



# EDUDEO GO edu·deo MINISTRIES

## FUNDRAISING GUIDE

*Updated March 2023*



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# DEAR GO PARTICIPANT,

**Thank you for joining EduDeo GO!**

**When you join EduDeo GO, you are ensuring children can continue attending Christ-centred schools.** And at those schools, they 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!

We hope the days of your GO journey will allow you to grow in your understanding of what God is doing right now for children around the world. He is equipping young hearts and minds with what they need to live as Christ lived, and love as He loved.

We also hope these 40 days will be a fun time for you! EduDeo GO is about a good cause, but also about having fun, getting active, and meeting your goals for personal health and exercise.

**Use this fundraising guide to help you successfully plan, execute, and follow-up on fundraising for EduDeo GO.** 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 EduDeo GO 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 EDUDEO GO IS ALL ABOUT

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## **Get active. Change the world.**

EduDeo GO is a cross-Canada, physical fitness challenge in support of student tuition bursaries. Log your time or distance doing any physical activity, collect donations from your community, and ensure more children can attend a Christ-centred school.

## **HOW IT WORKS**

### **Step 1: Sign Up**

There's no sign-up fee, and you participate on your own time, at your own pace.

### **Step 2: Set Goals**

Set personalized goals for either time or distance in any activity—it's all up to you. Log your activities online or with our Strava app integration.

### **Step 3: Get Donations**

We've got all the resources you need to successfully fundraise and share your goals with others. Every dollar you raise supports student tuition bursaries.

***Want to get your friends and family to sign up for EduDeo GO with you? Share this information with them!***







# 01

**HOW  
TO TALK  
ABOUT  
THE CAUSE**



# 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

## THE ELEVATOR PITCH (This is the core of who we are)

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.

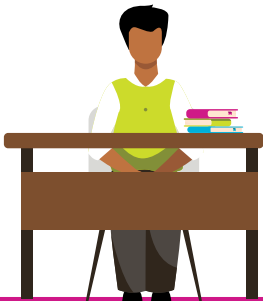
# STUDENT TUITION BURSARIES: YOUR IMPACT

EduDeo and its international partners are passionate about making Christ-centred education accessible to all children. Nothing should stand in the way of a child meeting Jesus in the

## WHO DO BURSARIES SUPPORT?

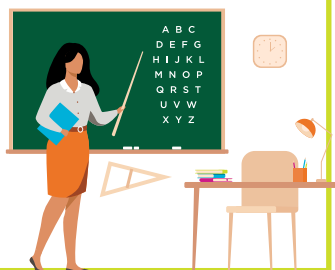
### STUDENTS

so they can continue attending school



### TEACHERS

many teacher salaries are paid for with tuition funds



### SCHOOLS

when schools can pay their teachers, they can also provide extracurricular programs for students



### FAMILIES

some students are the only child in their family to go to school, and their education lifts their entire family up



**TESTIMONIES** from children and families who have experienced firsthand the transformation that comes from receiving a tuition bursary:



### TAONGA, **Zambian student**

"I am the sixth born in the family, only one elder brother has completed school in our family. The rest have failed to complete secondary school because of money. The situation at home and the help by CCAP has made me to stop misbehaving and to concentrate on school so that I can have a good life in future. To fight poverty that is in my family I need to concentrate on my education."



### **EDREI, Belizean former student**

“When my teacher called me and my parents [to say] that there is a scholarship to go to high school I was very excited and happy. I am very thankful for the scholarship and to the people that donated. In this way I can study in a Christian High School and become an electrician. I thank God for the scholarship. And there are many more children like me. Children that want to study high school but do not have money. But with help from others, we all can study and be good people serving our people.”



### **MOSES, Zambian student**

“Life has always been difficult for me and my family as we only rely on the small field of maize that we grow every year. The help given to me by CCAP is really a liberation because my family would not afford to pay my school fees and I would have ended up being like other children who dropped out of school.”



### **JULISSA, Belizean former student**

“My parents and my teachers wanted me to go to high school. But my parents did not have enough money to pay for my high school. My teachers prayed for me that God will provide for my high school. I can see that God answers prayers. I am very thankful for the scholarship to study my high school at Cornerstone Presbyterian High School. I see this as an opportunity to prepare me to succeed in life and serve my country.”



