

# LEGACY

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SCHOOL OF DISCIPLESHIP

## Fundraising Planning Worksheet

### CREATE A FUNDRAISING STRATEGY

- I. Fundraising is not a daunting task! Many that have come to LEGACY before you have done it. *And so can you.*
- II. Fundraising requires due diligence. First determine what semester(s) God wants you to participate in at LEGACY and the appropriate amount you need to raise in partnership with God.
  - There is an old adage that says, “fail to plan and you can plan on failing.” This piece of wisdom may be *old school*, but is nonetheless practical and worth noting. Keep in mind that this is simply “wisdom” and not “Scripture.” Common understanding says that if it is God’s will for you to come to LEGACY, then He will provide the adequate funds for the training. We wholeheartedly adhere to that statement, but **we would like to encourage you** to put some thought, prayer, and partnership into the process. Get some skin in the game! Even Jesus had to do it when He said, “*My Father is working until now, and I also am working.*” (John 5:17)
  - All SCUBA divers know this important statement well, “Plan your dive and dive your plan.” At LEGACY, we encourage you to plan your fundraising and then fundraise your plan.

The following pages will give you a springboard into this process. Print out some copies and begin to brainstorm!

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“The sluggard craves and gets nothing, but ***the desires of the diligent are fully satisfied.***”

– Proverbs 13:4 –

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### DETERMINE A STRATEGY

- I. Which semester at LEGACY will you be attending?
  - Spring (\$7,000)
  - Summer (\$4,750)

- II. Now that you have a financial bottom line and goal, determine a strategic approach to engage donors toward this goal. Depending on the timing of your strategy, you may want to ask donors to give over a period of time to make it easier on them.
- III. The two proposed strategies below will help you get a running start in this process. Add to it, alter it, or create your own.
- IV. **Approach this process in faith, not fear; in prayer, not wishful thinking, in diligence, not apathy, in Spirit, not the flesh.**
- V. Once you have your names listed, **create a process to engage these individuals**, i.e. phone, mail, email, appointments, etc.

## The 100 For 100 Strategy (\$10,000) → For example

**ASK Strategy:** Fill in the slots with names according to the categories. Ask 100 people for \$100 payable over 4 months = \$25/month.

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|------------------------------------|------------------------------------|------------------------------------|
| 1. My Name                         | 34. Church Relationships           | 68. Friends (School, Social Media) |
| 2. Family (immediate & extended)   | 35. Church Relationships           | 69. Friends (School, Social Media) |
| 3. Family (immediate & extended)   | 36. Church Relationships           | 70. Friends (School, Social Media) |
| 4. Family (immediate & extended)   | 37. Church Relationships           | 71. Friends (School, Social Media) |
| 5. Family (immediate & extended)   | 38. Church Relationships           | 72. Friends (School, Social Media) |
| 6. Family (immediate & extended)   | 39. Church Relationships           | 73. Friends (School, Social Media) |
| 7. Family (immediate & extended)   | 40. Church Relationships           | 74. Friends (School, Social Media) |
| 8. Family (immediate & extended)   | 41. Church Relationships           | 75. Friends (School, Social Media) |
| 9. Family (immediate & extended)   | 42. Friends (School, Social Media) | 76. Friends (School, Social Media) |
| 10. Family (immediate & extended)  | 43. Friends (School, Social Media) | 77. Friends (School, Social Media) |
| 11. Family (immediate & extended)  | 44. Friends (School, Social Media) | 78. Friends (School, Social Media) |
| 12. Family Friends                 | 45. Friends (School, Social Media) | 79. Friends (School, Social Media) |
| 13. Family Friends                 | 46. Friends (School, Social Media) | 80. Friends (School, Social Media) |
| 14. Family Friends                 | 47. Friends (School, Social Media) | 81. Friends (School, Social Media) |
| 15. Family Friends                 | 48. Friends (School, Social Media) | 82. Friends (School, Social Media) |
| 16. Family Friends                 | 49. Friends (School, Social Media) | 83. Friends (School, Social Media) |
| 17. Family Friends                 | 50. Friends (School, Social Media) | 84. Friends (School, Social Media) |
| 18. Family Friends                 | 51. Friends (School, Social Media) | 85. Friends (School, Social Media) |
| 19. Family Friends                 | 52. Friends (School, Social Media) | 86. Friends (School, Social Media) |
| 20. Family Friends                 | 53. Friends (School, Social Media) | 87. Friends (School, Social Media) |
| 21. Family Friends                 | 54. Friends (School, Social Media) | 88. Friends (School, Social Media) |
| 22. Dad's Associates & Influences  | 55. Friends (School, Social Media) | 89. Friends (School, Social Media) |
| 23. Dad's Associates & Influences  | 56. Friends (School, Social Media) | 90. Friends (School, Social Media) |
| 24. Dad's Associates & Influences  | 57. Friends (School, Social Media) | 91. Friends (School, Social Media) |
| 25. Dad's Associates & Influences  | 58. Friends (School, Social Media) | 92. Past/Current Employers         |
| 26. Dad's Associates & Influences  | 59. Friends (School, Social Media) | 93. Past/Current Employers         |
| 27. Mom's Connections & Influences | 60. Friends (School, Social Media) | 94. Past/Current Employers         |
| 28. Mom's Connections & Influences | 61. Friends (School, Social Media) | 95. Past/Current Employers         |
| 29. Mom's Connections & Influences | 62. Friends (School, Social Media) | 96. Past/Current Employers         |
| 30. Mom's Connections & Influences | 63. Friends (School, Social Media) | 97. Miscellaneous                  |
| 31. Mom's Connections & Influences | 64. Friends (School, Social Media) | 98. Miscellaneous                  |
| 32. Church Relationships           | 65. Friends (School, Social Media) | 99. Miscellaneous                  |
| 33. Church Relationships           | 66. Friends (School, Social Media) | 100. Miscellaneous                 |
|                                    | 67. Friends (School, Social Media) |                                    |

