

Run for the Son Secretary Instructions



This material is designed to help you as you fulfill the important task of being the RFS Secretary for your chapter. Thank you for your time and dedication.

Before the Run

1. Read enclosed material.
2. Share the "Answers to Common Questions/Issues" document with your chapter members.
3. Call the Support Center at (870)389-6196 or email at rfsc@cmausa.org if you have any questions.

Day of the Run—First Saturday in May

1. Set up a clearly displayed table (with a calculator) at the gathering place for individuals to turn in their packets.
2. Review the following information on each packet **before** the individual leaves the table:
 - a. Verify the envelope is completely filled out.
 - b. Count cash and checks (checks should be made out to CMA) to verify the amount recorded on the envelope equals the total inside.
 - c. **Verify participants have added RFS, membership number, and chapter number** in the memo field of each check.
 - d. **Specify T-shirt size for all individual participants in the T-Shirt column. (Only eligible participants at the \$100 level will receive a T-shirt).**
 - e. Write "No Incentives" in the comment column for any individuals eligible for incentives who wish to opt out. Please Note: If "No Incentives" is indicated this means that the member has opted out of ALL incentives (T-shirt, vouchers, patches, etc.)
3. Before leaving on the Run, call in your chapter's total to RFS Hotline, (870)389-6196. Phone lines are open from 9:00 AM to 7:00 PM CST on the first Saturday in May.
 - a. You may call throughout the day for updates of the RFS total.
 - b. Hotline total will be finalized at 7:00 PM CST.

After the Run

1. Transfer packet information to the chapter's "Pre-Populated" Recap Sheet. If for any reason you are unable to use the "Pre-Populated" Recap Sheet contact us. If using a blank recap sheet, list participants in alphabetical order (last name first, for example: Doe, John) with the husband's name first and then the wife's name on the next line. Be sure to include the membership number for each person. If a non-member, list as non-member.
2. Add the numbers in the "Amount Enclosed" column to verify that the total equals what you are mailing in to National.
3. Confirm that all checks are made out to CMA and include RFS, member number, and chapter number in the memo field.
4. Obtain a money order for any cash or foreign currency or deposit cash into the chapter checking account and send a chapter check. Please do **not** send cash. Ensure the chapter check includes a breakdown of the participants' names and member numbers.
5. Fill out the enclosed shipping label.
6. Send all money with the recap sheet by "**Certified Mail**" (electronic certified mail offered by the United States Postal Service) to CMA postmarked by **May 20**. Send to:
CMA, PO Box 9, Hatfield, AR 71945
7. Retain a copy of the recap sheet AND individual packet envelopes for your records.
8. **Money postmarked after the deadline will be credited to the next year's RFS and will not be eligible for current year incentives or awards.**

Incentives

Incentives will be shipped in August via UPS and USPS to the address you have indicated on the enclosed shipping label.

For Chapter RFS Secretaries How to Handle Run for the Son Donations



FOR DONATIONS RECEIVED THROUGH-OUT THE YEAR:

- Mail check(s) to the CMA Support Center in Hatfield once a month. This reduces the risk of returned checks due to closed accounts or insufficient funds. DO NOT HOLD CHECKS MORE THAN 30 DAYS!
- DO NOT DEPOSIT SPONSOR'S CHECKS IN YOUR CHAPTER'S CHECKING ACCOUNT!** This practice erases the identity of the sponsor for tax reporting purposes, and could disqualify their tax deduction with the IRS. The practice of depositing sponsor checks in your chapter account is not allowed by CMA policy. **NO EXCEPTIONS!**
- Address the envelope to: CMA RFS, PO Box 9, Hatfield, AR 71945.
- Verify that memo field on each check is marked correctly.
- If the dollar amount on a check is to be spread between two or more individuals, or two or more chapters, make sure the check has "RFS VARIOUS," and a brief handwritten note is attached explaining where the money is to be credited. EXAMPLE: RFS VARIOUS
HANDWRITTEN RECAP: John Smith #111711 #938 \$100; John Smith #111711 #954 \$100
(John Smith will get individual credit for \$200; Chapter #938 will get chapter credit for \$100; Chapter #954 will get chapter credit for \$100).
- If you receive cash from a chapter fundraising event, deposit the cash in your chapter's checking account and write a chapter check to CMA. PLEASE DO NOT SEND CASH! If two or more chapters went in together on a fundraising event and you want to spread the money across the chapters, follow the example below.
EXAMPLE: RFS VARIOUS (your chapter number)
HANDWRITTEN RECAP: #38 \$100; #78 \$100; #938 \$100; #954 \$100

