Introduction

The Event

Up in the Air for Kids is a major BGMC fundraising event that can be conducted year-round to raise awareness and financial support for BGMC. The uniqueness about this extreme event is that children’s pastors, leaders, and even children go Up in the Air—on a billboard, a scissor lift, or a rooftop; and for kids going “Up” on a hilltop, trampoline, or whatever safe and fun method one can conceive.

The goal is to raise $1,000,000 nationwide for our ministries and missionaries here in America and around the world. Funds can be raised by approaching the adult and children congregations as well as the public sector.

The most proven method of raising funds through Up in the Air for Kids has been for a children’s pastor to go “Up” on a billboard for a seven-day period. The more visible the location, the more success one will have in getting the attention of the media—and businesses that may contribute. The successful leaders primarily appeal to the adult congregation and to businesses in the public. Keep in mind that the more spectacular and attention getting the event—to make church members and the public aware—the greater the likelihood that more funds will be raised.

However, the number of days and the methods of going “Up” can vary. For example, the event can be three to seven days. It can be done by one individual or by an entire group. It can be done by properly supervised children.

Here are some quick ideas for an Up in the Air for Kids event:

- Children’s pastor does a solo by going “Up” on a billboard or scissor lift for 3-7 days. (Here’s a creative idea: One children’s pastor built a platform atop the church’s outreach buses.)
- A group of children’s leaders tag-team by each one going “Up” for a day during the three- to seven-day fund-raising event.
- A district-wide Up in the Air event can be coordinated by the district children’s ministries coordinator or Christian education director. The district leader works with churches across the district to ensure that someone is Up in the Air throughout a given month. The district could choose to have the month-long event in one location, but a greater number of people can be made aware of the event if it is held in various locations throughout a given month. However, even with a single location, the cell phone-a-thon can be highly effective.
• A group of children’s leaders go “Up” on a roof-top of a church building or business. A Girls Ministries church group has a one- to three-day Up in the Air sleepover—the location somewhere like a high-rise hotel or building.
• A Royal Rangers outpost has a one- to three-day Up in the Air camping trip on a hilltop.

The Dates

The date of the event is often determined by the weather in your region. For example, children’s pastors in Florida may prefer to go “Up” during the early spring. A children’s pastor in Michigan may prefer to wait until July when the weather is warmer.

You should plan the event several months in advance. Securing a date often begins by securing a sponsor who will cover the cost of going “Up” on a billboard or scissor lift. Even going “Up” on a business rooftop requires months of planning—due to securing permission from a business, obtaining the necessary liability insurance, etc.

Once you decide on a date, write that on the Commitment Form included in this manual and return to the national BGMC office. Provide us with the following information:
• Dates of the event
• Digital photo of children’s leader or group going “Up”
• Links to your church Web site that may be supporting a live video-cam feed of the event.
• Note: During the event, provide the national BGMC office with digital photos that can be placed on the BGMC Web site. Following the event, provide the national office with a write-up that summarizes the entire event.

The Billboard or Scissor Lift

You may approach any of your local advertising companies about this event. The success of securing a billboard versus a scissor lift may vary from community to community.

The Team

In order for this to be a successful and fulfilling event for you and your church, we recommend that you form a team of four people to support you. These four people would be coordinators of their respective teams. Each “Team Coordinator” would then form a team to accomplish their portion of preparation for the event.

The Commitment

Discuss this with your senior pastor. He/she needs to support this event wholeheartedly, or it will not be successful. Both of you need to sign the Commitment Form and send it to our office. You may e-mail an electronic copy to mbruner@ag.org, fax it to 417.831.8230, or mail it to:

BGMC
Attn: Marshall Bruner
1445 N. Boonville Avenue
Springfield, MO 65802
phone: 417.862.2781 x 4093
fax 417.831.8230
mbruner@ag.org
Commitment Form

Up in the Air for Kids is a fund-raising event for BGMC. It is held around the nation during different times of the year.

☐ I understand that Up in the Air for Kids benefits Boys and Girls Missionary Challenge and designated special target ministries, as determined by Assemblies of God United States Missions and Assemblies of God World Missions.

☐ I understand that all funds will be sent to BGMC, except funds needed to cover the expenses of the event.

☐ I understand that my plan is to do my best (and if applicable, the group) to remain on the billboard, or the determined method of going “Up in the Air,” for the duration of the event—unless weather or physical reasons demand that I (or the group) come down, or if other plans have been made.