### **CAESAR, Zambian student**

“Without CCAP Scholarship, I would have been home by now. Sometimes, I could stay out of school for some days just to go and do some work so that I could buy books, shoes and pay for my school fees. Now that CCAP is sponsoring me, my performance has improved as I spend most of my time to study.”





## **MARIA, Mother of Dominican former students**

"My three daughters have studied at Philadelphia Christian School from Pre-K to high school. They all graduated from high school with outstanding grades. More their academic performance, my children were formed in Christian values that shaped their character. I know that if it wasn't because of the sponsorship we received, as a single mom I would have never been able to secure such a good quality of education for my children. I'm forever grateful to this school and to its principal for their support."



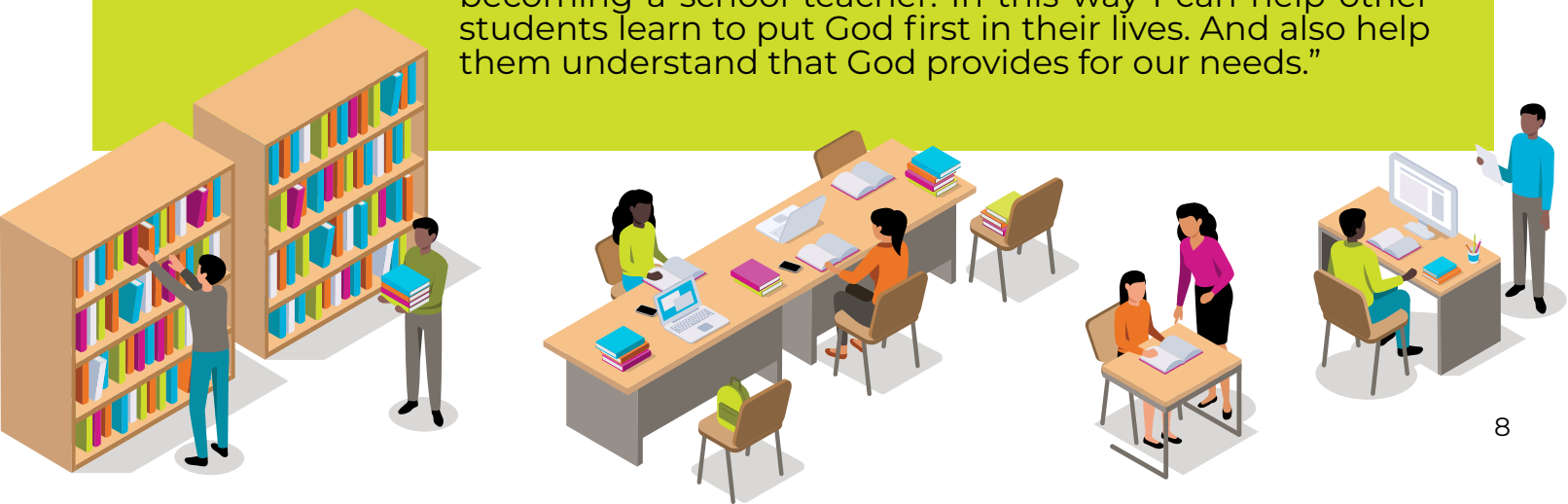
## **EVELYNE, Zambian former student**

"I am a single orphan living with my mother who is not able manage our family because she doesn't have a reliable source of income. I give appreciation to EduDeo through CCAP because without your help I wouldn't have managed to complete my secondary school education. I am now completing my Grade 12 and you have been helping me since Grade 10. You have made my school journey to be so easy."



## **NEOLANI, Belizean former student**

"Every day I have to ride the bus to school. The bus ride is about 30 minutes one way. Every day my family gives me money for my bus fare, lunch, and school projects when needed. This expenses add up to the school fees. And my family finds it difficult to find moneys on time for my school expenses. That is why I really thank the Lord Jesus for having me be a recipient of a school scholarship this year. With this opportunity to study and with such a great help to my family, I feel motivated to put all my efforts in my studies. And with God's help I will achieve my goals of becoming a school teacher. In this way I can help other students learn to put God first in their lives. And also help them understand that God provides for our needs."





