

Ministry Partner Development Information

Beginning Your Partnership Development

NAMESTORM

Start by developing an *initial list of potential sponsors*.

As with brainstorming, in namestorming there is one cardinal rule-anything goes. *No name is disqualified*. Just mentally erase any clouds of doubt from your mind and let there be "blue sky". Don't decide for an individual whether or not he or she is interested. If you limit yourself to those you feel *will* or *can* give, you may be prematurely disqualifying those God wants to become sponsors. Later you will need to prioritize who to contact first, but for now, don't disqualify anyone!

You may be thinking you could never generate more than a handful of names, but research has shown the average individual has a personal network of at least 400 friends and acquaintances. So you should *easily* be able to develop a list of at least 50 potential partners. For instance, you've probably had at least a dozen teachers alone. If you've ever had a toothache or a cavity, you know a dentist. If you've ever been sick, you've probably been to a doctor. As you think about your home- town's business district, no doubt the cleaners, the bakery, the hardware store, and numerous other sources of contacts come to mind.

As you namestorm, associate various professions, businesses, and places with any friends and acquaintances they bring to mind. To aid you, we have provided 88 thought provokers in the following list.

Take plenty of time - an hour or more - to mull over these categories. Push yourself...see if you can come up with at least 200 names.

After taking an hour or so for free wheeling "namestorming," label each contact either "T" for top priority, "M" for medium priority, or "L" for low priority. These designations refer to your evaluation of how likely they are to give.

THOUGHT	TV/radio stations	
PROVOKERS:	Plumbers	
Parents	Insurance salesmen	Kiwanis Club
Sisters	Coach	Community leaders
Former employees	Realtors	Christian business groups
Friends of parents	Grocery store	Barber
Former salesman	Civic clubs	Pastors
Florist	Military personnel	Missionary committee
Missionary societies	Prayer group	Church newspaper ads
Parents' employer	People led to Christ	Wedding list
High school teachers	Telephone directory	Former neighbors
Sorority sisters	Engineers	Baker
High school/college friends	Brothers	Printers
Doctor	Relatives	Retired people
Hospital Personnel	Former customers	Mortician
Rotary Club	Accountants	Teammates
Family attorney	Avon lady	Veterinarian
Beautician	Mailman	Apartment manager
Church friends	Banker	Mayor/civic leaders
Sunday school classes	Parents' employees	Bible studies
Church directories	College professors	Chamber of Commerce
Christmas Card list	Fraternity brothers	Referrals
Neighbors	Dentist	Farmers
Editor of paper	Dentist/Doctor Nurse	Students/Staff

Letter/Telephone Strategy

STEP 1: NAMESTORM

Now that you have namestormed to develop a list of potential sponsors, you need to write your sponsorship letter. Try to start mailing your letters one-week after you have received your preparation notebook.

STEP 2: WRITE

You can see much success by handwriting a personal letter presenting your needs and then making a personal phone call to ask potential partners to join your team. Using such a strategy, a group of students from the Utah/Idaho/Montana area developed more than \$60,000 in partnership funds that covered their airfare and conference costs for the spring break evangelism conference in Daytona Beach, Florida.

While it will be best to send a handwritten note to each contact, if you come up with 150 names, you may need to personally write to just your priority group - say 25 to 50 people. Then you may need to type a general letter and have 125 copies made to send to the rest of your list.

When writing a sponsorship letter, the personal segments in the sample letter, which follows, obviously must be rewritten. However, the body of the letter may be copied substantially "as is."

The following are items that all partnership letters should include:

1. Give your letter a specific date.
2. Type your greeting to a *person* - not "Dear Friend!" this is better than handwriting a greeting on a printed letter.
3. Acknowledge your relationship with the reader. What can you say that will help the person identify with you? Refer to your last visit or letter, business concerns, sports interests, known struggles, hobbies, etc., to help him say, "*I know who you are!*"
4. Bring your reader up to date with what you're doing.

5. Educate your reader. Explain what a summer project is, the purpose of the summer project, why you have decided to participate, and what you hope to accomplish.

6. Explain your need. The purpose of your letter is to give your reader an opportunity to help. Make sure you explain exactly what you need.

7. Then involve your reader by asking him for specific action, based on the needs you have shared. This can include challenging him to cover part or all of the cost of the summer project, stating the deadline you need the money, sharing the benefits to you and to the reader as the need is met. Specific action includes not only your request, but also your commitment to follow up by telephone if they do not respond by mail.