☐ I understand that our goal is to raise $_______________ for BGMC during this event.

☐ I understand that it is my responsibility to provide all the proper safety and security measures. I hereby release the General Council of the Assemblies of God from liability in the event of injury or death.

☐ I have the full support of my senior pastor to fulfill this commitment.

Date of signing: ____________________________ Date of going “Up”: ____________________________

__________________________ _______________ ___________
Children’s Pastor Signature Senior Pastor Signature
List contact information for Up in the Air for Kids coordinator.

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<thead>
<tr>
<th>Name:</th>
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<tbody>
<tr>
<td>Church:</td>
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<tr>
<td>Church Address:</td>
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<td>City, State, Zip:</td>
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<tr>
<td>Church Phone:</td>
</tr>
<tr>
<td>Your Cell Phone:</td>
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<tr>
<td>E-mail:</td>
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</tbody>
</table>

Return TO:
Marshall Bruner
BGMC
1445 N. Boonville Avenue
Springfield, MO 65802
phone: 417.862.2781 x 4093; fax 417.831.8230
mbruner@ag.org
**Being Part of the National Team**

By signing the *Commitment Form*, you are agreeing to be a part of the national Up In The Air for Kids team. As a national team member, you will agree to hold to the highest standards of conduct and professionalism when dealing with the billboard company and outside media.

Also as part of the national team, you are entitled to certain privileges not afforded others who may choose to do this without the national office endorsement. Privileges of partnership:

- Free PDF promos you can duplicate to help publicize the event.
- Free Web site promotion including a personalized, credit card donation site for your individual event.

**Handling the Expenses**

- Churches should raise the funds to pay for the expenses prior to the event. When this is done the church can say ALL the funds raised for the ministries are going to them. **Or...**

- Churches can deduct their expenses from the moneys they raise after the event is over. In this case a church will only advertise to their community the funds they actually send to BGMC. Example, individual church expenses may be $3,000 with $15,000 raised. The church deducts the expenses and sends $12,000 to BGMC, and that is the dollar amount the church will advertise that it raised for the event.

**Taking a Church Offering**

This is an extremely important part of the success of your individual event. As soon as you commit to going Up in the Air for Kids, talk with your senior pastor about taking an offering at the conclusion of this event. You will have momentum heading into the offering, because the church will see you have successfully completed your mission.

**Contact the Billboard Company/ Scissor Lift Company / Business**

Once you have committed to the event, your first step is to contact your local billboard company and ask for approval to use the billboard. (Note: In some locations, you may need to resort to a scissor lift or a business rooftop. If this is a group event that involves going “Up” in another form, this step may or may not be necessary, depending on your approach.) In addition to your personal presentation of the event to the general manager, direct the company to our Web site, [www.upintheairforkids.ag.org](http://www.upintheairforkids.ag.org), for more information on the event.
Billboard companies respond in different ways.

- Some may donate everything.
- Some may donate the space and ask you to pay for the vinyl and other hard costs.
- Some may donate nothing and ask you to pay for everything.

**Communication**

The main key with the company is keeping a good relationship. Avoid long periods of time in between communication. You **must** be proactive in keeping in touch with your contact person of the company.

You must assure this company of your complete commitment to safety and security. Their biggest concern is bad publicity and a possible lawsuit over you getting injured or killed.

**Permission**

You must receive permission for this event from two entities:

- The billboard company (or scissor lift company) **AND**
- The landowner (the people from whom the billboard company rents the land space or where you will be locating the scissor lift—which should be placed in a prominent location).

In some cases, the billboard company will secure this permission for you. **ASK** them if this has been done. If not, you will need to approach the landowner yourself.

**Liability Release**

You will need to complete the company's *Hold Harmless and Release Agreement* form. A sample *Release Agreement* is found in this manual.

**Media Coverage**

Using the local media to help publicize your event is the key to getting the community involved. Contact your newspapers, radio stations, and TV stations at least **two months** prior to the event. You want excellent coverage the first day you go “Up.” A Media Release form can be found in this manual. TV and radio stations will want to do live remote coverage from your billboard for early morning broadcasts. Have your media liaison coordinate who will come to your location each morning.

