



# Cherry Hill Seminary Community Fundraising Kit

## Your Coven or Circle Can Help!

**G**ifts from individuals are what helps Cherry Hill Seminary keep tuition affordable, and continue to develop the best quality education for ministry in the modern Pagan world. Support for Cherry Hill means stronger leadership serving all of our communities.

Your group can hold its own fundraiser to further the work of Cherry Hill, and in doing so, add your group name to the Tree of Life listing donors on our web site (or remain anonymous, if preferred).

Use this kit of materials to guide you, and call or email us any time you need assistance.

**E**very gift matters, large or small, and you'd be surprised how many people feel good about being asked to help the cause. The Cherry Hill office can help you with attractive materials and phone support.

**EVERYTHING OLD IS NEW AGAIN**  
Education for Pagan Ministry in the 21st Century



**Distance Learning At Cherry Hill Seminary**

[www.cherryhillseminary.org](http://www.cherryhillseminary.org)

888.503.4131

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## A

What difference does my group really make?

You'd be surprised! We serve all of North America (and some in Europe, too). Every gift, no matter what size, adds up quickly. In fact, most of the money given to charities in this country comes from individuals, the little guy, if you will. Trust us, you can make a difference.

But it's not just about the money.

As Pagans, we have a strong sense of community, the importance of the tribe, as well as the integrity of the individual. Joining together to support an important cause builds community among your group, and connects you to others around the continent, all doing the same thing.

Your Cherry Hill drive can be the opportunity for all sorts of creative fun, as you come up with your own unique way to raise funds.

Enjoy a little healthy competition, too – we are going to have some dandy prizes donated by Pagan businesses.

Finally, these things grow quickly over time. If you have fun this year, we hope you'll want to do it again next year. After all, we're planning to be here for a long, long time.

None of us plan to attend Cherry Hill; why should we do this?

Cherry Hill Seminary only exists to train those who want to go back and serve our communities. Not a week goes by that we aren't contacted by someone needing assistance – a handfasting, a prison needing a chaplain, a couple needing a counselor, someone trying to explain Pagan practices to the local police, births and deaths, and just folks trying to help each other through good leadership, compassionate listening, and more. Many Pagans want to help others but know they need some training from people with experience.

Part of being human is helping others, whether we get something back or not. But Cherry Hill students will give back, everywhere they go, for many years to come.

What happens to the money we raise?

Our total budget is under \$50,000. Out of that we pay a stipend to instructors, place a little advertising, purchase office supplies and other materials, pay a part-time salary to our director, and lease our internet server. Several key positions are being maintained at this time by dedicated volunteers.

We hope to grow that budget dramatically in the next three years, because we hope to serve more students. Our IRS Form 990 is a matter of public record, and available for view at any time at [www.guidestar.org](http://www.guidestar.org).

Most of our students are making personal sacrifices to be able to attend; charitable contributions help us keep tuition affordable for as many people as possible.

What could we do to raise money?

1. Simply ask each person in your group to make a personal gift.
2. Throw down the gauntlet! Have each member of your group compete to see how many other folks they can get a gift or pledge from. If you are part of a group, set up a competition among the covens or circles in the group. Be sure to celebrate the winners when next you gather as a group.
3. Use your imagination on events and parties, for example:
  - Drum marathon (take bets on who can hold out the longest)
  - Body- or face-painting contest, followed by a bachelor/bachelorette auction
  - Serve a family-priced after-service meal to your UU congregation
  - Clean out your Pagan duds and hold a fantasy attic sale

- Hold a craft party to make something for sale at a fall festival or other event
  - Throw a shindig! A dance party, an open mic night, a fall picnic in the woods or by the river, a Ren-night with mead and ale, or just grill out in the back yard
4. Put a donations box on your table if you are a vendor at a fall festival, or in your store, if you are a retailer.
  5. Use the sample note in this kit to hand-write notes to your friends, asking them to support your favorite cause, Cherry Hill Seminary.
  6. Send an email request – make it passionate! – to your regular listserves, and direct them to this link to make a donation. (They should write in the note space what group asked them to donate.) [http://cherryhillseminary.org/support\\_onlinegiving.html](http://cherryhillseminary.org/support_onlinegiving.html)
  7. Link our Cause page to your Facebook page and ask all your friends to help you make your Facebook goal.
  8. If you are raising funds for another purpose, add Cherry Hill to your drive, and designate a portion of funds raised to go to Cherry Hill.

Some people want to help, but can't pay till later; what do we do?

Included in this kit are pledge forms (or someone can go to the link above and click on "Pledge." Pledges may be paid on any schedule desired, but should be paid out by the end of 2009.

By the way, pledges are a great way for Cherry Hill to have an idea of what the cash flow will be like over time. We will send the person or group making the pledge a letter of thanks with an envelope to return a payment. We will send email reminders later. Your group gets credit for pledges as if they were cash received.

Will you recognize my group's contribution? What about the individuals?

