

# Fundraising Strategies

Set these strategies *first*. They are the highest-yielding fundraising practices—and should be enacted first to generate the largest donations toward your event goal.

## Encourage Online Donations through Your FHQ Website

The more you promote your event's specific FHQ site, the more people in your organization will use it to make direct, online donations—the easiest form of fundraising. The number of donors you can reach will grow exponentially overnight.

## Create a Corporate Sponsorship Program

Invite community business owners to sponsor the MobilePack event. For example, a business owner who donates to cover the cost of a meal-packing shift could be publicly recognized during volunteer orientation or credited in promotion material.

## Broaden Participation

Include the local community. Invite neighboring churches, businesses, or organizations to partner in the event and fundraising efforts. Each partnering body could be responsible for a certain number of shifts, both in terms of fundraising and volunteer recruitment.

## Leverage Your Leadership Gifts

Request the initial leadership gifts as matching gift incentives for other members of your community. For example, announce to the community that any gifts of \$100 or more will be matched up to \$5,000 from the leadership giving fund. Leveraging early leadership gifts demonstrates good stewardship to your community.

## Special Events

Invite church committees and ministries to organize individual or group fundraisers. Groups have organized rummage sales, bake sales, hunger banquets, lemonade stands, M&M tube drives, and many other events.

## Initiate a Kingdom-Building Project

Early leadership gifts can also be used to challenge youth and children to do a project that multiplies the funds. Once the project is created, leadership gift funds (typically \$20-100) help execute the project. Kingdom-building projects have resulted in turning a few hundred dollars into thousand.

## Benevolence and Mission Fund Giving

Designate funds from your church's benevolence and/or mission funds. A MobilePack is a global mission experience in a local community setting. Each meal "feeds" two people—one physically in the developing world, and one spiritually at your event as they pack the food. This dual impact is a tangible mission opportunity.

## Invite Leadership Giving

Develop a list of 15-25 major donor prospects within your community, individuals who have the ability to donate \$1,000 or more. You should plan to raise approximately one-third of your total event cost from this effort.



# Fundraising Activities

After establishing your larger strategies and sponsorships (see previous section), add turn-key activities that will involve your whole organization. Ask each Fundraising Team member to organize one of these activities, enlisting various Sunday School classes, small groups, or departments in your organization.

## Sell Customized Shirts and Products

Print T-shirts and other products with FMSC's logo, sponsor names, and your event's name/logo. Sell them for a profit before or during the event. Or give some to sponsors as a thank-you for major donations. Refer to [page 27](#) for more details.

## Sunday/Workday Designation

Designate a Sunday or a day of the work week when every member of your church or workplace is encouraged to buy a bag of food to feed six people for a day (\$1.32). Churches can take a special collection or have children stand at the doors with baskets. To address local hunger, encourage each person to bring a donation for the local food shelf, as well.

## Choose a Support Goal

Feed a child for a year (\$80) or feed 1,000 children for a day (\$220). A great goal for a group coming to pack is to purchase one box of meals apiece (216 meals costing \$50), approximately the number of meals each individual packs per session.

## Distribute M&M Tubes

Purchase M&M tubes at [fmscMarketPlace.org](http://fmscMarketPlace.org). Encourage individuals to fill the tubes with quarters. Collect tubes in a large, centrally-located receptacle, visually tracking progress of funds raised, meals packed or children fed. This is a great way to involve individuals unable to pack meals. Leadership gifts can be used to purchase the M&M tubes.

## Collect Pledges

Collect pledges based on activities, such as laps run, books read, Bible verses memorized, goals scored, etc. The possibilities are endless.

## Change War

Conduct a "change war" among Sunday School classes or workplace departments. Each team gets a jar, and points are awarded to each team for the number of pennies in their jar. Coins other than pennies count against the team. Players can sabotage other teams by putting quarters, dimes, nickels or dollars in the other jars.

