

kidmin SCIENCE

COOL SCIENCE + MADE EASY → REACH PEOPLE

UNDERWRITING PLAN

Creative Ways
to Fund Your Event

WRITTEN BY JOSH DENHART

www.kidminscience.com



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UNDERWRITING PLAN



Hello!

Thank you for your interest in partnering with KidMin Science to bring the GOOD NEWS of the gospel to your community.

We all entered ministry to kids to make an eternal impact. Yet there are so many competing voices, so many competing messages and so many things to distract. I entered ministry to not only make a difference but to do it in a fun way! I want to provide ministry opportunities that captivate kids and families AND engage volunteers.

Science seems to cut through the clutter and capture the attention of human curiosity. Using science in ministry is a powerful strategy to have fun, keep it simple and reach people.

In the 10+ years that I've been doing science ministry, I have worked with HUNDREDS of churches across the country — big, small and everything in between. In my 10 years working as a full-time children's pastor, I personally went from managing a team comprised of almost exclusively volunteers with virtually no budget for events, to leading a team of 6 staff members and regularly hiring outside performers to come to our church's largest outreach event. **I'm not exaggerating when I say I've seen it all.**

If the Lord is directing you to reach your community with the good news of Jesus Christ through an exciting and winsome event, then we can agree that He will provide the way — regardless of what your budget spreadsheet says!

If hosting an event is not something that you have a budget line item for, we want to offer you some creative and effective ways to partner with those in your church or your community to make this happen!

In this packet you will find:

- Suggestions for people/groups to ask for financial partnership
- Pitch letters to send to businesses for potential sponsorships
- Ideas for hosting fundraising events

We also provide a **digital brochure** with high-quality graphics and photos and links to more information about our science programs. Share this file! Use it with others to help spread the vision for your event.

We know that community outreach is only ONE of the MANY hats children's ministry leaders wear. If there is anything we can do to support you in developing a plan to underwrite your event, please ask!

FINANCIAL PARTNERSHIPS



- 1** Consider asking ministry leaders from the churches in your community if they would like to partner with you in hosting one large event for the entire community. Each church would not only contribute financially, but you would also share the load providing event volunteers and have many voices to spread the word about this event. One additional benefit to a group approach to hosting a unique event like this is that it will often get the attention of small-town newspapers or Christian media outlets in larger markets.
- 2** With the support of your pastor, send an email to key leaders in your church – your elder board, deacon board, lead children’s ministry volunteers or whoever else you would identify as engaged church members with a heart for spreading the gospel. Include the digital brochure to really capture their attention and let them learn more about the ministry of science and share the financial need to bring in the event.
- 3** Depending on the budget structure of your church, talk with your outreach or mission team about using designated funds to support this event. This is truly an outreach event! We provide high quality graphics and promotional materials making it easy for you and your church members to invite the community! Science is fun for everyone – but it is particularly appealing to dads, teens and those with no church interest at all. Throughout the show, the gospel is presented in a clear and bold way. This isn’t an event to serve kid’s ministry in your church — this is an event to serve your community using your kid’s ministry staff, volunteers and families!
- 4** Pursue one “presenting sponsor” who could sponsor the event in exchange for publicity. If you know of one business within your church or in your community that you think could fund the event, consider approaching them first and asking for the full amount needed in exchange for a verbal thank you at the event, thank you signage at the event, and/or business information or promotional items distributed to guests. There are many different ways you could create a mutually beneficial arrangement for your church and the business – just be open about your heart for the event and your need and come up with some ideas together.
- 5** Instead of asking just one sponsor, use the digital brochure and reach out to all business owners within your church or connections you have within the community. You can decide how much you want to share, but it’s generally helpful if people know what “goal” they are working toward. You could share with the businesses how much you are hoping to raise in order to host the event, or even give a suggested amount that you’d appreciate them donating. Use the digital brochure to share about the event, and be lovingly open and gracious in expressing your need.

Fundraising Pitch Letter - Day of Science

<<YOUR COMPANY LETTERHEAD>>

Thinking back on your educational experience, there are probably some special events that stand out — a guest author or artist at your school, a unique field trip, a collaborative, hands-on learning experience. These “highlights” in our educational experiences provide some of the best learning opportunities and lifelong memories.

<< NAME OF SCHOOL/CHURCH>> has the opportunity to bring an engaging, fun and high-impact Day of Science to serve <<INSERT GRADE OF STUDENTS, i.e. K-5TH GRADE STUDENTS>> — and we are looking for financial support from local businesses and organizations to make this possible.

Day of Science is a series of science experiences where hands-on, inquiry-based scientific exploration captures the hearts and minds of the students. The full-day experience ends with an explosive and memorable one-hour stage show. And instead of burdening teachers and staff with organizing a field trip, this whole experience is done right inside the school!

