

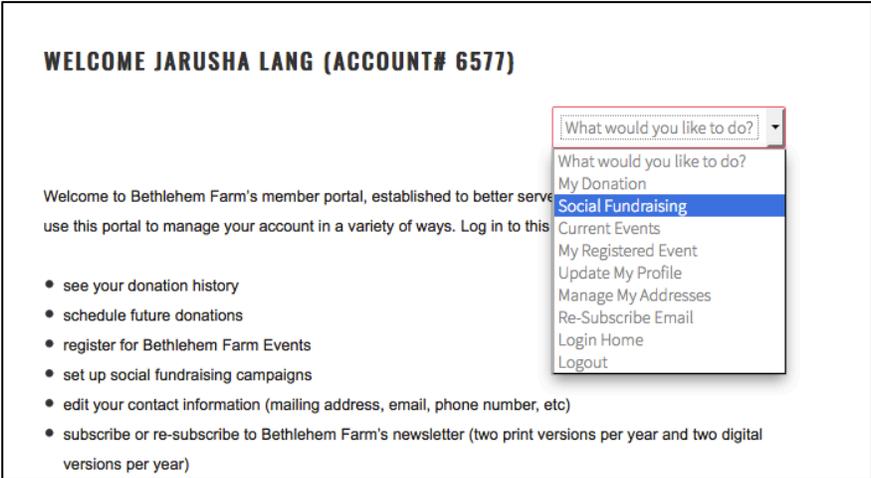
Partners in Mission Fundraising Ideas

We encourage you to reach out to family and friends to assist you with your donation and also to support you emotionally and spiritually while you are here. It is completely understandable if a Caretaker raises more or less than their goal, every dollar helps. Some fundraising ideas include:

1. Create a Social Fundraising Page
 - Follow the directions below to set up (and personalize) a page and share with others or post on social media.
 2. Personally asking friends & family
 - May write a short story of what Bethlehem Farm is and why it is important to you.
 3. Tool Registry List
 - Sometimes people prefer to donate items instead of money, feel free to include a link to our tool registry (items donated count toward your goal).
 - Link: <http://www.myregistry.com/wishlist/Bethlehem-Farm-Alderson-Wv/1323033?p=-1567352068>
 4. Speak at your church
-

Setting up a Social Fundraising Page in our Database

- Go to our website bethlehemfarm.net
 - On the task bar select “donations”
 - In the drop down menu select “login page”
 - You will need to create a login for our database (you may also use Facebook or twitter to create account)
- Once you have created an account go to the drop down menu asking “what would you like to do?” and select “Social Fundraising”

