



# TRIP FUNDRAISING GUIDE

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## SAMPLE LETTER

***Feel free to personalize the details to fit your specific situation!***

Dear [Recipient's Name],

I hope this letter finds you well. I am writing to share some exciting news and to ask for your support. I have been given the incredible opportunity to go on a mission trip with [Mission Organization or Church Name] to [Destination]. This trip will take place from [Dates], and it will be a transformative experience both for me and for the community I'll be serving.

The mission trip is focused on [brief description of the mission's purpose]. I believe this trip will allow me to make a meaningful impact and to grow in my faith as I serve others in need.

I would be deeply grateful if you would consider partnering with me in prayer as I prepare for my mission trip. Your prayers would mean so much to me as I embark on this journey, and I believe that prayer is a powerful way to support the work being done. Please pray for my safety, for the hearts of those I will be serving, and for wisdom and strength as I step into this opportunity to make a difference.

With any mission trip, there are significant costs involved. The total cost for me to participate, including travel, lodging, and ministry expenses, is [Amount]. I am reaching out to friends, family, and others in my community who might feel led to support me financially by committing to help cover part of the expenses.

Your financial support would not only enable me to participate but also allow you to partner with me in the work I will be doing. I am deeply grateful for any contribution you can make, no matter the size.

If you would like more information about the work we will be doing or the specific ways you can give, please feel free to reach out to me at [Your Phone Number] or [Your Email Address]. Thank you for considering this opportunity to partner with me in serving others. Your support, both financially and spiritually, will make a difference in the lives of those we will serve.

I look forward to hearing from you, and I appreciate your time and consideration.

Sincerely,  
[Your Name]



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## IMPORTANT FUNDRAISING INFORMATION

***Checks made payable to individuals will not be accepted.***

**In order to be considered tax-deductible, contributions should be in the form of:**

1. Checks made payable to Southeast Christian Church
2. Cash contributions from the original donor with name and address for proper record keeping
3. Online donations made on ServiceReef personal donation page

*As a team member, you will receive fundraising updates every Friday and will have the capability to check your donation status via your personal dashboard at any time once you have been accepted on the trip.*

## ONLINE FUNDRAISING - YOUR PERSONAL DASHBOARD

The Fundraising Guide is available online under the Resources tab on your trip page. Once approved, you will have your own Personal Donation Page. You can customize your fundraising letter, load a cover photo, link a video, and share your Personal Donation Page link via social media. **Please take the time to read this.**

***Sign in to ServiceReef with your Southeast account at [secc.servicereef.com](http://secc.servicereef.com).***

- 1.) Click on My Dashboard on the top right of the page.
- 2.) Click Upcoming Opportunity and click on the trip name to open the Registration Details page.
- 3.) The link\* to your Personal Donation Page can be found in the blue box on the Registration Details page.  
\*Include this link in your fundraising letter you send via mail or email.
- 4.) To edit your Personal Donation Page, click on the Edit Personalized Content button.



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## HOW TO CUSTOMIZE YOUR PAGE

- Type or paste your custom message or fundraising letter to your personal trip page.
- Add a video link, if applicable.
- Add a cover photo to your personal trip page.
- Make sure you have uploaded a photo to your ServiceReef profile so that it will appear along with your cover photo. To upload a profile photo, click My Dashboard, Update Profile on the left, and then Profile.

## HOW TO SHARE YOUR JOURNEY

- To share your Personal Donation Page via social media, use the social media share buttons. We recommend that you do not depend on sharing via social media as your sole means of fundraising. Sending a personal letter with the link via mail or email is also a good method.
- Donate Button. Each Personal Donation Page has a Donate Here button that allows others to donate online. Each time a donation is made online, your trip balance is automatically updated (see previous image).
- Team Stories. Stories that are shared by each member of the team will appear on the Personal Donation Page. Donors will also have access to stories by all team members. Stories will be approved by Missions Staff before being posted.

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From the very beginning of the mission trip process, we choose to see fundraising as an invitation for others to journey with us through the means of prayer, encouragement, and financial support. While some self-support is welcomed, we ask that participants pray and lean on the sacrificial giving of others.

Fundraising isn't just about money. It's about communicating the bigger picture of God's work around the World to the various supports.

Stay in touch. Thank them. Share the experience.

## 01 *NAME STORMING*

Who to Include in Fundraising Efforts

- Make a list of every person known - both Christian and Non-Christian.
- Narrow the list to those with whom there is a relationship.
- Goal is to send a minimum of 30-50 letters depending on the trip cost.

## 02 *RAISING SUPPORT*

How to Ask for Donations

- Letters - This is the most effective way to fundraise and is the only means of fundraising approved by the Southeast elders.
- Social Media - Post a condensed version of the letter on social media platforms.

## 03 *WRITING A LETTER*

Writing the Letter - What Should it Say????

- Presentation Matters!!!
  - Get the reader's attention.
  - Make it personal. Send it in a greeting card, be authentic, be creative.
  - Include pictures from a previous trip if applicable.
  - Include visuals and informative content. You want to keep the reader engaged and get them excited.
- Invest the Time to Get it Right
  - Write a quality letter people will want to read.
  - Handwrite a personal note at the end of the letter. Donors love to see you specifically and intentionally thought of them.
- Be Brief
  - Limit the letter to one page.
  - Be direct and to the point about the reason for the letter, while including enough background information to make the potential donors feel informed.

## 04 *FOLLOWING UP*

Keep the Momentum Going

- Stay in Touch
  - Keep a database of contacts and contact information.
- Send a Thank You
  - Thank the donors with handwritten cards, emails, texts, or whatever is deemed appropriate for each donor.
  - For special donors, possibly thank them with small mementos or souvenirs purchased while on the trip.