FOR PACKETS AFTER THE RUN:

- Collect packets from participants.
- Please use the "Pre-Populated" Recap Sheet(s) emailed to you mid April from the CMA Support Center. If you did not receive the "Pre-Populated" Recap Sheet(s), contact the support center at rfc@cmausa.org.
- For each packet, transfer the AMOUNT ENCLOSED from the packet to the line for that individual on the recap sheet. Do not send envelopes back. (If participant is not on the recap, please add them to the blank recap sheet. This is provided on the last page of the "Pre-Populated" Recap Sheet(s).) Verify that the AMOUNT ENCLOSED equals the total of the checks in the envelope. DO NOT INCLUDE PREVIOUS MONEY SENT!
- Update the T-shirt size, if needed, on the recap.
- Note any participant requesting to NOT receive their earned incentives in the COMMENT field.
- Total all money listed on the recap and write the total on the last sheet of the recap.
- Total all the checks included with the recap. Please ensure the recap total equals the total of all checks enclosed in the mailing.
- Attach a self-addressed mailing label.
- Mail all RFS **funds** and the **recap sheets** postmarked by **May 20**. **INCLUDE ONLY THE RECAP, MAILING LABEL, AND CHECKS!** **DO NOT INCLUDE ANY OTHER MATERIAL IN THE CHAPTER MAILING!**



Secretary Quick Reference

Send **ONLY** the following to CMA:

- ✓ Checks – made payable to CMA or RFS with the following info written on each check: “RFS,” member number, and chapter number. If check is made payable to chapter, endorse check payable to CMA. If check is to be divided amongst several members – record chapter number on check and write “various.” The recap will show the break-down detail.

DO NOT staple, tape, or attach anything to checks.

DO NOT send in the individual donation envelopes or donation slips.

- ✓ Recap Sheets (either pre-populated or hand-written) – must balance to total amount of checks being mailed in package. (Do NOT include previously sent in monies or automatic monthly contributions. These amounts were already recorded to the individual and will be included in their incentive totals when incentives are sent.)
- ✓ Sticky address label with the address of where you would like the incentives shipped.

UPDATE T-SHIRT Sizes

- ✓ Please update all T-shirt sizes onto the recap sheet, even if it looks like they do not qualify for a T-shirt. Participants may have submitted previous money that the RFS Secretary has no knowledge of.

INCENTIVES

- ✓ If any participant requests **NOT** to receive their earned incentives, please specify in the **COMMENT** field on the recap sheet. Incentives are calculated on the total funds raised throughout the year by each participant and will be shipped to the RFS Secretary in August. The Support Center will add the money sent in with the recap to any previous money collected from each participant to determine incentives.

Run for the Son Chapter President Information



Before the Run

1. Promote RFS throughout the year.
2. **Order your chapter's individual packets from the Support Center anytime after September 1st or print the documents from the cmausa.org RFS website, cmausa.org/run-for-the-son/.**
 - a. Every member, husbands and wives included, will need to have their own packet.
3. Designate a RFS Secretary. A RFS Secretary should be in place by the November chapter elections, and reported on the Chapter New Officers List. This can be anyone in the chapter who is trustworthy and willing.
4. Set a goal for the chapter based on individual goals. Be challenging, but realistic.
5. Give each participant a packet and go over the "Answers to Common Questions/Issues."
6. Select a Run route. The ride can be approximately 100 miles. Some things to consider are the gathering place, destination, combined ride with other chapters, and parades.
7. Plan a program of activities for after the ride. Some suggestions are cookouts, bike games, and sing-a-longs.
8. Publicize the event. Send press releases for "free spots" on the radio, TV, and newspapers. Try to arrange for TV talk shows, newspaper interviews, or TV coverage at gatherings.
9. Advertise in bike shops, churches, Christian bookstores, and secular clubs.
10. Order any needed materials from the CMA Support Center or download copies from the CMA RFS website, cmausa.org/run-for-the-son/.
 - a. RFS brochures (10 brochures are included in each packet; additional brochures are available by request or visit www.cmausa.org/run-for-the-son/).
 - b. RFS promotional DVD (\$6.50 each).
11. Encourage **inactive** members and fellow bikers who are **not** CMA members to participate.

