



SEEK 2017

STUDENT FUNDRAISING PACKET

For Students on FOCUS Campuses

presented by



january 3–7, 2017
san antonio, texas
www.seek2017.com

SEEK is a gathering of college students on a journey. It's a place where we can come together to take on some of life's bigger questions and learn from one another where wisdom and experience lead. Life is meant to be lived, and to live it to the fullest, we need to heed the wisdom that calls us to "ask, seek and knock" to discover who we are, where we're going and what motivates us.

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GIVE OTHERS THE OPPORTUNITY TO SUPPORT YOUR
WALK WITH THE LORD!



1. Everyone is hesitant when they begin fundraising.
2. Students who follow the suggested guidelines often receive more funds than they need.
3. Students are almost always surprised to see how enthusiastic their friends, family and others are to support them in their spiritual growth and ministry.
4. Even when the total costs aren't covered by fundraising, it's a significant step towards covering the cost of attending conference.

BIBLICAL BACKGROUND:

Fundraising isn't a matter of learning salesmanship; it is a matter of conscience. The goal of reading these scripture passages is to develop biblical attitudes and convictions toward fundraising. Meditate on the following verses, jotting down observations as you go:

Luke 11:9 – 13

1 Corinthians 9: 7 – 14

2 Corinthians 8: 6 – 15

Acts 2:44 – 45

Mark 12:41 – 44

Matthew – 21:22

ANSWER THE FOLLOWING QUESTIONS SCRIPTURALLY AND LOGICALLY:

What does Scripture say about asking for support?

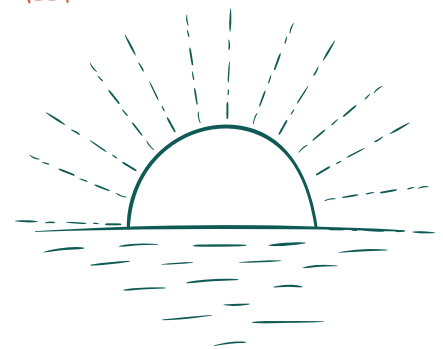
How can asking for support help me grow in faith?

How can asking someone to support me help them?

How should I handle asking individuals to support me who may not be financially well-off?

Why does my FOCUS team pool all gifts together and distribute them among all the students in need?

How can I grow from sharing support in community with my fellow students?



1. Make a list of 30–40 people to contact

- a. Family members, friends, priests, people from your home parish, etc.
- b. Think of people whom you admire or who have invested in you in the past.
- c. Ask your missionaries for help with brainstorming if you're struggling to make a list.

2. Appeal Letters

- a. Talk to your missionary team to obtain supplies and for coaching on appeal letter writing and follow-up.
- b. Supplies:
 1. One letter signed and personally postscripted (see included letter samples and templates)
 2. One small return envelope with stamp and label addressed to FOCUS:

FOCUS Team @ [school name]
FOCUS Team Address
City, State Zip

3. Larger envelope which you address to the potential sponsor
4. Stamps
5. Commitment cards for sponsors

c. Checks must be made out to "FOCUS." They can't have your name on the check.

If the check has your name on it, it will not be tax deductible.

- d. Send out your finished appeal letters.

3. Follow-up *(this will drastically increase gifts sent back!)*

- a. Wait a week after sending out the letters, then call everyone to whom you sent a letter within a 1–2 week period of time.
- b. See the included phone script as a guide for these calls.
- c. Talk to your local missionary team about how to make follow-up calls.
- d. Remind everyone that checks must be made out to "FOCUS" and cannot have your name on the check if the donor wants their gift to be tax-deductible.

4. Donations

- a. Send thank you notes promptly (1–2 days) after someone agrees to sponsor your trip to SEEK.
- b. All gifts will be pooled together to cover transportation and be given as scholarships according to your FOCUS team's pre-determined system. If you have questions about how these gifts are allocated, please talk with your FOCUS team.
- c. If you've made contact with everyone to whom you sent a letter and your appeals still don't cover the cost of SEEK, you may consider a second appeal to more individuals.

SAMPLE PHONE CONVERSATION

(do this only if your campus is doing calling, but it greatly increases the response rate!)

"Hi Aunt Betty, this is _____. How are you doing? (Only allow a short amount of time for small talk – then quickly get to the point.) "I am glad you are doing well. I was wondering if you received my letter this week?...You have? GREAT! I am really excited about this opportunity and am calling to see if you would support me on my trip to SEEK2017."

If YES (I would like to give):

(Ask Aunt Betty): "My goal is to raise \$XXX, and I'm keeping a record of the gifts I receive. Do you have an amount in mind today? ...Thank You! You can make the check payable to FOCUS with (campus) #XXXXXX in the memo line and return it in the envelope I enclosed with the letter. For tax purposes, please don't put my name anywhere on the check."

If NO (I am unable to give):

(Respond warmly and don't end the conversation abruptly): "Aunt Betty, I appreciate your time and I... look forward to seeing you at our family reunion this summer."

Don't forget to send a thank you note within 24-48 hours of receiving a "yes" on the phone!

SAMPLE THANK YOU NOTE

Your campus might be sending out generic thank yous but be prepared to write thank you if necessary.

(This note is handwritten on a card!)

Dear (Name),

SEEK 2017

Thank you for helping fund my trip to SEEK2017! Your prayers and generosity are greatly appreciated. You gift will allow me to have a chance to grow deeper in my love for Christ and His Church and learn how to share my faith with others.

Please join me in praying for my trip to this conference. Your prayers are most appreciated. Thank you again for your generous support.

Sincerely in Christ,
John Student

TO:



Monday, August 29, 2016

Handwrite – “Dear so and so”

As you may know, I am currently attending [____School____] in [____Location____]. God has blessed my time here, making my college experience positive and truly enjoyable. While at [____School____], I have come in contact with an organization on campus called **FOCUS**, the Fellowship of Catholic University Students. FOCUS works to help college students like myself grow in their faith life and develop leadership skills to be more effective in transforming our culture and society for Jesus Christ.

This January, I have a special opportunity to attend **SEEK2017**, a Catholic conference in San Antonio, Texas, which is presented by FOCUS. This five-day event features some of the best Catholic speakers in the nation, and it is designed to help college students like me who are seeking God’s will in our lives. SEEK2017 will provide me with so many opportunities:

- To grow in my love for Jesus and the Catholic Church
- To spend time with many bishops, priests, religious and thousands of other college students from around the country
- To hear from prominent Catholic speakers as they discuss issues pertinent to us college students
- To learn how to live my Catholic faith in my future career
- To learn practical ways to engage my fellow [college students/young adults (pick one)]

I am very excited about SEEK2017. To attend, I need **[\$839]** total (which includes my conference registration, hotel, food and transportation to and from San Antonio). I hope you are able to make a donation that will help me get to this event. Any contribution you are able to give toward this cause is greatly appreciated. *I am praying that 15 people will assist me with a gift between \$50 and \$100.*

Please send your gift back to me using the envelope provided. Make checks payable to **FOCUS**, and use the enclosed envelope to return your donation to my campus. Your donation is tax-deductible. I will be in contact with you soon to answer any questions! Thank you for your consideration!

Sincerely in Christ,

Handwrite Name

Enclosed:

Stamped Envelope
Response Card

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