**“The DEAL” STEP-BY-STEP INSTRUCTIONS**

**for CRU DESTIN SPRING BREAK with WESTERN MICHIGAN CRU**

WMU | KVCC | K-College | West Michigan

Here’s your step-by-step instructions on how to make “the Deal” happen for Cru Destin Spring Break. The concept is simple…

you pay the $50 deposit and write 24 support letters according to this design, and no matter what comes in – you’ll go to Destin!

**STEP #1: Register and Deposit**

REGISTER at www.wmucru.com/registerdestin and...

(1) Register for Cru Destin Spring Break. Choose to pay by “Scholarship” and put “jeff.mehne@cru.org” as the requester.

(2) Pay the $50 non-transferrable, non-refundable deposit.

Two ways to pay your deposit…

1. Give a $50 check, made out to “Cru,” to a Cru staff.
2. Go to www.wmucru.com/depositdestin to pay the deposit online.

**STEP #2: Download the Documents**

Go to www.wmucru.com/destin

and download these three documents:

(1) Support Letter as a (a) First-Timer, or (b) Returnee

(2) Response Card

(3) Contact Database word document

**STEP #3: Names**

(1) Come up with the names and mailing addresses of TWENTY-FOUR (24) adults who have actual, real jobs (i.e. not “college friends”). [Married couples count as ‘1’ of the 24, not ‘2’.] *Also, we encourage you to consider writing 5 additional letters to help support those who might have not grown up in a church to go. Also, it’ll mean that you give to opportunity for more people to pray for you and invest in eternity with you.*

(2) Write those Names and Address in the “Contact Database”

(3) Save the Contact Database with this filename… i.e. “contact-database\_ChrisStudent.doc”

**STEP #4: Put your information in the Support Letter**

(1) In the header, put today’s date, your mailing address, your phone, and your email address.

(2) In the first paragraph, make sure it’s the right school, and insert your major.

(3) DELETE where it says, “Dear Person’s Name” (you will handwrite each person’s name here).

(4) Make sure the entire letter fits on one page and doesn’t flow into a second page.

(5) Save your modified Support Letter with this filename… “support-letter\_yourname.doc”

**IMPORTANT** **Do not change anything else in the letter. If you do, it will void the Deal.** This especially applies to the financial ask portion of the letter. It must include these numbers. It must include the question. It must not say anything that’ll excuse or forgive for asking. Why? First, **people need a range to give.** If they don’t have a range, they won’t know if you’re talking $5 or $500 dollars. That’s why we require actual numbers, and these numbers specifically. Second, **you are not begging for money.** You are **inviting people to invest in eternity** through God’s heart for the world and His mission to reach the lost. This is more than merely asking for money, it’s giving people the opportunity to do something amazing with their finances. There’s no reason to excuse or ask forgiveness for that! Lastly, we have written thousands of support-raising letters over the years and we know what works and what doesn’t work. Since we’re assuming the risk in this Deal - if you change it, you’ll void the Deal! If you change it, you can still raise support, but if the money doesn’t come in, you’ll be asked to write a check for the balance before leaving (and so, you assume the risk).

**STEP #5: Email**

(1) Send an email with your Contact Database (contact-database\_yourname.doc) and your modified Support Letter

(support-letter\_yourname.doc) to JEFF.MEHNE@CRU.ORG

(2) Receive confirmation back that everything looks good. (Please allow 24-hours turnaround time for approvals).

Please note: we do not use these names for anything other than verifying that you have sent the letters out, and if someone gives online we can connect their name to you.

**STEP #6: Print the Support Letter and Response Card**

(1) Print off 25 copies of the Support Letter

(2) Print off 9 copies of the Response Card, and cut in thirds.

(3) Sign the bottom of each of the Support Letters with your signature.

(4) Write (with a pen) “Dear SOMEONE’S NAME” at the top of each letter with one of the 24 names that you’ve put in the Contact Database. The 25th letter should be addressed to “Dear Jeff & Kate,”.

**STEP #7: Envelopes**

(1) Buy 25 Regular Envelopes (approx. 3-7/8” x 8-7/8”; #10 “Business Size”; or equivalent)

(2) Buy 25 Small Envelopes (approx. 3-5/8” x 6-1/2”; or equivalent)

(3) Buy 50 postage stamps

(4) On the Small Envelope, put your address in the middle of the envelope, and put a stamp in the top right corner.

(5) On the Large Envelope, put your address in the top left of the envelope, put a stamp in the top right corner, and put each of the people’s names and addresses from your Contact Database in the middle of the envelope.

(6) For the 26th envelope, address it to “Jeff and Kate Mehne, 4005 Canterbury Ave., Kalamazoo, MI 49006”.

**STEP #8: Stuff the Envelopes and Mail**

(1) Make sure every large envelope (including the one to Jeff and Kate Mehne) has…

(a) A Self-Address and Stamped Small Envelope. (If it’s not self-addressed or if it’s not stamped, the Deal is voided.)

(b) Your Support Letter addressed to the correct person (i.e. make sure that the name on the Support letter matches the name on the Envelope).

(c) The Response Card

(2) The DEADLINE to mail them is THURSDAY, JANUARY 31, 2019.

**STEP #9: Do not mention the Deal to Potential Supports**

For the integrity of the Deal, you can not mention the Deal to people you are sending the letters to. It doesn’t motivate people to give when they know that you’re going no matter what. We don’t want Cru to lose money on this trip and have to cut other stuff on campus. We simply ask that you limit the number of people you mention it to.

**STEP #10: Turning in Checks & Writing Thank You Notes**

(1) Grab another envelope and put your name on it. As checks arrive, put the checks in the envelope.

(2) We will collect the checks at several points in February and in March (because checks will likely continue to come in even while we’re in Destin or even once we’re home from Destin – yes, we’ll still need that donation!). The ***envelope will have your name and the Total Amount of all of the Checks.***

(3) ***If somebody gives cash***, take the cash and you write a check to “Cru” for the amount, and include a little note that says the Name and Mailing Address of the person who gave the cash. Then put your check and the note in the envelope. DO NOT TURN IN CASH! REPEAT: DO NOT TURN IN CASH!

(4) ***If somebody writes a check made out to you***, cash the check and you write a check to “Cru” for the amount, and include a little note that says the Name and Mailing Address of the person who gave that check. Then put your check and the note in the envelope. DO NOT TURN IN ANY CHECKS MADE OUT TO YOU!

(5) Be sure to **write a thank you note** to each person who gives. Be grateful. Let’s do this with an attitude of thanksgiving.

**STEP #11: If less than $200 comes in… Phone Calls**

It’s very rare that less than $200 comes in for a person sending out these letters by one week before we leave. If this happens, you will be required to call each of the twenty people who you sent letters and ask them if they got the letter and see if they had made a decision. We will provide a phone script to help you.

**STEP #12: PRAY!**

(1) Pray that the finances come in to cover the trip!

(2) Pray for your experience at Cru Destin Spring Break – for God to develop a solid community, for God to teach you while you are there, and train you in sharing God’s love and plan for salvation.

(3) Pray for those who we’ll meet in Destin – that God would lead them into a relationship with Himself!

**Congratulations! Successfully completing every step above means that regardless**

**of how much support comes in, for $50 you are going to Destin!!!**