

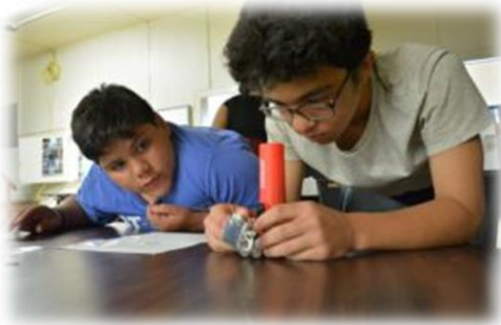


**Stafford Junction  
2021 Building a Better Tomorrow  
Campaigner Handbook** (R 3/22/21)



*"Whatever you did for  
one of the least of these  
brothers and sisters of  
mine, you did for me."*

*Matthew 25:40-45*



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## STAFFORD JUNCTION 2021 BUILDING A BETTER TOMORROW CAMPAIGN

### OUR MISSION:

To transform lives through faith and action.

**OUR GUIDING PRINCIPLE, MATTHEW 25:40:** *"Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me".*

### PURPOSE OF THE CAMPAIGN:

The annual Building A Better Tomorrow Campaign is an organized effort to **tell our story and secure charitable gifts from individuals, businesses and area churches**. It includes financial gifts that are made in response to hearing a story about how we positively impact a child or a family's life. These gifts help underwrite operating expenses such as meals and Learning Lab for Brain Builders students, Tide Me Over Bags and Educational Kits for families in our 7 low-income neighborhoods, school supplies, classes, staff instructors, volunteer tutors, and interns who provide a circle of support.

The campaign brings together committed campaign volunteers and donors to pursue a common objective: ensuring Stafford Junction has the resources to strengthen our community by providing children and families with a critical hand up and a pathway out of poverty. Our programs and services make an enduring impact in the areas of education and empowerment for hundreds of children and families who live in poverty. Our programs provide tutoring to students, combat summer learning loss, promote healthy living and teach valuable life skills, while teaching our core values of caring, honesty, respect and responsibility.

To achieve our full philanthropic potential, Stafford Junction must work to build the conditions that support a strong culture of philanthropy. The term "culture of philanthropy" denotes a fundamental understanding - shared by staff, volunteers, donors, and the community - that **Stafford Junction is a charitable organization and philanthropy is essential to its Mission.**



# BUILDING A BETTER TOMORROW ORGANIZATION

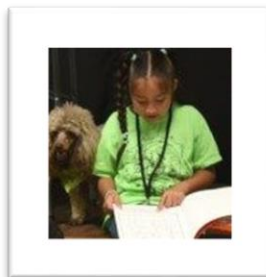
## HOW IT WORKS (REFER TO CAMPAIGN CALENDAR):

1. Each Board Member is a Captain and makes a **pledge** to the campaign and **recruits 4 Campaign Storytellers** who share his/her faith and passion for helping those who are less fortunate.
2. Each Team Storyteller **participates in a BBTC Training** to learn the many stories of impact and how they can share the Stories of Impact.
3. Each Team Storyteller completes and returns their **Pledge Form** and **Prospect Form** to Myriam or Mark **by March 29<sup>th</sup>**.
4. Each Team Storyteller will receive an email with a link to our exciting **Campaign Kick-Off Video**. Look for this email on **March 31<sup>st</sup>**.
5. Ready to Start? There are 3 specific ways to share the Stafford Junction story:
  - A. **YOUR PROSPECT LIST FOLLOW-UP:** Email, call, or meet in-person and share the Stafford Junction story with those listed on your Prospect List: friends, family, coworkers, neighbors, and businesses in our community and ask for financial support for our Mission programs & services. Remember to use the resources in your Toolkit: Sample Email with link to Campaign Video, Stories of Impact, Pledge Form, Etc.
  - B. **GROUP EMAIL:** Copy & paste the Sample Email and send to all of your email contacts. Remember to use the resources in your Toolbox.
  - C. **SOCIAL MEDIA:** Use the Sample Social Media Post in your Toolbox (include a Story of Impact) to Facebook, or other social media.

\* **TOOLKIT:** <http://staffordjunction.org/2021-bbtc-toolkit/>
6. Simply communicate our Stafford Junction story and raise a portion of the Team Goal within an approximate 8-week time frame. The focus is on **New Donors** and **Current Donors increasing their contributions** from the previous year.

## OUR CAMPAIGN GOAL:

Stafford Junction is enlisting the support of campaign volunteers to tell the Stafford Junction story and ask for financial gifts to support our critical programs and services for children and families, with the goal of breaking the chain of poverty and strengthening our community.



