



Worldview
Academy®

Worldview Academy
Support Raising Handbook

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Section One: Preparing for the Journey

1.1 Why Consider Support Raising

Worldview Academy has been training the next generation of Christian leaders since 1996 through week-long academically intense leadership camps hosted on college campuses around the nation. Focusing on the areas of Biblical worldview, apologetics, and servant leadership, Worldview Academy seeks to provide students and families with tools to walk faithfully according to a Biblical worldview.

Part of the joy and struggle for Worldview Academy has centered around the opportunity to invite others into our work as a ministry by asking our staff to raise their own financial support. We recognize this task is not easy, but there is great value in trusting the Lord through the process of raising a team of families who would commit to pray for you and give out of the blessings they have received from the Lord.

There are many reasons why support raising is part of our model here at Worldview Academy including minimizing the cost of camp for our families. While support raising is likely out of your comfort zone, there are many growth opportunities ahead as you learn to trust in the Lord in a new way. There is little doubt you are more excited about smiling students than you are beginning your support raising journey, but that is why we have put together this handbook. We hope it will be a help for you as you courageously step out and seek to serve the Lord well in your service with Worldview Academy and your support raising efforts.

1.2 Get Out of Your Head

Have you ever apologized for something that you haven't done or don't feel you should have to apologize for? If you haven't, I am certain you will be faced with that opportunity in the coming months or years; most of us have. When we come to those moments, we feel guilty when we apologize because we aren't actually even sure that we mean it, yet we feel apologizing is our only option. That is what is expected of us - or so we think! So, we say the magic words, and we hope that we have mustered enough sincerity that our apology is believable and accepted.

Raising support often feels like that. It feels like you should feel guilty about even thinking about going around and asking other people to give you money because your "job" won't pay you. It is difficult to distinguish that from begging for money so that your family doesn't starve, or so that you can pay your bills. You feel obligated to apologize profusely for even asking them to consider financially propping you up.

We must stop apologizing or feeling like we need to apologize for raising support. It is a joy and a privilege that other families get to be a part of the work of the Lord through you in your service with Worldview Academy. It is a joy and a privilege to get to trust the Lord for your finances in a way that is outside your normal practices. We have nothing to apologize for. There are many places the Bible talks about raising support through a variety of means. We are going to look at those passages of Scripture closely as we seek to better understand the Biblical foundation for raising support.

Passages of Scripture

There are a variety of passages of Scripture we could go to, but let's take a look at five more closely:

Luke 10: In Luke 10 we see Jesus gather his closest disciples to prepare them before they share the good news of the gospel to neighboring cities. Jesus specifically tells them not to bring a moneybag, knapsack, or sandals with them. The reason for this is not that Jesus was sentencing them to suffer in their going out. Instead, Jesus did not want them to rely on what they had, but rather to rely on others to meet their physical needs. Verses five through seven detail the instructions from Jesus as to how to enter a household and includes the very specific instruction to, "Eat and drink whatever they give you, for the worker deserves his wages." God met the needs of the 72 He sent out through the provision of others.

- Philippians 4: In Philippians 4 Paul shares his personal greetings at the end of his letter addressed to the church of Philippi. In this chapter he discusses their support of his ministry, saying, “Yet it was kind of you to share my trouble... When I left Macedonia, no church entered into partnership with me in giving and receiving, except you only. Even in Thessalonica you sent me help for my needs once and again.” Paul thanks them for their generous support of his ministry and for meeting his specific needs that arose along the way. Paul was relying on these saints within the church to help provide for his needs as he ministered to individuals and families across the region.
- Numbers 18: God sets the tribe of Levi apart to care for the sanctuary. The Levites receive this portion from God as they are to receive the contributions from the other tribes. The Scripture says in verse 21, “To the Levites I have given every tithe in Israel for an inheritance, in return for their service that they do, their service in the tent of meeting.” The Levites are literally provided for through the means and blessings of the rest of the tribes of Israel.
- 1 Corinthians 9: Paul makes the case that as laborers of the gospel, those laborers are to be provided for by those they are ministering to. He says in verse 11, “If we have sown spiritual things among you, is it too much if we reap material things from you?” The point is not that we are due anything from God, but rather that the example has been set for us as ministers of the gospel to receive from those that we are ministering to.
- Luke 8:1-3: Luke recounts the men and women who assist Jesus in ministry. Verse three indicates that these women (Mary, Joanna, Susanna and maybe more) were providing for Jesus and His disciples from their own means. Sacrificial and physical provision provided by God, for His mission, through His people.

Additional Passages

Here are a few additional passages about giving and how we should think about money and our possessions:

- Matthew 26:6 - 13: A woman breaks a perfume bottle worth a fortune at the feet of Jesus and is praised.
- Matthew 6:19-21: Instruction to be careful of where our treasure is. We ought not find that in material possessions.
- Philippians 4:19: God is the supplier of all your needs. It is not those you are asking for support, it is your heavenly father.

Summing It Up

The summary here is that we do not need to apologize for seeking the financial partnership and prayer partnership of individuals and families. There are certainly examples of abuse and misconduct when it comes to allowing others to share the financial burden of missionaries or the church, but that does not take away from the foundation laid in the Scripture. You do not need to apologize. You are a part of the body of Christ and whether you know it or not, others need you to do the thing that God has called you to do.

1.3 Built for Community

You were not created to bear the weight of God. You are a glorious image-bearer of the king, but you are not the king. A common theme communicated in our culture is that we are capable of doing it by ourselves and we should do it by ourselves. “Pull yourself up by your bootstraps,” you might hear resounding in your head as you seek to hold the weight that you were not made to hold. To ask for help would mean you are weak, so you try to grin and bear it until you just can’t... possibly... bear... it... any... longer...

