



## **APPENDIX**

### ***Lapsed Donors***

*Is There a Cure?*

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## Recommended Reading and Resources

"The Fundraiser's Guide to Lapsers"

BlueFrog

[http://www.bluefroglondon.com/downloads/papers/Fundraisers\\_guide\\_to\\_lapsers\\_2009.pdf](http://www.bluefroglondon.com/downloads/papers/Fundraisers_guide_to_lapsers_2009.pdf)

*Start with Why: How Great Leaders Inspire Everyone to Take Action*

Simon Sinek

*Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value*

Adrian Sargeant and Elaine Jay

## Welcome Letter Example

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Dear John,

Welcome to our community that is dedicated to placing all of Colorado's foster kids in permanent loving families. We praise God for your concern and interest in this cause! Your gift is a wonderful witness to the grace of God in your life and we know that it was no accident you gave in this way, in this time. In fact, your gift helps us to work with another family to place a child on our waiting list into a good home.

May I encourage you to please take a few minutes to read over this letter as it will explain what it means to be a partner with us. First, you should know that **everything we do is built around equipping and encouraging those who are championing the cause so that they may be an effective voice for the cause.** My prayer is that God will use your involvement in this cause to transform not only your understanding and behavior toward the cause, but that your faith and knowledge of God will grow. This is why you'll receive periodical challenges from me, my staff, or a volunteer, to learn about, get involved in and experience different aspects of the cause. We might challenge you to read something, to watch something, to pray for some things specifically, to send something, etc. Please know we do this with a heart for you knowing **God has a special plan for how you will be involved in this cause.**

To get started, I'd like to ask you to fill out the enclosed survey. It's very short, but will be extremely helpful in how we work together going forward. You can return it in the enclosed envelope.

Finally, I've also enclosed a helpful infographic. It's a great tool we use to help people understand the cause in very visual and simple way. I send this to you to give you a better glimpse of this important cause, but also I'll challenge you to take it to work, or to school, or to your next small group meeting and **share it with at least one other person.** You may be opening their eyes to a whole new world!

If you have any questions or comments, my door is always open. Please feel free to call me at (719) -----. I look forward to working alongside you in coming days as we labor for the Lord and work together to make happy homes for children all around our state!

Sincerely,

# SURVEY EXAMPLES

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## WORLD VISION SURVEY (distributed by email using Survey Monkey)

Please take our 4-minute survey and let us know what you think!

We want to hear from our readers! What does World Vision eNews do well as a publication? How can we improve? As valued supporters of our ministry, please share your thoughts.

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Thank you for participating in our eNews survey. Your feedback is very important to us. We hope to use the results of this survey to plan future content in eNews, and to ensure that we provide you with stories and information about our global programs in a helpful way. We appreciate your time and insight!

### 1. How do you prefer to receive stories and informational updates from World Vision (check all that apply)?

- Via email
- Via social media (Twitter, Facebook, blog, YouTube)
- Via World Vision's homepage ([www.worldvision.org](http://www.worldvision.org))
- Via printed materials (World Vision Magazine, mailings, brochures, etc.)
- Via RSS feed

### 2. What types of online content interest you the most (check all that apply)?

- Written articles
- Videos
- Slideshows/collections of images
- Radio segments/audio clips
- Blog entries

### 3. What topics covered in World Vision eNews would interest you most? Please select your top three choices, with 1 being the topic of greatest interest to you.

	1	2	3
Malaria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The World Vision Gift Catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microenterprise development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disaster response/emergency assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child protection (trafficking/exploitation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3
prevention)			
Hunger/food aid/agricultural assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water/sanitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HIV and AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medicines/medical supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christian commitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. Have you ever been inspired to take action based upon a story you read or watched in World Vision eNews?**

- Yes
- No
- Can't remember
- This is my first time receiving or reading World Vision eNews.

**5. How many content items (news updates, stories, videos, slideshows, etc.) should be included in each issue of World Vision eNews?**

- Just 1
- 2-3
- 4-5
- 6 or more
- No opinion

**6. How often would you prefer to receive World Vision eNews?**

- Weekly
  - Monthly
  - Quarterly (every three months)
  - Semiannually (every six months)
  - Annually (once a year)
- Other (please specify)

**7. Overall, how effective is World Vision eNews at increasing your knowledge of and interest in World Vision's work?**

- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
- Very ineffective

**8. What is your age group?**

- Under 25
- 26-34
- 35-50
- 51-64
- 65 or older
- Prefer not to respond

**9. What is your gender?**

- Male
- Female
- Prefer not to respond

**10. What is your level of education?**

- Some high school
- High school graduate
- Some college
- College graduate
- Post-college degree
- Prefer not to respond

**11. Are you a pastor, or do you hold a leadership position at a church?**

- Yes
- No

**12. Do you have any additional comments or suggestions about World Vision eNews?**

**WORLD VENTURE SURVEY (send by mail)**



In order to better serve you, please take the time to complete and return our survey. Thank you for your ongoing support and friendship to the mission!