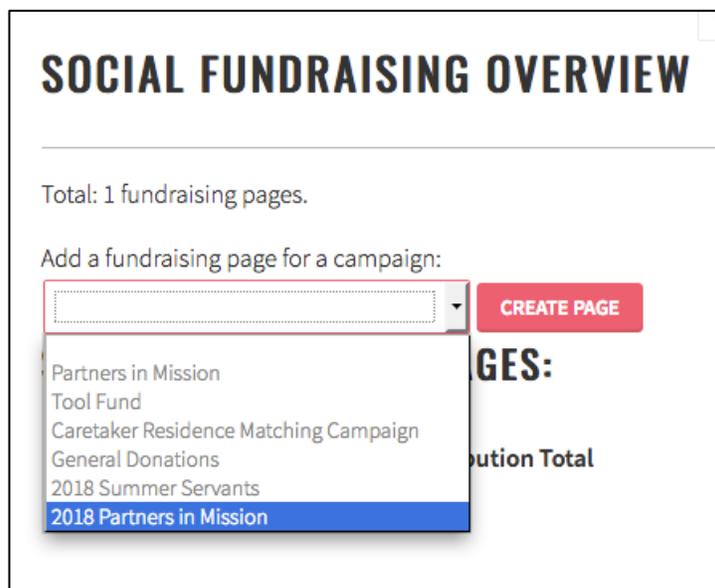


The screenshot shows a user interface for a member portal. At the top, it says "WELCOME JARUSHA LANG (ACCOUNT# 6577)". Below this, there is a welcome message: "Welcome to Bethlehem Farm's member portal, established to better serve you. Use this portal to manage your account in a variety of ways. Log in to this portal." To the right of the welcome message is a dropdown menu titled "What would you like to do?". The menu is open, showing several options: "What would you like to do?", "My Donation", "Social Fundraising" (which is highlighted in blue), "Current Events", "My Registered Event", "Update My Profile", "Manage My Addresses", "Re-Subscribe Email", "Login Home", and "Logout". Below the welcome message and dropdown menu, there is a list of actions a user can take:

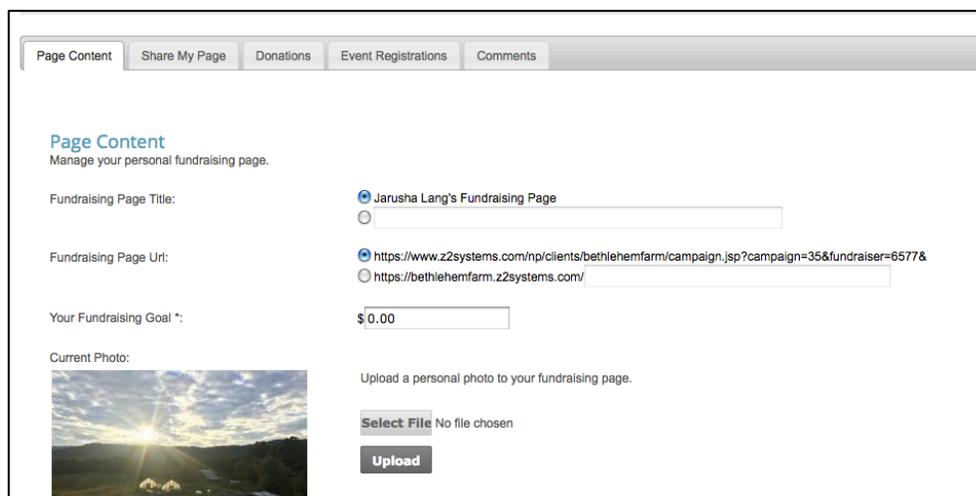
- see your donation history
- schedule future donations
- register for Bethlehem Farm Events
- set up social fundraising campaigns
- edit your contact information (mailing address, email, phone number, etc)
- subscribe or re-subscribe to Bethlehem Farm's newsletter (two print versions per year and two digital versions per year)

Partners in Mission Fundraising Ideas

- On the Social Fundraising Overview page in the drop down menu select “2018 Partners in Mission” and hit the “Create Page” button

