

PREPARING YOUR HEART TO ASK

A heart-forward guide to
raising support for your Journey



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CHAPTER 1

A Welcome and Blessing

Welcome! You are preparing to step into a Journey of Compassion—a short but meaningful window of time that changes lives for years to come. Fundraising is part of the journey. But don't be discouraged—it isn't a hurdle to clear before you can get to the "real" work. Instead, fundraising is a ministry in and of itself; it's an invitation for your community to participate in what God is doing through you and through Impact Nations. May this guide help you ask with courage, tenderness, and joy.

A Simple Blessing to Begin:

God of compassion, prepare my heart to ask with humility and boldness. Make me a faithful witness, a good listener, and a generous friend. Let every conversation be an open door into Your Kingdom work. Amen.



CHAPTER 2

The Heart of the Ask:

Fundraising as Ministry



When Jesus sent out the disciples, He told them to take no extra money or supplies, but to depend on the generosity of others (Luke 10:4–7). From the very beginning, ministry has been sustained through partnership—people sharing what they have so that God’s love can reach farther. Therefore, we shouldn’t view fundraising as a distraction from the mission but as an integral part of it.

Fundraising is not begging—it’s an invitation. You aren’t begging for spare change, nor are you a salesperson selling your cause or manipulating people out of their money. Instead, you’re offering them a chance to invest their prayers, energy, and resources in Kingdom work that heals and restores both themselves and the people they reach through you.

Fundraising is a call to conversion—for you and for them.

Asking and giving are spiritual practices. When you invite someone to give, you both enter a place to grow—to trust God’s abundance, face your fears, and release any shame or self-reliance holding you back. Remember that this isn’t about your worth or ability—it’s about forming a partnership and joining what God is already doing through Impact Nations. And in saying “yes” to that invitation, you’re also responding to God’s call, walking in obedience to the work He has asked you to do.



When you ask, stand tall and ask unapologetically from a place of gratitude. Don't grasp, fight, or coerce —because you don't need to. You are serving a vision that is worthy of support, and God will provide it.

Five Touchstones for Your Asking Posture

- **Belovedness first.** Your worth and skill aren't on trial. Whether someone says yes, no, or not yet, stay rooted in your identity as God's beloved.
- **Abundance mindset.** Generosity is contagious. Assume there is more than enough for the work.
- **The donor is a partner, not a target.** We ask great questions, listen deeply, and honor each person's story and timing.
- **Bold and humble.** We make a clear invitation and hold a soft heart. We speak the truth of the need, but we never pressure or manipulate.
- **Prayer and gratitude from beginning to end.** We pray for those we invite, and thank God for every conversation—no matter the result.





A 5-Minute Prayer Practice

Before you reach out to anyone, take a quiet moment to prepare your heart.

1. **Arrive:** Feel your feet grounded. Take a long exhale.
2. **Gratitude:** Name three specific things you're thankful for about Impact Nations and one for the person you'll invite.
3. **Relinquish:** Whisper, "It is not about me."
4. **Intend:** "Let me listen. Let me be bold and kind."

Pre-Conversation Intention

May my words be clear, my presence calm, and my ask courageous. Help me honor this person's story and invite their best yes.

CHAPTER 3

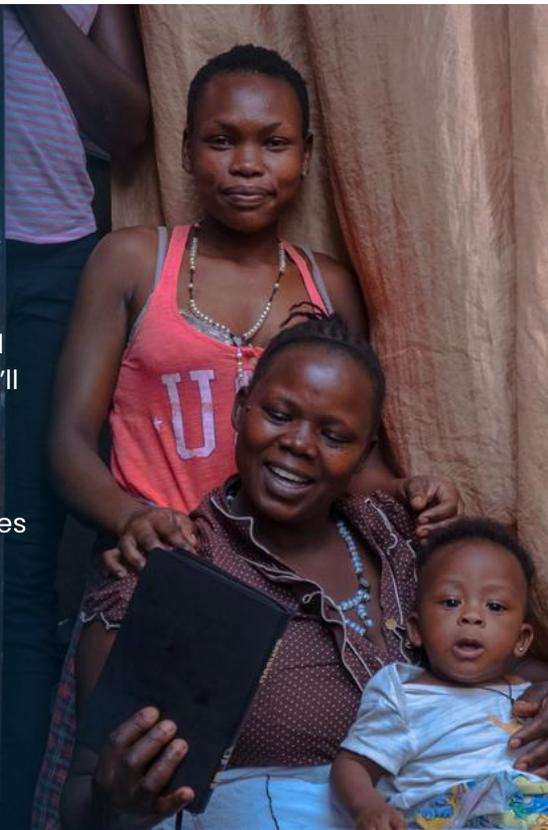
Preparing Yourself:

Inner Work Before Outer Ask

Fundraising is both a logistical exercise and a spiritual journey. The more grounded you are in your purpose, the more natural and joyful your invitations will become.



