



## How To Do Your Virtual Welcome Ride

- Pick a date between October 2–16 & choose any activity and distance.
- Go to either “Fundraisers” in your Facebook News Feed or to our CBFNC Facebook Page and create a fundraiser.
- Make your fundraiser title: Virtual Welcome Ride for CBFNC's Welcome House Community Network
- Use this description for your Facebook fundraiser:
  - Want to join me in supporting a good cause? I'm raising money for Cooperative Baptist Fellowship of North Carolina's new mission program, Welcome House Community Network, to provide temporary housing to neighbors in need all across the state. By supporting this mission program, together we can provide home to those who have lost theirs, welcome to those who are unwelcomed and hope for those who desperately need it. Your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support.
- Set your fundraising goal for amount.
- Click the blue create button and be sure to share it with all your Facebook friends.
- Be sure to post pictures and/or videos of your Welcome Ride to your Facebook fundraiser and tag us: [@Cooperative Baptist Fellowship of North Carolina](#).

# How to do a Virtual Welcome Ride 2020 EMAIL Fundraiser



## 1. Describe the Fundraiser

We suggest you call it something like 'Jane & Joe Smith's Virtual Welcome Ride for Vulnerable Neighbors' or 'The Smith Family's...'

Welcome Ride 2020 is the inaugural fundraiser to jumpstart the Welcome House Community Network—CBF of North Carolina's new missions' program to extend Christian hospitality in the form of temporary housing and community outreach to vulnerable people in every NC city and town. To put this ministry into motion by raising awareness and dollars, I'm (walking, riding, jogging, kayaking...) between now and October 16. Simply put I believe every person should have a home and a community that welcomes them to live there as a neighbor. Please consider supporting me (us) and this new, bold missions vision. No amount is too small.

My goal is \$240. You may give online at <https://secure.qgiv.com/for/wr2> or by check - Make your check payable to CBFNC and write in the memo line Welcome Ride 2020. Mail your check to CBFNC, 2640 Reynolda Road, Winston-Salem, NC 27106.

Thank you for supporting me. Please call or write if you have questions. (add your phone number).

## 2. Determine your email distribution list

Send to at least 15 close friends and family members. According to development experts most individuals will raise \$200 when asking their friends and family network to support their fundraising campaign.

## 3. Make it Relational

We recommend you send your fundraiser individually to your friends and family rather than as a group email. This takes time but it will produce positive results. You are advocating for the cause of the vulnerable. That is a key part of this campaign. Helping your friends see refugees and other vulnerable neighbors through your eyes is half of your message. You are including them as partners in your cause. The funding is secondary. Keep this in mind when you write. The focus of your effort is to advocate for those in need not that you need money. Begin your email with warm greetings according to your relationship. Then add the general description listed above.

## 4. Start your Campaign

Finally, please send your email to your friends and family network on or before October 9. That is the official Welcome Ride 2020 campaign start date. Our campaign goal is to raise enough money to provide grants to establish FIVE new Welcome House ministries across North Carolina.