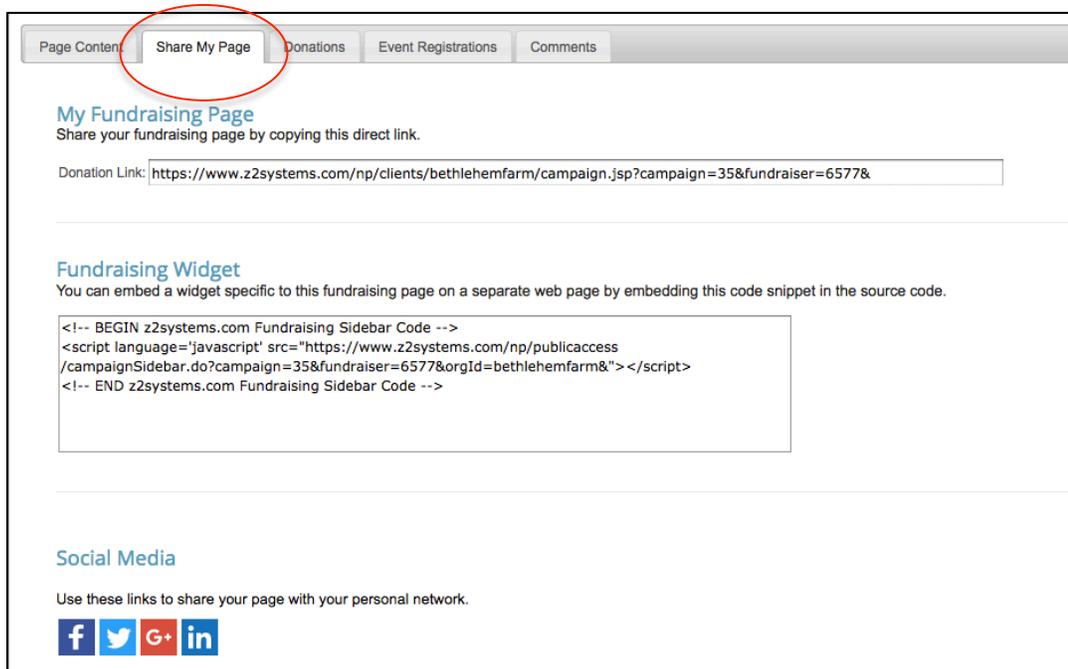


- Customize the page to your liking, you can...
 - Change the Title
 - Customize the URL
 - Insert a Fundraising Goal
 - Add a personal photo
 - Add a personal reflection on what the farm means to you
- If you select the “view my fundraising page” in the top right corner you can preview what other people will see when looking at your page



Partners in Mission Fundraising Ideas

- Select the tab labeled “share my page” and it will give you links to send to friends and family or a direct link to post on social media



The screenshot shows a web interface for a fundraising page. At the top, there is a navigation bar with five tabs: "Page Content", "Share My Page", "Donations", "Event Registrations", and "Comments". The "Share My Page" tab is highlighted with a red circle. Below the navigation bar, the page title is "My Fundraising Page" with the subtitle "Share your fundraising page by copying this direct link." A text box labeled "Donation Link:" contains the URL: <https://www.z2systems.com/np/clients/bethlehemfarm/campaign.jsp?campaign=35&fundraiser=6577&>. Below this, there is a section titled "Fundraising Widget" with the instruction "You can embed a widget specific to this fundraising page on a separate web page by embedding this code snippet in the source code." A code box contains the following HTML snippet:

```
<!-- BEGIN z2systems.com Fundraising Sidebar Code -->
<script language='javascript' src="https://www.z2systems.com/np/publicaccess/campaignSidebar.do?campaign=35&fundraiser=6577&orgId=bethlehemfarm"></script>
<!-- END z2systems.com Fundraising Sidebar Code -->
```

 At the bottom, there is a "Social Media" section with the instruction "Use these links to share your page with your personal network." and icons for Facebook, Twitter, Google+, and LinkedIn.

See next page... **Why Partners in Mission?**

Partners in Mission

Bethlehem Farm operates almost exclusively on the participation fees of short-term volunteers and on individual donations. The individual donations come entirely from board members, short-term volunteers and the friends and family of Caretakers, board members and short-term volunteers. These individual donors support Bethlehem Farm for a number of reasons, but primarily as a way to partner with the mission of Bethlehem Farm and show their support for people they love. Individuals who donate are part of the wider community that makes the work of Bethlehem Farm possible and they receive our newsletter as a means of keeping them abreast of life in the Bethlehem Farm community.

Each board member makes a fundraising commitment each year. This fundraising commitment can be met through their own resources, donations from friends and family, or from fundraising events or promotions that they organize and carry out.