8. Acknowledge your relationship again with an emphasis on thanks, appreciation, gratitude, partnership and commitment. This ties your opening acknowledgement to your request.

9. Close the letter and sign it.

10. Add a "P.S." Commit yourself to a specific action you will be taking. (Example: "I'll be calling you on March 30, if I don't hear from you by then.") If you are sending a printed letter, hand write your P.S. in a contrasting color of ink.

SAMPLE LETTER

* **Note numbered sections from STEP 2**

(1) March 18, 19_

(2) Dear Mark and Yvonne,

(3) How are you? I thought of you a lot this past week. How was Mildred's wedding? I sure wish I could have been there. I'm looking forward to seeing the pictures when I get home next month.

(4) I want to bring you up to date on what is happening in my life. As you know, I am a student at Cornell University. As a student, I want to invest my life in helping to meet people's deepest needs.

(5) This summer, I have an opportunity to take part in a summer project sponsored by Campus Crusade for Christ. I will be going to (country) where I will be part of a team. We will be participating in evangelistic presentations on college campuses, evangelistic meetings, and marketplace way-of-life opportunities. As (Asians, Africans, etc.) indicate decisions for Christ, I will have the privilege of meeting with them for the initial follow-up appointments.

Man's deepest need is to have a personal relationship with Jesus Christ. Consequently, this summer will be a great investment of my time and energy.

(6) In order to make this all possible I need to develop ministry partners...a group of people that would join with me and others on my summer project by giving financially. My total need is \$_. In order to meet this goal as quickly as possible, special gift investments of \$100, \$200, \$300, or more are needed.

(7) If you would like to help by becoming a part of my team, simply mail your check, payable to Campus Crusade for Christ, in the envelope provided. If I don't hear from you by _____, I'll call you to see what you have decided. I can answer any questions you may have at that time.

(8) I appreciate your friendship. Thanks for considering joining my team.

(9) Sincerely,

(10) P.S. I wish it was possible to visit with you personally, but I hope this letter will give you a good idea of what I'm doing. I'll call you on _____ if I don't hear from you by then.

THINGS TO AVOID WHEN WRITING PARTNERSHIP LETTERS

1. Never apologize for writing or calling a person whom you wish to involve in helping you meet a need.

You are providing him with an opportunity to be involved in a spiritual ministry through his resources. Remember, the giver needs to give far more than any person or cause needs to receive a gift. "Not that I seek the gift itself, but I seek for the profit which increases to your account" (Philippians 4:17). When you apologize, you end up appearing to be a beggar rather than a child of the King!

2. Never ask for a general amount, without a time frame in which to take action.

You should challenge people to give a specific gift, or at least give them a specific range. The specific challenge of \$100, \$200, \$300, or more has been included in this material. If people want to support you but can't give at least \$100, they will let you know and not be offended by your request.

3. Never use Campus Crusade slang without first explaining what you mean (i.e., NLTC, CAG, Action Group, sharing 4-Laws).

PREPARING TO MAIL YOUR LETTERS

Have your letter printed. Make sure you have enough envelopes and stamps as well.

Enclose a self-addressed, stamped return envelope for a quick, and easy response. Research shows that the easier you make it, the higher the response rate will be. So, make sure to include this critical element.

STEP 3: CALL

The degree of your success in the letter-writing strategy depends on your follow-up call. The follow-up phone call is critical for three reasons.

1. Most people suffer from "Information Overload." Consequently, mail is easy to ignore or forget.

2. Time Frame. You have a lot of money to raise in a short period of time. A follow-up phone call will help you get decisions as quickly as possible.

3. Courtesy to your sponsors. Many people will want to help you but won't unless you call to answer any questions and to get their decision. Your phone call takes the burden of response off them and puts it on you.

CALL FOR A DECISION:

1. Introduce yourself.

"Hello, this is _____ calling. How are you?"

Let the person respond. Take a few moments to establish rapport, but be brief.

2. Explain your summer plans.

"As I mentioned in my letter, I am planning to go on a summer project, sponsored by Campus Crusade for Christ."

3. Share what you hope to see God do as a result of your time overseas.

4. Be very specific to ask for a definite response.

"In my letter, I mentioned that I'm in the process of developing a team of partners to help me attend the summer project. I asked you to consider becoming a partner through giving \$100, \$200, or \$300. How has God led you in this regard?"

Let him or her respond.

a. If an individual decides to become a partner:

Arrange a time to stop by and pick up their check. If they live out of town, ask them to mail it in the self-addressed stamped envelope you enclosed with your letter.

