

Ireland Youth Pilgrimage 2018 Fundraising

Give others the opportunity to support your walk with Our Blessed Mother and IYP 2018!

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Ireland Youth Pilgrimage 2018

The IYP Raffle

1. Prizes

- a. 1st Prize: \$1,000
- b. 2nd Prize: \$500
- c. 3rd Prize: \$500

2. Cost: \$20 per chance

3. How it Works

- a. 100% of your raffle ticket sales revenue goes to your trip balance.
- b. You need to sell or buy 75 raffle tickets at \$20/each to raise the entire \$1,500.
- c. I say “sell or buy” because, even if you do not sell all 75 tickets to other people, you should put your own name on the remaining raffle tickets. Either way, you will be submitting a \$1,500 check to 4Mary Inc., so you might as well submit the 75 raffles tickets.
- d. If you assume each person will only buy 1 ticket, then you need to know 75 people. However, if each person buys 5 tickets (\$100), then you only need to know 15 people!
- e. Don’t assume you know how much a person is willing or able to give you. Many people will be moved by your request and will give you more than you think...and more than they would normally give to other raffles. Let *them* tell *you* how many tickets they can afford.
- f. Regardless of how much they give you, ask them if they know anyone else who may be interested in supporting your pilgrimage. This way you are using their contact list in addition to yours. Remember to always frame this request in terms of those “interested in helping me” or “supporting my pilgrimage”. It’s not just about a raffle ticket; it’s about your spiritual growth!

4. **Prayer Intentions:** There is a space for prayer intentions on the ticket stub. Please have donors write their intentions down and let them know that you will take them to the shrine and present them to Our Blessed Mother.
5. **Seller Information:** make sure you add your name on the ticket as "Seller". Since you know the buyer's contact information; we do not collect that information.
6. **Payment:** checks made payable to 4Mary Inc. If donors give you cash, please combine all cash and write one check to 4Mary Inc.
 - a. Note: raffle ticket purchases are not tax deductible.
7. **Due Dates:**
 - a. January 1: \$200 deposit and 10 raffle tickets to reserve your space
 - b. April 6 at 5:00pm: All raffle tickets are due. Your goal: \$1,300 (65 tickets)
 - c. April 8 Divine Mercy Sunday: Raffle Day
 - d. If not participating in the raffle, your \$1,300 balance is due by April 9 at 5:00pm.
8. **Other:**
 - a. Consider creating an online funding page such as:
 - Go Fund Me: <https://www.gofundme.com/>

How to Fundraise for IYP 2018

1. Make a list of at least 20 people to contact

- a. Family, friends, etc. (see Donor Brainstorming)

2. Appeal Letters

- a. Materials needed for each potential donor:
 1. One signed personalized letter (see Appeal Letter)
 2. One page of 5 Raffle Tickets
 3. Pilgrimage Flyer
 4. One self-addressed and stamped return envelope.
 5. One larger envelope (9x12) addressed to potential sponsor (contains letter, raffle tickets, flyer, and return envelope)
 6. 2 Stamps for each donor mailing (for large and small envelopes)
- b. Print, sign, and mail Appeal Letters.
 1. Remember to include a minimum of 5 Raffle Tickets and a Pilgrimage Flyer.
- c. Sending Appeal Emails is more efficient, however, sending a personal letter in the mail is more effective because it adds a personal touch and demonstrates how important the pilgrimage is to you.

3. Follow up

- a. Call everyone to whom you sent a letter 7 days after mailing the letter (see Phone Script).
- b. Remind donors that checks should be made payable to 4Mary Inc.
- c. Send thank you notes immediately after someone agrees to sponsor you, even if you haven't received the money yet. Your note will be a reminder to them of their pledge.
- d. Track the amount of donations you have received.
- e. If you have called your entire list and still don't have enough money, consider a second appeal to a new list of individuals.
- f. Remember to ask your current donors if they know of anyone who might be interested in supporting your pilgrimage.

IYP Fundraising Psychology

“I don't feel comfortable asking people for money.”

Remember the purpose of your request. You want to spend a week with Our Lady to become closer to her and her Son. THAT is powerful AND beautiful! Your donors will be impressed by your spiritual ambition and they will *want* to help you. Whether it feels like it or not, you will be witnessing to your donors and bringing a blessing upon them.

“So we are ambassadors for Christ, God making his appeal through us.” - 2 Corinthians 5:20

“You did not choose me, but I chose you and appointed you that you should go and bear fruit and that your fruit should abide; so that whatever you ask of the Father in my name, he may give it to you.” - John 15:16

“People are bombarded with requests for money and won't be interested in helping.”

Statistics show that pilgrimages, mission trips, and religious conferences generate a 75% response rate from donors. While that is an extremely high success rate, it also means that some people will say no. So expect some no's. Don't become discouraged when someone isn't able or called to give. Confiding our trust in God to provide for us can be a wonderful witness of our faith.

You are raising money so that you can grow in your faith and share it with others. This is not a selfish endeavor. Every disciple needs to be fed in order to feed others. This pilgrimage will indeed feed you, so that you may feed others. People will invest in you, so that you may reinvest their generosity, as you share your faith with those who are looking to grow in their own faith.

Do not make decisions for your potential donors and their money. In other words, do not presume to know the relationship between a person's treasure and their heart.

“Do not lay up for yourselves treasures on earth, where moth and rust consume and where thieves break in and steal, but lay up for yourselves treasures in heaven, where neither moth nor rust consumes and where thieves do not break in and steal. For where your treasure is, there will your heart be also.” - Matthew 6:19-21

“Bring the full tithes into the storehouse, that there may be food in my house; and thereby put me to the test, says the Lord of hosts, if I will not open the windows of heaven and pour down for you an overflowing blessing.” - Malachi 3:10

Donor Brainstorming

Think of all the specific people and specific entities that may want to sponsor your pilgrimage. Write their names next to the below categories. At this stage, you are simply brainstorming, so put down every name that comes to mind regardless of whether you think they will actually sponsor you or not. You can sort and prioritize your list later. For now, just create the largest list possible.