Day of Science was created by Josh Denhart, a seasoned educator with an BA in Chemistry Education, an MA in Effective Instruction, and National Board Certification in Young Adult and Adolescent Science. The Day of Science provides all the instructional material and everything needed to conduct the experiments, as well as logistical directions and support to facilitate the day. Josh is on-site during the event and presents the chemistry-based stage show complete with fireballs, liquid nitrogen, colored foam, and glow-in-the-dark solutions.

Dozens of schools across the country have hosted **Day of Science**, with rave reviews from teachers, students and parent volunteers.

*“The hands-on and fun way of introducing science was great ... (I was) very impressed with how smoothly the process went. Even after a day of full activities and projects, the room was filled with excitement. **It is time well spent, and ... a fun way to engage the kids in academic activities** when the teachers are running on fumes.”*

*“**It was better than any field trip we have ever taken...** It was like the field trip came... to us! All the materials were provided to us and we (the teachers) just facilitated the process. The kids loved it.”*

While participating in learning stations such as bridge building, rocket launching, electrical circuits, and catapults, ALL of our students will be exposed to the fields of Science, Technology, Engineering, and Math. This is an opportunity to build into the next generation of technology leaders and creative thinkers.

We are looking for organizations like yours to help provide <<\$XXX>> to bring this experience to the students at <<NAME OF SCHOOL>>. The donation would be made to <<NAME OF SCHOOL>> and would be tax deductible. Would you please respond and let me know if you can help us make this happen? <<Modify the “ask” to best fit your needs. Customize to request a specific amount from the group, ask them to reply by a certain date if sending by email, or tell them you will follow up with a phone call or email.>>

Regards,

<<YOUR NAME>>



Click here to
DOWNLOAD LETTER

Fundraising Pitch Letter - Amazing Chemistry Show

<<YOUR COMPANY LETTERHEAD>>

Have you ever had a large ball of fire safely ignited from your hand? Or used a banana to pound a nail into a wooden plank? Or been slimed by a puking plastic pumpkin? Families attending The Amazing Chemistry Show at <<NAME OF CHURCH>> will be entertained by these experiments and more.

<<NAME OF CHURCH>> has the opportunity to bring in this engaging, fun and high-impact event to our community — and we are looking for financial support from local businesses and organizations to make this possible.

The Amazing Chemistry Show was created by Josh Denhart, a seasoned educator with an BA in Chemistry Education, an MA in Effective Instruction, and National Board Certification in Young Adult and Adolescent Science. The chemistry-based stage show is set to music and complete with fireballs, liquid nitrogen, colored foam, and glow-in-the-dark solutions.

Hundreds of groups across the country have hosted **The Amazing Chemistry Show**, with rave reviews.

“Josh Denhart’s Amazing Chemistry Show is not only very entertaining, but more importantly, his illustrations of Bible truths are rock-solid. He certainly creates chemistry with his audience, and he also leaves them impressed with the spiritual principle being illustrated. I’ve seen others whose “show” overwhelms the truth. Josh is different — his spiritual applications come through clearly, and demonstrate a well-thought out Biblical foundation and application. He makes truth explode (sometimes, literally) with meaning!”

— Larry Fowler, AWANA’s Executive Director of Global Networking

“In 30 years as an English teacher, coach, assistant principal, principal and superintendent, Josh Denhart is THE finest teacher of my experience. His intellect, creativity, passion, effective questions, unique illustrations, exciting experimentation and tremendous educational applications engage audiences of all kinds. I could watch his chemistry show a hundred times and always be excited about the content and methodologies. If you want kids to be excited about science, schedule Josh Denhart to make multiple presentations. This event is well worth the expense. You will receive an outstanding return-on-investment.”

— Bob Stouffer (Superintendent Christian School)

We are looking for organizations like yours to help provide <<\$XXX>> to bring this experience to our community. The donation would be made to <<NAME OF CHURCH>> and would be tax deductible. Would you please respond and let me know if you can help us make this happen? <<Modify the “ask” to best fit your needs. Customize to request a specific amount from the group, ask them to reply by a certain date if sending by email, or tell them you will follow up with a phone call or email.>>

Regards,



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Fundraising Pitch Letter - The Family Experience

<<YOUR COMPANY LETTERHEAD>>

Leave your safety goggles and lab coat at home, but come prepared to shoot rockets, lift items with the world's strongest magnets, try your hand at a hand-crank generator, magnify your own fingerprints, and more. Families attending **The Amazing Chemistry Show and Family Experience** at <<NAME OF CHURCH>> will explore these science stations plus 150 more.

<<NAME OF CHURCH>> has the opportunity to bring in this engaging, fun and high-impact event to our community — and we are looking for financial support from local businesses and organizations to make this possible.