Day of the Run—First Saturday in May

1. Assist the RFS Secretary in setting up a table at the gathering place.
2. Direct participants to turn in their completed packets, along with the money, to the RFS Secretary before they leave on the Run.
3. Assist the RFS Secretary as needed.
4. Verify that the RFS Secretary calls in the chapter total to the RFS Hotline at (870)389-6196 before leaving on the Run. (Chapter leaders may call the RFS Hotline throughout the day for national totals. Lines will be open from 9:00 AM to 7:00 PM CST.)
5. **Coordinate a time of prayer in line with your time-zone. A copy of the Run for the Son Prayer List is enclosed for your reference. Our goal is for all of CMA to pray in agreement at the same time for the same purpose.**

After the Run

1. Let sponsors know the outcome of the Run and thank them personally for their contribution. "Thank You" cards are available year-round and are listed in the *HeartBeat* as a ToolBox item.
2. Inform the media services of the results of the Run.
3. Work with the RFS Secretary to verify all totals and funds balance before sending recap sheets to the CMA Support Center.

NOTE: All funds and chapter recap sheets must be postmarked by May 20 in order to be eligible for current year awards and incentives. Money received after the deadline will be processed for the next year's RFS.

SHIPPING LABEL MEMO

- **Fill out attached label with the name and address where incentives are to be shipped.**
- **Place shipping label in envelope with money and chapter recap sheets.**
- **Mail entire packet POSTMARKED ON OR BEFORE MAY 20 to:**

**CMA
PO Box 9
Hatfield, AR 71945**

Thank you for your time and effort!

REV 3-2016

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Thank you for your time and effort!

REV 3-2016

RUN FOR THE SON

Press Release

On Saturday, _____, the Christian Motorcyclists Association will host its annual Run for the Son. The _____, one of many CMA chapters chartered in the United States, will be participating in this Run. This will be a ride where riders will seek sponsors to help raise money for CMA to spread the light of Jesus to every nation. Since Run for the Son began, CMA has raised over 60 million dollars to help present the Gospel of Jesus Christ to millions of people around the world. Every penny promptly goes to work. Each year, twenty percent goes for Bibles to closed and restricted countries, twenty percent goes for transportation to native pastors around the world, twenty percent goes to help the *JESUS* film spread the Word of God, and forty percent is used by CMA to help reach motorcyclists here at home in the United States and internationally.

This year our goal is \$5,000,000. Anyone interested in participating in this event can meet us at the _____ at _____. We will go approximately _____ miles, round trip. For further information or if you would like to sponsor someone for the Run, please call _____.

MEDIA IDEAS:

1. Use the media release for the "free spots" on radio, TV, and newspaper.
2. Request a newspaper interview with the chapter leaders. If they interview you, they will usually cover the Run.
3. Request TV coverage. This can be in the form of noon talk shows, Christian TV stations, interviews about the Run, or the actual coverage of the Run.

WHEN BEING INTERVIEWED:

1. Lift up Jesus and the Gospel.
2. Explain the purpose of Run for the Son, how it will work, and how the money will be used.
3. Give a local phone number for more information or for interested sponsors to call.

RUN FOR THE SON
Answers to Common Questions/Issues
Please share this information with all chapter members.



