



ROAD2HOPE



edu.deo
MINISTRIES

FUNDRAISING GUIDE



TABLE OF CONTENTS

DEAR R2H PARTICIPANT pg02

WHAT ROAD2HOPE IS ALL ABOUT pg03

WHO WE ARE & WHAT WE DO pg05

SECTION 1: FUNDRAISING BASICS

YOUR PROFILE PAGE & BIO pg07

YOUR CIRCLES OF INFLUENCE pg08

FUNDRAISING GOALS pg09-10

SECTION 2: ASSETS & TEMPLATES

SCRIPTS TO GET YOU TALKING pg12-14

HOW TO PROMOTE YOURSELF ON SOCIAL MEDIA
pg15

SECTION 3: THANKING YOUR DONORS

THANKING YOUR DONORS pg17



DEAR R2H PARTICIPANT,

Thank you for joining Road2Hope!

Do you know the incredible role you will play in transforming lives? When you partner with EduDeo through Road2Hope, you are advancing Christ-centred education for children around the world. At Christ-centred schools, students will be equipped with all the tools, wisdom, and guidance they need to lead lives of Christ-like service in their communities. That's incredible!

So, from the bottom of our hearts – thank you for joining us. We hope the days leading up to Road2Hope will allow you to grow in knowledge of children's lives around the world – both their joys and challenges. We hope you will grow in your understanding of what God is doing right now through Christ-centred schools, teachers, and leaders. They are equipping young hearts and minds with what they need to live as Christ lived, and love as He loved.

We also hope these days - including the days of the race - will be a fun time for you! Road2Hope is about a good cause, but also about having fun, getting active, and being part of a community.

Use this fundraising guide to help you successfully plan, execute, and follow-up on fundraising for Road2Hope. It's comprehensive and has answers to most of the questions you'll have. But don't forget: we're here to support you every step of the way, so don't be afraid to reach out.

Your participation in Road2Hope is incredibly valuable to us, and is cherished by the children, families, schools, and communities your fundraising will impact. May Christ continue to walk with you in this experience.

In Him,

The EduDeo Team

WHAT ROAD2HOPE IS ALL ABOUT

The Race You Want. A Cause You Love.

Road2Hope is a fun, family-friendly, professional race hosted in Hamilton, Ontario. Join us the first weekend in November every year to get active in support of Christ-centred education.

HOW IT WORKS

Step 1: Sign Up

You can choose between these options: 1K Kids, 5K, 10K, Half Marathon, Full Marathon. Or, you can use the exclusive family rate for 2 adults and up to 4 kids.

Step 2: Raise Donations

Set Your race fee doesn't go to EduDeo, so any funds you raise support the cause! You're not just participating for yourself, you're supporting teachers, students, and schools around the world.

Step 3: Have Fun

The day of the race is a fun time to be together, enjoy community, and have fun. There's a family fun zone especially for kids, race organizers provide food for runners, and EduDeo staff is there to cheer you on the whole day!

Want to get your friends and family to join you for Road2Hope? Share this information with them!





WHO WE ARE & WHAT WE DO

VISION

Every community transformed by the Gospel.

MISSION

To advance Christ-centred education for children worldwide.

TAGLINE

Education + Gospel = Transformation

EduDeo takes the incredibly effective tool of education one extraordinary step further by integrating the Gospel.

THE CORE OF EDUDEO

EduDeo Ministries is an international development organization advancing quality Christ-centred education so children in the majority world learn to live as Christ.

WANT TO GO DEEPER? Here's more about how we work:

EduDeo Ministries partners with locally-led school associations and organizations in the majority world to invest in their teachers, schools, and students. EduDeo's partnerships start with workshops for teachers and leaders, then move towards school construction projects and student support at the partner's request.

THE THREE PILLARS OF OUR WORK:

Gospel-driven **TEACHERS**

One-on-one mentoring, seminars, and workshops equip educational leaders and teachers with the skills they need to help students learn to live as Christ.

Safe, Sufficient **CLASSROOMS**

From restoring old classrooms, to building on-campus dorms, to repairing playgrounds – school construction projects make room for students to learn and the Spirit to move.

Care for **STUDENTS**

Practical supports like bursaries, desks, disability aides, and more ensure all children – no matter their situation – have access to a transformational education.



