Sample Conversation to Ask for A Large Donation

**Small Talk for a Minute or So**

* Hi Joe, It’s Tim Casteel with Cru
* How are you doing?

**Brief Update and Why We’re in Need:**

* Well, really briefly let me tell you what’s going on:
* You know, God is moving in incredible ways among college students at the University of Arkansas
* In the last few years our movement of college students had tripled in size
* Just this last year we sent out 24 Arkansas graduates as full time missionaries to China, Russia, Thailand, Ethiopia, and North Africa.   
  Countless more have been sent into the workplace to shape Northwest Arkansas and beyond.
  + But this past fall I have been getting short paychecks throughout the fall
  + It’s a combination of the economy, we lost some key supporters in the past few years
  + And our cost of living has escalated. We haven’t stopped to raise support like this since we came on staff 15 years ago –
    - With 5 kids and increased healthcare costs, our financial needs have grown quite a bit
  + Cru has no central funds for paying salaries and ministry expenses. Like most missions organizations, Cru depends upon the financial support of individuals
  + So this spring I am working full time on raising our personal support
  + I want to take serious aim this spring at broadening our base of support so we can lead long term with Cru in reaching college students in an undistracted way.

**So this is what we need:**

* We have to raise $4400 in monthly support – or $53,000 on an annual basis
* That will get us back to full salary - $60,000 – and cover our healthcare and personal ministry expenses
* It will set us up to serve on staff with Cru long term
* As the director of this ministry I want to be faithful to deal quickly with our support so I can get back to leading the ministry.
* We need individuals who will commit to giving monthly or annually to make it possible for us to lead this ministry
* We have a handful of supporters who are significant partners with us in reaching college student who have set up automatic giving to give between $500-$1000 monthly
* Would you and Julie consider partnering with us in this way?