We were not meant to do it alone

God created us to be in relationship. We are made to be in relationship with Him as our creator and also with one another. We are called to know God, but not just to know God, but to be with God. We see that in Adam and Eve's relationship with God way back in the beginning. God walked with Adam and Eve. They were in relationship with Him.

We also see in Paul's writings, clear instructions to be in relationship with one another and bearing one another's burdens. In 1 Corinthians 12:12-14, Paul says it this way:

For just as the body is one and has many members, and all the members of the body, though many, are one body, so it is with Christ. For in one Spirit we were all baptized into one body - Jews or Greeks, slaves or free - and all were made to drink of one Spirit. For the body does not consist of one member but of many.

We were not created to live in isolation or in an environment where we must bear all the weight. We need one another. As a confessing Christian, you are a part of Christ's body - the church. We are instructed to live in relationship with one another.

Raising support is no different. You are a member of the body of Christ - ministering to students across the country so that they might accurately see the world through a biblical lens. You can do things that others cannot do. Others, who have the financial means and a desire to invest their finances as they steward the blessings from the Lord, can do something you can not do: financially invest in your work with Worldview Academy.

A change of perspective

If we are created to not only be in relationship with one another, but to literally depend on one another in the body of Christ, then we need to change the way we see ourselves as those seeking the financial support/investment of others in the body of Christ. We no longer view ourselves as beggars, pleading with others to have a benevolent heart and give to help us make ends meet. No! We are called Christ-followers carrying out the command of the Lord in our lives, inviting others to participate with us. What a difference that makes!

Saying no

If you really took this truth to heart and applied it to the way that you thought about support raising, there would not be a single Christ-follower who you would deprive of the opportunity to be a part of the work of God in and through your ministry.

Sure there are lots of reasons why, in your best estimation, someone would not want to invest in your ministry. Perhaps you think they are too young and would not have the means to partner with you. Perhaps you think they are too old and would not have the means to partner with you. Perhaps they have a job that you assume does not pay them enough or a job that pays them so much that you assume they already have been tapped out of any discretionary income. Perhaps they are in college or just got laid off. The point is that there are a whole slew of reasons why we deem that someone cannot or should not want to partner with us.

In reality, you do not know who the Lord might call to invest in your ministry through partnering with you financially. You should not say "no" for people. Instead, we should in humility, be prepared to share the exciting opportunity to invest in your work with Worldview Academy.

Your job is to invite, not to sift through and evaluate whether or not someone should invest. That is between them and the Lord. You are merely the inviter.

You have to ask

As you consider your efforts to build a team of people who are excited about what you are doing as you serve with Worldview Academy, you likely would prefer to snap your magic fingers and have a team already built who have declared their interest and ability to partner with you. Unfortunately, that's not how it works. And that's a good thing. While it would certainly be easier to just snap your fingers, you would miss the blessing of having to trust the Lord through the process of raising support.

Why is asking so difficult? Asking is difficult because the person you are asking may not give you a favorable response. In other words, they may say no. We fear rejection. We do whatever it takes not to get rejected. Certainly, they may say yes, but one cannot be sure. Too often you will want to dance around "the ask". You will want to share about what you are doing (after all, that's easy). You can even talk about the need you have. But, then you freeze and you assume that they can put those two together. After all, you have a need, they have means. You wonder if you really even need to ask. The issue is that while sharing about your ministry can be helpful and even informative, in order to invite them to participate, it takes an actual invitation. If you are writing a letter, that looks like saying something like this:

"Would you consider investing in my ministry by partnering with me financially as I serve with Worldview Academy?"

If you are having a personal conversation, you will want to actually say those words (or words like them). If you do not ask them to partner with you, they are far less likely to join your team and partner with you financially. You will need to ask.

1.4 Know Where you are Going

Surely you have heard the sentiment that you will never make the shot if you don't know what you are shooting at. While phrases like that make great cheesy posters, many of them also reflect reality. As you prepare to raise financial support by building a team of individuals and families who want to invest in your ministry, you will want to know what your goals are. Some questions to wrestle with and answer include:

- Why are you raising financial support?
- Why do you believe the Lord has called you to work with Worldview Academy?
- How much money do you want to raise to work with Worldview Academy?
- What are the expenses you anticipate needing to cover throughout your service time with Worldview Academy
- Who do you want to join your financial support team?
- When do you want to have your support raised by?
- How are you planning to invite people to be a part of your team?
- What materials do you need to be successful?

There are some keys you will want to make sure you have a plan for:

Budget:	You will need to know how much money you want to raise as you serve with Worldview Academy. You need to know your goal. This will be a number you want to be comfortable with because people will ask.
Why:	Why do you believe the Lord has called you to Worldview Academy? You will want to think through this and be prepared to give an answer to this question. Not only will people ask, but if you are ever discouraged, you will want to remind yourself of why you

believe the Lord has called you to this work with Worldview Academy. You can also find more information about how we discuss ourselves [here](#).

People: Who are the people that you would like to invite to partner with you? This brainstorming process will include names and people who seem like obvious choices as well as others who may not be at the top of your list. Again, the goal is not to refine the list by saying no for a bunch of people. We will discuss this more in Section 2.3.

Timeline: When do you plan to start raising support and when do you plan to complete your support raising efforts? Is that enough time to raise the amount of money you are trying to raise?

It's a Roadmap - not a linear equation

The Scripture makes it abundantly clear that we are called to make plans, but the Lord establishes our steps (Prov. 16:9 and other places). We are called to plan, but as we plan, we must take care to hold our plans out before the Lord open-handed. Our plan is more like a roadmap - or perhaps in this generation - Google maps.

We think we know how we want to get from point A (no financial support) to point B (fully funded in our financial support). We have a plan to get from point A to point B, but we have to recognize and anticipate that the route we take may be different than the one we anticipated. It would be like plugging in the address to Google Maps only to then encounter a road closure due to construction. When faced with the barricade instructing you to divert, you are faced with two options. You can blow through the barricade and hope there is no damage done to your vehicle, or you can divert and allow Google Maps to re-route you.

