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8 May 2002

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Dear Partner Name,

It was good to talk to you last Tuesday. In my last letter to you I mentioned an opportunity to head to Germany, unfortunately those plans are up in the air. There are other opportunities that I have been made aware of, but there are still several details to be worked out. Whether the Lord leads me to stay here in the States or head overseas there is the pressing issue of raising support.

As I discussed with you on the phone I would like to share an opportunity to help me broaden my support base. I would like to start by doing an exercise I went through when I first joined Campus Crusade staff. The exercise is called "namestorming" and it will help you come up with a set of names to work with through the rest of the process/strategy. There is one simple rule in namestorming: **ANYTHING GOES!**

Using this technique a good staff friend of mine had a partner come up with 225 names for him to contact. He's challenged me to beat his record and I firmly believe I can with your help. You may be thinking as I did, "That's impossible! I could never come up with more than a handful of people," but research has shown that the average individual has a personal network of at least 400 friends and acquaintances.

I understand what I am asking you to do takes time and effort on your part; please know I am not flippant about my request. Thank you for helping me. Finding new partners to join with us is critical for me to continue my ministry and I appreciate your partnership.

As you sit down to namestorm ask yourself, "If I was going into ministry and had to raise my financial support who would I ask?" Please look at the attached sheet for a list of categories that might begin to spark the storm. Also consider looking through your past and present church directory or other directories you have to jog your memory. While I don't believe it's appropriate to call through a directory, looking through them often brings names to mind.

Once you complete your namestorming you might have trouble believing how many people you know. You might even say, "Maybe I ought to come on staff with Campus Crusade!" I think that would be a great idea and would help in any way possible. In fact you can add my name to your list, you didn't put me on it did you? Who else might you have forgotten? I would be overjoyed to be your first partner! If, however, you are saying, "Not today," we will move to the next step of this process.

The next part is to round up as many addresses and phone numbers as possible to go along with your name list. You also might want to figure out the complete name of those people you couldn't quite remember. Please include both home and work phone numbers but if you can't find a phone number that's okay; I can usually get the number from information. Others have joined my team by their own initiative after receiving my letter. They just started sending their monthly support directly to Crusade! God has shown how faithful He is in raising my support when I do my part by

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WORK

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HOME

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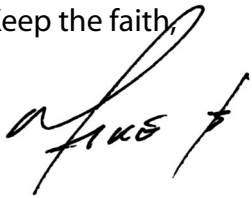
making contact with His people.

The last part for you to do is to write a short introduction letter. I will send this letter to your friends and acquaintances. I've enclosed an example on the blue sheet.

The rest of the process is up to me. When I receive the names, addresses and phone numbers I will send them a copy of the enclosed letter on the yellow sheet, your introduction letter and a photograph. About a week later I will call them to see if they received the letter, answer any questions they have and see what decision they have come to.

Thanks again. I understand how much work this is for you. I'll give you a phone call in a week to see if I can help you as you are working to help me raise my financial support needs.

Keep the faith,

A handwritten signature in black ink, appearing to read "AFKS" with a flourish at the end.A large, light gray watermark consisting of a paw print and the word "Draft" in a bold, sans-serif font, oriented diagonally across the page.

# The Namestorming Process

Please remember the one simple rule: **ANYTHING GOES!**

As you sit down to namestorm ask yourself, "If I was going into ministry and had to raise my financial support who would I ask?" As names come to mind please remember the following guidelines:

**Forget the details!** Don't worry about their addresses, phone numbers or even their complete names; write down enough so you can go back and fill in the details later.

**Don't Qualify!** Please don't qualify names that come to your mind, no name is unqualified. If someone pops into your mind please write down their name. It's difficult for us not to mentally have clouds of doubts about a person's ability to be a part of our team, but try to push back those clouds to open a "blue sky" in our efforts.