This chapter provides some exercises to help you do the inner work needed to ask with confidence. This preparation is about aligning your motives with God's mission, your story with Impact Nations' story, and your heart with the people you'll invite. When you understand why you're asking, who you're asking, and how you'll invite them, your fundraising becomes a means of helping others find their place in God's work of transformation.



01 Name your why. What moved you to say yes to this Journey? Write 3–5 sentences that capture your motivation and calling. Keep these words close—they'll keep you centered when you start reaching out.

02 List your circles. List the family, friends, church community, coworkers, mentors, small group members, teammates, and others who have walked with you. These are potential partners who may be eager to join you in what God is doing.

03 Practice your two stories:

- 1. Impact Nations' story.** What this ministry does and why it matters. You can find this information on our [About Us](#) webpage.
- 2. Your story.** Why you're going and what you hope God will do in you and through you.

04 Decide on your first ask amount. For most situations, make a specific, meaningful ask (for example: "Would you consider giving \$250?") and include a stretch option ("Or even \$500 if that's possible"). A clear invitation helps people discern how they can participate.

05 Choose a prayer partner. Find someone to pray with during this phase. Text them before and after key conversations. Celebrate together as you see God provide.



CHAPTER 4

What Your Journey Makes Possible

Every Journey of Compassion is a living picture of the Gospel—good news made visible through acts of love and service. Impact Nations brings both spiritual and practical transformation to people in vulnerable situations.

During many Journeys, you'll participate in mobile medical clinics, distribute clean-water filters, visit prisons and hospitals, serve children, and help host evening community celebrations where the Gospel is shared and the sick are prayed for. These shared experiences change lives in the moment, strengthen relationships with our local partners, and often open new doors for ministry.



What Your Journey Makes Possible

A key part of Journey work is helping our Global Partners plant new churches and make disciples. As you and your team share the Gospel, translators and local leaders collect contact information from those who respond and want continued follow-up. This ensures that new believers are cared for and disciplined long after the Journey ends.

The fruit of this collaboration is lasting. For example, during the July 2025 Journey to Malawi, the team—working alongside local translators—gathered over 500 names for follow-up, and within just a few months, six new churches had already been planted.

Journeys typically last 1–2 weeks and take place across Africa, Asia, Central America, and beyond. Wherever you go, you'll witness transformation both in the lives of those you serve and in your own heart.

A Day on a Journey

- **Morning:** Begin with breakfast, worship, and prayer in small care groups.
- **Daytime:** Step into practical service. Everyone has a vital role, whether it's in a medical clinic, outreach and prayer, children's activities, or providing practical care.
- **Evening:** Gather for a community celebration featuring songs, testimonies, the Gospel message, and prayer for healing.



What Your Ground-Cost Donation Covers

Ground-cost donations cover everything needed while in-country, from arrival to departure. This includes water, food, ground transportation, accommodation, translators, travel insurance, t-shirts, name tags, and a portion of on-the-ground ministry expenses (such as sound systems, medical supplies, and water filters).

Your Fundraising Goal

Plan to raise **approximately \$3,000** to help cover ground costs and support the ministry on your Journey. Airfare is not included in this amount; flights are an additional expense paid separately.

Tax-Receiptable Giving

All donations are receipted by Impact Nations. Gifts toward Journey ground costs are tax-deductible in both Canada and the U.S. In many cases, flights can also be receipted. (Always follow the latest guidance provided by Impact Nations.)



Your **\$3,000** Plan: A Relational Roadmap

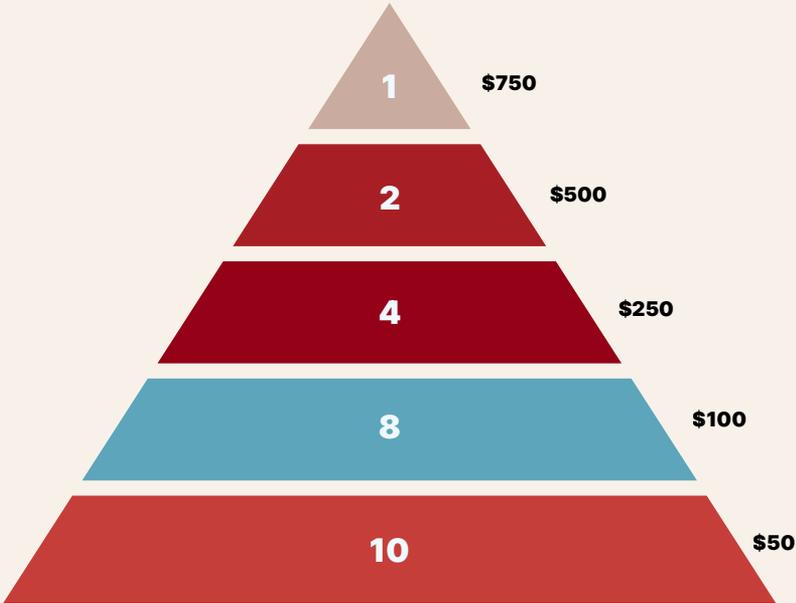
Fundraising is about building a community of partners who believe in what God is doing through your Journey. This roadmap will help you move from vision to reality with prayer, intentionality, and joy.