Those circumstances can produce anxiety and angst when you have to re-route, but a re-route is no reason to panic. You have the destination plugged in (you know where you are headed). Yes you may go down a street that you had not originally planned to, but that is nothing to get worked up about.

1.5 Honesty and Transparency

The following two sections will continue to discuss how you can best prepare for your support raising initiatives and seek a team that will partner with you through investing in your ministry with Worldview Academy. The term "partner" is not just a placeholder to make you feel better about asking people for money. You are seeking the support of others in the body of Christ to build you up, encourage you, and financially support you. You are not a beggar asking for money - you are a member of the body of Christ going out and doing what others members of the body of Christ cannot go and do.

Truly being a partner requires a level of trust. You can call your donors "partners" all you want but if you don't honor them and their "partnership," your financial support could become nothing more than a monetary transaction.

Let People In

Part of this partnership relationship is to allow others to bear your burdens with you. This includes financial needs, but it goes way beyond just financial considerations. Allow your partners to know what is really going on in your work and ministry. This allows them to know how to pray for you and to help encourage you.

Certainly there is a place for wisdom and balance. If you are having the most difficult day in your ministry, it would be unwise to go onto social media and proclaim it to the whole world. It would be equally unwise to go into elaborate details regarding why it is a difficult day and who has made this day unbearable. Wisdom would dictate that you use discretion, but don't swing the pendulum the other way and allow discretion to circumvent any possible sharing you may take part in.

Here are some practical ways that you can practice transparency and honesty with your team of partners who are investing in your work with Worldview Academy:

- Share how people can pray for you (be specific)
- Be honest about how you are feeling and what you are struggling with
- Don't forget to share praises as well
- Give updates on how you are doing in your support raising efforts
- Share prayer requests
- Being honest about where you are at with your fundraising efforts

1.6 Trust the Lord and work hard

There are times when hard work and trusting the Lord as competing ideas, as if we could only trust the Lord or choose to work hard. The Scripture is clear that there is a third alternative and that is to work hard, using your gifts and talents to the best of your ability, while holding the outcome of that work loosely in the open palm of your hand. While it can be difficult to execute this balance well, it is a balance we ought to strive for in our support raising efforts.

Hard Work

Because we are often uncomfortable in our support raising efforts - seeing ourselves as beggars rather than as members of the body of Christ called to a specific purpose - we tend towards the path of least resistance. This is not a new concept. In seeking partners who want to invest in your ministry with Worldview Academy, that will often involve communicating in such a way that opens the door as little as possible to conflict or awkwardness. For many this means sending an email letter, or even a physical letter, and hoping upon hope that these efforts will be enough. While the Lord may provide through these means (and has many times), that would not qualify as working hard in your efforts.

Working hard may involve some of the following:

- Crafting a professional looking letter rather than being satisfied with plain text on a page
- Calling individuals to ask them to meet with you in order that you might share more about your ministry with Worldview Academy rather than taking the path of least resistance and just sending out an email
- Prioritizing time in your schedule each day to attack aspects of support raising that are not particularly appealing to you rather than putting it off until tomorrow
- Setting up eight or nine phone calls and in person meetings in a day, rather than being content with one or two
- Working hard to network with individuals and get references from folks rather than just hoping you will have enough people who will be interested in what you are doing

Hard work makes a difference. While there are no guarantees of success regardless of how hard you work, you have a role to play and that role is not simply to hope it all works out in the end.

Will there be awkward moments? Sure.

Will it be difficult to accomplish your support raising efforts while in school full time or working full time? Yes

Are there any guarantees of success even if you do everything right? No

But, the Lord is faithful and He will use your time and your effort to mold you and shape you more and more into His image.

The Bad Days

The bad days are, well, bad. No one wants to experience them, but they come. As you seek to meet with individuals and families and share your passion and excitement for the work you will be doing with Worldview Academy and you invite them to invest in you by partnering with you, there will be bad days. These bad days may cause you to question why you are doing what you are doing - so be sure of your calling from the Lord. These bad days may cause you to be stressed about money and fret about God's future provision for you. There are many reasons why your day may turn and as a result stress and anxiety are born.

You need to know this is completely normal. It doesn't address the particular issue you are facing, but it hopefully brings some relief knowing you are not alone.

One of the most prevalent reasons why we have bad days is because we doubt or waver in our belief that God will take care of us and provide for us. Be reminded of these Scriptures:

- Matthew 6:25-34
- Exodus 16
- Philippians 4:10-20
- Genesis 3:21

God is the same yesterday as He is today and will be tomorrow. He is faithful. Now don't misunderstand that to be a blank check written and signed by God for you to get anything and everything you have ever wanted. How terrible would that be?!?! We should not want to actually receive all the things we think we want. Our "want-er" is broken. Jeremiah says in 17:9, "The heart is deceitful above all things, and desperately sick; who can understand it?" We do not always want things that are good and beautiful and helpful for us. So, just because God is faithful, that does not mean you will hit all of your financial goals and accomplish all that you have ever desired.

But, it does mean that in the midst of the journey of raising support, that God will be with you. He will teach you and instruct you and sanctify you as you trust Him in this new way, relying on Him to provide for your every need. One of the secrets here is to realize that this is always the case, no matter our vocation or how much we get paid.

Weathering the Bad Days

When those bad or difficult days come, the key is to remember three things.

First, God is with you. He has not left you. He has not abandoned you. No matter what you face, as a Christ-follower you do not need to live in fear that you walk this life alone.

Second, the bad day will pass. Whether that be later that afternoon or the next morning or three days later, you will get through whatever the storm is that is weighing heavily on you.

Third, the Lord wants to teach you something in the midst of your bad day. If God is all powerful and all knowing, that means He has the power to change your circumstances and knows your circumstances are not what you desire them to be. If He wanted to change them He could. God wants to teach you something, yet the temptation is great to focus our eyes on the circumstance or the "thing" and not focus our eyes on our God and grow and learn from the challenge or difficulty.

