip Program is an advanced fundraiser that should only be taken on by groups that are willing to make a long term time commitment. The program basically works like this:

The Scrip organization secures commitments from national fast food, clothing, grocery, and electronic chains, such as Sharper Image (participating varies). Then, the participating companies allow customers to make purchases using a special order form. A percentage of the proceeds, ranging from 1%-40%, is donated to the nonprofit group raising money. It can be a huge money maker, but involves a lot of time and effort getting the program set up and maintained.

There is a full detailed description of the fundraiser and how you can get started at <http://www.scrip.com>. There is also an E-Scrip program at <http://www.escrip.com>. The E-Scrip program involves swiping a card at participating retailers when you make a purchase (similar to a shopper's card)

Contact Info:

Walt Shaffer—National Scrip Program

Servant Auction

All About It

This a fun way to raise money fast and in advance of your trip if you're tight on time.

How It Works

Invite everyone from your school, church, etc. to a live "servant" auction. The auction can be held anytime, such as after a morning church service. The servants are really students, who have picked one of their talents to sell to the highest bidder. Anything can be sold.. Some ideas:

- sports lessons for children
- painting
- garage/basement clean up
- mulching/leafing
- music lessons
- computer help
- car washing
- anything else you can think of!

The event is run just like a real auction. Each student (or pair of students) is brought up in front of the spectators, and either they can tell what their talent is or you can have someone read a brief description. People just shout out bids if they want the service being offered. The highest bidder wins and writes a check on the spot. The students are then responsible for making sure they follow through on their commitment.

HINT: Call a local auction house to see if they would be willing to donate an hour of free time to send a professional auctioneer out to make your event even more fun and exciting! OR, you could even trade the services of one of your students (i.e. computer help) to the auctioneer in exchange for his/her time.

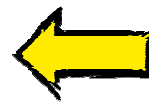
Lock-In

All About It

Almost everyone goes to a lock-in at some point in his/her life. Lock-ins are fun, safe events where you are literally "locked in" to a specified location for the night (or at least aren't allowed to leave!).

How It Works

This is an effective fundraiser as long as you have a large group of youth to invite. Pick a location, such as the church (or even rent the local Y.M.C.A.) and a date and time. Advertise the activities that will be offered, such as movies, sports, swimming, games, devotionals, etc. and then just charge a one-time fee to get in the door (Ex: \$30 per person). Of course you must coordinate chaperones, order food, and limit the number of students if too many people sign up, but this can be a big money maker if planned correctly. If you get only 60 students to come at \$30 a piece, there's \$1800 for your trip!



Testimony

We did our servant auction in between the morning church services . With the donated services of a congregation member who had experience as an auctioneer, we turned the church into a professional auction house, which I believe was the key to success: \$12,000 in under an hour! By far the best fundraiser we've ever done!

- Pastor Lee Tyson

Vertical Impact Student Ministries