



Please Join Us!

FEED THE NEED PACKING PARTY!

MAY 14, 2019 AT
8:30 AM

FUNDRAISING GOAL

\$200,000

FAMILY GOAL

\$1,500

BENEFIT

FUNDS RAISED WILL PROVIDE FOR THE COMPLETION OF THE SECOND FLOOR OF THE NEW STUDENT CENTER AND GENERAL SCHOOL PROGRAMS



REGISTER: TEXT VFCA TO 71777

DON'T HAVE A SMART PHONE?

TYPE THIS URL TO REGISTER ONLINE: <http://igfn.us/vf/VFCA>



Fundraising Incentives

K5-12TH GRADES

We are pleased to offer the following incentives for meeting fundraising milestones!



STUDENT INCENTIVES

4/11/19: BRING A COPY OF THE TRACKING SHEET WITH AT LEAST 10 NAMES LISTED BY APRIL 11TH

Get a free donut on April 12th

4/17/19: RAISE \$100

K5-4th: Go to an ice cream party on 4/18

5th-12th: Breakfast party on 4/18

4/24/19: RAISE \$200

K5-4th: Get an hour of video game time during school

5th-12th: Go off campus for lunch on Friday the 25th

5/10/19: RAISE \$500

Get one week of Free Dress the following week

5/14/19: PACKING DAY!

If student raised \$350 or family raised \$700 they get to participate

TEACHER INCENTIVES

\$350 CLASS/HOMEWOM AVERAGE RAISED PER STUDENT AND 100% CLASS PARTICIPATION

Teacher earns \$100 Amazon gift card

CLASSROOM INCENTIVES

\$350 CLASS/HOMEROOM AVERAGE RAISED PER STUDENT

Class earns Pizza and a Movie



Fundraising Incentives

FEED THE NEED

We are pleased to offer the following incentives for meeting fundraising milestones!



FAMILY INCENTIVES

RAISE \$1,500

A \$50 Amazon Gift Card

Family Name on Memorial Plaque in the Gym

RAISE \$2,500

A \$100 Amazon Gift Card

Family Name on Memorial Plaque in the Gym

RAISE \$5,000

Enjoy a Gulf Beach Hotel stay up to \$500 value*
(booking assistance provided by VFCA)

*May be exchanged for \$500 gift card

Family Name on Memorial Plaque in the Gym

Prizes not cumulative.



Sign Up Instructions

- 1 Become a fundraiser by texting VFCA to 71777 and following the instructions
- 2 Personalize your page by uploading your individual/family picture
- 3 Find your Personal Keyword and share your cause

Important!

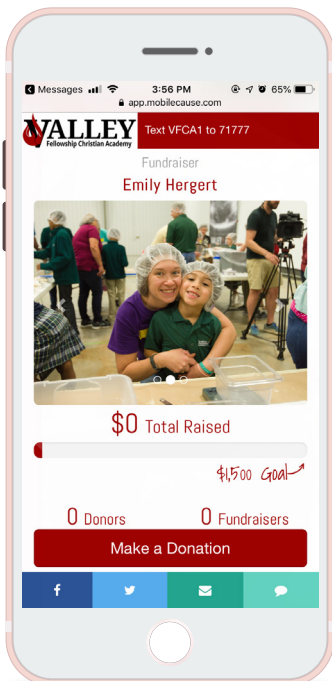
Your "personal keyword" is different from the "fundraiser keyword" listed above in step #1.

YOU WILL ONLY GET CREDIT FOR A DONATION BY GIVING YOUR POTENTIAL DONORS YOUR PERSONAL KEYWORD

Donations sent using the fundraiser keyword are not able to be tracked back to a certain individual.

Don't have a smart phone? Type this URL to register online:
<http://igfn.us/vf/VFCA>

Find your personal keyword at the top of your personalized fundraising page.



Text/email 30+ friends and family to ask for support. Your text should be personal, not a "form letter." See wording sample below.

Hey, Bill! Do you have a moment? I have a favor to ask.

Sure! What's up?

Cathy, the kids and I are participating in a special fundraiser for Valley Fellowship Christian Academy. We're packing 10,000 meals for hungry children in a third-world country and asking people to sponsor us - sort of like a walkathon. Our family is trying to raise \$1,500 through friends and family. We have already sponsored ourselves for \$200. We'd love to have you be part of our sponsor team if you are able. What do you think?

Sounds great! I'd love to help. What do I need to do?

Here is a link to my mobile donation page: <http://igfn.us/vf/VFCA>. You can also give online or mail a check. Thanks, Bill! This really helps!

Track recipients of your texts/emails on the attached tracking sheet. Follow-up with people if you don't hear from them.

(Turn in to receive credit for your participation.)

Send 30+ texts asking friends and family to sponsor you by texting your **PERSONAL KEYWORD** to 71777



Please list the 30 people to whom you will send texts/emails, documenting the dates, the outcomes and any notes as you communicate with each person.

Return a copy of this sheet by April 11th with at least 10 names to earn a treat!

