

FUNdraISING FOR

*Special
Touch*

MINISTRY, Inc.

*serving the concerns of people
with disabilities since 1982*

FUNdraising Tips

- Six Simple Steps to FUNdraising
- Online Fundraising
- Communication Scripts
- Frequently Asked Questions

FUNdraising for Special Touch Ministry is a major event for Special Touch Ministry, Inc. a 501c3 non-profit organization.

FUNdraising for Special Touch is not just about having fun and raising money, it's also about changing lives! Money raised will help continue the many ministry programs and services that ease and enrich the lives of people impacted by disability.

Six Simple Steps to FUNdraising

1. **Register** by contacting the local host before any possible deadline (event host contact information can be found online at: <https://www.firstgiving.com/organization/specialtouchmin>)
2. **Set your personal goal**, \$500 is recommended - *But don't stop there!*
3. **Make a list** of everyone you know (family, friends, etc.) - Seriously; everyone you can think of! Don't forget your accountant, hair stylist, or chiropractor. You will be surprised who God will use. Don't leave anyone out.
4. **ASK** - Share what you are doing. Explain what Special Touch means to you and ask them to help you reach your fundraising goal. Give them options. Say something like "Would you consider supporting me at \$25, \$50, or \$100 per month?" Direct potential supporters to your online FUNdraising page or give them a copy of the FUNdraising Flyer (*available online*). Follow-up with those you've contacted in three days or less.
5. **PRAY** - We serve a big God, and He can do some incredible things! Trust in Him.
6. **Collect** & record donations you receive (those not made through your online page). Turn in records and funds when you check-in at the final FUNdraising event

Online Fundraising

Raising funds with your online FUNdraising page helps you reach more people easier and enables them to donate from anywhere in the world using a credit/debit card. This helps you get more donations with less work.

The donations are automatically processed and deposited into our bank account electronically. This saves you the effort of collecting cash or checks and recording them manually.

The pages are also a way to share your personal story and a fund way to connect with your friends, family, and colleagues to tell them about your efforts. It can also serve as a hub for your supporters to monitor your efforts online.

To set up a personal FUNdraising page online:

- Choose a location at <https://www.firstgiving.com/organization/specialtouchmin>
- Follow the steps to join a team and create your own FUNdraising page. Please note, this setup is based on one page/login per unique email address.
- Use the tools to ask for donations via Email and/or Social Media.
- Check out the **STM FUNdraising Online Tutorial Video** link at www.specialtouch.org/events

ADDITIONAL TIPS

- When making requests in person or to businesses, hand them a copy of the flyer
- Matching donations are a great way to double funds raised
- Always keep the tone positive. This year may not work for a potential sponsor, but your positive attitude can make a difference in their giving in the future.

Communication Scripts

The following scripts are only suggestions, use your own words and personalize whenever possible.

SCRIPT #1

"Hello, this is _____, how are you doing?" *(Remember, those we ask are important to us. Take a few minutes to connect with them.)*

"The main reason I wanted to connect with you today is that I'm looking for sponsors for a fundraiser I'm doing for Special Touch Ministry *Insert Name of your local event here*, a group that serves people with disabilities."

"I'm looking for only 20 people to sponsor me for \$25 per game in order to reach my fundraising goal. Would you be able to be one of those sponsors?" *This response can be a "yes" or "no", sometimes it is a "no, but I can sponsor you for one game."*

SCRIPT #2 – use first two paragraphs of Script #1

"I'm doing a fundraiser and looking to reach my goal of \$_____. I'm sponsoring myself for this event in the amount of \$_____, would you consider joining me by matching my donation?" *This version is great to use when you are sponsoring yourself for at least \$100.*

SCRIPT #3 – use when following up (approx. 3 days later) after email or other message sent

"Hello, this is _____, how are you doing?" *(Remember, those we ask many times are important people in our lives. Take a few minutes to connect with them.)*

"I know you're busy and I'm calling to see if you got the message I sent a few days ago." *If not, use one of the scripts above to continue. If they received it, "Oh good, I'm just following up then, what would I be able to put you down for?"*

Frequently Asked Questions

REGISTRATION

How do I join a local event? Find the location near you (online). Follow the directions or contact the host listed there.

