



Raising Support for Live the Land

Raising support for your Live the Land trip can play an important part in your overall experience of the trip. Apart helping offset the cost of the trip, there are other, less obvious benefits to raising support for your trip. Prayerfully raising support can foster spiritual growth as you see and experience God's provision for your needs. Additionally, raising support for your trip also builds up the community of Believers, as others are given a chance to bless you, Israel, and the Jewish people.

For those who have never done any sort of fund raising before, the process can seem a little confusing. The following steps are intended as a basic guide to walk you through the process:

1. Figure out your goal. Maybe you need to raise 100 percent of the trip's cost, or maybe only half. Develop a realistic amount needed based on your finances.
2. You will have a choice of payment schedules, but will have more options by registering early. For example, if you sign up six months before the final deadline, you'll have more options when it comes to selecting a payment schedule (i.e. two payments, three payments, etc.); if you sign up a week before the final deadline, you'll only have one option—pay the total amount due in one lump sum.
3. Stick to your payment schedule. If you miss a payment, the amount due will carry over and we'll notify you that your payment is late.
4. Where do you start raising support? Start with your home church. Talk to your pastor, Sunday school teacher, or department leader and ask them for a few minutes to explain what you are going to do. Tell them your need, and ask for their support. They might be willing to give you a few minutes to present your need to a class or a group, or they might offer to make an announcement for you. It never hurts to ask!
5. Who else should you ask? Everybody! Sit down, compile a list, and don't leave anyone out! Relatives, friends (from church, school, or the workplace), neighbors, even extended contacts through your parents and grandparents, just to name a few. It may be helpful to organize your list by putting likely givers under category "A," possible givers under category "B," and those you're not sure of under category "C." Don't rule out those people who are under category "C!" You'll be pleasantly surprised by those who choose to give. (We suggest sending 50 to 100 letters.)

6. Write your letter. Try to keep it under 500 words—there’s no need to tell people your life story. Most readers won’t last longer than 500 words. Your letter should be single-spaced in an easy-to-read font (Garamond is preferred). Share why God has inspired you to go to Israel, and how you think the trip will be a blessing to you. Close by asking for prayer and financial support (you should consider **bolding** this paragraph). Don’t be shy, and be sure to tell people your specific financial need. **You won't get it if you don't ask!**

If the donor is not a family member, clearly explain that checks are tax deductible if endorsed to CJF Ministries. There is a fundraising letter template in the “Fundraising” section of your personal tour registration account. Mail it in a #10 envelope, but also include a smaller envelope pre-addressed and pre-stamped to CJF Ministries, ATTN: Live the Land, 611 Broadway, San Antonio, Texas 78215. Include a gift slip with your name on it. A gift slip template is available in .PDF format in your Live the Land registration account under the “Fundraising” section. Consider printing the gift slip on a pastel-color paper.

Alternatively, donors can give through our tour website: www.livetheland.com/gift. There are “Gift” buttons underneath each tour selection that donors can click on; it will take them through a simple, automated process for donating online toward a specific participant. Any funds donated to a specific individual will show up in that account’s payment information, and will be deducted from total amount due.

7. Send the letter! This sounds obvious, but the longer you wait, the harder it will be to raise your support. **DON’T PROCRASTINATE!**
8. Two weeks after sending your letter, follow-up by phone or email with those on your “A” and “B” list. Many people put support letters on their “I’ll get to it later” pile and simply need a reminder. If you speak or write to them, just say something like: “Hi—a few weeks ago I sent you a letter about a missions trip to Israel that I’m really excited about going on in August. I was wondering if you had the opportunity to prayerfully consider partnering financially with me on this trip. If you can’t at this time or you need more time think about it before my payment deadline, that’s fine. I just wanted to follow up and make sure you got it. Thanks!” A simple follow-up letter can make a big difference—many times increasing support by up to fifty percent!
9. As soon as you learn that someone has given support money, write them a personal thank you note. CJF Ministries will send you a periodic report via email informing you of who has contributed to your fund. Donors will also receive a thank you letter and tax-deductible receipt from CJFM. Due to tax law, donors who give money to the trip of a relative cannot receive a tax deduction for their donation. Also, please note that if you raise more support than what you need, the overage will go toward the general Live the Land fund.

“Ask and you will receive, and your joy will be complete.”

—Jesus