

Run for the Son: GETTING STARTED



Thank you for being part of Run for the Son. Please read the material in this packet. We have worked to make it detailed enough to answer your questions, yet simple enough to understand.

On the **first Saturday of May** each year, motorcyclists from all over the country participate in Run for the Son. Participants seek individuals to sponsor them on a ride, usually with their local chapter. As with any fundraising activity, it takes planning and hard work to be successful. So just how does one go about getting started on their annual Run for the Son campaign?

It is important to realize that **CMA is a non-profit organization**, TOTALLY supported by motorcyclists and by enthusiasts who believe in Jesus Christ, who believe in the ministry of CMA, and who are called by God to make sacrificial gifts of love. So, it's up to you to find those individuals, and to ask them for their donation. Don't deny their blessings from participating in the ministry of CMA!

It is our desire to help you in your efforts. CMA has established a "RFS Network" where we share fundraising tips, ideas, and success stories. Your chapter and/or state leadership can help you with this.

Start early by prayerfully considering a goal for your campaign and write it down. Review your progress monthly to see if you are on track.

Ask God to help you identify individuals to sponsor you on the ride. Many times we miss a sponsor simply because we did not ask! You can find sponsors everywhere you go. Here are some examples:

- *Friends
- * Family
- * Colleagues
- * Neighbors
- * Businesses you patronize
- * Church
- * Acquaintances God orchestrates

Consider dividing your Run for the Son campaign into three seasons. This way, fundraising becomes a part of your daily routine.

- PLANTING** (July thru October): Send to prospective sponsors, the RFS Brochure along with a simple note introducing Run for the Son. (Available on-line at www.cmausa.org) Make a presentation at your church. People will want to know about the ministry of CMA before they will consider making a donation!
- WATERING** (November thru January): Follow up with your prospective sponsors. Ask them if they have questions. Give testimonies of happenings within the ministry. Pray with them that God will use their donation for His purposes.
- HARVESTING** (February thru May): Now is the time to ask: *"Will you help spread the light of Jesus Christ around the world through CMA's Run for the Son?"*

Start now, and you will find that it's easier than you think!

RFS Incentives	
\$100	RFS T-Shirt
\$500	RFS T-Shirt, \$50 Goodie/TB Certificate
\$1,000	RFS T-Shirt, \$100 Goodie/TB Certificate, \$1,000 Patch
\$2,500	RFS T-Shirt, \$250 Goodie/TB Certificate, \$2,500 Patch
\$5,000	RFS T-Shirt, \$500 Goodie/TB Certificate, \$5,000 Patch
*You may opt out of the incentives at your discretion.	

Example of Donation Receipt and Sponsor Form

RUN FOR THE SON RECEIPT	
Sponsor Name <u>John Doe</u>	AMOUNT DONATED: \$ _____
Phone (<u>123</u>) <u>456-7890</u> Address <u>1234 Neighborhood</u>	DATE: _____
City <u>Anywhere</u> State <u>USA</u> Zip <u>12345</u>	Christian Motorcyclists Association PO Box 9, Hatfield, AR 71945 (870) 389-6196, www.cmausa.org Donations are tax-deductible.
**Participant <u>CMA Rider (this is you)</u> **CMA # <u>00000</u> **Chapter and # <u>Your Chapter and #</u>	
Address <u>1234 Neighborhood</u> City <u>Anywhere</u> State <u>USA</u> Zip <u>12345</u>	
Keep this top portion as your tax-deductible receipt along with your bank records. If any incentive (goods or services awarded) is received, deduct that value from the amount donated. Thank you! Please make check payable to CMA. Sponsors are not added to any mailing lists.	

RUN FOR THE SON SPONSOR FORM	
Sponsor Name <u>John Doe</u>	I WISH TO DONATE to CMA's
Phone (<u>123</u>) <u>456-7890</u> Address <u>1234 Neighborhood</u>	RUN FOR THE SON
City <u>Anywhere</u> State <u>USA</u> Zip <u>12345</u>	AMOUNT ENCLOSED: \$ _____
**Participant <u>CMA Rider (this is you)</u> **CMA # <u>00000</u> **Chapter and # <u>Your Chapter and #</u>	DATE: _____
Address <u>1234 Neighborhood</u> City <u>Anywhere</u> State <u>USA</u> Zip <u>12345</u>	
**Return this completed sponsor form to the above participant with your donation. The participant will mail your check to the CMA National Office.	

For Chapter Members How to Handle Run for the Son Donations



FOR DONATIONS RECEIVED THROUGH-OUT THE YEAR:

- Mail check(s) directly to the CMA Support Center in Hatfield immediately upon receipt. This practice improves workflow at the Support Center, and the sponsor sees that their donation was put to work quickly. **DO NOT HOLD CHECKS MORE THAN 30 DAYS! NO EXCEPTIONS!**
- Address the envelope to: CMA RFS, PO Box 9, Hatfield, AR 71945.
- In the memo field at the bottom of each check, write "RFS," your CMA number, and your chapter number. **EXAMPLE:** RFS #123456 #936
- If the dollar amount on a check is to be spread between two or more individuals, write "RFS VARIOUS" and your chapter number on the check, and attach a brief handwritten note explaining where the money is to be credited. **EXAMPLE:** RFS VARIOUS #938
HANDWRITTEN RECAP: John Smith #111711 \$100; Jane Smith #111712 \$100
- If you receive a check that is made payable to you personally, or to your chapter, endorse the check over to CMA on the back of the check and send it to CMA.
- If you receive cash from a yard sale, etc., get a money order or write a personal check. **PLEASE DO NOT SEND CASH TO CMA!** Mark the money order the same way as a check.
- The RFS Brochure has three parts: Information about the Ministry of CMA and how Run for the Son works; a SPONSOR FORM; and a DONATION RECEIPT form. Fill out both forms, including the amount donated. Then tear off the bottom part, the SPONSOR FORM, to keep for your records (you may need this information if you wish to send thank you notes after the run). Give the remaining part of the brochure, with the DONATION RECEIPT attached, to the sponsor for their tax-deductible gift. **PLEASE DO NOT SEND SPONSOR FORMS TO CMA!** All of the information CMA needs is on the check you marked up! An additional receipt for donations greater than \$250 may be obtained from CMA upon request by contacting the CMA Support Center at rfs@cmausa.org.

FOR DONATIONS RECEIVED AFTER APRIL 15:

- Put the checks in your RFS Packet envelope, fill in the information on the front of the packet envelope, and turn your packet in to the Chapter RFS Secretary. Make sure each check is clearly marked as described above.
- If you believe you qualify for a T-shirt and incentives, indicate T-shirt size on the front of the envelope. If you **DO NOT** want to receive the incentives (this includes the T-shirt) please note on envelope. CMA will send out incentives automatically unless you designate otherwise.
- CMA will honor all individual fundraisers who raised over \$1,000 by scrolling their names at the CMA National Rally. Email or call the RFS office if you **DO NOT** want your name to appear at the rally. (rfs@cmausa.org)