



Step-up for the Good News



CEF Walk-a-Thon

1 John 1:7

Friends of Child Evangelism Fellowship® are asked to Step-up for the Good News at the first annual



THURSDAY
AUGUST 23, 2018
5:00 PM - 7:30 PM

FUNDRAISER, PICNIC &
A WALK IN THE PARK
ALL DURING THE EVENING OF



HOYT PARK
WAUWATOSA

But if we walk in the Light as He Himself is in the Light, we have fellowship with one another, and the blood of Jesus His Son cleanses us from all sin. 1 John 1:7

If you can walk, we need you, your family, your friends, volunteers, fellow employees or anyone who will join us to support the ministries of CEF! It's all about 'Stepping-Up' to share the good news of the Gospel with kids, this is a great opportunity to introduce others to CEF. Each year, it takes over \$250,000 to keep this ministry going, so we need your help to continue directing little feet down the right path and pointing them towards God.

Walker Information

- Paved walking trail along the Menomonee River Parkway through downtown Wauwatosa
- Full walk is less than 2 miles, an easy walk with no strenuous terrain, takes approx. 30 minutes to complete / optional half mile walk to the bridge and back to our picnic area
- Be a Team Leader and recruit a group to walk for the cause OR join a CEF team to walk with that evening
- Find 8 or more sponsors to support your Walk for the Good News

Good News Walk-a-thon Goal

\$10,000

EVERYONE WELCOME to join the ministry picnic!

General Information

- Hoyt Park / 1800 N. Swan Blvd. Wauwatosa
- Parking available by the Hoyt Park Pool or along the Menomonee River Parkway at Hoyt Park Drive, next to PICNIC AREA #3
- Arrive anytime after 5:00pm
- Picnic dinner provided by CEF and will be served from 5:00pm - 6:45pm / located at PICNIC AREA #3
- You can eat, then walk OR walk, then eat - Your Choice!
- Summer ministry testimonies & a short program about CEF at 7:00pm

RSVP for picnic only at our web site by clicking on the CEF Walk-a-thon logo box at: www.cefsewi.com
Respond by the August 17 deadline!

Stepping up for kids to hear the Gospel

Create your own team and individual pledge pages on our special Good News Walk-a-Thon web page at: <https://ssl.charityweb.net/cefsewi/goodnewswalk/> and send it out via Facebook/Twitter/email - a fast and easy way to ask friends and family to sponsor your walk so more kids can hear the Gospel message OR download a pledge registration form from www.cefsewi.com on the Home page, left box.

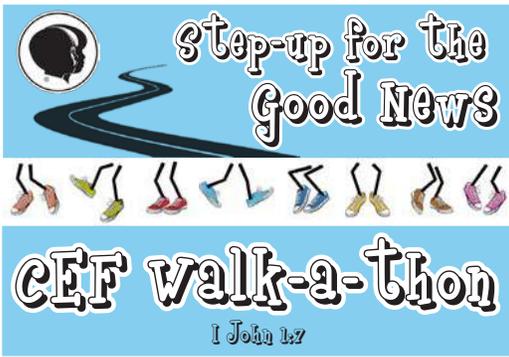
ALL WALKERS MUST register online or call the CEF office to confirm their participation and receive walk details. If you can't join us but would like to Step-Up for the Good News to help ensure that CEF can continue to share the Gospel with children, you can make direct donations on our web site [/www.cefsewi.com](http://www.cefsewi.com) OR call the CEF office and we'll be happy to assist you / 262-373-1780.

We'll see you in the park August 23!



