

# Fundraising Campaign 2012-2013 MMA 600



**The MMA 600 is an entry level fundraising campaign plan for the Mission Minded Artist that employs a “\$50 a month” support model. The “\$50 a month” support model represents the average contribution used for supporting missionaries in the US.**

**Fundraising Term:** The MMA 600 is a fundraising campaign that will last for 12 months (December 2011 – December 2012) and targets new supporters for the Mission Minded Artist.

**Budget:** The funds raised during the Fundraising Term will be applied to the 2012-2013 Budget for salary, expenses and travel. A copy of the 2012-2013 Budget can be obtained by emailing [allan@missionmindedartist.com](mailto:allan@missionmindedartist.com).

**Payment Process:** Checks are made payable to the Mission Minded Artist. Checks can be mailed to our office The Mission Minded Artist 3855 Lake Lanier Drive Duluth, GA 30097. Electronic payments can be made on [our website](#).

**Pledging:** Participants in the MMA 600 are encouraged to fill out a pledge card to be sent in with the initial contribution for accounting purposes. Those that begin their participation after the month of December will be asked to pro-rate their monthly contribution to conclude by December 2012. (\$600 in 11 months = \$54.54) A one time contribution of \$600 or more will be accepted at any time during the Fund Raising Term.

**Fundraising Goals:** The objective of the MMA 600 campaign is to raise two years of operating funds for The Mission Minded Artist Ministry in 12 months. Our target range is \$200,000 - \$300,000. The following are targeting benchmarks:

1st quarter	\$50/month	X	100 people	=	\$ 5,000	or	\$ 20,000	1st quarter
2nd quarter	\$50/month	X	150 people	=	\$ 7,500	or	\$ 30,000	2nd quarter
3rd quarter	\$50/month	X	250 people	=	\$ 12,500	or	\$ 50,000	3rd quarter
4th quarter	\$50/month	X	500 people	=	\$ 25,000	or	\$ 100,000	4th quarter

Annual Total **\$ 200,000**

**Other Funding Sources:** A list of projected funding sources is available on the 2012-2013 Budget.

*\* Existing financial supporters are encouraged to maintain their current level and frequency of support.*