

Success Story with Samaritan Fundraising

“The Samaritan cards are a win-win. The kids won, the church won, the families won, and the customers won.”

*- John S. Laye, Sponsor
Clarence Youth Group*

Quick Overview

Goal: To raise \$1,500 to send members of Clarence Youth Group to the NYR Conference in Colorado for a week in June 2011.

Solution: Utilize more than one fundraiser to meet goal faster, starting with the Samaritan Card as the first fundraiser.

Results: Using only the Samaritan Card fundraiser, Clarence Youth Group was able to raise more than \$1,000 of their fundraising goal in a couple short weeks.

Clarence Youth Group

Clarence Youth Group is a small youth organization located in the small rural town of Clarence, Missouri. Its members consist of 12 young adults between the ages of 13 and 17 and a couple of adult volunteer sponsors from the community. For their summer 2011 trip, the group planned to send its members to the Nationwide Youth Roundup Conference (NYR) in Colorado. However, in order to do so, the group needed to raise \$1,500 to cover the cost of the trip.



Choosing Samaritan Fundraising

Clarence Youth Group's original fundraising strategy was to utilize several different fundraisers to reach their goal quicker. John Laye, one of the youth group's sponsors, suggested that the group try the Samaritan Card as their first fundraiser after watching a video on GodTube featuring the product.

“We looked at a pancake breakfast, bake sale, and donut drive,” said Laye, “But after several prayers, the cards just made more sense.”

Fundraising Success

“With anything new, you wonder if you did the right thing, and no one else had heard or seen anything about the Samaritan Card but me,” said Laye. But, despite the town's unfamiliarity with the card, once Laye and the rest of the Clarence Youth Group started selling the card, they quickly found fundraising success.



“We just had to show the cards. With the flyers that came with them, they sold themselves,” said Laye, “Everyone was excited and wanted one.”

Within a few short weeks, the Clarence Youth Group was able to raise over \$1,000 by selling the Samaritan Cards alone. Having met over 67% of their fundraising goal from one fundraiser was a pleasant surprise to the group.

“I don't know of any other idea or fundraiser to raise money for God's work that was so easy,” said Laye, “From top to bottom everyone was happy. And we will be doing this next year also.”