

Run for the Son

Chapter President Information



Before the Run

1. Promote RFS throughout the year.
2. **Order your chapter's individual packets from the Support Center anytime after September 1 or print the documents from the CMA RFS web page, cmausa.org/run-for-the-son/.**
 - a. Every member, husbands and wives included, will need to have their own packet.
3. Designate an RFS Secretary. An RFS Secretary should be in place by the November chapter elections, and reported on the Chapter New Officers List. This can be anyone in the chapter who is trustworthy and willing.
4. Set a goal for the chapter based on individual goals. Be challenging, but realistic.
5. Give each participant a packet and go over the "Answers to Common Questions/Issues."
6. Select a Run route. The ride can be approximately 100 miles. Some things to consider are the gathering place, destination, combined ride with other chapters, and parades.
7. Plan a program of activities for after the ride. Some suggestions are cookouts, bike games, and sing-a-longs.
8. Publicize the event. Send press releases for "free spots" on the radio, TV, and newspapers. Try to arrange for TV talk shows, newspaper interviews, or TV coverage at gatherings.
9. Advertise in bike shops, churches, Christian bookstores, and secular clubs.
10. Order any needed materials from the Support Center or download copies from the CMA RFS web page, cmausa.org/run-for-the-son/.
 - a. RFS brochures (10 brochures are included in each packet; additional brochures are available by request or visit www.cmausa.org/run-for-the-son/).
 - b. RFS promotional DVD (\$6.50 each), USB (\$15.00 each), and DVD 5 Pack (\$6.00).
11. Encourage **inactive** members and fellow bikers who are **not** CMA members to participate.

Day of the Run – First Saturday in May

1. Assist the RFS Secretary in setting up a table at the gathering place.
2. Direct participants to turn in their completed packets, along with the money, to the RFS Secretary before they leave on the Run.
3. Assist the RFS Secretary as needed.
4. Verify that the RFS Secretary calls in the chapter total to the RFS Hotline at (870)389-6196 before leaving on the Run. (Chapter leaders may call the RFS Hotline throughout the day for national totals. Lines will be open from 9:00 AM to 7:00 PM CT.) Visit our Facebook page "CMA National Run For The Son" for hourly updates.
5. **Coordinate a time of prayer in line with your time zone. A copy of the Run for the Son Prayer List is enclosed for your reference. Our goal is for all of CMA to pray in agreement at the same time for the same purpose.**

After the Run

1. Let sponsors know the outcome of the Run and thank them personally for their contribution. "Thank You" cards are available year-round and are listed in the *HeartBeat* as a ToolBox item.
2. Inform the media services of the results of the Run.
3. Work with the RFS Secretary to verify all totals and funds balance before sending recap sheets to the Support Center.

NOTE: All funds and chapter recap sheets must be delivered to CMA by May 21 in order to be eligible for current year awards and incentives. Money received after the deadline will be processed for the next year's RFS.

RUN FOR THE SON

Press Release

On Saturday, _____, the Christian Motorcyclists Association will host its annual Run for the Son. The _____, one of many CMA chapters chartered in the United States, will be participating in this Run. This will be a ride where riders will seek sponsors to help raise money for CMA to spread the light of Jesus to every nation. Since Run for the Son began, CMA has raised \$83 million to help present the Gospel of Jesus Christ to millions of people around the world. Every penny promptly goes to work. Each year, twenty percent goes for Bibles and Christian training materials to closed and restricted countries, twenty percent goes for transportation to native pastors around the world, twenty percent goes to help Jesus Film Project® spread the Word of God, and forty percent is used by CMA to help reach motorcyclists here in the United States and internationally.

This year our goal is \$5,000,000. Anyone interested in participating in this event can meet us at the _____ at _____. We will go approximately _____ miles, round trip. For further information or if you would like to sponsor someone for the Run, please call _____.

MEDIA IDEAS:

1. Use the media release for the “free spots” on radio, TV, and newspaper.
2. Request a newspaper interview with the chapter leaders. If they interview you, they will usually cover the Run.
3. Request TV coverage. This can be in the form of noon talk shows, Christian TV stations, interviews about the Run, or the actual coverage of the Run.

WHEN BEING INTERVIEWED:

1. Lift up Jesus and the Gospel.
2. Explain the purpose of Run for the Son, how it will work, and how the money will be used.
3. Give a local phone number for more information or for interested sponsors to call.

RUN FOR THE SON Prayer List

Subject: Celebrating 33 years of reaching the lost through Run for the Son!

The Run for the Son Prayer List should be shared with your chapter before the Run. We have set up times and prepared a list of items to be included in our prayers. Please share these items for prayer with your chapter members or other Run for the Son riders.

Eastern: 1:00 PM

Central: 12:00 Noon

Mountain: 11:00 AM

Pacific: 10:00 AM

Alaska: 9:00 AM

1. We thank You, Lord, for the privilege of serving You.
2. We ask for Your guidance and protection as we ride.
3. We ask for opportunities to be Your witnesses, the wisdom to recognize those opportunities, and the boldness to speak.
4. We ask that You give us Your heart and compassion for the lost.
5. We ask that the ministry of CMA be united and in tune with Your desires and ask that the Holy Spirit will open the hearts of unbelievers, allowing them to receive the message and accept the gift of salvation through Jesus as we witness and minister.
6. We ask that the ministry of Open Doors will have favor and protection as they train and minister to the persecuted Christians throughout the world enabling them to take the Gospel into the dark places.
7. We ask that Missionary Ventures International will have the wisdom, and know the will of God, to place transportation in the hands of pastors and evangelists. And that You enable those pastors and evangelists to spread the light of Jesus around the world.
8. We ask that Jesus Film Project® will be empowered to make the message of Jesus available to unreached people groups, and to those who have never heard the message of salvation through Jesus, even to the ends of the earth.
9. We ask that the entire body of Christ will come together and work in unity to accomplish Your will and fulfill Your Great Commission.