02

**FUND  
RAISING  
BASICS**

# YOUR PROFILE PAGE & BIO

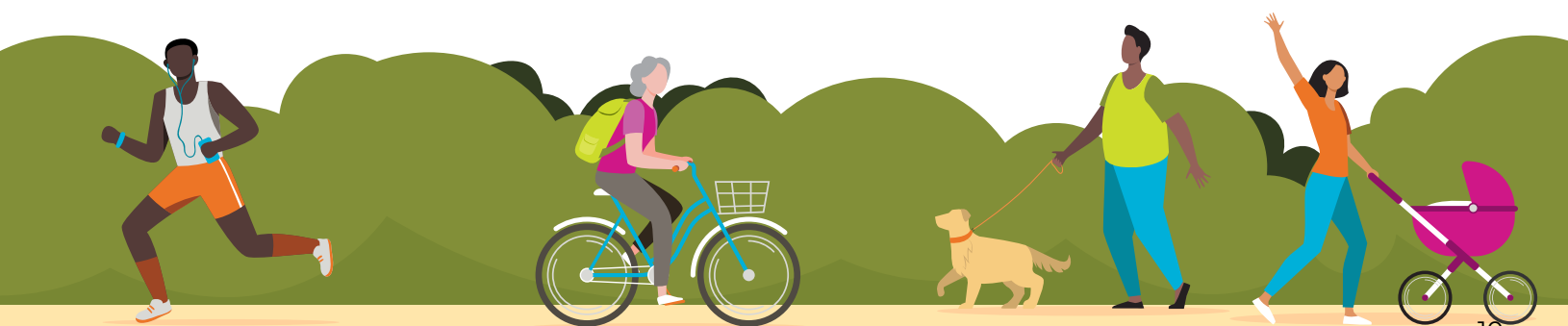
## **This is the default bio on your EduDeo GO profile page:**

*This Spring, I'm GO-ing for student tuition bursaries because I believe nothing should stand in the way of a child going to school. EduDeo and its partners address the financial barriers that stand between children and a Christ-centred education - and I'm joining them by raising funds with EduDeo GO. Will you help me ensure more students attend a school where Jesus is number one? Consider giving a gift towards my goal today!*

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

- You've traveled on a short-term missions team to schools and want to continue having an impact for students
- You are passionate about social issues involving children and want to make a difference
- 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
- You've been involved with EduDeo for a while and want to try out a new program
- Or any other reason that is moving you to GO!

**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.

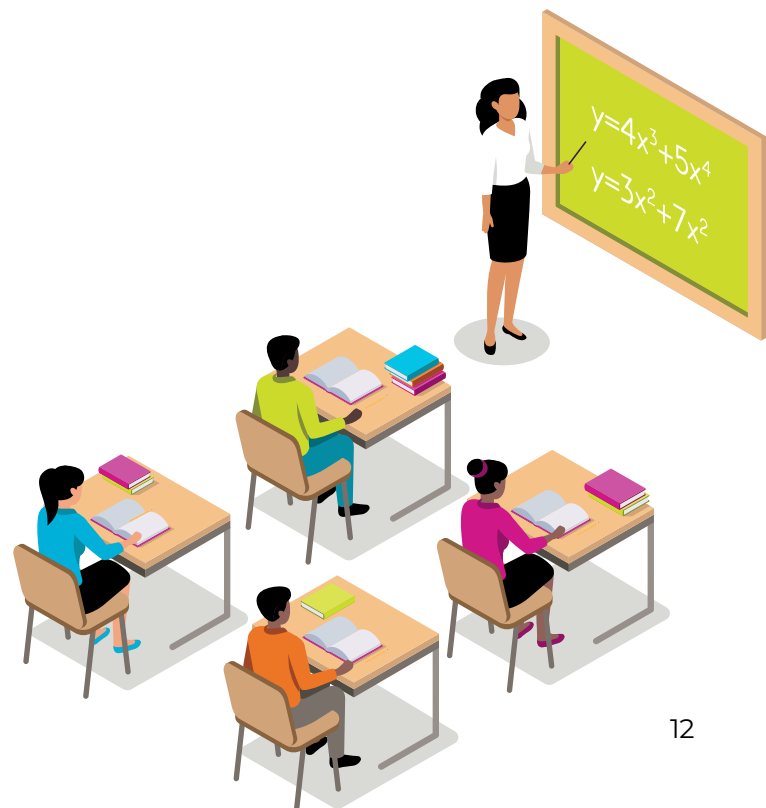
**The default goal on your profile is \$500.**