**Corporate Sponsors**

Many local businesses will assist in sponsoring your event in exchange for advertising or recognition during media coverage. We recommend pursuing your local cellular telephone provider for use of a cell phone during this event. They may give you a phone and free minutes in exchange for publicity. Other suggestions to help motivate business sponsors:

- Hang their company banner from your location.
- Wear their company T-shirts or caps during TV coverage.
- Vocal advertisement on both radio and TV coverage.
• Put their company logo on the billboard for a large donation, example $5,000 (this has to be secured at least one to two months prior to going “Up” so their logo can be placed on the vinyl for the billboard).
• Place their company name on a board at the foot of your billboard with their donation amount.

Cell Phone-a-thon Campaign (while Up in the Air)

You will want to hold a phone-a-thon while you are “Up” on the billboard/scissor lift/rooftop, etc. This is why securing a complimentary cell phone is very important. You will accumulate a large number of minutes during this event. Take a telephone directory, and church directory, and a phone list of relatives with you while Up in the Air. Here are some ideas:
• Relatives are a good first phone call to make while you are “Up.”
• Call car dealerships and ask for a donation of $500 from a new car dealer and $100 from a used car dealer
• Have a daily corporate sponsor for $2,500. Place a bulls-eye on the ground beneath your location and each day at a certain time drop an item that relates to the company from the billboard and try to hit the bulls-eye. If you hit it, the company gives you the money. Example, if the corporate sponsor is a computer company, find an old printer (or computer) and drop it from your billboard. If it is a real estate or building company, drop a dollhouse. This event needs high profile publicity each day.
• Call doctors' offices and ask for a donation of $1,000 to help children around the world get the medical attention they need. Many of the projects supported through Up in the Air involve medical treatment for kids and adults.
• Call other churches across the state while you are “Up” to request donations.
• In certain cases, call church members who may contribute with a heart of compassion.

Generating Excitement

Momentum heading into the event is very important. You need to begin raising both pledges and cash donations one or two months ahead of going “Up.” This will encourage other companies and individual donors to support your cause.

Excitement from the church body and community is critical.
• Schedule your senior pastor to join you on the billboard during one or more days.
• Invite the coach of any college or professional sporting team to join you for an hour.
• Invite a local sports team mascot to join you.
• Invite the mayor of your city.
• Invite the police chief and fire marshal.
• Invite your state senators and congressmen.
• Create challenges between businesses
• Get an initial sponsorship from a company and challenge another company to beat their competitors' pledge. Examples include lumberyards, car dealerships, banks, lawn care companies, and construction companies.
Back-Up Plan and Location

*Four months* out from your event, you need to have prepared a Back-Up Plan and Location. In the event that the billboard companies will not allow you on their platforms, you need to have an alternative location prepared. Suggestions:

- Build a platform on top of your church, provided you have good visibility from a well-traveled street. This may require building permits to be obtained. Have a contractor check your local requirements.
- Live on a large, industrial scissor lift for the week.
- Live on a platform constructed of scaffolding with a plywood floor.
- Live atop a water tower.
- Live on the roof of a business.

Billboard Design

We will provide you with a billboard design that will be used by all Up in the Air for Kids Team Members during the event. Our desire is to have a uniform look across the nation. You may slightly alter the design to fit the configurations of your particular sign. You may add corporate logos to your billboard design. The telephone number on your billboard will need to be a number where people are receiving donations. If it is a church phone number, make sure someone is attending to the phone 24-7. It works best if it is your cell phone number while you are Up.

Receiving Donations

Receiving donations can be handled numerous ways. Keep a log of all donations.

- You may have your Security Team Member who is living below your billboard receive all donations.
- You may want to have a donation container at the base of your billboard.
- You may want to have people send up the donations with a rope, bucket, and pulley lift.
- You may have someone receive donations at your church.
- In addition to having a location for donations to be received, you may organize a team of people each day to collect donations by walking through stopped traffic with containers at the nearest intersection to your location, similar to how the fire and police departments raise funds. You will need to contact your local police department to secure permission.
Team Member Descriptions

The following information is provided to assist the children’s pastor or ministries leader in coordinating this event. This is not a mandatory method for accomplishing the task. The leader must organize this event in a manner which best suits him/her and the church.

Key Teams

• Communications
• Equipment
• Kids
• Pledges
• If doing a tag-team approach (where several members of the group go “Up” in relay fashion) or if an entire group is going “Up,” such as on a rooftop, then include each member on that team.

Communications Team Coordinator

This person will serve to coordinate all efforts relative to publicizing the event.

Church Communications Coordinator

This coordinator will assist with all advertising and promotions within your local church. This may include helping to prepare video announcements, bulletin inserts, wall and door posters, among other creative ideas.