Set Your Plan

Set a clear target date—**ideally 8–12 weeks** before departure. Begin by praying over a list of 30–40 people you can invite personally. Aim for a mix of gifts; you don't need many large donors to finish strong.

Example Gift Map to Reach **\$3,000**

A map like this helps you stay organized and intentional. As you pray through your list, consider who might be drawn to each giving level.



Three Simple Steps



01. **Launch:** Publish your Raisely page and send your first email to your top 25–30 people. Make it personal—share your “why” and what you’re excited to see God do.

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03.

Remind and rejoice: Send two follow-up emails with updates, stories, and a clear deadline. Share progress and gratitude along the way.



Who goes **first?**

Start with your innermost circle—the people who know and believe in you most deeply. Their early “yes” builds both momentum and courage.

In fundraising, early gifts are a form of leadership. By being the first to step forward, one sends a powerful message that this vision is worth investing in. It creates a ripple effect that establishes credibility, inspires confidence, and sets the tone for generosity throughout your campaign. As others see that you already have a base of support, they’re more likely to join in.

So begin where the trust already exists. Invite your inner circle to lead with you—to help build the foundation of faith and provision that will carry your Journey from start to finish.



CHAPTER 5

Set Up Your Raisely Page

Page Checklist

- **Title:** I'm Joining a Journey of Compassion—Will You Partner With Me?
- **Goal:** \$3,000 (update as needed).
- **Hero photo/video:** a hopeful image from past Journeys.
- **Your story:** 150–250 words (use the Mini Case for Support below).
- **Gift prompts:** \$50 / \$100 / \$250 / \$500 / \$1,000.
- **Transparency note:** “Your gifts are receipted by Impact Nations and applied to Journey costs and ministry. Your funds are not personal gifts to me.”
- **Updates:** post 1–2 times during fundraising and again after the Journey.



Mini Case for Support

This spring, I'm joining an Impact Nations Journey of Compassion. For 10–12 days, our team will serve vulnerable communities through mobile medical clinics, clean-water distribution, prayer, and evening gatherings where the gospel is shared and the sick are prayed for. I'm raising \$3,000 to help cover the ground costs (transportation, lodging, meals, translators, insurance, and more), as well as a portion of on-the-ground ministry expenses, including medical supplies and water filters. Your gift will be receipted by Impact Nations. Would you partner with me so that together we can bring practical help and the hope of Jesus to families who need it?

Optional add-ons on your page

- A 30-60-second video sharing why you're going.
- A gift-matching note if someone you know will match gifts up to a certain amount.



CHAPTER 6

The Relational Playbook:

Email, Calls, Zoom, and Social



Every successful fundraising effort is built on relationships. Your invitation is not a transaction but a conversation between friends, grounded in trust and shared purpose. This playbook will help you navigate the various ways to spread the word and inspire meaningful gifts through personal connections.

Priority Order for Meaningful Gifts:

- Personal, heart-to-heart conversations over the phone or Zoom.
- Warm emails or texts with thoughtful writing.
- Social posts for spreading awareness and updates.

EMAILS

Email #1: _____

“I’m Going—Will You Partner With Me?”

Purpose: Your launch message, when you first share your story and invite others to join.

Send this email to your top 25–30 potential supporters as soon as you publish your Raisely page. It should follow this structure:

- A warm opener
- Your two stories
- The invitation
- The specific asking amount and donation link
- Gratitude for their consideration
- P.S. “I’d love to jump on a 10-minute call if you have questions.”

And your call to action should be simple: “Would you consider making a gift of \$[amount] to help me reach \$3,000 by [date]?”

Email #2: _____

“Here’s the Impact Your Gift Will Have”

Purpose: Encourage, update, and re-engage.

Share a brief story from a previous Journey (or a short Impact Nations video). Explain what gifts make possible—medical clinics, clean water, evening community gatherings—and include a progress update (“We’re at 47%!”). End with another clear invitation and a specific date. Gratitude and progress are your best motivators.

