



South Metro MobilePack Event January 29th – February 3rd, 2018 Fundraising

In order for this event to happen, we will all need to work together to raise a whole lot of money – between \$440,000 and \$660,000 to be exact. It is not fair to strap any one congregation/community with the whole amount. It will be important for each congregation to chip away at the overall amount.

This document is intended to provide some ideas of how we can each do our part.

The first question that needs to be answered is, “why are we participating in this event?” It is vital for each congregation to know the answer to this “why” question. It will help determine which lens to view your overall involvement.

Some answers to this question may be:

- We really want our congregation to get their hands “dirty” and engaged in serving.
- We want to be part of something that only God can help us attain.
- We want to be part of something that helps us be community building with other churches.
- We have compassion for the starving children and families in the world. This is a tangible way that we can participate.
- We love Feed My Starving Children!

There are MANY more reasons for participating in this event. Determining the reason may help guide your decisions on congregation and staff involvement and how you communicate this project.

There are dozens of ways to raise money for this event. The following are some ideas that have been done in the past. Some are very basic and some may be outside the box. On our fundraising leadership team, we have someone that has tried each idea. Some have been more successful than others, but overall, they have made an impact on the overall goal. Each idea would have to be tailored to your church community.

Silent Auction – Maybe you have a group of artists (painters, woodworkers, etc.) and they are looking for a way to share the gifts God has given them. Maybe you can host an auction, silent, live or otherwise, where the proceeds go to support the event.

Serving day – Maybe the youth host a serving day. A day in which they provide services to people in the community that have a difficult time getting something done – raking leaves, shoveling snow, etc. Maybe they would receive a donation for the service.

Verbal Announcements – One of the greatest ways to communicate your churches involvement is through Sunday morning announcements. Sharing a financial goal, sharing the why you are doing this, etc.

“Mission Moment” – We have a network of people that would be willing to come share a mission moment” in your congregation. Many of these people have had the opportunity to follow the food from the United States to their final destination in Haiti, Nicaragua or beyond. There is a wonderful story in telling how the food actually gets to where it belongs!

Bulletin Stories – We have a series of stories that are bulletin worthy. They have different angles to the why we may do this event. They are: 1.) Invite your neighbor, co-worker, sports teammate and get them engaged. 2.) A fact filled article of food shortages in the world and why organization like FMSC exist. 3.) Get engaged! 4.) Why is serving “worship”! 5.) You can make a difference!

Second offering – Depending on your congregation, a second offering, specifically dedicated to the event, after the main offering, may fit into your church culture.

Special offering – Some congregations use special offering envelopes on Sunday morning, or sent to congregational members houses for them to bring/mail back to the church.

Business leaders from your congregation – One of the goals of this event is to see if church world and business world can work together for the greater good. Every congregation has business leaders. We would challenge you to connect with those leaders and see if they would be willing to help support the event. They would get advertising space during the event, but more importantly, the business would have the opportunity to invite their employees/coworkers to serve at the event. This becomes a marvelous opportunity for staff “bonding’ and who knows, someone that currently does not go to church, or has not gone to church for a long time, may just see some relevance in the church.

Social Media – This 21st century tool is marvelous way to reach out to not only get people engaged, but studies show that people also give through social media. We are expecting a fairly robust social media plan to be rolled out in early November.