## 2021 BUILDING A BETTER TOMORROW CAMPAIGN QUESTIONS & ANSWERS

### WHAT IS THE DIFFERENCE BETWEEN A PLEDGE OR DONATION?

1. A pledge is a promise to make a specific gift amount at a later time.
  - a. Pledges may be made manually on a pledge form (see Toolkit). These should be mailed to our address or scanned and emailed to Myriam.
  - b. Pledge Forms may be found on our donor website:  
<http://staffordjunction.org/bbtc2021/>
2. A donation is immediate payment of a specific gift amount. Donations can be made on secure donor website: <http://staffordjunction.org/bbtc2021/>
  - a. We accept cash, checks, and MasterCard/VISA/Discovery for payment.

\* Questions? Contact Myriam

### PLEDGE/PAYMENTS – TIMING – THANK YOU

1. Ask if there might be a Matching Gift program from donor's company.
2. Virginia 65% Tax Credits may be available for individuals donating \$500 or more.
3. We send a thank you letter to the donor after we receive the Pledge Form or donation.

### HOW MUCH TIME DO I HAVE TO DO MY JOB?

1. You have April 1<sup>st</sup> through May 21<sup>st</sup> to call on your prospects and receive a pledge or contribution.
2. Any of your prospects you fail to contact will NOT be called on by anyone else.

**WHAT WILL HAPPEN IF THE GOAL IS NOT MET?** If we do not raise the necessary funds, we will need to reduce expenses. This would mean cutting needed programs and services our kids and families count on.

### WHO ARE MY BEST PROSPECTS?

1. you
2. friends
3. relatives
4. neighbors
5. co-workers
6. people who share your faith
7. local business where you shop
8. your contact and social media lists

## HOW TO RAISE \$1,200 in 12 DAYS

**Day 1:** Make **Your** generous gift = \$ \_\_\_\_\_.

**Day 2:** Ask 4 **Family Members** to give \$50 = **\$200**

**Day 3:** Ask 5 **Co-Workers** to give \$20 (what they spend in a week on coffee!) = **\$100**

**Day 4:** Ask 4 **Friends** to contribute \$25 = **\$100**

**Day 5:** Ask 5 people from your **Service Club** or **Social group** for \$25 = **\$125**

**Day 6:** Ask 5 **local merchants** to donate \$20 = **\$100**

**Day 7:** Ask 5 people from your past (**grade schoolteachers, professors, employers, old neighbors**) to give \$20 = **\$100**

**Day 9:** Ask a **Coach** or **Mentor** to donate **\$50**

**Day 10:** Ask 4 of your **Church or Faith Families** to contribute \$25 = **\$100**

**Day 11:** Ask 10 of your **Email contacts** to donate \$20 = **\$200** [RAISED OVER \$7,000 in 2019]

**Day 12:** Ask 2 of the above donors to ask 2 of their Family and/or Friends to donate \$25 = **\$100**



**MAKING A DIFFERENCE:** Stafford Junction has been strengthening children and families for over 14 years by involving them in educational and empowerment programs and activities that help them break the chain of poverty.



**STAFFORD JUNCTION  
2021 BUILDING A BETTER TOMORROW CAMPAIGN  
VOLUNTEER STORYTELLER PROSPECT LIST**

CAMPAIGNER NAME: \_\_\_\_\_ DATE : \_\_\_/\_\_\_/\_\_\_

ADDRESS : \_\_\_\_\_ Zip : \_\_\_\_\_

E-MAIL: \_\_\_\_\_ Phone : \_\_\_\_\_

1. Complete this **Prospect Form** and give to Myriam or Mark by March 29<sup>th</sup>.
2. Make your calls and email completed **Pledge Forms** to Myriam or Mark each week by Wednesday @ 4 PM. A weekly Bulletin will be sent to you each Monday with team and campaign progress.

PROSPECTIVE DONOR	PLEDGE FORM GIFT AMOUNT	PLEDGE CARD TURNED IN
1.	\$	___ YES _____ DATE
2.	\$	___ YES _____ DATE
3.	\$	___ YES _____ DATE
4.	\$	___ YES _____ DATE
5.	\$	___ YES _____ DATE
6.	\$	___ YES _____ DATE
7.	\$	___ YES _____ DATE
8.	\$	___ YES _____ DATE
9.	\$	___ YES _____ DATE
10.	\$	___ YES _____ DATE
11.	\$	___ YES _____ DATE
12.	\$	___ YES _____ DATE
13.	\$	___ YES _____ DATE
14.	\$	___ YES _____ DATE
15.	\$	___ YES _____ DATE
16.	\$	___ YES _____ DATE