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Since 1937 Reaching children worldwide™

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13620 W. Capitol Dr. Suite C
Brookfield WI 53005
262-373-1780 www.cefsewi.com

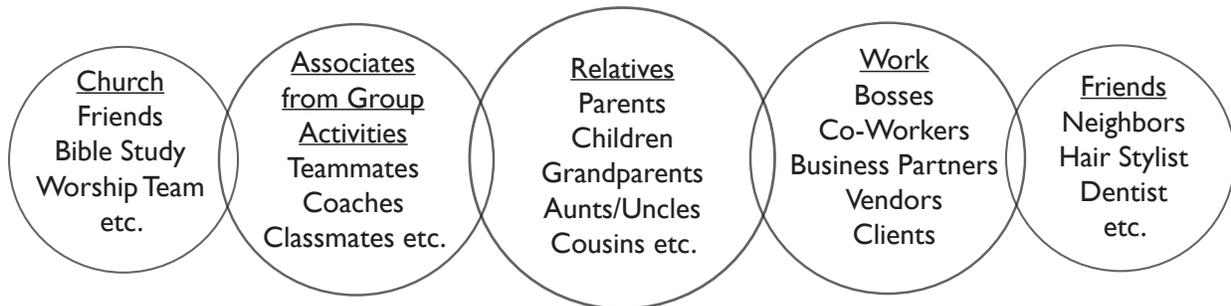


Tips for Soliciting Pledges

Once you have registered as an individual, have created a team or joined a team on the Good News Walk-a-thon web page at: <https://ssl.charityweb.net/cefsewi/goodnewswalk/>, it's time to start gathering donations. People love to support charitable causes, especially when they can see how much it means to you and why you have chosen to participate. Yet, for many people, it can be difficult to ask personal friends, family members and acquaintances for financial support. Start with those you know will be willing to support you and use these experiences and successes to build momentum. It's always easier to hear a 'no' after you have heard 'yes' a few times.

Where to Start

An easy way to consider who you may ask for donations is to look at your 'Network' of potential prospects and think about the best way to reach them. You might consider the diagram below as a good starting point. Make your own chart of circles and work out from there.



What's Next?

- Post announcements on all your social media and networking sites. Invite friends to share with their friends to help spread the word. Send out an email requesting donations with a link to your personal fundraising page. Be sure to call those on your list that may not be using social media or a computer, to receive your requests. Copy and mail the first page of this packet to your potential donors with a handwritten note asking them to help with the cause, explaining why it's important to you.
- Make an action plan and assign specific groups of prospects to target on certain days and/or weeks to keep your effort focused and not too overwhelming OR dive right in and concentrate your efforts over a couple of days.
- When making calls, you may write out a script for yourself and practice your message before soliciting the donation.
- ALWAYS remember to say "Please & Thank You"!

** Donors will automatically receive an email Thank You immediately for their donation from the Good News Walk web site but please make it personal by thanking each donor directly. Donors will also receive a tax deductible donation receipt from CEF for their donation within 30 days of the gift being recorded.

Talking Points

- I'm choosing to participate in the Good News Walk-a-thon to support the ministries of CEF/Child Evangelism Fellowship® who take the Gospel to children all over Southeast WI
- There are over 300,000 children in Southeast WI who need to hear the Gospel and 80% of those children do not know God
- CEF offers after-school Bible clubs in public schools called the Good News Club® and 5-Day Clubs® during the summer which is like a vacation Bible school / CEF takes the Gospel message out to the children in our communities
- I have chosen to 'Step-Up for the Good News' because _____
- CEF's mission is to evangelize boys and girls, disciple them in the Word of God and helps connect them with a local church for Christian living



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Online Donation Page

ALL WALKERS MUST REGISTER in order to participate in the walk-a-thon. This can be done easily by visiting our special Good News Walk-a-thon web page at: <https://ssl.charityweb.net/cefsewi/goodnewswalk/>

If a participant needs help or is not able to access the online registration, you may call the CEF office and we will be happy to assist you with this process at 262-373-1780.