# The Tier Strategy (\$10,000) → For example

**ASK Strategy:** Ask various people to commit at different giving levels. Put their names into the slots and approach them humbly, but confidently.

## \$1,000

Giving Options:                      1. \_\_\_\_\_  
\$250 x 4 months                      2. \_\_\_\_\_  
\$500 x 2 months  
\$1K one-time

## \$500

Giving Options:                      1. \_\_\_\_\_  
\$125 x 4 months                      2. \_\_\_\_\_  
\$250 x 2 months                      3. \_\_\_\_\_  
\$500 one-time                      4. \_\_\_\_\_

## \$400

Giving Options:                      1. \_\_\_\_\_  
\$100 x 4 months                      2. \_\_\_\_\_  
\$200 x 2 months                      3. \_\_\_\_\_  
\$400 one-time                      4. \_\_\_\_\_

## \$250

Giving Options:                      1. \_\_\_\_\_                      4. \_\_\_\_\_  
\$50 x 5 months                      2. \_\_\_\_\_                      5. \_\_\_\_\_  
\$125 x 2 months                      3. \_\_\_\_\_                      6. \_\_\_\_\_  
\$250 one-time

## \$100

Giving Options:                      1. \_\_\_\_\_                      11. \_\_\_\_\_                      21. \_\_\_\_\_  
\$25 x 4 months                      2. \_\_\_\_\_                      12. \_\_\_\_\_                      22. \_\_\_\_\_  
\$50 x 2 months                      3. \_\_\_\_\_                      13. \_\_\_\_\_                      23. \_\_\_\_\_  
\$100 one-time                      4. \_\_\_\_\_                      14. \_\_\_\_\_                      24. \_\_\_\_\_  
   5. \_\_\_\_\_                      15. \_\_\_\_\_                      25. \_\_\_\_\_  
   6. \_\_\_\_\_                      16. \_\_\_\_\_                      26. \_\_\_\_\_  
   7. \_\_\_\_\_                      17. \_\_\_\_\_                      27. \_\_\_\_\_  
   8. \_\_\_\_\_                      18. \_\_\_\_\_                      28. \_\_\_\_\_  
   9. \_\_\_\_\_                      19. \_\_\_\_\_                      29. \_\_\_\_\_  
   10. \_\_\_\_\_                      20. \_\_\_\_\_                      30. \_\_\_\_\_