Social Fundraising

The strongest strategy to get **mission teams** fully funded fast.

When planning a mission trip for your church, your time should be spent making an impact, not frustratingly trying to fill fundraising gaps for your team.

Too many churches waste countless hours organizing big fundraisers and trying to orchestrate opportunities for trip-goers to gain the money they need to go on their next missions experience. We don't blame them. Without financial provision, needs cannot be met in the field, people cannot serve, and plane tickets or gas cannot be purchased. Money makes missions happen and it's vital to truly make an impact on any trip.

However, the more time churches spend striving to attain donations, the less time they spend preparing their mission teams for their trips ahead. Papertrail tracking is complicated, keeping up with donations is overwhelming, and church leaders need to get out of the weeds and back out on the mission field.

This social fundraising guide will help all church staff and mission leaders:

- Learn about social fundraising.

- Implement a peer-to-peer strategy to fund their next mission trip.

- Discover the benefits of social fundraising for participants, staff and churches.

- Effectively equip trip-goers with everything they need to receive full funding and support fast.

Let's unpack how peer-to-peer fundraising will allow your team to focus less on mission trip processes and more on living out their God-given mission.

What is Social Fundraising?

The online world has seen a major shift. Over the past decade, internet communication has gone from broad, generalized headlines to taking a significantly more personal approach. Why? Digital natives are disinterested in receiving messaging that doesn't appear genuine.

As a result, we have all discovered that we'd rather feel like we're talking to a person than reading an automated message. Think about it. How many generic, sales-pitch-like titled emails have you deleted without opening them? At least hundreds, right? Let's face it, we don't want to talk to computers. We want to connect with people.

This is why social fundraising for mission trips works.

Social fundraising is a strategy that empowers trip-goers to share their personal excitement, passion and perspective about their upcoming trip and ask close connections for support. This goes above and beyond corporate or congregational fundraising events asking for checks to individuals with social media platforms sharing their personal funding URLs. The pressure is less on the team leaders and more on the team members. And, it's better that way.

When friends or family members see a loved one involved in a mission trip, they get to connect with the experience and engage in the process through online sharing and storytelling. Giving links make it easy for people to donate and more likely to share what their friend or family member is up to on their own platform, exposing more and more people to the opportunity to support.

Peer-to-peer fundraising is the most effective strategy for church mission trip attendees because trip-goers who create their own web pages and social media campaigns are more likely to get fully funded. An individual can share their specific trip page (which usually includes pictures, a personal story and the percent funded) with friends, family members and followers who then get to truly connect with all God is doing through the individual, church, group, and mission.

People want to support people and social fundraising allows them that opportunity.

How to Use Social Fundraising for Your Church's Next Mission Trip

As a leader, you're ready to see all your church's trip participants receive the support they need to begin their outreach and mission journey. You're also ready to gain back the time spent on processes to start caring more for the people in your congregation and all those that they serve. We want that for you. That's why we're here to guide you through implementing social fundraising for your church's next mission trip.

While starting an online database for all your trip applicants seems complicated, it's actually pretty simple. There are computer data and people management suites and programs that have already automated the mission trip process.

Mission trip technology systems can be used to automate the management of your mission trips, vacation bible schools, ministries, and events with custom workflows. These programs can also be used to oversee:
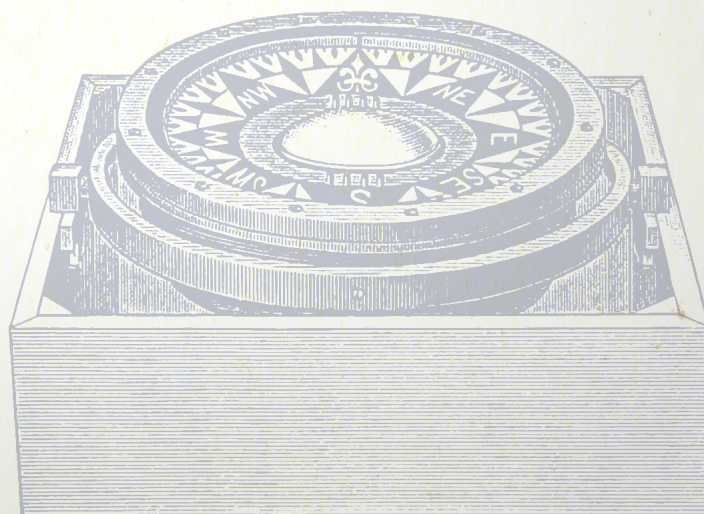
- **Custom applications, requirements and checklists**

- **Social fundraising and compliant financial tracking**

- **Trip meetings, attendance and team messaging**

- **Group travel quotes and trip insurance**

- **Bi-directional ChMS syncing**

The social fundraising process begins in a mission trip technology system when an applicant is approved to go onto the trip and becomes a participant. If the trip-goer is responsible for their funding (or social fundraising), then they receive a personalized trip URL to promote and share on their social media pages. On this page, the participant has the ability to:

- **Upload an image for the trip**

- **Share their funding goal**

- **Add a participant story**

- **Share the dates of the trip**

- **Share their percent funded**

- **Direct potential supporters toward the action button to easily and securely donate.**

After making a gift of any amount, a donor receives an email stating the information about their tax deductible gift. The trip participant also receives a notification that a gift was made so they can respond by thanking their donors.