You bet! Unless directed otherwise, we will post recognition on our web site, send a formal letter of thanks to all donors, and give prizes (we will ship to you) for:

- Most gifts and pledges of any size
- Most dollars raised
- Plus, Second and Third place winners for each category

Oh, and any gift may be anonymous, if you really wish, or recorded with a magickal name, if you prefer.

Are you going to give my information to other groups?

Absolutely not! To do so is an unethical fundraising practice. Our mailing list and donor files will never be shared with any other group or individual. We value the privacy of all our donors and honor your donation as a sacred gesture of support.

I work for a company that matches my giving; do you qualify for a match?

This is a fantastic way to increase, even double, your gift! Normally, your personnel office will have a form that you will need to send Cherry Hill (fax is fine, too). We turn in the form verifying that you made the donation, and they send us a check for the percentage that they match. Cherry Hill Seminary is a 501(c)3 charitable organization, not a church, so your gifts are also tax-deductible, to the extent of the law.

What is your goal for 2009? How much do you need from my group?

We need to raise \$20,000 or more. As you can see, that's about half our budget for the year. The rest comes from student tuitions.

Now, here's some great news: As of the end of May, we have already reached nearly \$10,000!

You can help us reach 100% and continue our work on a strong foundation.

What should your group do? That's really something you have to decide. We do know from experience, however, that groups do best when they have a goal towards which to aim. So, we recommend you set a modest, attainable goal. Be realistic so folks don't feel overwhelmed, and then you can really celebrate if you fly past your own goal.

What kind of support is Cherry Hill going to give us?

- Toll-free phone access: 1-888-503-4131
- Email: [CHS@cherryhillseminary.org](mailto:CHS@cherryhillseminary.org)
- Online resources at: [http://cherryhillseminary.org/support\\_resources.html](http://cherryhillseminary.org/support_resources.html)

Someone is in the office nearly every day of the week for at least a little while. Turnaround on voice mails and emails ranges from a few minutes to about 24 hours, barring the unforeseen.

We'll cheer you on, listen to your troubles, and help you brainstorm. Better still, you and other groups can talk to each other and share ideas at the forum: [www.cherryhillseminary.org/wordpress](http://www.cherryhillseminary.org/wordpress), select the "Annual Appeal Resources" tab at the top of the page.

Best fundraising tips from the experts

- People give because they are asked.
- They are more likely to give when asked by someone they know and respect.
- Start early. When you put off calls, people go out of town, etc.
- Most people in the U.S. give to charity and don't mind being asked.
- Personal contact is the most effective and most courteous way to get a donation.
- A personal, handwritten letter to your friends is also effective, though not as much so.
- Be enthusiastic. People also give because there is a compelling cause.
- If someone says no, that's okay. It's not personal. Say thanks and move on.

Fast facts about Cherry Hill Seminary

- The only seminary for Pagan ministry in the world, to our knowledge.

- Will receive applications for Master of Religion and Master of Divinity degrees by Fall 2009.
- Working towards accreditation in approximately three years.
- Tracks in: Text, Tradition, & Interpretation; Nature, Deity & Inspiration; Pastoral Care & Counseling; Public Ministry & Expression; Pagan Advocacy.
- New certificate program, Pagan Community Education for Lifelong Learning (PCELL), for those not seeking a graduate degree.
- All distance education (online), with yearly retreats on both East and West coasts.

#### Getting started with your fundraising drive

1. Start a discussion with your group about deciding to support Cherry Hill. Be sure everyone is on board and feels ownership of the project.
2. Appoint a CHS Annual Appeal Chair.
3. Recruit some drive committee members, about three should do it, depending on what you plan to do. If your group is very small, you probably don't need a separate committee, though you will still need a chair.
4. Brainstorm how you want to raise the money and set a goal. You can do this in the whole group, or the committee can do it and bring their recommendation back to the group for approval.
5. Turn in the Community Group Form in this kit to CHS. You can fax to 206-600-6027 or email to [CHS@cherryhillseminary.org](mailto:CHS@cherryhillseminary.org).
6. Make a list of tasks that must be done and put them on a calendar.
7. Determine who will do what, and put it on the calendar-list. It helps to have a blast email list or listserv to communicate quickly with the group.
8. Figure out who is going to hold funds and pledge forms collected, how you will keep them secure, and a process for turning it all in to CHS.
9. Every week that you run your drive, CHS will post online and send out a memo with results to date for each group, so you will want to set a time and place your folks can turn in what they have to you each week, then immediately send it on to CHS. If you are doing a one-shot event, of course, we know you will turn in what you have after it is over. We do ask that you turn in all that you have within 48 hours of the event.
10. When you are finished, notify CHS. We will help you celebrate and be sure all the loose ends are tied up.

