



The Gideons
International

***COUNTDOWN 100* for State Faith Fund Coordinators**

Countdown 100 may be a key factor to attain the Faith Fund goal set every year by the state cabinet. Your responsibility for promotion of *Countdown 100* is outlined here.

The materials to promote *Countdown 100* are available on the *Countdown 100* Promotional Materials Resource Page located on *theConnection*.

All the letters are in Word format and will correspond to official Gideon stationery. Customize each with your own state information. You may want to add a personal touch by mail-merging the names and addresses of state membership. The Resource Page contains *Countdown 100* logos to enhance your printed materials.

To assist you with promoting *Countdown 100*, the following timetable is recommended:

6 months prior to your state convention

- Promote *Countdown 100* in the state newsletter. Provide content and *Countdown 100* logos for your state editor. Check with the editor regarding deadlines for information to be submitted.
- Send Camp Faith Fund Letter #1 to each camp Faith Fund chairman and Faith Fund regional program leader in your state.
- Enclose the Action Plan (also on the Resource Page) with the letter.
- Send copies of the letter to your zone trustee, state president, state vice president, and area directors.

5 months prior to your state convention

- Have your member letters and offering envelopes printed and prepare the first *Countdown 100* member letter for mailing.
 - You will need to complete the letters by customizing them, where indicated, with your state's information and by adding the *Countdown 100* logo.
 - The offering envelopes need to have "Please return your *Countdown 100* offering to your camp president" printed on them.
 - Please personalize the letters to members using mail merge, if possible.
- Download mailing labels online on *theConnection*, or obtain them from your state secretary so you have them ready for mailing prior to your state convention.

120 days prior to your state convention

- Mail Member Letter #1, with the accompanying offering collection envelope, to every Gideon in the state association.
- Promote *Countdown 100* again in the state newsletter, providing content copy and *Countdown 100* logos to your state editor. As before, be sure you comply with his deadline requirements.

60 days prior to your state convention

- Send Member Letter #2 to every Gideon in the state association.
- Send Camp Faith Fund Letter #2 to all camp Faith Fund chairmen and Faith Fund regional program leaders in your state. This letter is to remind them of their responsibilities (including speaking personally with each member and asking him to participate in the program).
- Use the letter supplied with your specific state information.
- Submit a final promotion of *Countdown 100* to your state newsletter.

30 days prior to your state convention

- Phone each Faith Fund regional program leader to verify each camp in his region is participating in *Countdown 100* and that the camp presidents are prepared to receive the funds and deliver them to the state convention.

14 days prior to your state convention

- Call each Faith Fund regional program leader to follow up and check on the progress of each camp. Should you encounter unsupportive camps, please ask the proper area director to call on that camp president to encourage support.