

Donor Testimony

Thank you for sharing at the Mid-Atlantic Fellowship Dinner! This dinner allows us as Cru to share how God is moving on college campuses around our region with 200-300 individuals who deeply care about reaching college students. The night is a celebration of what God has done and a time to invite people to partner with Cru financially as we look to what He could do next year! It is our one event to raise money for the scholarships, materials, and outreaches we use around the region.

Your story captures how God uses partners in his work in Cru. But how should you go about sharing this story? Here are the quick details that will (hopefully) answer most of your questions. **Please read carefully.**

Professional – You will be sharing in front of business and community leaders. You will want your presentation to be very professional. The following instructions will help!

4 minutes – Do not go over the 4-minute mark. **This is very important!** The program is carefully scheduled and research shows we lose money when the program runs too long.

Content – We want you to briefly share how God has used your partnership with Cru. Feel free to share your interactions with Cru: through financial partnership, volunteering or even with family members being connected with the ministry. **Write it out** – give a finished copy to your dinner coordinator before the dinner. They will help you make any necessary changes.

Practice - **Practice going through your story** 3 or 4 times in front of a mirror. Remember to speak slowly and loudly. While you don't need to memorize every little word, please stick to what you've written. Trust us – it will help you present a more polished story.

Cru – Please refer to us as Cru since the name has changed from Campus Crusade for Christ to Cru.

- What Not to Do

- Make statements that reflect negatively on any church or organization.
- Make statements that reflect negatively on any individual.
- Mention denominations or church names.
- Speak or write in a preachy manner.
- Use vague terms like joyful, peaceful, or changed without explaining them. Use religious terms like saved, sin, or convicted without explaining them (very important when sharing your story with a non-believer but also good for this setting).

Writing Style

Be positive, accurate and specific – details arouse interest.

If using a Bible verse, make sure it directly relates to your experience. Delete Bible references. For example, say, "One of Jesus' disciples said..." rather than "1 John 5:11-13 says..."

You will be the last testimony before the main speaker, and the only donor testimony at the dinner. For some there, it will be the first time they have heard about Cru. As we ask them to partner with Cru, they will look to you to know if we are a worthy organization for their investment. **Thank you.**