Email #3:

“Final Week: Help Me Cross the Finish Line”

Purpose: Create joyful urgency.

Make this short, warm, and upbeat. Share one sentence about what you’re most excited to do on the Journey and a final, clear ask. A friendly, hopeful tone works best—people love helping you reach a visible finish line.

Calls & Zoom

Phone or Zoom Visit—A 25–30 Minute Flow

1. **Connect:** “I’d love to share why I’m going.”
2. **Vision:** Spend 2–3 minutes describing Impact Nations’ work and what a day on a Journey looks like.
3. **Your story:** Share why this trip matters to you right now.
4. **Invitation:** “Would you consider investing \$___ to help me reach \$3,000 by [date]?”
5. **Listen and respond:** Celebrate every answer. Never pressure.
6. **Pray (if appropriate):** End with gratitude and peace.
7. **Confirm next steps:** Make sure you both know what comes next—whether that’s a follow-up or a simple thank-you.



Follow-Ups That Feel Like Friendship

It is important to maintain your relationships once you establish them. Each interaction is another chance to deepen your connection and share joy in what God is doing.

- 48 hours later: Send a short note—"Thanks for considering..."
- 1 week later: Offer a brief update and a gentle re-ask if they showed interest.
- After they give: Thank them the same day if possible, and follow up with a handwritten note.

Social Posts

Social posts fill a supporting role to share awareness, encouragement, and storytelling. Always keep posts warm, short, and inviting.

Plan for three key posts:

1. Launch Post: Share your story and link when your campaign begins.
2. Mid-Campaign Update: Celebrate progress and share an inspiring story.
3. Final Week Notice: Invite your community to help you finish strong.

CHAPTER 7

A 30-Day Touch Calendar

This is the general timeline for your fundraising campaign.

Week 1

- Publish your Raisley page. Send Email #1.
- Book 8–10 Zoom or phone visits.
- Post a launch message on social media.

Week 2

- 5–7 Zoom or phone visits.
- Send warm one-to-one texts to 6–8 close friends with your link.
- Post a short video clip of why you're going.

Week 3

- Send Email #2 with a story and goal update.
- 3–4 follow-up calls, Thank recent givers publicly (with their permission).
- Ask one friend to offer a \$500 matching gift and announce it.

Week 4

- Send Email #3.
- Final 3–4 calls. Celebrate progress daily.
- Post a final countdown.

CHAPTER 8

After the Gift:

Gratitude, Updates and Reporting Back

When someone gives to your Journey, they've joined you in God's work—trusting that their resources will help bring healing, hope, and transformation. Gratitude isn't just good manners—it closes the loop of giving and receiving with joy, and it strengthens the relationships that make future Kingdom work possible.

Here's how to follow up well:

- **Same-Day Thank-You:** Send a short text or email as soon as you receive a gift. A few sincere lines go a long way. Gratitude expressed quickly reminds donors that their gift matters.
- **Handwritten Note:** Within a week, follow up with a personal card or handwritten note. It's a simple gesture that communicates care and authenticity—something digital messages can't fully replace.
- **During the Journey:** If possible, post one short update on your Raisley page and send a group email to keep your supporters connected and inspired.
- **After the Journey:** Once you return, take time to celebrate what God did. Send a 2–3 minute video or a photo letter with:
 - Three stories (short, human moments of impact)
 - Three numbers (like how many people you treated at clinics)
 - One way to keep praying

Also, as part of Impact Nations' post-Journey follow-up, we'll send a thank-you message to everyone who supported your trip. This message includes a link to the Journey's curated photo page, the community impact video, and a few participant testimonials—a beautiful way for your supporters to see the lasting impact of their generosity.

Keep the friendship going: Don't let the relationship end with the thank-you note. Schedule a coffee, a call, or even a simple "thank-you dessert night" to share stories and pictures from your Journey.



Chapter 10

FAQs

Is my gift tax-receiptable?

Yes—gifts toward Journey ground costs are tax-receiptable (Canada/US). Flights are often receiptable as well. Use the exact language provided by Impact Nations when you publish your page.

Are people giving to me?

No. Donors give to Impact Nations toward your Journey ground costs and related ministry expenses. You're inviting them to partner in Kingdom work through Impact Nations while supporting your participation.

What if someone says no?

Bless them. Thank them for considering it. Ask if you can send a post-Journey update anyway. Your peace doesn't depend on their answer.

What if I'm shy or nervous?

Totally normal. Practice the script with a friend. Start with your warmest supporters. Do the centering practice. Keep going.



Thank You