Media Liaison

This person will be your main contact with the media (radio, television, newspaper). He will inform the local media of the event and will be the contact for further information. We have developed a Press Release form for you to use and customize to your setting. The media liaison will coordinate with the billboard guests coordinator to schedule any of the area media personalities.

Prayer Team Coordinator

This event will succeed as long as God is in it. It must be bathed in prayer. This coordinator will
arrange for your prayer team for the event. Every day needs to be covered with the prayers of God’s people.

Web Site Coordinator
The Web site coordinator should place write-ups and pledge forms on the church Web site. During the event, he should endeavor to place day-by-day news briefs on the church Web site, along with digital photos of activities. If possible, do a live cam feed on the Web site.

We are coordinating an Up in the Air Web page, www.upintheairforkids.ag.org, where each event will be promoted. It will be designed for anyone to see your event and pledge to your account. Your Web site coordinator will communicate with us by sending daily write-ups and digital photos for posting on the Web site. If a live cam feed is provided on your church’s Web site, provide BGMC with the link to that site, so it can be posted on the Up in the Air Web page.
Kids’ Team Coordinator

Your kids’ team coordinator will assist with all areas relative to participation by the children.

Pledge Sheets
This person is responsible to handle all of the children’s pledge sheet information. As pledge sheets are received, the information is entered into the database for follow-up contact with the donor and for accurate record keeping for the children’s prizes.

Price Coordinator
The prize coordinator will help create the different giving levels and giveaways. This person will coordinate the purchase or donation of all of the prizes, which are incentives for participation.

Pledge Promoter
This person will promote and encourage the children through regular announcements in kid’s church, Royal Rangers, Girls Ministries (formerly Missionettes), and Sunday School. Pledge ideas include the children writing letters to relatives and friends, going door-to-door in their neighborhood, and parents taking pledge sheets to work.
Equipment Team Coordinator

This person’s main responsibility will be to help you gather all of the necessary equipment you will need for the event.

Billboard Company Liaison
This person’s main responsibility will be communicating with the billboard company. Items of interest: date of event, location of billboard, building of platform and guardrails, hanging of electricity, rules and regulations.

Meals Coordinator
This person is responsible for coordinating the meal delivery to the Up in the Air site each day. Many local restaurants may want to donate meals in exchange for advertisement from a local radio or TV station. This person can also coordinate meals during pre-event meetings.

Safety and Security Coordinator
The safety and security coordinator will arrange for all aspects of the children’s pastors’ (or children's leaders or group of leaders going “Up”) physical safety and security while atop the billboard/scissor lift/rooftop.

Note: If possible, have someone at the base of the billboard, or wherever you or the group is Up in the Air, for the duration of the event. This person will need to be awake at night. It will be advantageous to have an RV at the billboard for the safety person to stay in and for your immediate protection in the event of a storm. The safety and security coordinator should be responsible for coordinating the RV. Your local police department may be willing to provide drive-by service during the event as well.
Pledge Team Coordinator

This person will coordinate all efforts toward raising pledges for the event. The pledge team coordinator will assist in seeking individuals and businesses who would like to underwrite the expenses of the event and those who would like to make advance pledges to help kick off the event. Ideas include a matching funds donor.

Billboard Guests
Your publicized billboard guests need to be directly targeted for the financial influence they can bring. This coordinator will search for and schedule their billboard visits and will confirm the financial amount of their pledges.

Church Coordinator/Board Member
This individual will assist in the pledge support from the local church at the adult level. This person is your representative on the official board of your church. Having this person on your team keeps the key leaders of your church informed of your progress towards the event. When changes arise, apprise this person immediately and have him help in the decision-making process.

Key Businessperson in Community
This person is your connection to the society outside your church. This individual should promote the event within his/her business circles, seeking donations prior to the event. This person could also arrange for business leaders to visit the billboard.