01

FUND RAISING BASICS

YOUR PROFILE PAGE & BIO

Your Road2Hope profile page (whether solo or family) has a default bio. It changes from year to year, depending on the project you're raising funds for, and what benefits will come from your fundraising.

This year, I am running in the Road2Hope to raise funds for [PROJECT]! [SPECIFICS ABOUT THE PROJECT]. Will you help me invest in [PROJECT] so that [BENEFITS OF PROJECT WILL HAPPEN]? Consider a gift towards my goal today!

But we encourage you to make it your own! Tell your supporters why specifically you're participating in Road2Hope. For example:

- ▶ You've traveled on a short-term missions team with EduDeo and want to continue having an impact
- ▶ You've been involved with EduDeo for a while and want to try out a new program
- ▶ You yourself (or your family members) attended a Christ-centred school and you know how important it can be to integrate the Gospel in education
- ▶ Or any other reason that is moving you to run for impact!
- ▶ You are passionate about causes involving children and/or education and want to make a difference

Telling your supporters *why* you care about a cause will inspire them to support you. Donors often give with their emotions and because a cause or story moves them – so tell your story honestly and sincerely.





CIRCLES OF INFLUENCE

You probably know more people than you think. Here are some circles of influence you might belong to. Choose all that apply to you, and move on to the next page.

- Your immediate family**
- Your extended family**
- Your close friends**
- Your coworkers / professional networks**
- Your small group / Bible study**
- Your church**
- Your book club**
- Your exercise club (ex. sports team, running group, etc.)**
- Your neighbours**
- Your school / classmates**
- Your community centre**
- Local businesses**

FUNDRAISING GOALS

Now that you've thought of everyone you can connect with and ask for a donation, you can set your fundraising goal.

The default goal on your profile is \$500.

Sound daunting? Break it down into smaller goals. Think of it this way: that's only \$25 from 20 people each.

Use the chart on the next page to list every circle of influence you're a part of, and how many people you can contact within each circle.

SOME THINGS TO REMEMBER HERE:

- Some of your contacts may be willing and able to give more. If some of your contacts have a larger giving capacity, encourage them to have a greater impact and give more than the minimum of what you're asking.
- Within your circles of influence, you may be more comfortable asking for donations from some people than others. Don't be afraid to start with a script or template when talking to your contacts. (see page 17)
- Fundraising studies shows that donors are more likely to donate to a cause if they see a large portion has already been raised (they want to know they're part of a team of donors!). So, the quicker you can get a significant portion raised, the more likely your donors are to keep donating past your goal. Start with the default goal, and if you meet it, you can always continue to go higher!
- Get creative with how you break down your fundraising goal:
 - **Example:** If you're raising \$500 and running the half marathon (21.1km), that's only \$23.70 per km. Have your donors sponsor 1 or more kms.
- **Example:** Divide your fundraising goal by the number of days before the race. Encourage your donors to sponsor you for one or more days.





02

ASSETS & TEMPLATES



SCRIPTS TO GET YOU TALKING

Asking for donations **IN PERSON OR ON THE PHONE**

These conversations can often happen organically, but here's a script to get you started:

I'm participating in Road2Hope, and I'm running the [\[YOUR RACE DISTANCE\]](#). I'm running to support EduDeo Ministries because I believe in the work they do for students, teachers, and schools around the world. I'm fundraising for [\[PROJECT SPECIFICS\]](#).

Will you be able to give a gift toward my fundraising goal of [\[YOUR FUNDRAISING GOAL HERE\]](#)? A gift of any size will have an incredible impact for the project and the people it supports. You can give directly on my profile: [\[YOUR PROFILE URL HERE\]](#).

Thank you for your consideration!

When talking about your cause and asking for a donation, be clear and to the point. Speak authentically about why you're passionate about the cause. People give to people, and stories / testimonies are what motivate people to give from the heart.

AN EMAIL OR LETTER asking for donations

Hi _____,

I want to share with you something I'm really excited about: this November, I'm running the [\[YOUR DISTANCE\]](#) race at Road2Hope, in support of EduDeo Ministries.

I also have a goal to raise [\[YOUR FUNDRAISING GOAL HERE\]](#) in support of [\[PROJECT HERE\]](#).

