

Run for the Son: GETTING STARTED



Thank you for being part of Run for the Son.

On the **first Saturday of May** each year, motorcyclists from all over the country participate in Run for the Son. Participants seek individuals to sponsor them on a ride, usually with their local chapter. As with any fundraising activity, it takes planning and hard work to be successful. So just how does one go about getting started on their annual Run for the Son campaign?

CMA is a non-profit organization, TOTALLY supported by motorcyclists and by enthusiasts who believe in Jesus Christ, who believe in the ministry of CMA, and who are called by God to make sacrificial gifts of love. So, it's up to you to find those individuals, and to ask them for their donation. Don't deny their blessings from participating in the ministry of CMA!

It is our desire to help you in your efforts. CMA has established an "RFS Network" where we share fundraising tips, ideas, and success stories. Your chapter and/or state leadership can help you with this.

Start early by prayerfully considering a goal for your campaign and write it down. Review your progress monthly to see if you are on track.

Ask God to help you identify individuals to sponsor you on the ride. Many times we miss a sponsor simply because we did not ask! You can find sponsors everywhere you go. Here are some examples:

- Friends
- Family
- Colleagues
- Neighbors
- Church
- Businesses you patronize
- Acquaintances God orchestrates

Consider dividing your Run for the Son campaign into three seasons. This way, fundraising becomes a part of your daily routine.

- PLANTING** (July thru October): Send the RFS Brochure along with a simple note introducing Run for the Son to potential sponsors. (Available on-line at www.cmausa.org) Make a presentation at your church. People will want to know about the ministry of CMA before they consider making a donation!
- WATERING** (November thru January): Follow up with your prospective sponsors. Ask them if they have questions. Give testimonies of happenings within the ministry. Pray with them that God will use their donation for His purposes.
- HARVESTING** (February thru May): Now is the time to ask: *"Will you help spread the light of Jesus Christ around the world through CMA's Run for the Son?"*

| RFS INCENTIVES | |
|--|--|
| \$100 | RFS T-Shirt |
| \$500 | RFS T-Shirt, \$50 Goodie Certificate |
| \$1,000 | RFS T-Shirt, \$100 Goodie Certificate, \$1,000 Patch |
| \$2,500 | RFS T-Shirt, \$250 Goodie Certificate, \$2,500 Patch |
| \$5,000 | RFS T-Shirt, \$500 Goodie Certificate, \$5,000 Patch |
| *You may opt out of the incentives at your discretion. | |

Start now, and you will find that it's easier than you think!

Example of Donation Receipt and Sponsor Form

RUN FOR THE SON RECEIPT

Sponsor Name John Doe
 Phone (123) 456-6789 Address 1234 Neighborhood
 City Anywhere State USA Zip 12345
****Participant** CMA Rider (this is you) ****CMA #** 00000 ****Chapter and #** Your Chapter and #
 Address 1234 Neighborhood City Anywhere State USA Zip 12345



AMOUNT DONATED: \$ _____
DATE: _____
Christian Motorcyclists Association
 PO Box 9, Hatfield, AR 71945
 (870) 389-6196, www.cmausa.org
Donations are tax-deductible.

Keep this top portion as your tax-deductible receipt along with your bank records. If any incentive (goods or services awarded) is received, deduct that value from the amount donated. Thank you. Please make checks payable to CMA. Sponsors are not added to any mailing lists.

RUN FOR THE SON SPONSOR FORM

Sponsor Name John Doe
 Phone (123) 456-6789 Address 1234 Neighborhood
 City Anywhere State USA Zip 12345
****Participant** CMA Rider (this is you) ****CMA #** 00000 ****Chapter and #** Your Chapter and #
 Address 1234 Neighborhood City Anywhere State USA Zip 12345

I WISH TO DONATE to CMA's
Run for the Son
AMOUNT ENCLOSED: \$ _____
DATE: _____

**Return this completed sponsor form to the above participant with your donation. The participant will mail your check to the CMA National Office.

For Chapter Members How to Handle RFS Donations



FOR DONATIONS RECEIVED THROUGHOUT THE YEAR:

- Mail check(s) directly to the Support Center immediately upon receipt. This practice improves workflow at the Support Center, and the sponsor sees that their donation was put to work quickly. DO NOT HOLD CHECKS MORE THAN 30 DAYS.
- Address the envelope to: CMA RFS, PO Box 9, Hatfield, AR 71945.
- In the memo field at the bottom of each check, write "RFS," your CMA number, and your chapter number. EXAMPLE: RFS #123456 #936
- If the dollar amount on a check is to be spread between two or more individuals, write "RFS VARIOUS" and your chapter number on the check, and attach a brief note explaining where the money is to be credited. EXAMPLE: RFS VARIOUS #938
HANDWRITTEN RECAP: John Smith #111711 \$100; Jane Smith #111712 \$100
- If you receive a check that is made payable to you personally or to your chapter, endorse the check over to CMA on the back of the check and send it to CMA.
- If you receive cash from a yard sale, etc., get a money order or write a personal check. PLEASE DO NOT SEND CASH TO CMA. Mark the money order the same way as a check.
- The RFS Brochure has three parts: information about the ministry of CMA and how Run for the Son works; a SPONSOR FORM; and a DONATION RECEIPT form. Fill out both forms, including the amount donated. Then tear off the bottom part, the SPONSOR FORM, to keep for your records (you may need this information if you wish to send thank you notes after the run). Give the remaining part of the brochure, with the DONATION RECEIPT attached, to the sponsor for their tax-deductible gift. PLEASE DO NOT SEND SPONSOR FORMS TO CMA. All of the information CMA needs is on the check you marked up. An additional receipt for donations greater than \$250 may be obtained from CMA upon request by contacting the Support Center at rfs@cmausa.org.

FOR DONATIONS RECEIVED AFTER APRIL 15:

- Put the checks in your RFS packet envelope, fill in the information on the front of the packet envelope, and turn your packet in to the Chapter RFS Secretary. Make sure each check is clearly marked as described above.
- If you believe you qualify for a T-shirt and incentives, indicate T-shirt size on the front of the envelope. If you DO NOT want to receive the incentives (this includes the T-shirt) please note this on the envelope. CMA will send out incentives automatically unless you designate otherwise.
- CMA will honor all individual fundraisers who raised over \$1,000 by displaying their names at the CMA National Rally. Email rfs@cmausa.org, or call 1-870-389-6196 ext 305, if you DO NOT want your name to appear at the rally or on our livestream.