Many times our bad days are connected to expectations. We expected this individual or this family to be key partners with us and they just communicated that they cannot help at all. Welcome to your bad day.

Part of the solution is to hold your expectations loosely. You have a plan - that is great, you should have a plan. Remember, though, that plan is like a roadmap - it is not a linear equation. There will be diversions and re-routes along the way. The bigger question is, will you learn as you walk through the process to trust the Lord more, or will you simply get angry at every detour and re-route?

Let's quickly address three specific reasons (other than our own expectations) that may cause difficulty in your support raising efforts.

One of the reasons why raising support is difficult is coming face to face with rejection. Rejection is one of those occurrences in life that people run from like the plague. You want nothing to do with rejection and you do whatever you can to minimize rejection or to soften the blow of the rejection when it occurs. You will be rejected as you seek to raise up a team to partner with you. Not every individual or family you share your ministry with is going to want to partner with you. Some will utter the dreaded two-letter word - no. That does not mean they hate you or are rejecting you as a person or even your work with Worldview Academy. They are rejecting the opportunity to partner with you in your work. You are not the Holy Spirit for others. That is between them and God. Your job is to merely make the invitation.

Rejection will come - do not run from it.

The second issue you will face is the fear of failure. What if you absolutely fail at raising support and despite your budget of \$5,000, you have only raised \$337?

Is it possible that you will not hit your support raising goals? Yes. Is it possible that this will cause difficulty and sacrifice for you in the next season of life? Yes. But, is that a failure? Did you fail? Did the Lord fail? If you have sought the Lord and are confident that He has called you to work with Worldview Academy and if you have worked hard in your support raising efforts and He simply does not provide the harvest from those efforts, that is not failure. You are not the author of the story. What you can be confident of, is that the author of the story is with you and He did not just accidentally allow you to fall short of your goals and expectations.

Finally, you must consider and resist the urge to compare yourself to others. This comparison could take the form of comparing the amount of money you make over the summer or the internship you did or did not get. Paul in Galatians 1:10 says, "For am I now seeking the approval of man, or of God? Or am I trying to please man? If I were still trying to please man, I would not be a servant of Christ."

Where are your eyes fixed? When God gives the commands to the Israelites in Exodus 20, He instructs them not to covet (Ex. 20:17). God wants His people not to be distracted by what others have. There will always be someone who makes more money or has an experience that you feel transcends your experiences. The Lord has you in a specific place on purpose for His purpose.

1.7 Summary

There is much more that could be said to prepare you for your support raising journey, but we will now turn to some specifics around the tactical next steps of partnering with individuals and families. In this upcoming section, we want to provide you with some helpful tips and insight as to how to be most effective as you invite others to invest in your ministry work with Worldview Academy.

Section Two: The Process

2.1 An Overview

Raising support is not easy. It takes much prayer and consideration as you make plans. You are excited about what the Lord has in front of you in your work with Worldview Academy and you want others to get a glimpse of that excitement as you get the opportunity to share your passion and the work you will be a part of. As we dive into the process of how to actually raise support, you will do well to remember the ground we have already covered. We are here to help you in whatever ways we can, so as you go, please reach out and let us know how we can support your efforts.

We want you to be successful

Coming alongside students and families during the summer in your work at Worldview Academy Leadership Camps is a joy and a privilege. Partnering with families from around the country who are invested in you and your work unto the Lord is also a privilege, though we often do not look at it in quite the same way. Here in the Worldview Academy office we want to assist you and help wherever we can. We cannot go out and write a letter explaining your passion and excitement for the work you will be a part of this summer, nor can we sit down and meet with your prospective partners, but we can encourage you and provide you with any tools that would be helpful for you.

Although we are not experts, many of us in the Worldview Academy office raise our own financial support and we are happy to share lessons that we have learned along the way and assist you in learning from our mistakes. The bottom line is that we want you to know that you are not on your own. We are with you, but even more importantly, the Lord goes with you in your preparations and work. If we can help, please ask. If you need prayer, please share that and we would love to pray with you. If you are overwhelmed, please let us know so that we can seek to encourage you and build you up.

What a joy it is to serve alongside like-minded believers seeking to serve the Lord in all that we do!

Giving to a Non-profit organization

When donors give money to a non-profit organization, those donations are tax-deductible. There is nothing you need to do to ensure that donations are handled properly; our administration team will take care of that. The key for you to remember is that for those funds to be tax-deductible, all donations must be made out to “Worldview Academy”. If a donation is made out to you in any way, shape, or form, those donations would not be tax-deductible. If that is insignificant to the family you are partnering with, there is nothing legally that precludes you from receiving a gift from another family, regardless of the reason. If the family you are partnering with does desire a tax-deduction for their donation(s), you will want to make sure they give to Worldview Academy.

You may be wondering how you will have access to the money and how we will know that it is earmarked for you. We will get there in Section 3.1. The short answer to that question is that the families partnering with you will want to make some note, either in their online donation or on their check donation, by referring to your name. We will set up an account within our financial systems so that any donation that is earmarked for you will go into your account, set aside for you. In the event that a donation does not get properly earmarked but we later discover that the intention of the donation was to go to you, we will gladly make any necessary changes in the designation to attribute it to your account. So, there is no need to be concerned about that, but we do want you to have a basic understanding of how it works.

2.2 Three Initial Considerations

As we launch into specifics and suggest a plan moving forward, we want to suggest three important considerations (which we may have already touched on briefly) that will serve you well if you incorporate them into your support raising strategy.