How to Sign Up

- You can sign up online by going to: <https://ssl.charityweb.net/cefsewi/goodnewswalk/>
 - It only takes a few minutes to register
 - On the Home page, you can choose to 'Start A Team' / 'Join A Team' / or 'Participate as an Independent'
 - Once you complete the registration process, you will receive an email with further instructions and tips about how on how to raise support for your walk
 - This email will also include instructions on how you can edit and customize your own Personal Donation Page
 - Your Personal Donation Page will allow you to tell your story, upload a photos and direct potential donors to make donations towards your fundraising goal
- ** If you upload photos, they need to be 1MB or less and horizontal orientation works best**

The fastest and easiest way to sign up for the walk-a-thon is by using this web site, it's also the best way to promote donations for you as an individual or your team. The web site also offers secure online donations using Visa, Master Card and Discover cards. Checks and cash will need to be sent to the CEF office :

Child Evangelism Fellowship
13620 W. Capitol Drive Suite C
Brookfield WI 53005

Please ask the donor to document in the Memo line or add a note with the name of the person or team the donation is supporting for the walk-a-thon. This will help in keeping accurate records for this event.

>IMPORTANT INFORMATION<

Due to our permit agreement with Milwaukee County Park Department, NO FUNDS are to be exchanged in the park the night of the event. DONATIONS have to be submitted online, sent by mail or dropped off at the CEF Office PRIOR to the night of August 23, 2018.

** Donors will automatically receive an email Thank You immediately for their donation from the Good News Walk web site but please make it personal by thanking each donor directly. Donors will also receive a tax deductible donation receipt from CEF for their donation within 30 days of the gift being recorded.

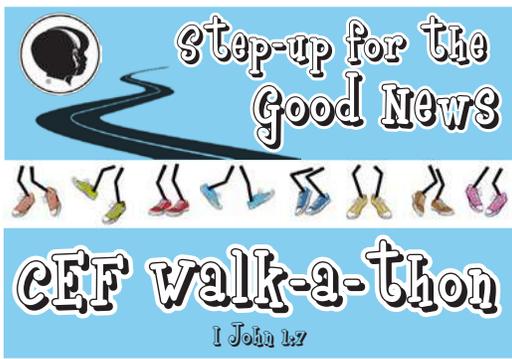
INCLEMENT WEATHER - An email will be sent 24 hours prior to the event if we should have bad weather in the forecast the night of August 23.

Note - Allocation of the funds raised as the result of the Good News Walk-a-thon, will be governed by the CEF local Committee who oversees fund distribution. All funds will be designated to the General Fund and used for the greater good of the ministry to meet budgetary needs.



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Tips for Recruiting Team Members

As a team captain, it's your job to build your team. Approach recruiting participants the same way you'd approach potential donors, by tapping into your networks and illustrated on Tips for Soliciting Pledges using the circles. Think of all the people you know : friends, relatives, teammates, group associates, co-workers, etc. Then highlight names of people you think may be interested in participating in this worthy cause. Some of these people walk for other charities, why not *CEF*? Be sure to thoroughly explain the cause of the fundraiser, who will benefit from the funds raised and inform people how they can make a difference by joining your team.

Tips for Recruiting Success

- **Create a potential Team List** / list all potential prospects: friend, relatives, teammates, group associates, co-workers etc.
- **Start Early** / recruit as soon as you have registered your team online. Be sure to choose a catchy team name. The earlier you start the sooner you can have fun planning for the night of the event and build excitement amongst your team members.
- **Speak to Groups** / tell your story at a company meeting or group gathering (Bible study, book club etc.), and ask others to join your efforts to make a difference to *CEF*. Be sure to include the reason why you decided to be involved. What is your story? Do you volunteer or work in clubs with *CEF*? Often it is your story that motivates other to act.
- **Promote the Fundraiser** / post announcements on your Facebook page, LinkedIn, Instagram, Twitter and other social networking sites. Post an event flier (the first page of this packet) in break rooms at work or at church
- **Recruit at an Event** / If you are at a large gathering, inquire if you could share and/or recruit for the cause
- **Send an Email to your Network** / you will receive suggested copy in the email you receive after registering on our web site, use this information to simply invite others to join you in your efforts to support the ministries of *CEF*. Your email should tell your story and connection to *CEF*, share our goal of \$10,000 and a call to action such as 'Join my team to make sure more kids hear the Gospel' or 'Are you willing to step-up to share the Gospel and donate today?'
- **Offer Incentives** / Conduct a raffle or offer a small gift or gift certificate for the first three people who join your team. This often encourages people to sign up quickly
- **Go Viral** / Tell everyone you know that you are looking for team members, and invite them to help you spread the word. If one of your direct contacts is not able to participate, perhaps they may know someone else who would be interested. Remember, this event is also intended to be used to introduce NEW PEOPLE to the ministry
- **Make It Simple** / Explain how simple registration and donation collection can be with the easy-to-use walk-a-thon web site : <https://ssl.charityweb.net/cefsewi/goodnewswalk/>
- **Make It Fun!** / Be creative and have fun with your Team name, wear matching shirts, theme dress for the walk, facepaint fellow team members, send emails to build excitement and to communicate with teammates or do something extra as a team for the ministry. Appoint someone on your team to help with making it a memorable walk in the park.