In the same way, Caretakers are also asked to invite friends and family to partner with them as they commit one, two, or more years to the mission of Bethlehem Farm. The Partners in Mission program asks each Caretaker to do their best to actively engage friends and family in the mission of Bethlehem Farm by pledging support for the work of the Farm. Each Caretaker is asked to raise \$2,000 in donations and pledges before they begin at the Farm and yearly thereafter. It is completely understandable if a Caretaker raises more or less than this \$2,000 goal and hiring will not be based in any part on failure or success in meeting this goal. The most important element in furthering the mission of the Farm is the energy and gifts Caretakers bring to the life of the community. It is, however, important to understand that Bethlehem Farm exists, in part, due to the generosity of donors and that the work of funding our mission should not be left to one or two people.

The Bethlehem Farm Development Director will supply future Caretakers with a number of resources and ideas for building their Partners in Mission and meeting their goal. These resources include social fundraising tools, example appeal letters, information about the charitable purposes of the Farm and examples of what other Caretakers have done.

Caretakers are invaluable to the life of the community and their contribution to the mission of Bethlehem Farm is difficult to measure, since it is so great. Since Caretakers commit to live simply and only accept a small stipend for their work, it costs the Farm relatively little in donations to keep one Caretaker employed (about \$8800). Depending on the role each Caretaker fills, their work in the local community would generally be valued at between \$24,000 and \$90,000 per year, so each donation multiplies 3 times, 4 times, or even 10 times!

Estimated costs of employing one Caretaker for one year (2018)

\$1700 food

\$4800 "rent" (this line estimates depreciation, utility, maintenance, and vehicle costs)

\$1750 stipends

\$7000 health insurance, deductibles and co-pays

\$1200 loan repayment (optional)

\$16,450 total estimated cost of employing one Caretaker for one year

see next page ... **How do I raise \$2,000 in yearly donations and pledges?**

PARTNERS IN MISSION

How do I raise \$2,000 in yearly donations and pledges?

The first rule is that you have to *ask* people. The number one reason why people give to a cause is that they were asked. It can't hurt to ask. People want to do good things in this world and get a good feeling from supporting a loved one or giving to a good cause—you are giving someone you care about an opportunity to support you and do good at the same time—when you think of it that way, then it gets easier! You are also inviting friends and family to pray for you, stay connected, receive updates from us, and hear back from you about the impact of the experience—truly seeking partners in your mission here at Bethlehem Farm.

The second rule is to understand your audience when you are asking and writing. Bethlehem Farm is too complicated of a concept to express entirely in one letter or one visit, so choose some major themes when sharing on social media, emailing, writing an appeal letter, or asking someone in person.

Remember that almost everyone gives their money to some charity or another, often to large charities where they know nothing about *how* their money is being used or *who* is using it. You are giving your friends, relatives, neighbors and coworkers an opportunity to support someone they *know* doing something concrete that they can *see* with their own eyes if they care to.

This can be done entirely with \$25 donations (although a couple larger ones make it even easier):

7 people contribute \$25 *monthly* = \$2,100

-

20 people contribute \$25 *quarterly* = \$2,000

-

80 people contribute \$25 *yearly* = \$2,000

-

3 people contribute \$25 *monthly* = \$900

9 people contribute \$25 *quarterly* = \$900 = \$2,000

8 people contribute \$25 *yearly* = \$200

-

1 person contributes \$25 *monthly* = \$300

9 people contribute \$25 *quarterly* = \$900 = \$2,000

32 people contribute \$25 *yearly* = \$800

-

Host a benefit dinner at your home or parish and ask for a \$20 (more or less) donation per ticket, ask local people and businesses for donated items for a silent auction or a raffle. At the dinner, you can talk more about the Farm's mission, show one of our promotional videos and ask for pledges

30 people @ \$20/ticket = \$600

The 30 people contribute a \$10 average to a raffle/silent auction = \$300

8 people pledge \$25 *quarterly* = \$800

16 people pledge \$25 *yearly* = \$400 = \$2,100 total

-

Run a marathon/half marathon/triathlon/5k/whatever and ask people to sponsor your effort (use our social fundraising software.)