Be relentless in your work

Although raising financial support to serve with Worldview Academy will not be an easy task, it is one that can bring great joy and satisfaction as you get a first-hand experience of the Lord working through others and in you. The Lord does not need our hard work, but in most cases, those who are willing to put in the time and the effort to put together a plan and follow through with that plan are more successful in their efforts. You will likely need to work hard. Certainly there are many other responsibilities you are trying to balance, but you will want to ensure that you allot time and energy to your work in partnering with families. Be relentless in your work and watch the Lord provide in incredible ways.

Care more about people than their money

It is always a struggle at times when money is involved with people. It is in fact the need for financial support that has led you to reach out to families and invite them to partner with you in your work with Worldview Academy. It can be easy then to see people as merely the means to achieve the ends - which in this case would be raising money. It will require intentionality to not see people through these lenses. The individuals and families that you reach out to are all in their own walks with the Lord and you inviting them into your work may be part of how the Lord is refining and teaching them. We need to constantly remind ourselves that people are more important than money. As you connect with individuals and families, you will want this to be demonstrated not just in word but in deed as well. While this may seem to be an assumption, it can be difficult to practice unless you are intentional and careful to do so.

Lead with the need

When we consider opportunities, as people, it is generally not the “what” or the “how” that gets us excited and spurs us to action, it is the “why” or the need. We may hear about how an organization is providing food for widows and orphans in some foreign country and appreciate their work. But, when we hear about the level of poverty they are in and perhaps even see pictures that demonstrate the need that exists, there is a different chord that is struck within us. We become more compelled to get involved and assist in meeting the need.

As you consider how you want to share a vision for your work with Worldview Academy, you will want to make sure you understand the need that you are meeting. We are helping students and families live biblically in the midst of a confusing culture. We want to clearly communicate why we are doing what we are doing rather than focusing on the way in which we do it. Paint a picture for why we need Worldview Academy and how you are working to help meet that need in your work. You can certainly get to some of the “whats” or the “hows,” but the “why” is what is going to compel people to act.

2.3 The First Steps

Now we will examine the specifics next steps for you as you seek to raise financial support. There are many ways that individuals have raised financial support over the years, so please do not look at this as though it is law. This is a good way to think about constructing and executing a plan, but it is not the only way. We do believe, though, that if you follow this process, you will have been faithful to do the work the Lord has put in front of you and your role is to then trust the Lord to bring in the harvest. We plant, we till the ground, we water, but we do not ultimately bring the fruit of the harvest. This is not a five step process to guarantee success in raising financial support as you

partner with individuals and families, but it is a helpful framework to work through that will establish a foundation that you can operate from.

Pray - Really

Though it sounds trite to proclaim this as the first step, it truly is the first step. You would not want to serve at Worldview Academy without the Lord leading you to serve and depending on Him as you serve. Why would we look at raising financial support any differently? We want to start by seeking the Lord and asking for wisdom as we set out on the journey of partnering with individuals and families. We want to ask for His provision and His grace that in the midst of our bumbling words that leave much to be desired, His purposes would come forth. The first step is actually having a posture of dependence on the Lord as we pray and follow him as He leads - it is not just a cute Christian instruction to merely check the obligatory "prayer" box before getting into the real work. This is part of the real work of raising support.

Make a plan

The plan is one of the most important pieces of raising support because it establishes a target that you are aiming for. There are plenty of motivational posters that proclaim things like, "You can't hit a target you cannot see, and you cannot see a target you do not have." This is not meant to be an imitation of a cheap motivational poster. The reality is that we should make plans. We do not get to decide if those plans work out the way we think they ought, for Proverbs 19:21 says, "Many are the plans in the mind of a man, but it is the purpose of the Lord that will stand."

You need to establish a plan so that you know what your target is and so that you can share the specifics of that target with those you are asking to invest in your work with Worldview Academy. There are three specific areas that should be the foundation of your plan:

Timeline: You need to establish a few important dates on your timeline. When do you plan to begin your support raising efforts? When do you want to complete your support raising so that you can give yourself time to prepare for your role at camp? Are there any additional key dates that need to be factored in such as vacations, graduations, etc.? You can also include in this timeline specific metrics that you think would be good to hit. For example, if you have about three months to raise your financial support, you may want to set a target for having 50% of your support raised within the first month (the first 50% is always easier to raise than the second 50%). You will want to consider these timeline components so that you can then budget your time accordingly.

Needs: You will also want to take time to determine exactly how much financial support you are seeking to raise. Do you need to raise \$2,000 or \$10,000? You will also want to understand why that financial target is in fact the target. Are you raising that amount of money because that is what you could have made while working during the summer or are you raising that specific amount because that is what will be required for you to pay for school in the fall? Take time to not only set a specific amount you are trying to raise, but also determine why that is the number.

People: You will want to begin to accumulate a list of individuals you will want to ask to consider investing in your work with Worldview Academy.

Namestorming

Namestorming is a cute way to say that you are brainstorming names. Do you get it - brainstorming names... namestorming. Okay, you probably get it. We get that phrase from a great resource called The God Ask, written by Steve Shadrach with the organization called Generosity. They have some great resources for raising financial

support that we utilize for our office team and others. In any case, namestorming is the process of making a list of anyone and everyone that you would like to reach out to and invite to be a part of your work with Worldview Academy. We would encourage you to sit down with a sheet of paper and consider anyone and everyone that you know. As you put this list together, you will again be tempted to say “no” for people because of their life circumstances, or the fact that you have not talked to them for several months, or they are really your parents' friends and do not have any specific relationship with you, among other possible excuses. Really seek to fight the urge to say “no” for people.

Included in your list should certainly be family and friends, and pastors and other church leaders that you serve alongside. Also in your list should be anyone and everyone that you interact with on a regular basis. If you see the same hairdresser every time you get your hair cut and you have conversations about what the Lord is doing in your life, you should certainly include your hairdresser. Anyone who you think might be interested in hearing about how the Lord is at work in your life and would want to hear about what you are doing with Worldview Academy - those people should be on the list!