If you arrange to have the partner send you a check and it doesn't come, you will need to follow up with a phone call.

NOTE:

Your partner's check must be payable to Campus Crusade for Christ in order for him to receive a tax-deductible receipt. If made out to you, you can still accept the check, but the donor will not receive a receipt.

After getting a person's decision, always ask them to refer you to other people who might like to invest.

b. If your contact has not made a decision: Set another time to call within a day or two.

HOW TO GET ADDITIONAL CONTACTS

You have raised all the money you will when you run out of people to talk to. However, you can

continue to add names to your list of potential sponsors. Ask everyone you contact to give you names and telephone numbers of people they know that might be interested in your project.

1. Who to ask for additional contacts

Ask everyone you contact. Both those who join your partnership team and those who are unable will want to help you complete your team.

2. When to ask for additional contacts

Don't ask anyone for contacts until they have first made a decision about joining your partnership team. If you don't wait, your request for referrals will distract them from making their decision. BUT DO ASK everyone at the time they give you their decision, whether their decision is yes or no. If you get a decision on the phone, you can ask for contacts right then over the phone. If you get a decision while on an appointment, ask for contacts right then, in person.

3. How to ask for additional contacts

A. Get your pencil out and ready to write.

B. Say: " , I need your help in still another way. Your can help me complete my partnership team by introducing me to others who share our mutual concern about reaching people for Christ."

C. Lead the conversation by mentioning potential categories (i.e., "What are the names of some friends or business acquaintances you know; possibly you know some people from church.") Ask him to get out his church, office, and any club directories he has. When he starts to slow down, probe his memory by mentioning other categories of people you think he may know. Use the categories listed in the "Namestorming" section.

NOTE: Do not say, "Do you know anyone" or "Can you tell me the names of....," but say, "what are the names..." and "Who do you sit with at little league?" and "I need to know..."

D. Assure the individual that his friends may not be able to help financially but they may know others. This gives the individual more freedom to refer you to others.

E. Often a partner will be willing to call the people he has referred you to, adding to your credibility. If you sense an individual may be willing, suggest he do so.

STEP 4: THANK

Send a thank you note the same day you call for his decision. Be sure to keep a record of this on your contact card so you'll know to whom you've sent one so you won't send two to the same person.

This thank you letter is a very important part of showing your appreciation and developing a friendship with your partner.

Also remember to send a thank you to those individuals who gave you contacts. There is no need to mention the amount given by them. Say that they were positive, encouraging, and helpful.

Date

Dear (Partner's Name),

(Include something personal first.)

Thank you for your decision to become a summer project partner. Your prayers and finances are greatly appreciated. Your investment of \$ will have far-reaching results as I go to (name of your country/city) to help reach people for Christ.

Please join me in praying that God would continually deepen my commitment to the cause of Christ. Your prayers are most important. Thanks again for your gracious help.

Sincerely,

Personal Appointment Strategy

Personal appointments are occasionally necessary to raise funds. You may find that 20 percent of your needed funds will come from personally visiting people. Decide who these will be. They may be contacts that have been referred to you.

STEP 1: NAMESTORM

Follow instructions on page 7.

STEP 2: CALL

A. The appointment strategy begins by calling to set up the appointment. Use the phone conversation script (below) to obtain appointments with potential partners. Alter or add personal touches, but once you have decided on your conversation, follow it as written.

How to call for a Ministry Partner Appointment

Sample Phone Conversation

Beginning the Conversation

1. For someone you know personally: *"Hello, _____, this is _____ calling. How have you been? Great! The reason I am calling is that this summer I will be taking part in a summer project in _____, sponsored by Campus Crusade for Christ. Have you ever heard of Campus Crusade?"* Let him respond.
2. **With referral:** *"Hello, Mr. _____ suggested that I give you a call. My name is _____. I am a student at _____ and I am involved in a Christian organization called Campus Crusade for Christ. Have you ever heard of it?"* Let him respond.
3. **Without referral:** *"Hello, Mr. _____, This is _____ calling. I've been visiting with a number of the (civic, business, church, lay, professional, or whatever is appropriate) leaders in the community and your name*

has come up as someone I should talk to. I am a student at _____ and I am involved in a Christian organization called Campus Crusade for Christ. Have you ever heard of it?" Let him respond.

Has not heard: (Move directly into the body of the conversation)

Has heard: "Well, that's great! How did you become familiar with Campus Crusade?" (Allow him to respond.)
"Well as you know..." (Move into the body of the conversation.)