## Adopt an Orphanage

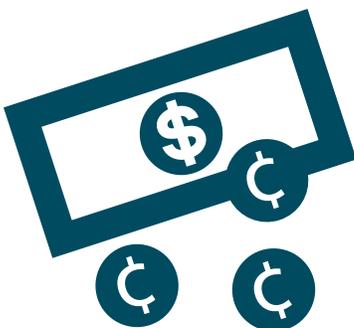
Commit to feed a group of children for a year. Post a calendar where church members or employees sign up to pay for a day of meals (for example, \$44 to feed 200 children for one day).

## Apply for Grants

Find organizations that support hunger relief, volunteerism, etc. to determine if your MobilePack is eligible for a grant. If applying for a grant, please notify your Development Advisor in advance so we know where you are applying and can provide assistance if needed.

## Coin Boxes

Purchase FMSC coin boxes at [fmscMarketPlace.org](http://fmscMarketPlace.org) and place them in your lunchroom, on a refreshment table, in your fellowship hall or employee lounge, next to the coffee pot, with greeters at entryways, in the office or at events. Suggest a donation equal to the cost of a meal at a favorite fast food restaurant.



## More Fundraising Activities

### Work Projects

Bag groceries, rake leaves, wash cars, shovel snow, etc. for a donation.

### Conduct a Hunger Campaign

Serve a FMSC-like meal, such as rice prepared with soup mix. Challenge families to eat only rice for one meal each month or week, donating to the MobilePack event what they otherwise would have spent on food. (To learn more, visit [ricedinner.org](http://ricedinner.org))

### Tribute Cards

Sell handmade tribute cards for individuals to make a donation to the MobilePack event in honor or in memory of someone.

### Create Events

Put on an all-school/workplace race, talent show with a \$5 entry fee, bake sale, pancake breakfast, bingo night, dance-a-thon, bike-a-thon, walk-a-thon, bowl-a-thon, or some other "thon."

### Create Awareness

Set up a special booth in your gathering area, employee lounge, school carnival, etc.

### Have a Hunger Banquet

An FMSC speaker from the speakers' bureau can present at your banquet and show a powerful FMSC video that inspires people to give. (Within driving distance of the Twin Cities, Chicago, or Phoenix, where speakers are based.)

### Holiday-grams

Sell singing telegrams or candygrams for Valentine's Day, School Spirit Day, etc.

### Organize a "Consume Less" Campaign

Encourage people to eat out less, buy less coffee, rent a movie instead of going to the theater, etc., and then donate their saved dollars to the MobilePack event. The most successful "Consume Less" campaigns run four to six weeks and culminate with a ceremony or celebration where people bring in their savings and donate it towards the packing event.



*Or come up with your own creative idea!*

## TIPS FOR FUNDRAISING SUCCESS

Acquaint people with FMSC with these resources: [fmsc.org/ForVolunteers/Downloadable-resources](http://fmsc.org/ForVolunteers/Downloadable-resources)

Use compelling photos and videos: [YouTube.com/fmsc](http://YouTube.com/fmsc) and [Flickr.com/fmsc](http://Flickr.com/fmsc)

Appeal during meetings, and in bulletins, newsletters and emails.

Go for broad participation. Everyone can do something.

Include children—some of the most motivated fundraisers!

Ask boldly! People will respond when you are passionate.

## Fundraising Activities Form

Use this form to plan fundraising activities that groups in your organization can do—like filling coin boxes or M&M tubes with change (see page 33-34). Identify a leader for each “campaign.” Set dates and goals for each one. Track your collections. These group activities will complement your sponsorships and online FHQ fundraising.

Fundraising Activity	Start	End Date	Number of Donors	Average Donation	Goal	Actual	Number of Meals Funded
<b>Activity 1 Name:</b>							
Team:							
<b>Activity 2 Name:</b>							
Team:							
<b>Activity 3 Name:</b>							
Team:							
<b>Activity 4 Name:</b>							
Team:							
<b>Activity 5 Name:</b>							
Team:							
Fundraising Activities Total:							