Please don't decide for an individual whether or not he or she is interested. It's been my experience many times those I think can't give much or at all give the most and those I think are guaranteed to give can't. I would rather have several people giving \$10 a month than a few giving \$100 a month; that way if someone forgets or needs to change their giving it doesn't affect my ministry as significantly. I've heard of widows in trailer parks giving \$1000 per month

Below are some categories to help spark your memory as you namestorm:

- |  |   |
|--|---|
| Parents  | Barber/hairdresser  |
| Brothers, sisters, cousins and other relatives                 | Foundations or people you know who are involved with them |
| Friends of parents   | Wedding lists   |
| Employers and former employers                                 | Neighbors   |
| Customers and former customers                                 | Neighbors at former residences                            |
| Insurance Agents and Realtors                                  | Printers  |
| Salespeople  | Athletic teams you or your children participate in        |
| Former high school friends and teachers                        | People in your Sunday school class                        |
| Your doctor or dentist   | Friends you sit next to at church                         |
| Club friends like Kiwanis, Rotary, Schriners, Men's or Women's | Bible study or Prayer group                               |
| Community leaders (past and present)                           | Clients   |
| Boy Scout Leaders  | Christmas card list                                       |
| Service people   | Your personal phone and address list                      |
| Retired people   | People you forgot you knew                                |
| Christian Businessmen's and Women's groups                     |   |
|  | Other categories you may think of                         |

Don't forget to consider looking through your past and present church directory or other directories you have to jog your memory. Okay the phone book might be too big, but your personal address book or your e-mail address book might be more manageable.



**Campus  
Crusade  
for Christ**

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8 May 2002

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Dear [friend of partner name],

I appreciate you taking a few minutes to let me share a little about who I am, what I do and how you can help me.

I was born and raised in Virginia just across the river from Washington, D.C. I became a Christian the summer before heading off to college at Virginia Tech to study architecture. As the years passed at Virginia Tech I became increasingly involved with Campus Crusade for Christ. After graduating I decided to join the staff of Campus Crusade for Christ.

My first assignment was at West Virginia University in Morgantown, West Virginia where I worked with students for almost two years. There I joined a staff team of eleven others with the opportunity to impact the campus of 22,000 students with the Gospel. In the spring of 1998 I moved to Orlando, Florida to become a part of the Campus Media Team. The audience I could expose to the Gospel expanded from 22,000 at WVU to over 60 million students around the world!

Currently I serve as the Design Systems Administrator with the media team. Not only do I support the design machines and servers for our team, but I also investigate and implement new technologies that allow us to work faster and more efficiently. This is a small part of my story with Campus Crusade for Christ. You can read more about my story in the enclosed brochure or on my web site, <http://www.hottman.com/michael>.

As [partner name] mentioned I would love to have you as a partner in my financial support team. I need to raise \$1000 in monthly support in addition to what I already have to continue my ministry. I am praying that God will provide 20 new partners to join my financial support team at \$30-\$50 per month. Would you consider being one of these new team members?

Please take the next few days to pray about this, you might want to talk with [partner name] also. I will give you a call in the next week to ask about your decision. Neither [partner name] or I want to put any pressure on you. If it is not possible for you to join my team at this time I am confident God will provide for my ministry elsewhere.

Thank you for your time in reading this letter and considering my request. I've enclosed a picture of myself with [partner name] and a brochure about my ministry.

Keep the faith,

Mike Hottman

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**WORK**

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**HOME**

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Date

Dear David and Sally,

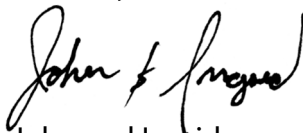
Enclosed is a letter from our good friend, Mike Hottman, sharing a little about his ministry with Campus Crusade for Christ. We are excited about his ministry and believe you would like to hear more about it.

As a staff member he needs to raise the financial support for his ministry and we have been an active part of his support team. Recently he approached us with a need for additional funding and we suggested he contact you.

We are confident in Mike and the value of his ministry. He plays a significant role on the Campus Media Team with Campus Crusade for Christ in Orlando, Florida. His work not only impacts students here in the United States, but also the 60 million students around the world. Those students will soon be the leaders in this nation and around the world.

We would ask you to consider investing in his ministry so he can continue his service with Campus Crusade for Christ. If you have questions or would like more information please call us at 703-941-5690. We have enjoyed partnering with him and as we hear from him on a regular basis we are encouraged and our faith stretched as we are able to help reach other places than Annandale for Christ.

Sincerely,

A handwritten signature in black ink, appearing to read "John & Ingrid". The signature is written in a cursive style with a large initial "J".

John and Ingrid