Body of Conversation:

"Campus Crusade for Christ is involved in helping introduce millions to Christ throughout the world. This summer, I will be working on a summer project in _____. I will be teaching nationals about Christ as well as learning more about world needs. I am now in the process of developing a partnership team to enable me to go on this summer project. Mr. _____ felt that you would be encouraged by our efforts and might enjoy learning how you could help financially. If you would have about 20 to 30 minutes in the next day or two, I would be happy to stop by and explain more about the summer project."

(If he hesitates to see you, say...) "I am simply interested informing you of our activities and making the option of financial involvement available for your consideration. By meeting with me you can make a fully informed decision."

NOTE: This script is written with the assumption that someone has referred you. In the event that you don't have a referral, replace "Mr. " with this phrase, "Since you are a (civic, business, church or whatever is appropriate) leader, I..." If you know the person, replace "Mr. _____ felt that..." with "I felt that..."

Closing the Conversation

1. **He'd like to meet with you:** "How would it be if I came by about (specific time, date and place)? This will give you a springboard from which to nail down a definite time to see him. "Thanks for your help, Mr. _____, I'm looking forward to meeting you (time and date)."
2. **He doesn't want to see you:** "There is another way you can help. Can you think of others who might care, like we do, in hearing about a summer project such as mine?" Get his referrals or if he doesn't have any referrals, simply thank him. "Thank you for your help, Mr. _____. I've enjoyed talking with you. Have a good day."

B. Before calling, practice reading your phone conversation with enthusiasm several times until your tone of voice becomes natural and relaxed.

C. Pray before each call. Ask the Holy Spirit to cause each person you talk with to want more information about your summer project.

D. Once you get the contact on the phone simply read the conversation naturally and with enthusiasm. When the appointment is made record the time and date. A person can hear you smile, so smile as you talk.

2. Try to be five or ten minutes early, if you are meeting in a place of business.
3. Pray and commit the appointment to the Lord.
4. Be filled with the Holy Spirit.

Your Appointment:

1. When making an office visit go directly to the secretary, identify yourself and who you are there to see, and the time of your appointment. When you get in the office, don't waste time. Make your introduction and get right into your presentation. Remember that business and professional people are very busy.

STEP 3: VISIT

Before going to your appointment remember:

1. Dress sharply. Look neat. (Sunday Best)

When making a home visit, take three to five minutes to get to know the individual you are with. Build rapport. Tell about yourself and ask about them.

2. Explain your plans for the summer. Your conversation should be personal, reflecting your personal goals for the summer as well as the summer project objectives and world needs. Add your personal testimony if appropriate.

3. To close your presentation, simply ask if they would like to be involved financially.

Decision Phone Call Conversation

Occasionally, an individual will want some time to think about your request. Whenever this occurs, let the potential partner know you will be calling back at a specific time and date to get their decision. Make sure to keep a record of when you are to call back.

Be sure to establish a specific time to get their decision. Try to call back the next day if at all possible.

When you call, ask directly for a response. Then be QUIET. Let the person respond. Talking more at this point will distract them from making a decision.

1. Introduce yourself.

"Hello, Mr. _____. This is _____ calling. How are you?" Let him respond. Take a few moments to establish rapport, but be brief.

2. Ask for a decision. "I'm calling to find out your decision regarding my summer project partners team" (OR "I'm calling to find out what part God would have you play on my partnership team.") Be quiet and let him respond.

If your contact has not made a decision when you call set another time to call within a day or two.

If an individual decides to become a partner, arrange a time to stop by and pick up their check. If they live out of town ask them to mail it to you in the self-addressed, stamped envelope you will be sending them.

If you arrange to have the partner send you a check and it doesn't come, you will need to follow up with a phone call.

NOTE:

*** Your partner's check must be payable to Campus Crusade for Christ in order for him to receive a tax-deductible receipt. If made out to you, you can still accept the check but the donor will not receive a receipt.**

*** After getting a person's decision, always ask them to refer you to other people who might like to invest.**

HOW TO GET ADDITIONAL CONTACTS

Often you will run out of people to talk to. However, you can continue to add names to your list of potential sponsors. Ask everyone you contact to give you names and telephone numbers of people they know who may be interested in your summer project.

1. Who to ask for additional contacts

Ask everyone you contact. Both those who join your partnership team and those who are unable will want to help you complete your team.

1. When to ask for additional contacts

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Date

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(Include something personal first.)

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Sincerely,