-

Speak at your parish and ask for a second collection

-

Loan yourself out to parishioners for odd jobs and chores in exchange for a donation

-

Be creative

Write your own appeal from the heart or use some of these examples as inspiration:

Sample social fundraising page intro:

I first encountered Bethlehem Farm in June 2016 when I volunteered there on a service trip with my high school. During that week, I became immersed in this unique and beautiful faith community through its four cornerstones of prayer, simplicity, community, and service, and I encountered God and others in a way that I never had before this experience. I returned to the farm on another service trip in July 2017, and I plan to return again this year to live and work full-time on the farm and in the local community as a Caretaker.

Bethlehem Farm is a wonderful community that continues to transform the lives of everyone it touches. Thank you for supporting such a worthy organization.

Sample appeal email/letter:

Dear Uncle Mort,

Bethlehem Farm (www.bethlehemfarm.net) is a Catholic community in Appalachia that **transforms lives**, through **serving in the local community**, and **teaching sustainable practices**. We invite volunteers to join us in living the Gospel cornerstones of **prayer, community, simplicity, and service**. I have committed to serving at least one year at Bethlehem Farm as a full-time Caretaker and am asking you to partner with me in this powerful mission through a charitable gift (<http://bethlehemfarm.net/donations/donate-online>).

Since we work with low-income families on home repair and in teaching students about sustainable practices, we need support from friends and family like you to cover basic expenses. We grow some of our food, live voluntary simplicity, and cook from scratch, so we don't need much support to do a lot.

There are many ways of looking at the impact of the Bethlehem Farm mission on the Caretakers and Summer Servants, the local community, and the participants. I could talk about the 4,200+ participants who have crossed our threshold, about the strength of our local partnerships with government, churches, and other nonprofits, or I could talk about the \$2.5 million-worth of materials and labor we have invested in our local community (stretched to serve hundreds of families). However, as we emphasize at each group orientation, the relationships we build are even more important than the work we accomplish:

- Listening to a good friend share her pain, as she mourns the loss of her husband
- Our presence with a widow, as she recovered from fire and water damage
- Learning from Granny about growing up in a coal camp, while building a ramp
- Learning about love and faith from the Carrs, as we build on two bedrooms while they cope with the loss of a granddaughter

- Supporting Shelli, as we provide heat, water, a new roof, and insulate a drafty trailer

The impact you make with your support is deeper than numbers can tell, it can be seen in a web of relationships, stories of courage, and seeds for planting in young lives that are then scattered across the country—all bearing a harvest beyond measure.



You are welcome to give toward the general fund, knowing that your gift supports all of the intangible benefits described above, but we also are providing some concrete giving opportunities:

Transforming Lives

- *Adopt a Caretaker! Caretakers are the heart that pumps life into our mission.
 - \$35 provides food for one Caretaker for a week
 - \$125 provides one month's living stipend for a beginning Caretaker
 - \$800 supports one beginning Caretaker for one month

Service with the Local Community

- *Provide seed money for our low-income home repair zero-interest micro-loans
 - \$25 buys a roof vent, while \$2,500 buys a new roof
 - As the family pays the loan back, that \$25 turns into a can of paint for one family, while the \$2,500 puts new siding on for another family, and on, and on, and on . . .
- *Help replace an aging work truck when it finally gives up the ghost
 - consider an in-kind gift of a pick-up truck your family is replacing
 - \$10-15,000 buys a used diesel 2500cc 4-wheel drive pick-up truck with an 8-foot bed

Teaching of Sustainable Practices

Help us build the new San Damiano Center for Sustainability:

- *\$1 provides one cinder block
- *\$40 provides one sheet of metal roofing
- *\$100 provides 35 siding boards from the sawmill
- *\$1,000 covers most of the grading and site work
- *\$17,500 sponsors half of the entire building



I **deeply appreciate** everyone who has been a part of my journey thus far. Please consider sponsoring a piece of my experience by donating online (<http://bethlehemfarm.net/donations/donate-online>)! [or provide link to your social fundraising page]

Peace and all Good,

Jane Caretaker