This project will [\[BENEFITS OF PROJECT HERE\]](#).

I'm passionate about this cause, so will you help me and donate towards my campaign?

A gift of any size would help me meet my goal, so thank you for considering! Together, I know we can make a real, tangible difference for students, teachers, schools, and their communities for years to come.

You can give directly here: [\[LINK YOUR PROFILE URL HERE\]](#)

Thanks again,

[\[YOUR NAME\]](#)





A SPEECH FOR A PRESENTATION TO A GROUP (like your school, church, community centre, etc.)

[START WITH YOUR GREETINGS TO THE GROUP]

Today, I want to talk with you about a cause close to my heart. I believe education can lift people out of poverty, and that Christ can transform hearts. Christ-centred education brings these two together and transforms communities around the world.

This November, I'm participating in Road2Hope to raise funds for Christ-centred education, specifically through *[PROJECT HERE]*. This project will *[PROJECT BENEFITS HERE]*.

EduDeo Ministries – the organization I'm running with – is passionate about Christ-centred education, and that's why I'm excited to participate with them.

I have a goal to raise *[INSERT YOUR FUNDRAISING GOAL]*. Will you consider giving a gift towards my goal?

Your gift will ensure the *[PROJECT]* can happen and that *[PROJECT BENEFITS HERE]*.

You can give directly on my profile page here: *[INSERT YOUR PROFILE URL HERE]*

Once again, thank you for considering. Together I know we can have a positive impact on communities through Christ-centred education!

HOW TO PROMOTE YOURSELF ON SOCIAL MEDIA

Sharing about your R2H journey on social media can be daunting: where do you start, how many details do you give, how often do you post... Don't worry! We've got you covered. You can copy and paste these captions directly to your social media or use them as starting points and make them your own.

Don't have social media? No problem. You can use these captions as talking points or scripts when chatting with people in person, over the phone, or over email.

BASIC INTRODUCTION POST

Hi friends and family! I'm excited to share that I'm running the [\[YOUR DISTANCE\]](#) race at Road2Hope with EduDeo Ministries. The race supports [\[PROJECT HERE\]](#), and it's my goal to raise [\[YOUR FUND-RAISING GOAL\]](#). Will you consider giving a gift to support my race? Your gift will ensure [\[PROJECT BENEFITS HERE\]](#). Give here on my profile: [\[INSERT YOUR PROFILE URL HERE\]](#)

FOLLOW UP POST

Friends and family: have you heard I'm running the [\[YOUR DISTANCE\]](#) race at Road2Hope in November? I'm running to support [\[PROJECT\]](#) so that [\[PROJECT BENEFITS CAN HAPPEN\]](#)! If you can, please give a gift toward my fundraising goal of [\[INSERT YOUR FUNDRAISING GOAL HERE\]](#) and help me impact teachers, students, schools, and communities. [\[INSERT YOUR PROFILE URL HERE\]](#)

FUNDRAISING GOAL UPDATE

I just passed my Road2Hope fundraising goal of [\[YOUR FUND-RAISING GOAL\]](#)! I'm excited for the impact my fundraising will have on [\[PROJECT\]](#). Now, I've increased my fundraising goal to [\[NEW FUNDRAISING GOAL\]](#), so will you help me get there? Give on my profile here: [\[INSERT YOUR PROFILE URL HERE\]](#)





03

**THANKING
YOUR
DONORS**

THANKING YOUR DONORS

Your donors (whether family, friends, businesses, or community members) might be supporting you because they care about the cause or because they care about you, or both. Regardless of the reasons they supported your fundraiser, thanking your donors is crucial.

- **Thank donors for their gifts with sincerity.** What may not seem like a large gift to you may be a lot to someone else, so always thank people for their generosity.
- **After your initial thanks, go one step further by showing them how their gift will make a difference.** Be specific about who or what will receive support from the project, and how the project will advance positive change.
- **When you do a good job of thanking your donors, they are more likely to continue supporting you** from year to year, and you may even move them to become a passionate advocate alongside you.

Remember: many donors want to remain private or anonymous in their community and EduDeo never publishes or releases the names of our donors. If you want to thank a donor publicly (ex. on social media), always ask first, and respect if they don't want their name shared.