There are many people who you know for sure should be on the list, and some you know for sure should not be on the list (though this list should be very very short). For example, what about your non-Christian friends who are truly dear to you but do not see the world in the same way that you do? What about family members who are not Christians? What about your friends in school who you know are just as poor as you are? While those are completely fair considerations, our suggestion would be to include as many as possible on your list. This is to give you the best chance to hit your support raising goal (that you established in the last step), but also to give others around you and those involved in your life the opportunity to invest in what you are doing. Remember that this is not about you nor is it about money, but it is about honoring the Lord with all of your life; your support raising is included in that!

Certainly every situation is different and unique. There is not a formula that will take in every possible person in consideration and spit out a decision as to whether or not to include them on your list. We would suggest the default be that you should include them in your list unless there is a specific reason not to. At the very least, you can share with people what the Lord is doing in your life and ask them to consider partnering with you by praying for you and your ministry with Worldview Academy - even if they cannot give. Remember, it is not all about money!

Prioritizing names

Once you have your completed list, then the next goal is to prioritize these names so that you know who to reach out to first. You will want to prioritize individuals and families you have a close relationship with and a high level of trust in. They may even be able to provide some feedback on how you might communicate more clearly in the future. This could include people like parents, other close family members, mentors, and those in your church who you regularly do life with. These will be the first individuals and families you reach out to, which means you will likely be nervous. You want those first few conversations to go well and be a safe place for you to practice sharing.

Our suggested progression

After putting together your timeline, your budget, and your namestorming list, you are ready to set off by reaching out to individuals and families. Now again, there are many ways that this has been done, but our suggested progression is as follows:

Send out a Letter:	We will talk more about the letter in the next section, but this is an introduction to what you are doing with Worldview Academy and why that matters. It will also include your specific needs that you established. The letter will serve as a launching pad for you.
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Follow up:	After sending out your initial letters, you will want to follow up with those who you have sent letters to either by email, phone, or text message. The goal in the follow up is to make sure they got the letter and then to ask them to consider partnering with you in your work with Worldview Academy. The best and most effective way to make this ask is to first invite them to some sort of in-person meeting where you can give more details and answer any questions they may have. Not everyone is going to want to meet. It is also not going to be feasible, likely, to meet with everyone given time and geographical constraints. There will be some individuals and families with whom you just set up a time to talk over the phone or over Zoom rather than meeting in person.
The Ask:	The actual ask where you invite them to partner with you ideally occurs during that in-person meeting or in your phone conversation that you set up. This provides the best opportunity to clearly communicate why you are raising support and ask them to be a part of it. You will want to be direct and specific by saying “would you consider investing in me in my work with Worldview Academy through giving financially?”
More Follow up:	After you make the ask, they will either respond immediately with an answer or ask to consider your request. Certainly you want to give them time to prayerfully consider what the Lord may be asking them to do. But, you will want to establish a time within the next seven days where you can follow up with them. For example, if they indicate they need time to consider, you might respond by saying something like, “That sounds great and totally reasonable. Would it be okay if I followed up with you next Friday?” This is not unkind and communicates again that you are being diligent in your efforts to meet your financial goals in the timeline you established.
Say thank you:	Finally, you will want to thank them, regardless of their decision or ability to invest in your ministry. You will want to thank them for their time and clearly if they have decided to invest in you and partner with you, you will want to thank them for that as well.

Each of these steps in your progression is important and comes with unique challenges. We want to spend a little more time on each one and will do so below.

2.4 The Letter

As we just established, the letter serves as a launching pad for you as you. This letter can include lots of pictures or not (though we encourage you to at least include one picture of yourself). It can be written in a variety of different ways, but the most important thing is that the letter should sound like you. It should represent you. The primary reason why individuals and families will invest in your ministry with Worldview Academy is not because Worldview Academy is awesome, but because you are awesome and they want to empower you to go. Make sure that as you write the letter, it reflects you and sounds like you.

Why write a letter?

The letter is the launching pad. It allows you to say what you want to say precisely and then distribute it broadly to your entire team of prospective partners. The letter will also serve as an introduction to what you are doing with Worldview Academy and make an initial invitation for them to be a part of your work.

Key components of the letter

The most important part of the letter is that it sounds like you and represents you, but there are a few components we would encourage you to include in your letter:

- About You: Certainly everyone who is reading the letter you send will know a little bit about you, but you will want to briefly introduce yourself anyway. Instead of focusing on biographical information, you might introduce yourself and focus on passions that the Lord has put on your heart. You will then be able to connect your passions to the work you are doing this summer, later in the letter.
- About Worldview: You will want to introduce Worldview Academy and what the ministry seeks to do in its work. This is also a great place to briefly articulate any previous experience you have with Worldview Academy, whether that be serving on staff or attending as a student or any other experience. Again, you will certainly not be able to cover all that Worldview Academy does so be strategic in what you mention and tie it to what you are doing this summer and how it aligns with your passions.
- The Need: What need is Worldview Academy meeting in the lives of families around the country? How is your work helping to meet that need overall? These could be described in different ways, but you will want to paint a clear picture of the need being met - again considering leading with the need rather than just describing *what* you are doing.
- Your Role: What role will you have with the ministry this summer? What will that mean in terms of your daily and weekly work? You will want to paint a picture for these individuals and families. Again, remember that most individuals and families will be supporting you first and Worldview Academy second - so let the focus be you and what you will be doing.
- Your Needs: Here is where you will want to discuss the needs that you have and invite those individuals and families to partner with you. You will want to share specifics around how much you are looking to raise and by when. Then you will want to communicate clearly how those you are reaching out to can give (which we will cover in Section 3.1).

One question you may have is “how long should this letter be”. Our recommendation would be to make it no longer than one page front and back. Again, the goal here is not to communicate anything and everything you could possibly want to communicate, but to instead present the essentials in a way that opens the door for more conversation in person or over the phone. This is setting the table in one sense for the first follow-up conversation.