Mission trip management software is an incredible asset for churches because it integrates with other ChMS systems like Realm and MinistryPlatform. When donations for mission trips are posted in the ChMS, they can be seen by the donor on their record and become a part of their giving statements.

The Benefits of Social Fundraising

Social fundraising has incredible benefits for the trip participant, donor and church. Check this out.
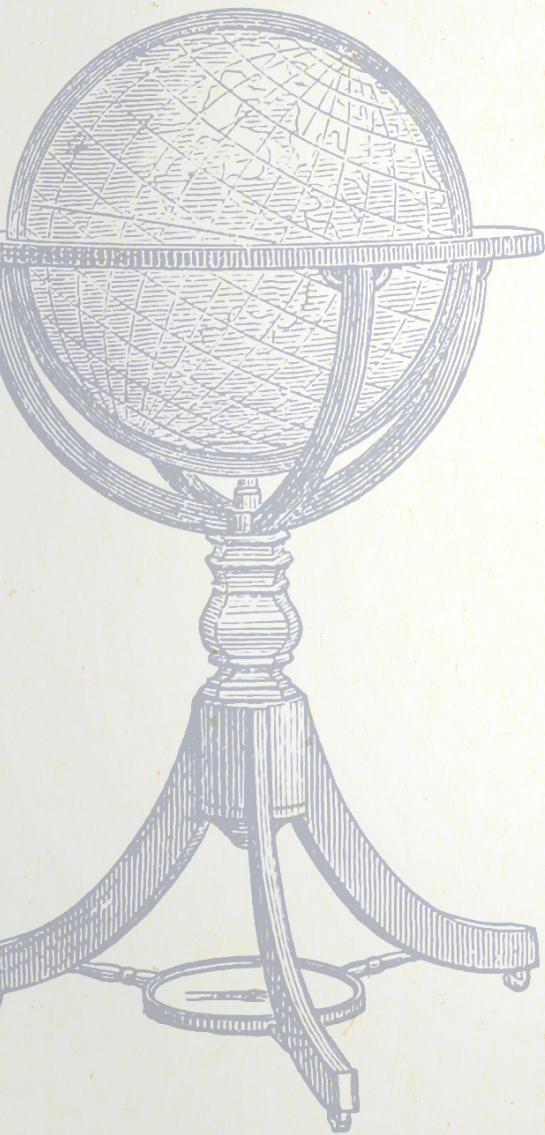
Participant benefits:

When social fundraising, trip-goers can easily access and share information about their funding status while building a community of donors who are also invested in prayer and spiritual support throughout the fundraising process. This strategy is a very effective and easy way to attain financial and personal support.

Donor benefits:

Social fundraising allows for donors to give directly to a particular person going on a specific trip. After donating, their gift goes directly to the church and is updated automatically through the mission trip management software in all the correct giving documents. They are also able to come back to the fundraising page to see updates, learn about the trip after the participant returns home, and follow their missionary's spiritual growth through the process.

Church benefits:

No more paper tracking and wondering what money goes where. Social fundraising eliminates confusion by leaving an electronic audit trail. The mission trip management software also allows for leaders to view their participants' funding updates, paperwork, upcoming trip meetings, and pre-trip needs. The church also has the ability to decide the fund that all specific trip monies go to for donors.

Implement Social Fundraising for Your Next Mission Trip Now

Peer-to-peer is the most beneficial fundraising strategy across the board, helping participants, donors and churches gain the support they need to successfully get onto the mission field. With lower stress on staff and easy implementation, social fundraising opens up time and space for trip leaders to invest less in processes and more on trip and team preparation. Simply put, social fundraising is the secret sauce every church needs to create more successful, impactful mission trips.

Are you interested in using a mission trip management software to implement social fundraising at your church?

Choosing the Right Ministry Partner

The know-how you need from experts you trust.

ACS Technologies is the original pioneer of Church Management Software (ChMS). We are firmly dedicated to serving local churches all over North America by providing the best-in-class ministry software and service solutions that help you fulfill Christ's mission for your Church.

Tools and support to strengthen churches.

We build great software, but we don't stop there. We have a "service-first" approach that truly sets us apart. With hundreds of dedicated support and consulting personnel, your staff can reach our team 24/7. We're in your corner to help you with the ministry challenges you face every day.

Ideas and solutions powered by integrity.

Integrity is real for us, and it means consistently being faithful stewards by doing the right thing for church success. We have earned the trust of pastors, church staff, congregants, our employees, and colleagues for over 40 years.

A plan to meet your needs and move your ministry.

We're not just interested in satisfied customers. We see ourselves as your real ministry partner and will work with you to make disciples that will last for an eternity. We're excited to talk about your goals, create a plan together, and set you up with the software, service, and resources you need.

We believe in YOU!

ACS Technologies believes in the local church. Over 75% of our team has experience serving in their local churches. We know firsthand that serving the Church means serving people, and we take seriously our commitment to helping ministries like yours achieve their God-given mandate - to make disciples in their communities, states, and across the world.

Let's Talk

We know the challenges of switching or implementing new technology and how that can be intimidating. But we also know the unbelievable changes that have happened within churches that have partnered with us for their ministry needs. Let's connect and see how we can assist you in the greatest thing you do - grow God's Kingdom.

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