**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 looking to bike 250KM, that's only \$2 per KM. Encourage your donors to sponsor per KM.



<b>CIRCLE OF INFLUENCE</b>	<b>HOW MANY PEOPLE YOU CAN CONTACT</b>

**Now divide your fundraising goal by the total number of contacts, and that's how much each of them would need to give in order for you to meet your goal!**



# THE FUNDRAISING SLUMP ... AND HOW TO GET OUT OF IT

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At the beginning of your GO campaign, you'll be excited by getting started. Your momentum will come from starting strong on your goals and sharing with your communities about GO for the first time. You'll also feel a surge of energy near the end of your GO campaign. The deadline will be fast approaching and you'll do everything you can to meet your goals and finish strong.

**But what about all that time in between? You'll probably experience the fundraising slump somewhere in the middle of your GO journey.**

Those beginning feelings of excitement and energy have faded, but you're still too far away from the finish line to give your donors a deadline. This is normal, so don't lose heart.

## HERE ARE SOME IDEAS FOR GETTING OUT OF THE FUNDRAISING SLUMP:

- Ask your donors to donate every time you meet a new activity goal so they'll donate gradually throughout the 40 days
- Map out a communication schedule. Contact your donors at various times throughout the 40 days, instead of all at once at the beginning or end.

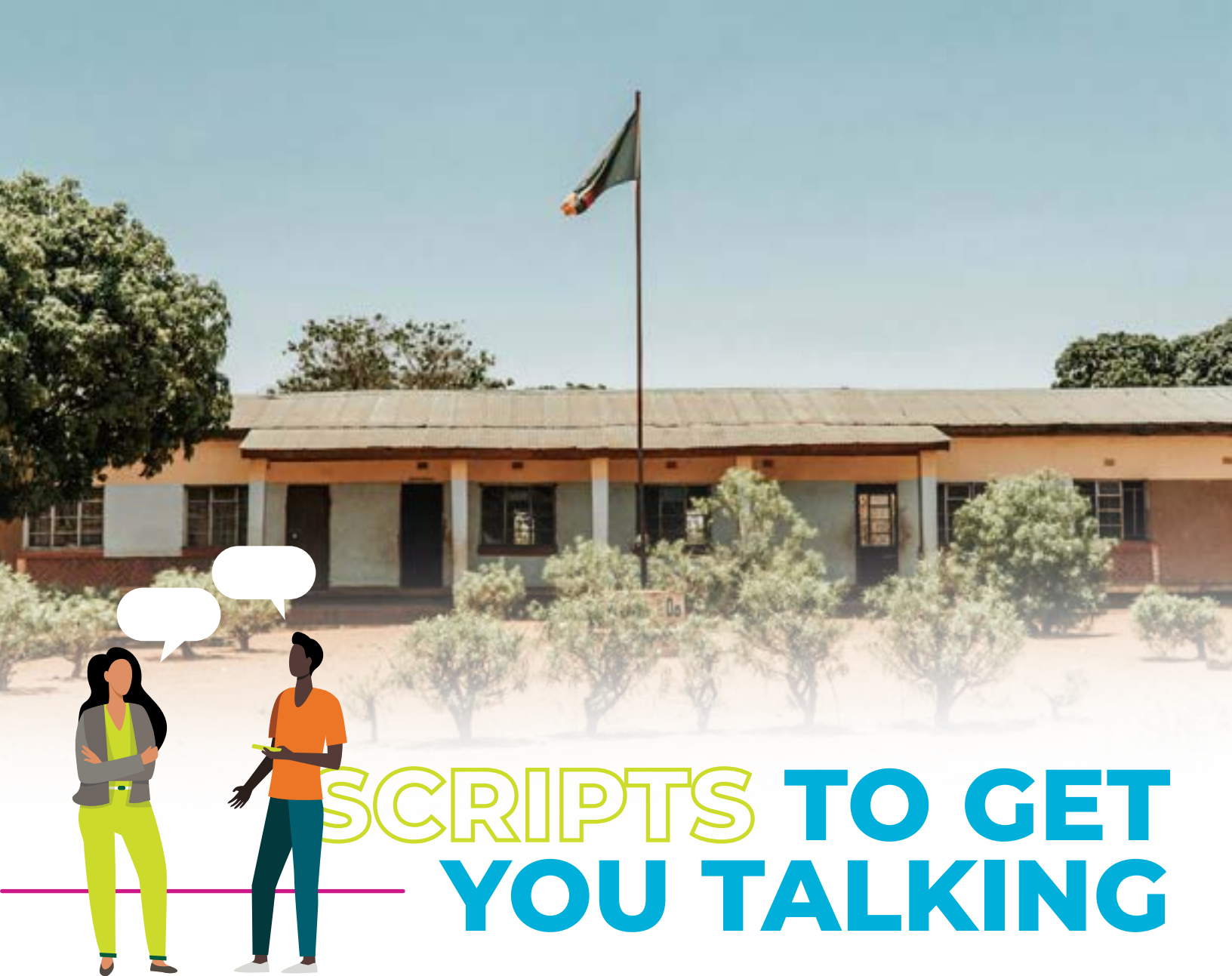
**Remember:** It's okay to take a break from asking for donations! If the majority of your fundraising only happens at the beginning and end of your campaign, but you still meet your fundraising goal – that's great!