1. Family members (parents, brothers, sisters, aunts and uncles, cousins, grandparents, godparents, etc.)
2. Your Friends
3. Friends of the Family
4. Friends or work colleagues of your parents
5. Neighbors
6. Owners/Managers of your favorite businesses
7. Dentist
8. Barber/Hair Stylist
9. Teachers/Staff/Admin
 - a. College
 - b. High School
 - c. Grade School
10. Coaches (Past & Present)
11. Local community organizations (Rotary Club, Lions Club, Optimists Club)
12. Parishioners
13. Other

Don't worry if your list seems short. Continue to add names to your list over time, as you think of new people and new categories. Remember to ask the people on your list if they can suggest names of other people who can help you. And... PRAY about your list. Ask Our Lady to help you remember names of people who can help you and pray that she will open their hearts to your request. Tell Our Lady how much you want to visit her and ask her to help you.

Appeal Letter

Dear _____,

I hope you are having a blessed new year filled with exciting hopes and dreams. Each January, I make a resolution to improve my life and deepen my faith. This year is no different and I would like to ask for your help.

I have been invited to join a youth pilgrimage to the Shrine of Our Lady of Knock in Ireland this summer. Our visit to Ireland will be a combination of pilgrimage, retreat and personal reflection. I have been told that my pilgrimage will not end in Ireland, but that it will *begin* in Ireland. Upon my return, I will be called to share my experience with others and, hopefully, help them grow closer to God.

I am excited about attending this pilgrimage and experiencing first-hand why so many people say that Knock is a place where Heaven touches earth. In order to attend, I must raise \$1,500 by April 6th to cover the full cost of the pilgrimage. Please consider sponsoring my trip with the purchase of some raffle tickets. We have three cash prizes: \$1,000, \$500 and \$500. The cost is \$20 per ticket and I have enclosed some tickets with this letter.

I appreciate your prayerful consideration of my pilgrimage and your potential sponsorship. I will contact you soon to discuss all of this in more detail. Enclosed you will find a return envelope and the raffle tickets. If you are able to contribute, please return them to me by **April 5th** in time for my final payment. Checks should be made payable to **4Mary Inc.** In the meantime, please do not hesitate to contact me with questions.

Thank you and May God Bless You,

Your Name

Phone Script

Hi Aunt Betty. This is John. How are you doing? I am glad you are doing well. I was wondering if you received my pilgrimage letter?

You have? Great. I am really excited about the opportunity to go on this pilgrimage, so I'm calling to see if you are able to support me?

If YES:

- My goal is to sell 75 raffle tickets at \$20 each and raise \$1,500.
- Do you have an amount in mind today?
- Oh that's wonderful. THANK YOU!
- You can make the check payable to 4Mary Inc. and return it to me in the envelope I enclosed with my letter.
- Can I take some prayer intentions to Ireland for you?
- Do you know anyone else who may be interested in sponsoring my pilgrimage?

If NO:

- *(Respond warmly and continue your conversation; do not end abruptly)*
Aunt Betty, I completely understand and I appreciate you even considering it. I hope you will pray for me, as I will be praying for you. Do you have any prayer intentions I can take to Ireland for you?
- Do you know anyone else who may be interested in sponsoring my pilgrimage?

Thank You Note

*We recommend a hand-written note within 24 hours of the pledge, regardless of whether you have received the check or not.

Dear _____,

Thank you for helping fund my pilgrimage to Ireland! Your prayers and generosity are greatly appreciated. Your investment will have far-reaching effects, as I have a chance to grow deeper in my love for Our Blessed Mother and her Son...and to learn how to share my faith with others.

I will be praying for you and your intentions while in Ireland. Thank you again for your generous support.

Thank you and May God Bless,
Your Name

Pilgrimage Flyer

- The below flyer is a sample. Please print your flyers from the PDF on our website:
<http://www.4mary.org/pilgrimages-1.html>

4MARY INC.'S
SUMMER YOUTH PILGRIMAGE
KNOCK, IRELAND
JUNE 3-11, 2018

Join us as we
Visit Our Lady of Knock Shrine &
Walk in the Footsteps of St. Patrick

K N O C K

Retreat at Knock Shrine Climb Croagh Patrick Mountain Endure Lough Derg/ St. Patrick's Purgatory	\$1,500 - All Inclusive 9 Days/8 Nights Fundraising Available \$200 Deposit by Jan 1
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Youth = High School Teens (Priority List)
& College Students (Waitlist)

Contact Mary Pyper for more info:
MaryP@4Mary.org

Raffle Tickets

- The below raffle ticket page is a sample. Please print your tickets from the PDF on our website: <http://www.4mary.org/raffle.html>

NO. 101	<p>4MARY INC. ANNUAL RAFFLE</p> <hr/> <p><small>DRAWING WILL BE HELD ON APRIL 8, 2018</small></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;">1ST PRIZE</td> <td style="width: 33%; text-align: center;">2ND PRIZE</td> <td style="width: 33%; text-align: center;">3RD PRIZE</td> </tr> <tr> <td style="text-align: center;">\$1,000</td> <td style="text-align: center;">\$500</td> <td style="text-align: center;">\$500</td> </tr> </table> <p><small>DO NOT HAVE TO BE PRESENT TO WIN / DONATION - \$20</small></p>	1ST PRIZE	2ND PRIZE	3RD PRIZE	\$1,000	\$500	\$500	NO. 101
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