Other Considerations

While this letter could be sent by email, fax, snail mail, or through a different application, we strongly recommend sending out your letters via the Postal Service. You will likely have a much higher open rate than by merely sending

out an email. Yes, it will be more expensive, but it will be well worth your investment. A second update or additional letter sent out via email is not a bad idea, but this should be on top of a physical letter you send.

In addition, if desired, we have what we call “response envelopes” which are small envelopes you can include with your physical letter that will allow individuals and families who receive your letter to respond with that envelope and send a check or make a credit card donation. If you would like to include those envelopes with your letter, please let our office know and we will send you enough envelopes. Just be sure to write your name somewhere on the envelope (preferably the lower left hand corner) so that we know any donations that come in are to be designated to you.

2.5 The Follow-Up

Following up with the individuals and families you send your letter out to is extremely important. Too often those who are seeking to build a support team hope that they can just send out a letter and then hope upon hope that all the necessary funds will be contributed. It generally does not work that way. Instead of seeing follow-up as a burden, we invite you to see it as an opportunity to connect personally with the families you are asking to consider partnering with you. You get to discuss what the Lord has laid on your heart and share the excitement you have to serve with Worldview Academy.

How to Follow up

The best way to follow up with a particular individual or family is going to be determined by what your relationship with that individual or family already looks like. You will want to follow up with your prospective donors in a manner that is consistent with how you already communicate with them. For example, if you text with a particular individual on a daily basis and then you call them in a formal manner and ask to set up a meeting, it will seem out of place because it is not consistent with how you generally communicate. If you typically text with an individual or family, then text messaging would be the most appropriate way to follow up with them regarding your letter as you ask to set up a meeting. As a general rule it would be best to be cautious using phone calls as a way to follow up only because the phone call is often intrusive and gives them little time to prepare or come back to your request - it requires immediate attention. However, if phone calls are typically how you communicate with an individual or family, then a phone call would likely be the most appropriate means of follow-up.

Common Mistakes

There are many mistakes that may be made in the follow-up but there are three primary mistakes worth highlighting here. The first is being too passive. You have reached out to them so you will want to be decisive in what you are asking of them. If you consistently defer or fail to take the lead in making a plan, the individual or family will be confused because you were the one who initiated this correspondence.

A second mistake often made is to be too assertive. You want to have a plan or a goal in terms of how you want to follow up with the individual or family, but your plan may not work for them. They may have alternative suggestions that you ought to consider.

A third mistake is to try to have the meeting in the initial follow-up conversation. Although there may be rare occasions where it is not possible to schedule a later meeting, the general rule would be to avoid casting your vision for partnership in this follow-up. Save it for the meeting!

Set the stage for meeting

As you make the request for a meeting, you will want to make sure that they know that part of your desire is to invite them to partner with you financially as you serve. Here are a few ways you might communicate that:

- “I would love to share more about what I will be doing with Worldview Academy and share ways that I am inviting individuals and families to partner with me through prayer and financial support to empower me to serve.”
- “I am looking forward to being able to serve with Worldview Academy and I look forward to sharing how you might invest in and partner with me through prayer and financial support.”
- “As a part of our meeting together, I would love to share how you might partner financially with me as I serve with Worldview Academy.”

Once you have communicated your desires for the meeting and established a time and place to meet, your initial work is done and you can now begin to prepare for the meeting itself.

2.6 The Meeting and the Ask

The meeting is likely the most intimidating part of the whole process for you because it means that in most cases you will be sitting across from someone and asking them to invest in you and in your work with Worldview Academy. While much of the meeting is pretty self-explanatory, there are a few suggestions worth nuancing here.

Be Comfortable:	Telling you that you should act comfortable and be comfortable may be like telling you not to worry when your world is crashing down all around you. The goal, though, is to be comfortable and approachable as you meet with prospective donors.
Be Yourself:	Again this may seem unhelpful, but you want to be yourself in the meeting. Do not be afraid to show personality and even make light-hearted conversation. The goal is not to establish a formal setting, but to establish an environment where you are secure in your sharing.
Make an Ask:	<p>The primary purpose of the meeting is to ask them to consider partnering with you financially. Make sure you actually make the ask. Here are some examples of almost-asks:</p> <ul style="list-style-type: none"> • “Thank you for considering partnering with me.” • “Thanks for meeting with me and for hearing about my work with Worldview Academy.” • “I am grateful for anything you could give towards my work with Worldview Academy.” • “You are so generous with other ministries and I know you will love to partner with me in my work with Worldview Academy.”

As you can see, none of these are actually questions. It can be uncomfortable to actually ask them to consider partnering with you financially but you need to make that ask.

At the conclusion of the meeting, you will want to suggest a time you will follow up with them and ask if that will work for them. Thank them for their time and conclude your meeting.

When you later follow up with them you will want to call them if at all possible. This is the most personal way to follow up outside of meeting in person. In that follow-up, you will want to ask them again if they have determined if they want to partner with you in your work with Worldview Academy. If they respond by:

Saying Yes: Don't act surprised. It is not a great look to be shocked that they would actually want to invest their money in you and your work with Worldview Academy. Thank them that they would choose to invest in you through partnering financially and ask if they would like any help in getting their donation to the office. They may have questions about how they can donate or appropriate addresses to send a check to. If there are answers you are not prepared for, simply respond by saying, "I don't know," and then find out and follow up with them.

Saying No: Don't act offended or hurt. They are not rejecting you, they are simply communicating that they do not feel the Lord has led them to invest here. You should thank them for their time and consideration and ask them if they would prayerfully consider committing to pray for you as you serve. You might also ask if you can send them a recap letter at the end of the summer so you can share what God did in you and through you over the course of the summer.

2.7 Say Thank You and Mean It

The act of saying "Thank you" is simple enough but it is an important step often overlooked. In many cases you will be so relieved to hear that an individual or family wants to invest in your work that you forget to properly thank your new donors. So, remember to say thank you, and actually mean it too!