03

**ASSETS &  
TEMPLATES**



# SCRIPTS TO GET YOU TALKING

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.

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

I'm participating in EduDeo GO, a cross-Canada physical fitness challenge in support of tuition bursaries for students. Financial barriers stand in the way of many children going to school, and I want to change that. Tuition bursaries ensure children can attend Christ-centred schools and impact their communities for generations to come.

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

Thank you for your consideration!



## AN EMAIL OR LETTER asking for donations

Hi \_\_\_\_\_,

I want to share with you something I'm really excited about: this Spring, I'm participating in a cross-Canada physical fitness challenge called EduDeo GO, in support of EduDeo Ministries.

Over the next 40 days, I'm planning to [\[LIST YOUR ACTIVITY GOALS HERE\]](#). I also have a goal to raise [\[YOUR FUNDRAISING GOAL HERE\]](#) in support of student tuition bursaries.

These tuition bursaries will ensure more students can attend a Christ-centred school and be equipped as agents of transformation in their communities.

I'm passionate about ensuring nothing stands in the way of children attending school, 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 children 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.)**

Today, I want to talk with you about a global crisis. Over 250 million school-aged children around the world aren't in school. This is happening for many reasons: distance from school, child marriage, conflict and terrorism, financial difficulties, disabilities, and so much more. That's not okay, and I'm passionate about changing this number.

This Spring, I'm participating in EduDeo GO to raise funds for student tuition bursaries in Belize, the Dominican Republic, and Zambia. These bursaries will help break down financial barriers to education and help more children attend a Christ-centred school.

EduDeo Ministries – the organization I'm partnering with – is passionate about ensuring transformation, Christ-centred education is accessible to all children, and that's why I'm excited to participate in EduDeo GO with them.

From April 12 – May 21, I'll be [\[INSERT YOUR ACTIVITY GOALS\]](#) and I also have a goal to raise [\[INSERT YOUR FUNDRAISING GOAL\]](#).

Will you consider giving a gift towards my goal?

Your gift will ensure more children can attend school, as well as impact families, schools, and communities that the children belong to. When a child receives an education – a truly transformational education rooted in the Gospel – they are equipped to have a positive impact on their communities for generations to come.

