INTERVARSITY HANDOUT TEMPLATE

(HEADLINE IS AVENIR LT STD 55 ROMAN IN 14 PT)

This template is designed for anyone creating handouts.

(Body text is Avenir LT Std 35 Light in 10 pt and 70% gray)

**Tips for Using the Template (subhead is Avenir LT Std 85 Heavy in 10 pt)**

* The following pages show some sample layouts for different types of information.
* You can cut and paste your information on to the page. The easiest way to maintain the Avenir font once you have pasted your text is to click on the CTRL box that pops up at the end of your just-pasted text and select the clipboard with the “A” on it. That will keep your text but maintain the font and formatting of this template.
* Staff can download Avenir LT Std on the 2100 website.
* If you need additional pages, go to Insert, Blank Page. The logo and footer should be appearing on your new page as well.
* In the footer, we have created a place for you to put your topic or talk title. To do so, go to Insert, Footer, Edit Footer. Once you have finished editing it, you can click on the red X at the far right of the top menu bar to close the footer.
* If you wish to use a photo, please make sure you do not use a drop shadow or outline.
* When you paste your photo in, right click on the image and choose Wrap Text from the pop-up menu. Then choose Square. That will give you more flexibility in your photo placement and allow the text to flow around it.
* To help ensure the photo does not get stretched if you need to make it larger or smaller, right click on the image and choose Size and Position from the pop-up menu. Near the bottom of the dialogue box is the Scale section. Make sure the Keep Proportions box is checked. Then adjust the percentage size in the box and the other dimension will match. You can also hold the Shift key while dragging the corner of the image.
* Use *italics* and **bold** sparingly for emphasis. ***~~Never italicize, bold, and underline at once.~~***
* Use our new color palette! You can change the color of the text by selecting *More Colors* in the text color button then entering the correct code in the *Hex Color #* box.
  + Revival Orange: E76127
  + Missional Blue: 006880
  + Text Gray: 6D6E71

ADVOCATES – DONOR EVANGELISTS

*“Friends don’t let friends fundraise alone.”* (Scott Morton, The Navigators)

**Advocates/Donor Evangelists**  
Advocates are people who can speak on your behalf. They are champions for the ministry and can help you in the process of fundraising. They know and believe in you or InterVarsity or both, so they encourage you. They can speak about the importance of the ministry and invite others to be a part of it.

1. Advantages of having an advocate:
   1. They are well-known and trusted so they give credibility to the appeal.
   2. They can be direct about your need and importance of InterVarsity (especially important in cultures that are more indirect such as Asian and Latino).
   3. They can speak when it may not be appropriate for you to speak (because of age or gender).
   4. They are a passionate fan who can testify to the impact of InterVarsity.
   5. They know people you don’t know and can connect you.
2. What to look for in an advocate:

Paragraph spacing helps to separate and group content—giving it room to breathe on the page. In the *Layout* menu, add 4 to 6 pt of spacing after the paragraphs.

* 1. Believer
  2. Strong supporter of InterVarsity (should be a donor)
  3. Financial supporter of staff they advocate for
  4. Well-connected in the church or community
  5. Have good credibility, known and respected
  6. Have good communication skills
  7. Person who is available (doesn’t have all their time scheduled)

1. How to develop an advocate
   1. It’s helpful if an advocate has had a chance to see and experience the ministry first-hand and be able to articulate the mission and vision if asked. (Alumni make great advocates.) He/she must believe in the importance of the ministry.
   2. Invite your advocates to interact with student or attend InterVarsity events, help at a conference, etc.
   3. Make sure they have accurate up to date information about InterVarsity. Give them copies of current brochures, annual reports, your ministry plan, your ministry reports, etc.
   4. Make them feel like an “insider” by providing regular information on the ministry and contact with leadership of the ministry (introductions to ADs, DDs, RDs, ARDs, etc).
   5. Occasionally, give them a small gift that helps them feel appreciated and tied to the ministry such as an InterVarsity pen, mug, t-shirt, IVP book, etc.

EXPANDING MINISTRY PARTNERSHIP NETWORKS

Evaluate your activities with your top fifteen prospects—donor and non-donor. What does ownership mean for each of them? How have you involved them? Can you engage them in giving more than just financially?

Who among these folks is a leader in the community; the church; in business circles? Meet with them to share your vision for your campus. Ask if they might be able to help you meet other folks who might be interested in the campus as well. Tell them you’re interested in finding out more about \_\_\_\_ (Rotary, Christian Businessman’s Association, etc) and see if you might be a guest at one of their meetings. Ask them who in the community should know about InterVarsity’s ministry; where should it have visibility? Don't skip the folks you already know. These are your best potential collaborators in expanding your networks.

Form a small group that would meet every other month for 8 months to find donors of $500+ per year. Ask for their ideas and implement them together. Spend time praying together. Go for people whose jobs or other commitments require lots of initiative.

Get you ministry in front of people you already know. You could probably invite several people to receive your regular newsletter. In several months it could be appropriate to ask them to look at your case statement and consider supporting the ministry. When you mail your letter, you are sowing. There's a time to trim your list, and a time to sow widely. Put together a small core group of supporters who will commit to praying for your ministry and funding on a weekly or daily basis. Send them a very short weekly group e-mail update. After a few months you could invite them to be an advocate in one of their networks.

Most Christian parents have little idea of what their children are involved in on campus. Every Christian parent with a child in InterVarsity should see the case for you ministry. All Christian parents of your students should know that InterVarsity needs their help. In many cases an "annual campaign" among parents makes sense. With the help of your students, build a list, provide the right materials, and send a letter or call them personally. Consider hosting a reception on parents’ weekend or homecoming where you can meet them in person and talk about the ministry.

Photo Rule: place within margins, no drop shadow, no outline, high resolution (not pixelated). To resize your image, hold the Shift key and drag the corner.

FORMATTING A TABLE

|  |  |  |  |
| --- | --- | --- | --- |
| **SUBJECT** | **SUBJECT** | **SUBJECT** | **SUBJECT** |
| Info | Info | Info | Info |
| Info | Info | Info | Info |
| Info | Info | Info | Info |
| Info | Info | Info | Info |

**Guidelines for Creating a Table**

* Add 0.05 inches on all sides for the cell margins for ample space around the table items. To do this, select the table, go to Layout, then click Cell Margins.
* If you’re table has headings like above, shade the row or column for the headings with the Missional Blue (hex color #006880). Be sure to change the text for the headings to Avenir LT Std 85 Heavy and change the color to white so that it’s legible.
* The rest of the text should be 70% gray to match the rest of the template.