



Mount
Jubilee
Ministries

2024

Family Fun Walk

Hero Team Playbook

The 9th Annual MJM Family Fun Walk is slated for September 14th at Reidsville Christian Church. This is MJM's annual signature fundraising event and we have set **an impressive goal of \$300,000**. Now is the time for all families to take ownership of this, YOUR ministry.

Several revenue streams will lead to reaching our goal: Event Sponsors, Team Campaigns, Auctions, and Registration. Our Teams provided over 25% of the funds raised at the FFW in 2023 and we are expecting even more in 2024! This crucial fundraiser brings in almost 30% of our operating budget each year so meeting and exceeding this goal is essential for the success of continuing our ministry with you.

24 of our Heroes created Teams in 2023, and this was a fantastic start to local fundraising. And, we have big goals for the new year so we are prayerful that all Heroes will create a fundraising team. Each program (Greensboro, Reidsville, and

Winston) has a **BIG goal of raising \$40,000** in their market. While that sounds like a lot, it is extremely achievable if we all participate. We are confident our Heavenly Father will place the donors in our path to meet and exceed our 2024 goals to further His kingdom!

**Questions or problems
creating your team?**

📞 336-813-2034

🌐 www.mountjubilee.org/ffw2024/

✉ info@mountjubilee.org



SEPTEMBER 14

Reidsville Christian Church
2020 S. Park Dr.
Reidsville, NC

1

2024 FFW Overview

- 9th Annual Family Fun Walk
- September 14 at Reidsville Christian Church
- Goal of \$300,000
- His Path Location Goal (Location Teams Combined): \$40,000 each
- Individual Hero Team Goal: \$2500
- Website: www.mountjubilee.org/ffw2024/
- Teams page: <https://donorbox.org/family-fun-walk-2024>

MJM Office Contacts: (336) 813-2034 | info@mountjubilee.org

Playbook Contents

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Incentives

Individual Incentives

We are asking each Hero Team to shoot for a **\$2500 individual goal**! **New this year:** any sponsorships acquired will count toward your personal Team goal! See **page 7** for the link for our 2024 sponsorship packet. Team Captains can receive the following incentives for beating the individual goals:

<p>For \$2500</p> <p>If you meet the individual goal of \$2500, you will receive a Visa gift card worth 5% of your total fundraising amount!</p>		<p>For \$5000</p> <p>If you raise DOUBLE the goal, you will get DOUBLE the reward and will receive a Visa gift card worth 10% of your total fundraising amount!</p>
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His Path Location Incentives

If each Hero in your city's day program raises \$2500, **your His Path location will meet or exceed the location goal of \$40,000!** Every Team Captain at your His Path location will receive the following incentives for reaching the following cumulative location goals:

	+		+	
<p>\$20,000</p> <p>Each Team Captain will receive a custom His Path lunch cooler! (only 8 Heroes need to raise \$2500 to meet this goal!)</p>		<p>\$30,000</p> <p>Each Team Captain will receive a custom MJM t-shirt! (If 12 Heroes raise \$2500 you will meet this goal!)</p>		<p>\$40,000</p> <p>Beat the location goal and your top raising Team Captain will get to pie the coordinator in the face while everyone watches!</p>

*Cooler & shirt designs are not final - this is for representation purposes only

Incentives (continued)

For

Surprise! If either happen..

**ALL His Path
Heroes create
a fundraising
Team**

OR

**ALL His Path
locations beat
their \$40,000
goal**

**Our Executive Director, *Jessie Meador*, and
Director of Resource Development, *Cecil Cottrell*,
will be made into **HUMAN SUNDAES!****



**After the completion of the Family Fun Walk, we
will hold a special celebration during His Path.**

**All His Path locations will be invited
to witness the fun and receive their
incentive prizes!**

Next steps:

Now is the time to dive into the online Team Campaign adventure! An email link is on its way to your inbox, inviting you to craft your very own donation-seeking landing page. Donors and sponsors will be lining up to support your cause!

You can also collect cash or check donations (made out to Mount Jubilee Ministries with FFW in the memo) and bring them along to the Family Fun Walk on September 14, 2024.

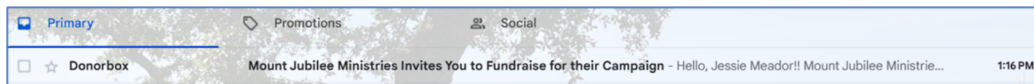
Got questions or need a helping hand with your Team page? Reach out to the **MJM office at 336-813-2034 or info@mountjubilee.org**.

Our goal? **100% Hero participation!** Let's have all Team pages up and running by **August 1st** so we can spread the word far and wide. Let's make this event one for the history books!

Team Creation

1

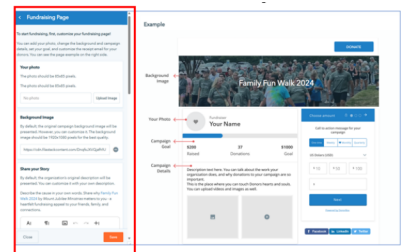
Access your email invitation & follow instructions to create your account.



2

Customize your fundraising page.

- Add your name & a photo
- Create your own amount goal
- Share your story



3

Share far and wide with your friends and family!

- Post to social media
- Present at church or community groups
- Mail pledge cards (you will receive some from your His Path program coordinator)

5

Other ways to help...

Whether or not you create a Team, there are multiple ways to be involved. Keep in mind you will be missing out if you don't register a Team so you can be considered for our fundraising incentives!

- **Share the event with your friends and family.** Visit <https://mountjubilee.org/ffw2024/> for more information & share this link with friends & family.
- **Help obtain auction items or sponsors.** It is so easy to reach out to your craftsman friends, favorite restaurants, local retailers, or service providers to obtain sponsorships and amazing auction items. If you identify either, please reach out to Cecil at ccottrell@mountjubilee.org or **(336) 552-3766** for next steps.
- You can share the **MJM On the Move team** link with potential donors – anyone can give here to the general team fund, but these do not count toward reaching your program specific goal or toward the incentives listed on page 3. If you are responsible for the donation, you will be missing out if you don't create your own team! <https://donorbox.org/family-fun-walk-2024/fundraiser/mjm-on-the-move>
- **Review your fundraising packet that you will receive at His Path the week of August 1.** This will include pledge cards, sponsorship packets, and other fundraising tools to help you toward your goal!

Don't forget to have your Team page created by **8/1!**

Call the MJM office if you have questions or need help!

Event Information

September 14, 2024

Reidsville Christian Church
2020 S. Park Drive
Reidsville, NC 27320

Registration Fees

- Individual - \$40
- Couples - \$60
- Family (3+) - \$90

Lunch is included in all registrations.

T-shirt guaranteed for registrations made on or before August 30.

Event Schedule

- 9:30 a.m. - Registration & Team Pictures
- 10:30 a.m. - Family Fun Walk
- 11:30 a.m. - Lunch
- 12:00 p.m. - Live Auction

Resources

- 2024 Sponsorship Packet
- Step-by-Step Team Registration Instructions
- Website: www.mountjubilee.org/ffw2024/
- Teams fundraising page:
<https://donorbox.org/family-fun-walk-2024>
- MJM Office: (336) 813-2034 | info@mountjubilee.org
- Your Program Coordinator (call, text, or email!)

Don't forget to have your Team page created by 8/1!

Call the MJM office or ask your program coordinator if you have questions or need help!