You can give directly on my campaign page here: [\[INSERT YOUR PROFILE URL HERE\]](#)

Once again, thank you for considering. Together I know we can have a positive impact on children and communities!

# HOW TO PROMOTE YOURSELF ON SOCIAL MEDIA

**Sharing about your GO Goals 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.

You can use these captions on their own, with a picture of yourself doing an activity, or with an EduDeo GO graphic (see page 22).

**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

I'm excited to share that I'm participating in EduDeo GO, a cross-Canada physical fitness challenge with EduDeo Ministries. The challenge supports student tuition bursaries, and it's my goal to raise [\[INSERT FUNDRAISING GOAL\]](#). From April 12 – May 21, I'll be [\[INSERT ACTIVITIES AND GOALS\]](#), and you can follow along with me as I meet my goals! Will you consider giving a gift to support my campaign? Your gift will ensure more children can receive a transformational Christ-centred education. [\[INSERT PROFILE URL\]](#)

## FOLLOW UP POST

Have you heard I'm participating in EduDeo GO? It's a cross-Canada physical fitness challenge to support student tuition bursaries. Together with EduDeo Ministries, I believe nothing should stand in the way of a child going to school – so I'm GO-ing to make sure they get there! If you can, please give a gift toward my fundraising goal of [\[INSERT FUNDRAISING GOAL\]](#) and help me impact students and their families. [\[INSERT PROFILE URL\]](#)

## ACTIVITY GOAL UPDATE

I just passed my EduDeo GO goal to [\[INSERT ACTIVITY GOAL\]](#)! It's been great to get outside and get active, and I'm excited for the impact my fundraising will have on students and their families. I still have [\[REMAINDER OF FUNDRAISING GOAL\]](#) left to raise, so will you help me get there? [\[INSERT PROFILE URL\]](#)





## FUNDRAISING GOAL UPDATE

I just passed my initial fundraising goal of [\[INSERT FUNDRAISING GOAL\]](#) for EduDeo GO! Thank you to everyone who has donated so far! I've set a new goal to raise [\[INSERT NEW FUNDRAISING GOAL\]](#) and I know we can get there together. Thanks for considering giving a gift! [\[INSERT PROFILE URL\]](#)

## POSTS FOR THE CAUSE

Education reduces poverty, but only Christ transforms a heart. Both happen in Christ-centred schools. I'm participating in EduDeo GO and raising funds for tuition bursaries so more children can attend a school where Jesus is number one. Help me reach my goal of [\[INSERT FUNDRAISING GOAL\]](#) and consider donating: [\[INSERT PROFILE URL\]](#)

Did you know: better-educated parents are more likely to raise healthier and more educated children? That's why I'm participating in EduDeo GO and raising funds for student tuition bursaries. Will you help me reach my goal of [\[YOUR FUNDRAISING GOAL HERE\]](#)? Consider giving a donation: [\[YOUR PROFILE URL HERE\]](#)

Did you know: the longer a child stays in school, the greater chance they have of living longer and making positive life choices (like voting, avoiding crime, and taking care of their health)? That's why I'm participating in EduDeo GO and raising funds for student tuition bursaries. Will you help me reach my goal of [\[YOUR FUNDRAISING GOAL HERE\]](#)? Consider giving a donation: [\[YOUR PROFILE URL HERE\]](#)

Roughly 1 in 5 school-aged children is not in school – about 250 million children worldwide. That's too many, so I'm participating in EduDeo GO to raise funds for student tuition bursaries. Nothing should stand in the way of a child going to school – especially a Christ-centred school! – so I'm [\[INSERT ACTIVITIES\]](#) to help break down barriers. Will you give a gift towards my campaign? [\[INSERT PROFILE URL\]](#)



# GRAPHICS TO DOWNLOAD

Want to stand out on social media with your EduDeo GO promotion? We've got all these graphics and more for you to download.





04

**THANKING  
YOUR  
DONORS**



# THANKING YOUR DONORS

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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. See pages 6-8 for testimonies from students and families who have been impacted by tuition bursaries – you can share all of these with your donors as examples of the impact their gift will have.
- **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.