You can say "thank you" in a variety of ways but the way most often used (and for good reason) is to just simply say with your words, "Thank you." Most donors do not want you to spend your time and money on gifts. They want you to invest your time and energies on serving the Lord through the work He has called you to.

An additional gesture of thanks that you can take part in is to send a hand-written thank you note, thanking them for their donation or their desire to lift you up in prayer. There is something special about receiving a hand-written note that you know someone has taken their time and energy to write.

2.8 Conclusion on Process

There are several steps to successfully raising your financial support through partnering with individuals and families. Pray. Have a plan and seek to carry out that plan. Pray some more. Construct your letter and have meetings with prospective donors, then go ahead and pray some more. It is an exciting adventure to raise financial support - one that the Lord will use to grow you and cause you to rely more heavily upon Him.

Section Three: Worldview Academy Specifics

We have covered quite a bit of ground so far to help set you up for success in raising personal support in order to serve with Worldview Academy. Now in our final section, we will look at some of the nitty-gritty specifics of Worldview Academy. This section will be particularly helpful as you talk with prospective donors about how they can give and as you dot all your “i”s and cross all your “t”s.

3.1 How Supporters Can Give

Worldview Academy has three primary ways that donors can give to the ministry. We will look at each of these three ways so that you can best communicate with the team of individuals and families who are partnering with you. Then we will look at how you can stay up to date with your total donations given.

Overview of Methods

There are three primary ways that donors can give to Worldview Academy. Again, to reiterate an earlier point, all donations given to Worldview Academy are tax-deductible. Any donations (or gifts) given to you directly are not tax-deductible because you are not a non-profit institution. In addition to the three ways Worldview Academy can receive donations, you can always simply accept a gift from your donors if they would prefer to give to you without receiving a tax-deduction.

The three ways that donors can give through Worldview Academy are as follows:

Check: Although checks may seem old-fashioned to many, there are still donors who prefer to write checks. Worldview Academy can receive checks for financial support. The donor would make sure the check was made out to “Worldview Academy” with the remainder of the check properly filled out and signed. Then in the memo line of the check (the bottom left side of the check), the donor would write your name so that the donation was properly earmarked for you. All checks would be sent to the Worldview Academy office in Mount Pleasant, Texas. The address is:

Worldview Academy
PO Box 23
Mount Pleasant, TX 75456

Credit Card: Worldview Academy can also receive credit card donations from donors. The individuals or families that would like to give a credit card donation could access our donation portal in one of two ways. They could navigate there by going to worldview.org and clicking on “Donate” in the menu at the top of the page. They would then hit the “Donate” button on the following page which would take them to Worldview Academy’s donation platform. Once on the donation platform, the donor would select your project (how we designate your financial support from others) in the drop down menu and proceed to fill out the remainder of the information before hitting “Submit”.

Donors can also select recurring giving on that donation page, which would allow them to give once per month (or other frequencies) to you and your work with Worldview Academy.

If donors do not want to navigate through Worldview Academy's website or if you want to give them a single url that will take them to the website they need to access, that url is here:

<https://worldview.givevirtuous.org/Donate>

ACH: If donors would prefer to set up their gift through their bank, they do that through something called ACH. There is little for you to do here, other than to make sure on their giving that they specify your name to ensure it is properly attributed to you.

Where does the money go?

Once Worldview Academy receives a donation, it is categorized into the proper project (fund). We will set up a project for you so that all of your donations can be kept separate from others' donations. Outside of letting the Worldview Academy Office team know that you are raising support, there are no additional steps that are required of you to make this happen.

How do I see who has given?

We will set you up with a username and password that will allow you to see your donations as they come in. We will assign this to you so that you can access your donations at any time. This will allow you to send out acknowledgements and thank you notes in a timely fashion.

When and how do I access what I have raised?

When you decide that you want to withdraw the money that you have raised (or a portion of the money), you will reach out to our administrative team and they will get you a check for your financial support raised. The best person to reach out to is Joan McElveen. Her email address is jmcelveen@worldview.org.

You can access the financial support that you have raised at any time, so do not hesitate to reach out if you need to take a withdrawal from your project.

3.2 Money Raised

As you consider raising financial support there is one additional financial consideration worth mentioning so you can be prepared for it. That is the matter of taxes. In the eyes of the IRS, when you serve with Worldview Academy, you will be classified as a 1099 independent contractor. In other words, we will not pay taxes for you, those will be your responsibility. As a result, if you raise more than \$500 and as a result are paid \$500 for the financial support that you raised, you will have to report that on your year-end taxes. Depending on the amount of support that you raise over the course of your service with Worldview Academy, you may even want to consider paying quarterly taxes if you are raising a significant amount of money. In most cases, though, if you are raising support just for the summer, it is not likely to be a pressing need.

If you have questions please do not hesitate to contact our Director of Finance, Mike Tiland, at mtiland@worldview.org.

3.3 Final Considerations

What a joy and a blessing to be able to depend on the Lord through the partnership with individuals and families around the country. Raising support is not easy but it can be a source of significant blessing and we are excited that you have chosen to undertake it. There will be many opportunities to try to take the easy way out throughout this process. Do not cheat yourself and do not miss out on the opportunity to grow through this process. It requires hard work and diligence and a complete dependence on the Lord. We hope you have been blessed and encouraged by

going through this document. Remember that you will be the hands and feet of Christ Jesus this summer as you serve at Worldview Academy Leadership Camps. Not everyone can go. You can go. You are part of the body of Christ and you need other parts of the body of Christ to make it possible for you to serve in this capacity. You are not better or more qualified or more holy because you get to be the hands and feet this summer, but blessings await as you faithfully respond to the calling to serve this summer.

If we can help you or encourage you or pray for you in any way as you seek to raise up a team who will partner with you, please do not hesitate to let us know!