TEAM CAPTAINS

What if my team wants to “challenge” another team? Let your host know as soon as possible! Be sure to announce challenges as well as other motivations such as team uniforms/costumes, team theme's, and team goals to make your FUNdraising even more FUN!

I have someone that wants to raise funds on my team but they don't want to participate in the activity, what do I do? No one has to be part of the FUNdraising final celebration activity. Or, they can have a substitute, just let the local event host know. The substitute should not register as a “fundraiser” BUT will still need to sign a participation waiver release.

What about cancellations or last-minute participants? Contact your host and let them know as soon as possible. The ability to participate in the activity is not guaranteed after the deadline date (if listed).

RAISING MONEY

Do I need a computer or electronic device to participate? People today like the convenience associated with online giving. While FUNdraisers are not required to use online tools, creating an online FUNdraising page to collect donations increases the likelihood of a donor giving as this is the only way to donate by credit/debit card.

How soon can I start fundraising? You can begin fundraising any time after you register with your host!

Do I need to use the FUNdraising envelope? If you will be collecting donations in the form of cash, check or money order, you **must** use the FUNdraising envelope to record donor information and turn in with donations collected. If **ALL** donations you receive are made online by credit/debit card, you don't need to use the FUNdraising envelope.

What should I do if my envelope listing is full? Way to go! Contact your host. They will arrange to collect your money and envelope and replace it so that you can continue fundraising.

Help! I don't know who to ask for donations? Fundraisers have the most success asking people they know. Start with your family, friends, associates, church groups, hairdresser, tax professional, auto mechanic, dentist, doctor, and chiropractor. Ask everyone! Remember, people are often blessed by giving. Don't assume they don't want to give just because they may be short of funds... don't rob them of their opportunity to be blessed.

A business has asked for documentation what can I use? Provide them with a copy of the FUNdraising flyer ([available online](#)) completed with your personal information. If other documentation is requested, contact your local host.

How should checks be made out? All checks are made payable to **Special Touch Ministry, Inc.** If the donor wants to send money directly to Special Touch, provide them a copy of the donation flyer to include with their donation so that the funds can be credited to you as a fundraiser and the location you're registered with.

Frequently Asked Questions (continued)

When will donors be receipted? For online donations, donors will receive an email shortly following donation processing. Offline donations **of \$20 or more** (unless requested by donor) will be receipted when the FUNdraising event has been concluded and donations have been processed at the Special Touch National Office. Allow approximately six to eight weeks following your final event for this receipt to arrive by USPS marketing mail.

What are these donations used for? Proceeds from FUNdraising for Special Touch help continue current programming, such as Special Touch Chapters of America and Special Touch Summer Get Away, along with developing new services to ease and enrich the lives of people impacted by disability. For further questions on where the money you given will be used, contact your local host.

How can I identify Special Touch as a legitimate charity to a potential donor? Special Touch Ministry is a 501c3 organization. Special Touch Ministry is registered with [GuideStar USA, Inc](#), a leading organization designed to assist nonprofits in providing accountability and transparency to potential donors. Donors can find more information on the Special Touch profile.

USING ONLINE FUNDRAISING (OPTIONAL)

What donations are assessed processing fees? ONLY donations made by credit or debit card are assessed a processing fee. The online FUNdraising page is unique in that it gives donors the option of covering this fee when they sponsor a fundraiser. Offline donations are NOT assessed any processing fees, this includes those paid by cash or check and manually entered into a personal online FUNdraising page (for tracking fundraising goals).

Do I need to enter offline donations into my online FUNdraising page? To track fundraising and show donors the progress on reaching your fundraising goal, you may enter offline donations into your online FUNdraising page. This option is available after you login to your account.