Name (Please Print) \_\_\_\_\_

Area of World Interests:

- Africa
- Asia
- Europe
- Middle East
- North America
- South America
- Other \_\_\_\_\_

Area of Ministry Interest:

- Evangelism
- Church Planting
- Compassion & Care
- Leadership Training
- Mission Development
- Other \_\_\_\_\_

Would you be interested in receiving more information to promote and advance the efforts of a particular missionary in your church and/or in your sphere of influence?

- Yes, contact me  
Missionary \_\_\_\_\_
- No, not at this time

Would you be interested in receiving more information to promote and advance our Venture 2010 Global efforts to your church and/or in your sphere of influence?

- Yes, contact me
- No, not at this time

Would you be interested in hosting a “home meeting” with our President, Hans Finzel or an executive, to advance the ministry of WorldVenture?

- Yes, contact me
- No, not at this time (over)

Would you like to participate in local, regional or national mission events?

- Yes, contact me
- No, not at this time

Would you be interested in participating in overseas vision trips?

- Yes, contact me
- No, not at this time

How can we improve our communication to you? \_\_\_\_\_

# Spiritual Crisis in America's Youth

What is happening in the lives of American teenagers?

63% of teens do not believe Jesus is the son of God \*

58% of teens believe all faiths are equally valid truths \*

41% of Americans were unable to identify an individual who they consider to be an influential Christian

18% claim to be totally committed to engaging in personal spiritual development \*

6% of teens believe in absolutes \*



\*84% of Christian 18 - 29 year olds have no idea how the Bible applies to their field or professional interests.

**Americans are struggling to determine how faith, Christianity and church fit into contemporary life.**

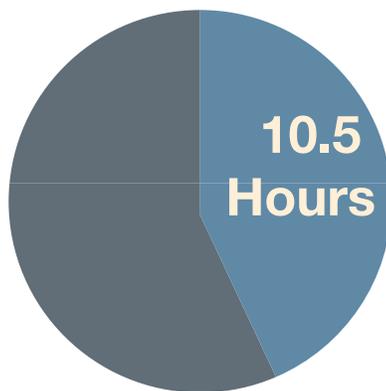
## Media Influence



Technology has become a part of modern life, and is deeply embedded in today's families.



Media exposure has become America's worst widespread and serious addiction. - Barna \*



or 43% of the average teens day is spent engaged in media.



The Christian Community is struggling to remain connected with the next generation of teens and young adults.

Youth leaders tend to think that the problem is that the media's values promote sexual promiscuity and the attitude that all people's perspectives are equally valid.

**They see the truth in the area of religion and morality as a personal and private matter, and they surmise that no one should be allowed to impose his or her own ideas of what is right or wrong on another.** - Josh McDowell

\*<http://www.barna.org/barna-update/article/5-barna-update/549-barna-reveals-top-trends-for-2011>

\*<http://www.georgebarna.com/2010/01/media-exposure-addiction/>

## Union Gospel Mission \*

	<i>Participation</i>	<i>Engagement</i>	<i>Ownership</i>
Relating	Attend women's graduation ceremony	Volunteer weekly to give facials to women in program	Organize women's groups to provide special luncheons to honor women
	Volunteer at teen sports event	Mentor teens in Juvie	Train volunteers on how to deal with emotional needs of kids in jail
Praying	Follow prayer calendar on website	Become a prayer partner for a specific youth	Coordinate monthly prayer gathering for youth/teens
	Send in personal prayer request on receipt response form	Volunteer to write notes in response to prayer requests	Lead small group on a prayer journey as it relates to the cause
Serving	Serve a meal at men's shelter	Regularly supervise volunteer groups who come in to serve meal	Coordinate the volunteer needs for men's shelter; inviting SOI to participate
	Volunteer at Fall Harvest Party	Mentor one of the kids on a weekly basis	Oversee afterschool program, recruiting and supervising volunteers
Sharing	Share a personal testimony for the UGM Newsletter	Write periodic articles for the newsletter relating to the cause	Coordinate newsletter content and recruit volunteers to write articles
	Pass along the annual report to a friend	Invite SUGM staff to speak at your small group	Begin teaching Bible Study on homeless and addiction issues
Giving	Knit scarves and hats for homeless women	Research other gift needs and organize church collection and distribution	Connect with businesses and invite them to donate useable items
	Attend and make donation at fund raising banquet	Sponsor and host a table at annual banquet	Give matching gift to be matched by banquet guests
Teaching	Volunteer at Life Skills class	Receive training and teach life skills class	Recruit and teach other volunteers to teach classes
	Donate Christian videos for Children's Program	Begin teaching after-school Bible class	Distribute Bible class curriculum to other youth programs and churches

**\*This is an example only. You will need to draft one specific to your ministry and cause.  
Add additional activities in each category as you have them.**