



Peer to Peer Fundraising Toolkit

Helpful Hints for Successful Fundraising

This toolkit serves as a foundation for all fundraisers involved with the BNTS – Christian Education for the Billion Soul Harvest campaign.

Our Mission

The mission of the Broadcasting Network of Theological Studies (BNTS) is to equip His Church through affordable Christian Education offered Anytime, Anywhere, to Anyone passionate about growing in their relationship with Christ.

BNTS is a one-stop online platform for global Christian Education. It is designed to be fully DONATION-BASED as cost should never be a barrier for ANYONE's learning goals and aspirations.

Please visit this webpage to learn more and partner with us:

<https://www.bnts-partner.org/>

To fundraise using our classy platform, you will find how-to videos under the resources section:

<https://www.bnts-partner.org/resources>

Your Specific Campaign

This campaign is an on-going campaign that will help us to reach our long-term goal of making Christian Education available to anyone, anywhere in the world. Our current budget requires us to raise \$100,000 each month in order to produce 100 hours of quality content. Each degree level course that we create costs us \$20,000. As we expand, the fundraising needs will increase.

The Power of Your Donations

- Every donation of just \$10 a month empowers BNTS' state-of-the-art curriculum and program development and enables His church to be equipped for the Billion Soul Harvest through biblically faithful Christian Education.
- Your donation will make it possible to provide debt-free education to anyone, anywhere passionate about their God given calling.
- For a donation of less than a Netflix subscription you can help make Christian Education accessible to every person in the world.

Create your Fundraising Page

1. **Click on Become a Fundraiser** and choose your fundraising style from the available choices. The preferred options are to join a team or create a team, because those options provide community and encouragement for fundraisers. However, if you would rather do individual fundraising, you are more than welcome to choose that option.

Start fundraising



As an individual



Join a team



Create a team

- a. **As an Individual** - Sign up to get started right away and fundraise on your own for the furtherance of debt-free Christian Education around the world!
 - b. **Join a Team** - If your cohort, department, location or other group has already created a team, join them to make an even greater impact for debt-free Christian Education around the world!
 - c. **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together to help provide debt-free Christian Education around the world!
2. **Set your fundraising goal** - there is a pre-populated goal set, but you can change that goal to whatever is right for you. Keep in mind that you can always edit your goal once you get started. Here are some ideas of how your fundraising goal will impact our mission.
 - a. \$1,000 – Raise \$1,000 and sponsor the production of one hour of high-definition learning content in the BNTS platform.
 - b. \$20,000 - Raise \$20,000 and sponsor the production of one degree-level course in the BNTS platform.
 - c. \$10,000 - Raise \$10,000 and sponsor the production of a leadership seminar or discipleship track.

Create your page

Set your fundraising goal *

USD ▼ \$ 500.00 ✓

3. **Choose a fundraising end date (Recommended end date is at least one year from the creation of your fundraising page).**

Fundraising end date *

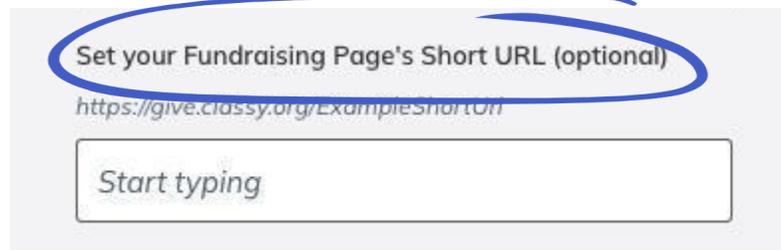
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4. **Add your headline** - share a short blurb about why you are fundraising for our organization. We have created a default headline but if you would like to create your own here are some ideas to get you started:
- a. Join me in supporting this ground-breaking Christian education initiative to equip the global Church! (Default)
 - b. Join us to bring debt-free, quality Christian Education, that equips the church for the Billion Soul Harvest, to anyone, anywhere in the world.
 - c. Partner with us in building the largest online Christian education platform that equips believers for the Billion Soul Harvest.
 - d. Cost is no longer going to be a factor for ANYONE, ANYWHERE in the world to get equipped with a quality Christian education.

Your Page's Headline *

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5. **Set an option short URL** - so you can easily share it with your friends and family!
This is optional. You can skip this part if you would like to.
- Example: give.yourorganizationsname.org/yourfundraisersname



6. **Upload a photo** - Make your page more personalized and recognizable for your friends and family! You can always come back and change it if you'd like.

To learn more about editing and personalizing your page, access Classy's support article [here](#).

Tell Your Fundraising Story

We have created a default “story” for you, but the more personal you make the page the more connection it can give to your audience.

People love giving to people they know!

Adding personal touches to your fundraising page, like why you are fundraising, your connection to SUM Bible College and Theological Seminary, personal photos and stories, helps your friends and family connect more with the mission. Your personal supporters will feel more compelled to give because they understand your personal relationship and what bringing debt-free Christian Education to the world means to you. So don't be shy to make edits to your page and share updates as your progress grows!

Pro Tip - Don't forget to be the first to donate to show how dedicated you are to the mission! You're bubbling up your own progress bar and removing any fear of donors being the first to “join the party”!

Key Messages

Here are a few key messages that can help you get started. They're also great to share with your friends and family if they ever ask you about the various levels of debt-free Christian Education that will be provided through SUM and its partnership with BNTS.