The Amazing Chemistry Show and Family Experience was created by Josh Denhart, a seasoned educator with an BA in Chemistry Education, an MA in Effective Instruction, and National Board Certification in Young Adult and Adolescent Science.

Following the two hour, hands-on family event, attendees will be treated to an upbeat and entertaining chemistry-based stage show by Josh, featuring fireballs, puking pumpkins and banana hammers.

Hundreds of groups across the country have hosted The Amazing Chemistry Show and Family Experience, with rave reviews.

“Josh Denhart’s Amazing Chemistry Show is not only very entertaining, but more importantly, his illustrations of Bible truths are rock-solid. He certainly creates chemistry with his audience, and he also leaves them impressed with the spiritual principle being illustrated. I’ve seen others whose “show” overwhelms the truth. Josh is different — his spiritual applications come through clearly, and demonstrate a well-thought out Biblical foundation and application. He makes truth explode (sometimes, literally) with meaning!”

-- Larry Fowler, AWANA’s Executive Director of Global Networking

We are looking for organizations like yours to help provide <<\$XXX>> to bring this experience to our community. The donation would be made to <<NAME OF CHURCH>> and would be tax deductible. Would you please respond and let me know if you can help us make this happen? <<Modify the “ask” to best fit your needs. Customize to request a specific amount from the group, ask them to reply by a certain date if sending by email, or tell them you will follow up with a phone call or email.>>

Regards,



Click here to
DOWNLOAD LETTER

FUNDRAISING EVENTS



As a children's ministry leader, you are probably no stranger to fundraising events! When choosing a fundraising event, you'll want to plan for something that is simple and easy to execute, yet engaging and appealing to those who will donate. Below are three fairly simple suggestions – that also leave lots of room for promoting and creating excitement for the upcoming science event!

Host a pancake breakfast bar before or between church services. A breakfast meal can be very inexpensive to prepare and easy for teenagers and parents to help with. Contact grocery stores or local businesses to donate as much of the product needed as possible – including paper products and serving items. Use graphics and signage to let people know what the fundraiser is for. Consider making it extra fun by having volunteers wearing lab coats, goggles, etc. and having you or another leader really go all out in a “crazy scientist” outfit to set the mood and add excitement. (You could do many different things – chili or spaghetti dinner, pizza night, etc. If possible, host your event right before/ after an event at your church or close to your church to help drive traffic to the meal event.)

Host a Parents Night Out at your church. Ask high school students and some adults to volunteer as babysitters, and families can drop their kids off for babysitting during a 2-3 hour window. Give a suggested amount for donating per kids or per family and consider sharing the total goal amount you are hoping to raise. To add to the excitement for the event, consider having the kids make a simple science craft during the babysitting night.

Create a “bug eating challenge.” Purchase edible bugs from Educational Innovations (1-888-912-7474 or teachersource.com). Yes! This really is a thing! Share with your church body about this upcoming event and the money you are trying to raise. One way to do the challenge would be to tell the members that the lead pastor or head children's ministry staff will eat a bug at the end of the sermon on a certain upcoming date IF they are able to raise your goal amount by that date. Create a really fun “bug” bucket covered in plastic bugs on display for people to make their donations. Another idea is to create a competition among 3-5 church staff or children's ministry leaders. Have a separate bug donation bucket for each of the challengers, and people get to “vote” for who will eat the bug by putting money in that bucket. You get to keep ALL the donations, but only the person who got the most “votes” has to eat the bug. The competitive challenge can fuel extra donations, and maybe even some donations by the challengers or friends of challengers to buy their way out of having to eat the bug!



▲ Click here to a view preview video of **The Day of Science**
www.kidminscience.com/day-of-science/



▲ Click here to a view preview video of **Family Experience**
www.kidminscience.com/family-experience/



▲ Click here to a view preview video of **The Amazing Chemistry Show**
<http://www.kidminscience.com/one-hour-show/>

Science Reaches People

It is a special feeling to perform a science experiment that showcases things kids have NEVER SEEN and conveys a message they will NEVER FORGET! Science allows us to earn the right to be heard with kids of all ages. I want to make kids laugh and do things that are captivating.

Our highest purpose is to reach people and make an eternal impact. Science is a remarkable tool for communicating the timeless truths of Biblical Christianity. Science is not magic and it is not an illusion. Using science inspires awe and celebrates our Creator. Science can be a powerful vehicle to convey the gospel message.

Three Science Options

- ▶ **Day of Science** - Inquiry-based scientific exploration capturing the minds of students without leaving the school building.
- ▶ **Family Experience** - Highly interactive family event featuring over 170 individual hands-on science experiences.
- ▶ **The Amazing Chemistry Show** - A 32-foot stage production filled with fire, explosions and foam.

FOR MORE INFORMATION OR TO PLAN YOUR NEXT EVENT:
info@kidminscience.com