Media Liaison
This individual will be the contact person for all media concerns relative to fund-raising dollar amounts, appropriation of funds, and final results of the campaign.
Up in the Air for Kids
BGMC Fund-Raiser

Account # 007-084
Donation Amount: ________________________________

<table>
<thead>
<tr>
<th>Individual Donation</th>
<th>Church Donation</th>
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<tbody>
<tr>
<td>Donor Account</td>
<td>Church Account</td>
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<tr>
<td>Donor Name</td>
<td>Church to Credit</td>
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<td>Address</td>
<td>Address</td>
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<td>City</td>
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<td>State</td>
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<td>Zip</td>
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For General Council AG Central Mail

Please make a copy of this form and copy of the check and forward to Marshall Bruner, BGMC
## Checklist for Up in the Air Event

<table>
<thead>
<tr>
<th>Item</th>
<th>Item</th>
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<tbody>
<tr>
<td>Bed and bedding</td>
<td>Portalet (including schedule for changing it out)</td>
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<tr>
<td>Cell phone</td>
<td>Radio</td>
</tr>
<tr>
<td>Chairs</td>
<td>Rain gear</td>
</tr>
<tr>
<td>Electricity</td>
<td>Refrigerator (mini)</td>
</tr>
<tr>
<td>Fire escape ladder</td>
<td>Rope, pulley, bucket (for on-site ground to platform needs—like donations and meal delivery)</td>
</tr>
<tr>
<td>Hard hat</td>
<td>RV</td>
</tr>
<tr>
<td>Harness (6)</td>
<td>Scissor lift</td>
</tr>
<tr>
<td>Heater</td>
<td>Shower</td>
</tr>
<tr>
<td>High powered floodlights</td>
<td>Table(s)</td>
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<tr>
<td>Weather radio</td>
<td>Tent(s) &amp; restraints</td>
</tr>
<tr>
<td>Megaphone</td>
<td>Water hose</td>
</tr>
<tr>
<td>Microwave</td>
<td>Walkie-talkie</td>
</tr>
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</table>
While You Are Up in the Air

Guest Visits and Interviews

Invite key city leaders, the pastoral staff, and board members to visit you while you are Up in the Air. If you have a bull horn or PA system available, do a simple interview with them or allow them to make comments to the group.

Invite the media to interview you while you’re Up in the Air.

**Note:** Liability insurance must be provided for all participants who go “Up” on the structure, billboard, or scissor lift.

Group Games

Some children’s pastors have maximized their time while “Up” by staging games that can involve the visiting church children and passersby. Here are ideas for Up in the Air games:

**Tic-Tac-Toe**
Before going “Up,” draw a Tic-Tac-Toe pattern on the ground, using water-based paints or chalk. You will need four beanbags of one color and four of another color. The person Up in the Air plays with one color, while those below play with a different color. The same rules apply, only that the person “Up” tosses down his bean-filled bag to mark his move.

**Basketball Free Throw**
Secure a portable basketball goal and have it stationed below the billboard, scissor lift, or rooftop. As people pass by, ask them for donations based on every free throw you can make.

**Bulls-Eye**
Draw a bulls-eye on the ground, and designate points or dollar amounts on the bulls-eye and surrounding circles. Use beanbags to play this game. Rules are the same as if playing with a dartboard. If possible, get people to donate money for each bulls-eye you hit.
Hold Harmless Agreement

For temporary use of equipment, outdoor structure, or outdoor advertising structure

In consideration of ________________________________ (Company) and/or its affiliates or subsidiaries allowing ________________________________ (Advertiser) to □ rent, □ use without compensation the ________________________________ (equipment, outdoor structure, or outdoor advertising structure) located at ________________________________ (board no. if applies) under contract number _____________________. Advertisers agree to indemnify and hold harmless ________________________________ (Company), its insurers, employees, and agents from any liability from injury to persons or damage to property and from any claims, actions, expenses, or costs in connection therewith, including reasonable attorney fees, arising from or connected with the use of said equipment or structure.

Advertiser further warrants that it now maintains, and will maintain throughout the period of the above described use, limited liability coverage and workman’s compensation insurance protecting the Advertiser and ________________________________ (Company) from any claims under Workman’s Compensation Acts with minimum limits of liability of $100,000 for employer’s liability and public liability insurance with minimum limits of liability of $250,000 aggregate for bodily injury and property damage.

Advertiser will inspect and become familiar with said equipment or structure prior to any use and, by engaging in said use, acknowledges that said structure is in good and safe condition and that ________________________________ (Company) will not be liable to Advertiser, its agents, employees, invitees, or licensees for any injury to persons or damage to property due to the condition, design, or defects in said structure or any part thereof.

Advertiser warrants that its employees or contractor will not park on any interstate right-of-way or cross-over any interstate fence to gain access to the above described outdoor advertising structure (if this agreement applies to an outdoor advertising structure), or cut or otherwise destroy any vegetation on the interstate right-of-way in the vicinity of said structure (if this agreement applies to an outdoor advertising structure). Advertiser agrees to indemnify and hold harmless ________________________________ (Company) from any revocation of sign permits and any consequential loss of revenues, including the costs of defense in any revocation proceedings, arising from any actions of its employees in violation of this paragraph.