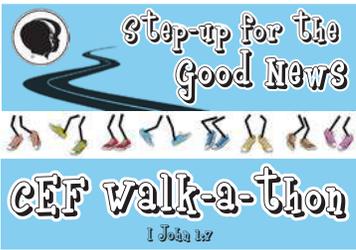
Talking Points

- Be sure 'Your Story' is a part of your recruiting process, share your passion and why you are walking to support *CEF*
- I would like YOU to join my team. I want to recruit 10 people to walk with me to help raise funds for *CEF* because.....
- We're raising fund for *CEF*, having a picnic in the park and hearing stories from volunteers who are sharing the Gospel with kids in our neighborhoods - there are sure to be stories that will challenge you and impact your heart
- Remind them that there are over 300,000 children in Southeast WI who have never heard the Gospel, ask them if they will help us reach these kids who so desperately need to hear about God's love and His message of salvation
- *CEF* is changing lives one life at a time, making an eternal difference; this is why we do what we do

Copy and paste this web address

<https://ssl.charityweb.net/cefsewi/goodnewswalk/>

to Step-Up and share the good news with your social network



PLEDGE REGISTRATION FORM

Use this form to collect pledges locally from friends, family, and co-workers etc. You can collect checks or credit card pledges on this form, then add them to your walk-a-thon web page as a donor OR send this form with any checks to:



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**MAKE ALL CHECKS
PAYABLE TO CEF SEWI**

WALKER'S NAME _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____ PHONE _____
PERSONAL FUNDRAISING PAGE LINK _____

PLEDGE # 1 / NAME _____
AMOUNT \$ _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____ PHONE _____
CHECK _____ NAME ON CREDIT CARD _____
CARD NO. _____ EXP. _____ CVC _____

PLEDGE # 2 / NAME _____
AMOUNT \$ _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____ PHONE _____
CHECK _____ NAME ON CREDIT CARD _____
CARD NO. _____ EXP. _____ CVC _____

PLEDGE # 3 / NAME _____
AMOUNT \$ _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____ PHONE _____
CHECK _____ NAME ON CREDIT CARD _____
CARD NO. _____ EXP. _____ CVC _____

PLEDGE # 4 / NAME _____
AMOUNT \$ _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____ PHONE _____
CHECK _____ NAME ON CREDIT CARD _____
CARD NO. _____ EXP. _____ CVC _____

PLEDGE # 5 / NAME _____
AMOUNT \$ _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____ PHONE _____
CHECK _____ NAME ON CREDIT CARD _____
CARD NO. _____ EXP. _____ CVC _____



OFFLINE DONATION FORM

Thank you for 'Stepping-Up' to share the Gospel with kids! This printable form is available for participants to pledge offline. Please fill out all the blank spaces and make sure that the participant you are sponsoring is listed correctly to be sure that the money is applied to their fundraising goal. Details about our event can be found on our web site by clicking on the CEF® Walk-a-thon logo box on the left side of the Home page. You can also register for the Walk-a-thon picnic when clicking on the center logo box - www.cefsewi.com