*Thank you!*

**H**ave fun, and know that your support means the world to the students at Cherry Hill Seminary



# I'm ready to make a difference

My Name Is \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

- Enclose a check for \$\_\_\_\_\_, my total gift to the 2009 Annual Fund.
- Pledge a total of \$\_\_\_\_\_ which I will pay over the remainder of 2009 as follows –  
\$\_\_\_\_\_  weekly  monthly  quarterly  annually  other \_\_\_\_\_, beginning\_\_\_\_\_ (date).
- Unable to give or pledge at this time but would like to be contacted at a later date \_\_\_\_\_(when)
- My gift is in honor/memory (circle one) of \_\_\_\_\_
- I am interested in a special gift towards \_\_\_\_\_
- Contact me about making a gift in the form of securities, insurance or other property, or estate planning.  
I was contacted by \_\_\_\_\_ (volunteer name).



Cherry Hill Seminary

P.O. Box 5405 ♦ Columbia, SC 29250-5405 ♦ [www.cherryhillseminary.org](http://www.cherryhillseminary.org) ♦ 888-503-4131

# I'm ready to make a difference

My Name Is \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

- Enclose a check for \$\_\_\_\_\_, my total gift to the 2009 Annual Fund.
- Pledge a total of \$\_\_\_\_\_ which I will pay over the remainder of 2009 as follows –  
\$\_\_\_\_\_  weekly  monthly  quarterly  annually  other \_\_\_\_\_, beginning\_\_\_\_\_ (date).
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# Cherry Hill Seminary: Fact Sheet

**What** Cherry Hill Seminary provides quality higher education and practical training in Pagan ministry. We are the first and only graduate-level education for Pagan ministry in the world. Cherry Hill Seminary offers online distance-learning classes, regional workshops and intensive retreats.

**Who** Our students come from all over the United States, as well as other English-speaking countries. Because of our distance-learning mode, most qualified individuals with internet access can receive a quality higher education not available anywhere else.

Many of our students are already accomplished professionals who are ready to deepen their Pagan service and desire both the theory and practical skills which will make them more effective in their communities.

Our directors, faculty and staff are some of the best in their field, including individuals with extensive practical and career experience, in addition to their own Pagan spiritual journeys. They live in every part of the U.S., and other countries, too. Biographical information is available online.

**Where** Our business office is located in Columbia, South Carolina. The Seminary is all online. Our community is all the world.

**Why** Neo-Paganism is one of the fastest-growing religions in the world. There are many resources available for training in specific Pagan traditions, and many are now ready to begin serving outside their local groups. For this we need a professional, competent, educated and recognizable group of scholars, leaders, teachers, chaplains and clergy who have been educated at the graduate level – in a Pagan learning environment, by Pagans, and for Pagans.

**How** Charitable contributions from individuals who believe in our mission enable us to provide programs which are modestly-priced, and therefore accessible to as many students as possible.

Cherry Hill Seminary, Inc., is a charitable organization under IRS code 501(c)(3), and all contributions are tax-deductible to the extent of the law.



# Cherry Hill Seminary: FAQs

## Why should Pagans go to seminary?

Many in our Pagan communities feel the call of service to others. For some that means work as a counselor. For others it means leading a coven, grove or other organization. Others simply want to deepen their own understanding of the Pagan path. Professional training is particularly important for those who would serve as chaplains in our armed forces, hospitals, correctional facilities, or other institutional settings.

## What's the difference between Cherry Hill Seminary and other Pagan schools?

There are a wide variety of training programs available to most students today, ranging from local private groups to larger schools and organizations such as ADF and Ardantane. Cherry Hill is not intended to replace such tradition-specific training, but rather complement and supplement it with training that prepares an individual for community service and ministry.

## Can I get a real degree at Cherry Hill Seminary?

We will begin accepting applications for Master of Religion and Master of Divinity degrees in 2009.

## Is Cherry Hill Seminary accredited?

Our Board Accreditation Committee is actively working to move us into position for accreditation. It is a lengthy procedure with stringent requirements, but we voted our commitment to accreditation at our board retreat March 1, 2008.

## Are you going to build someday?

Education in the global age means being accessible to students who may not choose or be able to relocate to a campus for their years of study. We will continue our program of distance-learning, and will probably expand our regional workshops and intensive retreats in the future.

## Why do you need contributions? Don't you charge for classes?

Tuition is modestly-priced in order to make our programs accessible to as many individuals as possible. Charitable contributions make the difference between bare-bones courses and quality academics, management and customer service.

## Is my gift tax-deductible?

Cherry Hill Seminary, Inc., is a charitable organization under IRS code 501(c)(3), and all contributions are tax-deductible to the extent of the law.

## Always asking for money - that's why I left my birth religion!

We've all seen so-called religious leaders abuse their position for financial gain. That is why Cherry Hill Seminary is committed to best practices in nonprofit management and full accountability for finances and other ethical issues. While it would be nice to get professional training for free, it's just not realistic in today's world. If you believe in our mission, we feel you will find fulfillment in your philanthropic support.

## How do I make a contribution?

Mail to the address below, or call us to talk, or visit here to give online:

[http://cherryhillseminary.org/support\\_onlinegiving.html](http://cherryhillseminary.org/support_onlinegiving.html)