- **K-12**

In a world filled with confusion and untruth, a holistic education from a Christian worldview is fundamental for the spiritual formation and intellectual development of children. The K-12 program of BNTS empowers every parent and caring adult with resources to nurture and invest in the future of our young ones.

- **Discipleship**

With Biblical Literacy in decline, it is clear that disciples must be taught. The On-Demand Discipleship level of BNTS empowers individuals and church leaders to disciple new and potential believers. Together we can win the war against Biblical Illiteracy.

- **Continuing Education for Leaders**

Iron sharpens Iron. Christian leaders who are lifelong learners grow lifelong leaders of the Word of God. BNTS Continuing Education offers a global network of “leaders teaching leaders” in the church and marketplace.

- **Degrees in Theology**

The church desperately needs leaders who know and boldly witness to the truth of Scripture. Through sound theological training, BNTS raises a generation of church leaders. This army will articulate sound doctrine, answer questions of seekers, and preach the gospel with spiritual empowerment, practical application, and moral character.

- **Degrees in Liberal Arts**

The world needs transformational Christian leaders who positively influence their workplaces, communities, and societies. BNTS liberal arts degrees aim at developing such marketplace leaders adept in professional skills and grounded in a biblical worldview that inspires faith and fuels their passion to reach the lost.

Spread the Word

You're on your way to fundraising success - now it's time to spread the word and reach your goal!

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** - They're the most likely to make the first few donations, as they are more accountable to your personal outreach. It's always nice to get some quick wins in the beginning too!
2. **Cast a wider net** - Don't be afraid to push yourself and expand your list - some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples

We have created default emails for you in classy, but if you would like to send emails outside of the classy site, please feel free to use these templates.

Email is one of the easiest and most effective ways to fundraise! This should be the first place you start in your outreach strategy.

Pro Tip - Keep it clear, direct, and urgent! Don't be shy about adding some visual and personal elements to keep your messaging more engaging!

Example 1 (Join my team)

Subject - *Bring Debt-Free Christian Education to the World*

Dear **[Name]**,

I am excited to share about this amazing Christian education initiative – Broadcasting Network of Theological Studies (BNTS). BNTS is a one-stop online platform that equips believers worldwide through a quality, biblically faithful education, pioneered by SUM Bible College and Theological Seminary. It is designed to be fully DONATION-BASED as cost should never be a barrier for ANYONE's learning goals and aspirations.

Please have a look at our team's page to learn more:

<Add your Team Fundraising Page Link>

Would you prayerfully consider joining my team to raise \$1,000 or more through donations from you, your church, family, and friends in support of this Kingdom mission?

Blessings,

<Your Name>

Example 2 (Donate to my cause)

Subject - *Bring Debt-Free Christian Education to the World*

Hello **[Name]**,

[As part of the <fundraising team name> (- use this as appropriate),] I am excited to invite you to my personal fundraising page and share about this amazing Christian education initiative – Broadcasting Network of Theological Studies (BNTS). BNTS is a one-stop online platform that equips believers worldwide through a quality, biblically faithful education, pioneered by SUM Bible College and Theological Seminary. It is designed to be fully DONATION-BASED as cost should never be a barrier for ANYONE's learning goals and aspirations.

<Add your fundraising page link>

Would you prayerfully consider partnering with me through a monthly donation or a one-time gift? Your donation of just \$10 a month empowers BNTS' state-of-the-art curriculum and program development and enables His church to be equipped for the Billion Soul Harvest through biblically faithful Christian Education.

*Sincerely,
<Your Name>*

Examples Social Posts

We have created default social media messages for you in classy, but if you would like to post to social media outside of the classy site, please feel free to use these templates.

In addition to emails, you can use social media to expand your communication outreach. You can reach people who fall outside of your inner circle. Take advantage of the built-in social sharing options on your fundraising page!

Pro Tip - All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, so don't be shy about sharing on all social media platforms!

Example 1

Facebook

Partner with me in building the world's largest donation-based online Christian education platform (BNTS) that equips believers for the global harvest.

Learn more: <Add your fundraising page link>

Twitter

Partner with me in building the world's largest donation-based online Christian education platform (BNTS) that equips believers for the global harvest.

<Add your fundraising page link>

Text (SMS)

Partner in building the world's largest donation-based Christian education platform that equips believers for the global harvest.

<Add your fundraising page link>

Email

Partner with me in building the world's largest donation-based online Christian education platform (BNTS) that equips believers for the global harvest.

<Add your fundraising page link>

Examples Thank You

We have created default emails for you in classy, but if you would like to send emails outside of the classy site, please feel free to use these templates.

Make sure to thank every one of your donors - it wouldn't have been possible without them! You can send a personalized email, acknowledge them directly on your fundraising page by leaving a comment, or even give them a shout out on social media!

Subject - [Add Powerful Subject Line]

Dear **[Name]**,

Thank you for donating to the "BNTS - Christian Education for Billion Soul Harvest" campaign through my fundraising page. I am grateful for your partnership in building God's Kingdom. Please feel free to check back on my fundraising progress as I attempt to reach my goal!

*I encourage you to follow **SUM Bible College and Theological Seminary** on Facebook, Instagram, and Twitter to stay up to date on their work.*

Thank you again for your generosity.

[Your Name]

Pro Tip - Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.