Member Information

1. On each check's memo field, list RFS, your member number, and your chapter number (for example: RFS #123456 #123) on money sent in throughout the year. If you indicate two member numbers (husband/wife, etc.) the money will be split and applied equally.
2. Send in any checks collected throughout the year until April 15. **After April 15, accumulate the checks and give them to your chapter's RFS Secretary in a completed RFS packet envelope on the day of the Run.** Individuals who are not in a chapter should accumulate and mail checks after April 15 in a **completed** RFS packet envelope postmarked by May 20.
3. **Retain** sponsor forms (attached to RFS brochure) for your records (for sending thank you cards, letters, etc.).
4. Remember to give each sponsor the receipt portion on the brochure to record their giving for tax purposes. An additional receipt for donations greater than \$250 can be obtained from CMA upon request by contacting us at rfs@cmausa.org.
5. Items postmarked after **May 20** will be credited to the next year's RFS.
* Special Note: Money sent in by RFS Secretary throughout the year should include a list with member name/number and total amount for each. Chapter only donations should be indicated and remain as chapter donation on recap.

Those qualifying for the **\$500 GOODIE/TOOLBOX CERTIFICATE** will also receive a **T-SHIRT** and a **\$5,000 PATCH**. Those qualifying for the **\$250 GOODIE/TOOLBOX CERTIFICATE** will also receive a **T-SHIRT** and a **\$2,500 PATCH**. Those qualifying for the **\$100 GOODIE/TOOLBOX CERTIFICATE** will also receive a **T-SHIRT** and a **\$1,000 PATCH**. Those qualifying for the **\$50 GOODIE/TOOLBOX CERTIFICATE** will also receive a **T-SHIRT**. **Please indicate all T-Shirt sizes.** Items with a CMA logo larger than 3 1/2" are available only to those members who have completed the Member Training course or were members prior to March 1, 1997.

RFS Secretary Information – Filling out the recap sheet
(The "Pre-Populated" Recap Sheet(s) is the preferred method.)

1. Enter **ONE** total for each person per line; two people cannot be combined for the amount raised. List in alphabetical order with last name first, (for example: Doe, John).
2. List the husband's name **FIRST**, and then the wife's name on the next line of the recap sheet. The husband and wife's dollar amounts need to be listed separately.
3. Include the CMA membership number for each individual on the recap sheet. If an individual is not a CMA member, write **non-member** in the CMA number block. (Non-members are eligible for incentives.)
4. List T-shirt size for each eligible person; only **one** T-shirt size per person. **Chapters are not eligible for T-shirts or other incentives.**
5. **If donations are given in memory of someone**, a memorial is created and the donations are entered under the memorial and not the individuals donating the funds. Incentives will be given to the surviving family (wife, husband, or children). Persons donating to a memorial do not receive credit for RFS incentives.
6. **VERIFY total money enclosed to CMA is equal to the column total listed on the recap sheet.**
7. Send checks (U.S. only) or money orders only, no cash please. Obtain a U.S. money order to cover the amount of any foreign currency (this includes Canadian currency) turned in.
8. Mail all RFS funds and **a copy of the recap sheet by May 20**. Retain a copy for reference.
 - If someone has checks that they are expecting, do not hold the chapter packet for them. Encourage them to mail the checks (with RFS, member number, and chapter number) separate from the chapter packet to avoid missing the deadline.

*THANK YOU for all you do for the cause of Christ.
Changing the World, One Heart at a Time.*

RUN FOR THE SON

Prayer List

Subject: Celebrating 30 years of reaching the lost through Run for the Son!

The Run for the Son Prayer List should be shared with your chapter before the Run. We have set up times and prepared a list of items to be included in our prayers. Please share these items for prayer with your chapter members or other Run for the Son riders.

Eastern: 1:00 PM

Central: 12:00 Noon

Mountain: 11:00 AM

Pacific: 10:00 AM

1. For the Holy Spirit to open the darkened hearts of unbelievers so they may see the revelation of Jesus' saving grace as we minister in the highways and byways.
2. For the hearts of CMA'ers to have compassion on those without Christ.
3. For the ministry of CMA to be united and go forth in tune with the heartbeat of God.
4. For Open Doors that they will find favor and protection as they encourage and minister to the persecuted church throughout the world taking the Gospel into dark places.
5. For Missionary Ventures that they will have the wisdom of God to place motorcycles and other transportation in the hands of pastors around the world to spread the light of Jesus.
6. For JESUS Film Project® that they will plant the Gospel in unreached people groups to bring the light of Jesus in hidden places around the world.
7. That the body of Christ in all ministries will work in unity to accomplish God's will.