	Name	Date of Initial Contact	Date of Follow-Up	Date of Follow-Up	Outcome/Notes
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Texting Tips

Texting is the next-best method of contacting a potential donor outside of making a phone call. Call those with whom you feel comfortable speaking; text the rest. The most important rule in fundraising is that people give to people they know. Your sponsorship-texting process below is all about fundraising through engaging relationships.

TIP 1

Text people **ONE AT A TIME**. Never send group texts – these are impersonal and feel like “junk mail” to your recipients.

TIP 2

ENGAGE your friends in conversation **FIRST** before asking them to sponsor you. Make your texts personal and individual to them.

TIP 3

Once you’ve personally engaged your friend, you can “Copy and Paste” your longer ask message that includes your personal web page link & appreciation for their consideration. (See example above.)

TIP 4

If you’re fundraising with your child, have all your texts come from your child’s name (see example above).

Mr. Hart

Mr. Hart, this is Victoria Carmichael. Do you have a moment?

Sure! What’s up?

I’m doing a fundraiser for my school. Would you like to help me?

Probably. Tell me more.

My school, Valley Fellowship Christian Academy, is doing a fundraising event called Feed The Need. Instead of selling candy bars, we’re doing a give-back event to help hungry people. My friends and I are packing 10,000 meals for hungry children in Haiti. I’m trying to raise \$1,500 with my parents’ help for my school through friends who will sponsor me. Mom and Dad have already sponsored me for \$100. Thank you for helping if you can. You will be helping my school and ME a lot!! You can click here to give. (URL ADDRESS)

TIP 5

Send **TWO FOLLOW UP TEXTS** to all unresponsive recipients. The greatest donation response rate is on the second follow up text. Most people are willing to give and intend to respond but may get distracted and forget.

TIP 6

If your first text isn’t answered, send a follow up text one day later with the same intro text message (see first line in example above). If that text goes unanswered, send one final follow up text the next day.



Dear _____,

Valley Fellowship Christian Academy is hosting the Feed the Need Packing Party! Our family is excited about this event, not only because it is a tool to provide for the completion of a new building and assisting with the general fund, but also because we will be packing, sealing and boxing over 10,000 meals for hungry children in Haiti!

As you can see this is a very special event and not just another fundraiser! My family has already made a generous contribution. Would you join us by sponsoring me? Your financial sponsorship will truly make a difference for Valley Fellowship Christian Academy AND for hungry children overseas!

To sponsor me, you may make a donation by texting my PERSONAL KEYWORD _____ to 71777 or by simply filling out the donation card below, enclosing your check and mailing it back to the address below. Your contribution is tax deductible.

Thank you for your consideration and generosity. Any amount will be greatly appreciated. If I don't hear from you within the next week, I will call to answer any questions that you may have.

With sincere thanks,

Please complete information in this section and mail with donation to:

Valley Fellowship Christian Academy · 3616 Holmes Avenue, NW, Huntsville, AL 35816

Yes! I agree to sponsor _____
(Participant's Name)

Title (Mr./Mrs./Etc.)	First	Last
Street Address		
City	State	Zip
Area Code	Phone Number	
E-mail Address		

Please make checks payable to: **Valley Fellowship Christian Academy**

Please check this box if you do NOT want to be added to our mailing list.

I need your help!
We can impact lives together!

Amount of Donation:

- Other \$ _____
- \$500
- \$250
- \$100
- \$50



Sponsored by The Champion Group
(205) 980-1099 · www.champevents.com



Send 30+ texts asking friends and family to sponsor you by texting your **PERSONAL KEYWORD** to **71777**.



Tracking Sheet

Please list the 30 people to whom you will send texts/emails, documenting the dates, the outcomes and any notes as you communicate with each person.

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What is your goal?

Funds raised will allow Valley Fellowship Christian Academy to provide for the completion of a new building and assisting with the general fund. Your participation will touch many lives!

- I agree to give my best effort towards reaching my goal of \$_____.
- In addition, I agree to financially sponsor myself for \$_____ (suggested amount is \$100 per person) as a commitment to this event and to give me the "right" to ask others for their sponsorship.
- Finally, I agree to send 30+ texts, emails or letters and make follow-up phone calls to each potential donor.
- I will give my best effort to recruit _____ other participants.
- I have a relationship with the following companies who might be willing to be a corporate sponsor: _____

Signature: _____



Become a fundraiser by texting VFCA to 71777.

Don't have a smart phone? Type this URL to register online:
<http://igfn.us/vf/VFCA>

YES, I WANT TO PARTICIPATE!

Recognizing the importance of making a personal commitment,
I hereby commit to the following:

- I agree to give my best effort towards reaching my goal of \$_____.
- In addition, I agree to financially sponsor myself for \$_____ (suggested amount is \$100 per person) as a commitment to this event and to give me the "right" to ask others for their sponsorship.
- Finally, I agree to send 30+ texts, emails or letters and make follow-up phone calls to each potential donor.

IN ADDITION:

- I will give my best effort to recruit _____ other participants.
- I have a relationship with the following companies who might be willing to be a corporate sponsor: _____

Name (print): _____

Student name(s): _____

Cell Phone: _____

Email: _____

Signature: _____

Date: _____