Step Up for the Good News Walk-a-thon

My Pledge is Sponsoring (participant or team name): _____

Name: _____

Address: _____

City / State / Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

____ Enclosed is my check in the sum of \$ _____

Please make checks payable to: CEF SEWI Check / Check number: _____

____ Please charge my donation to: Visa Mastercard Discover

Credit Card Number: _____

Name As it appears on Credit Card: _____

Expiration Date: ____/____ CVC _____

Please Note - The address above must match the address that is associated with your credit card

Please do not add me to your Mailing List Please do not add me to your Email List

Please mail this form and your check(s) to:



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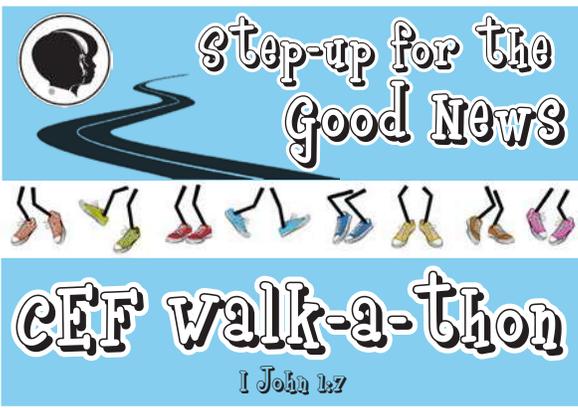
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Child Evangelism Fellowship® is a 501(c)3 organization designated by the Internal Revenue Code.
All donations are tax-deductible and a receipt will be issued promptly.

CEF of Southeast WI is located in Brookfield and covers an eight county area.

The primary ministries of CEF are after-school Good News Club® in public schools during the school year; 5-Day Club® during the summer held in parks, backyards, community centers, apartment complexes, churches, any place kids gather; JYC™ (JesusYou Connection) for junior high age kids which focuses on a personal relationship with God and discipleship; CYIA® (Christian Youth In Action) where young adults, ages 14 and up are trained to teach, lead clubs and share the Gospel with children. CEF partners with local churches to create teams of volunteers to conduct the after-school clubs. The local CEF chapter trains, equips and supports these teams as they go into our communities and share the Gospel with children. In 2017, our local CEF chapter reached over 3000 children with the Gospel and had over 100 professions of faith from kids who attend our clubs. God is doing great work in Southeast WI.

Thank you for ensuring the work will continue and every child has the opportunity to hear the Gospel!



KIDS NEED TO HEAR THE GOSPEL! WILL YOU WALK WITH ME ON THURSDAY - AUGUST 23?

I am choosing to participate in the Good News Walk-a-thon to support the ministries of CEF / Child Evangelism Fellowship®, who take the Gospel to children all over Southeast WI.

I am looking to recruit people like you to join _____ to help raise funds for CEF.
(team name/individual)

It's all about 'Stepping-Up' to share the good news of the Gospel with kids, which is the mission of Child Evangelism Fellowship. CEF takes the Gospel to kids in public schools, parks, backyards, community centers, apartment complexes and churches throughout the year, introducing them to God and sharing the message of salvation in a way they can understand. For over 80 years, children have participated in Good News Club® and 5-Day Club® learning about Jesus Christ. CEF reaches over 20 million children a year worldwide.

Each year, it takes over \$250,000 to keep this ministry going, so we need your help to continue directing little feet down the right path and pointing them towards God.

I would love to have you as part of my team to raise funds for this vital ministry because kids need to have the opportunity to spend eternity with God.

Step-up for the Good News at the first annual



Good News Walk-a-thon Goal
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A WALK IN THE PARK
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- Find 8 or more sponsors to support your Walk for the Good News

If you are willing to 'Step-Up' and walk with me at the Good News Walk-a-thon, please visit my team page to register: _____

OR send me an email _____

OR call me at _____ and I will help you register. I will also make sure you receive all the important details which includes information about how to find sponsors for your walk.