



**RUN FOR THE PRIZE.**  
1 CORINTHIANS 9:24

## Successful Fundraising

Fundraising can be an absolutely terrifying and daunting task for many, but it really doesn't have to be. In reality, when one has a genuine excitement for a cause and has all the right tools and knowledge, fundraising is a smooth process that is remarkably satisfying. You are one who has made the commitment to fundraise for FaithQuest Missions and because of that, we want to help you and make sure you feel thoroughly equipped to reach your goal! The following are a few key steps to being successful:

### 1. Know Your Cause

Knowing your cause is the first vital step. When you know about FaithQuest Missions and it's amazing ministry partners and are excited about it, it will show in your conversations, your emails and your fundraising page. You can't fake sincerity. Sincere, genuine belief in a cause is the main thing that makes one successful in fundraising. If you don't know about FaithQuest, here are few places you learn all about it:

- [www.FaithQuestmissions.org](http://www.FaithQuestmissions.org)
- [www.TeamFaithQuest.org](http://www.TeamFaithQuest.org)
- Your Ragnar team captain
- Calling directly at 949-280-7474 and just asking

### 2. Communicate Personally

It cannot be emphasized enough that fundraising communication ought to be personal and very much reflect your character. You are the "hub" through which funds are raised and most of the time, people give because you asked them-not because they are so utterly convicted by the cause. When people recognize your personality in your writing or your conversation versus a generic scripted presentation, they feel more comfortable and tend to give. Explain how you, personally, are motivated by this experience. Put pictures on your fundraising page that show you and your smiling face. Friends and family will give because they like you and are excited that you are excited.

Example:

Hi,  
I'm running 200 Miles for a great cause, FaithQuest Missions. Please donate to my run and support FaithQuest.

**VS.**

Hey Guys!  
I need your help! I got myself into this crazy adventure, running 200 miles! (Yikes!) Though, I'm excited because I did it to raise funds for FaithQuest Missions. Can you support me with a donation?

### 3. "Scatter" and "Sniper"

This phrase speaks to how to go about inviting people to donate. Start your fundraising by "scattering" seeds in a wide field. Send a personal email to a large list of people-- family, friends, co-workers, teammates, etc. Get the word out! You will be totally surprised by a few people that you never expected to give! Then, in the following weeks after "scattering", lock in on a few people that you want to follow up with a phone call or a face to face meeting ("Sniping"). Repeat this method every few weeks until race day!

### 4. Multiple Avenues

Although face-to-face communication will always prove to have the greatest return, communicate your fundraising endeavor in as many avenues as you can. These are avenues like Facebook, Twitter, Instagram, email, letters, phone calls, etc. You can find potential donors in all of these places, but the key thing that this "multiple avenue" approach does is create familiarity with what you are doing and remind people to think about giving. If you have actively communicated in several places, its far less awkward when you actually run into them face-to-face and mention it.



### 5. Believe that you will Succeed

This may sound like something you would hear in a Tony Robbins seminar, but honestly, believing in yourself is crucial to your success. Commit to your goal, believe that you will reach it, and settle for nothing less. If you are struggling, phrases like "Well, I did my best." or "What more can I do?" can actually be defeating--don't give up! If you're stuck, seek help from others that have reached their goal. You CAN reach your goal and you WILL reach your goal if you are committed to it.

### Let's do this together...

Don't think you have to do this alone. You have the same goal as everybody on Team FaithQuest that is running Ragnar--it doesn't make sense to not collaborate! You will get help from your leaders, but exchange tips and content with your teammates as well (Emails, pictures, business cards, etc.). The more that we work together the easier this whole process will be. ONWARD!