WITNESSES:

Signed: ________________________________
Date: ________________________________

ADVERTISER

Signed: ________________________________
Date: ________________________________

COMPANY

Signed: ________________________________
Date: ________________________________
Release

For temporary use of equipment, outdoor structure, or outdoor advertising structure

The undersigned, being aware of the inherent risk of accident and injury using any equipment, outdoor structure, or outdoor advertising structure, hereby releases ________________________ (Company), its affiliates and subsidiaries, its insurers, employees and agents from any liability of injury to his person or damage to his property arising from his presence at, or activities with respect to the equipment provider, business or company providing the outdoor structure, or outdoor advertising structure located at

______________________________ (board no. ___________________________) under contract no. ____________________________, effective ______________ through ________________________ and assumes all risk of said presence or activities.

WITNESSES:

________________________________________________________________________

___________________________________

SIGNATURE

________________________________________________________________________

___________________________________

SIGNATURE

________________________________________________________________________

DATE
Local Children’s Pastor Goes “Up in the Air for Kids”

(name of person going “Up”), a children’s pastor at (church and city) will be moving “Up” to his new home on (date of event), which is an advertising billboard at (location of billboard). His goal is to raise $______ while going “Up in the Air for Kids,” a not-for-profit effort to help needy children around the world. (name of person going “Up”) will be living on the billboard for ________ (number of days) non-stop as he calls on businesses and churches to help in his cause to raise awareness and financial support for the missions efforts of the Boys and Girls Missionary Challenge, which is the Assemblies of God missions program for children.

(name of person going “Up”) will be joining other children’s pastors across the nation in camping out “Up in the Air.” Organizers hope this event will raise $500,000 dollars nationwide for special missions projects.

“We’re excited about the possibilities of partnering with people around the world to benefit children and families,” says national event coordinator Marshall Bruner. “Some of the projects include meeting the needs of orphaned and abandoned children, assisting programs that mentor inner-city children, and providing educational programs for children and families across the globe.”

(name of person going “Up”) will be living “Up in the Air” night and day for _____ days, and will only come down in the event of personal emergencies or dangerous weather. “We’re hoping that local churches and area celebrities will come join (name of person going “Up”) for an hour or so Up in the Air throughout the week to help raise awareness of the campaign and enjoy the view,” says (name of person going “Up”).

For more information about the event, see www.upintheairforkids.ag.org. Also, you may contact (name of person coordinating Up in the Air).

(List full name and contact information of Up in the Air coordinator and church.)
Local Church Pledge Form

We have prayerfully considered God’s leading for our *Up in the Air for Kids* event. Our financial pledge to this event is:

$_____________________

Having done all we know to make this event successful, we trust in the Lord’s ability to bring in this amount. We understand that at no point will we be asked to make up the difference should less than this amount come in.

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<td>Address</td>
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Return this form to the national BGMC office
via (mbruner@ag.org), fax (417.831.8230), or regular mail:
BGMC
1445 N. Boonville Ave.
Springfield, MO 65802
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Return This Form To:

list church address with contact person's name
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<th>Name (first &amp; last)</th>
<th>Address (include city &amp; zip)</th>
<th>Phone #</th>
<th>Pledge Amount</th>
<th>Received (X)</th>
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**TOTAL**

ALL FINANCIAL GIFTS ARE TAX DEDUCTIBLE. Thank you for your support!
## Donation Register

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**Total:**
Evaluation Form

Name: ___________________________ Date: ______________

What can we, from the national office, do to improve next year’s event and to make it more successful than this year?

Are there other promotional materials that could be produced to assist in your advertising of the event?

Please make recommendations for improvements to the Up in the Air Web site, including Web address changes, layout, etc.

Please make any recommendations on how you would restructure your use of media coverage.

Please make suggestions for fund-raising activities that were particularly helpful during your event—i.e., on-site actions, corporate sponsor promotions.

Please make any other recommendations for improvements that have not been mentioned above. Include a second sheet if needed.

Thank you for your input. It is of utmost importance that the national BGMC office provide you with the needed sources to make your Up in the Air for Kids event most successful. If we may be of any assistance, please contact national coordinator Marshall Bruner—mobile: 417.848.2192, e-mail: mbruner@ag.org.

Fax To:
BGMC
Attention: Marshall Bruner
Fax #: 417.831.8230