

**CMA Run for the  
Son Promotion  
Guidelines**

**EXECUTIVE SUMMARY**

**PURPOSE:** The intent of this paper is to provide CMA Canada members a guideline for the promotion of our Run for the Son (RFTS) at member's churches, as well as a one-on-one basis with others.

This will provide an opportunity for your local church, friends and family to get involved!

**FORMAT:** Following this Executive Summary are suggested speaking notes members can use for the promotion of the Run for the Son initiative.

**Share History of CMA:** (How it got started)

The Christian Motorcyclists Association (CMA) is a non-profit, interdenominational organization dedicated to taking the Gospel of Jesus Christ in the highways and byways through motorcycling. Since its beginnings in the mid-70s, CMA has expanded to an international ministry. The original brainstorm for such an organization occurred in 1972 when Herb Shreve and his teenage son purchased their first motorcycles. It was not until 1974 when the need for a new organization began to be realized. Herb attended his first motorcycle rally and saw a massive crowd of motorcyclists who did not know Jesus Christ as their personal Saviour. In fact, many had never heard the Gospel message. The realization of such a great need prompted Herb to share his vision with a couple of Christian friends. Together, they began to pray. Herb became more and more convinced that God wanted a Christian organization dedicated to reaching motorcyclists with the Gospel of Jesus Christ. In the Spring of 1975, he put action to his prayers. An attorney was contacted and a Non-profit Charter was applied for and approved. The waiting was over. The CMA was born.

**Share how you got involved:**

Very short personal testimony. (Remember that the focus is to promote RFTS, not yourself.)

**Share History of RFTS:**

Over the past 28 years (USA) and in Canada 23 years, CMA has been able to extend our outreach to millions of people throughout the world by the fruits of the Run for the Son (RFTS). Through financial contributions to CMA who share with fellow ministries, we have been able to place the message of hope in front of the multitudes in hundreds of other countries. In addition, RFTS has enabled CMA to equip the saints here in Canada, as well as worldwide, to reach the lost with the salvation message of Jesus Christ. The successful efforts of the past number of years have raised over \$40.7 million to help spread the Good News. The total raised in Canada since 1994 (23 years of holding RFTS): \$2.43 million.

**Share how much money was raised in previous years:**

Run for the Son is our only fundraiser and it is split three ways:

- 20% for transportation for indigenous pastors (through Missionary Ventures of Canada).

- 20% to assist the church in “restricted access” countries with Bibles, study material (through Open Doors - Brother Andrew).
- 20% to share the gospel message in remote areas of the world (through the Jesus Film Project)
- 40% for evangelism in the biking community in Canada (through CMA Canada).
- In 2015 we raised \$128,468
- In 2016 we raised \$120,887
- None of these funds are used for CMA administration. All of our administration costs are covered through the donations from our membership.

**Share where the money goes:** (Pamphlet to be put in your church bulletin.)

Importantly, no money raised goes to administration costs for us or our partners, **Open Doors, Missionary Ventures and Jesus Film project.** **\*They have agreed to give us their services free of charge.**

RFTS dollars do not typically come from our member’s pockets, as we are already paying our attendance at rallies and other motorcycling events, while supporting CMA directly with monthly donations.

**Share Stories of how it was spent:** (Share details of distribution.)

Include stories that you know about or have heard. These should be encouraging and uplifting, particularly highlighting circumstances where CMA member’s ministry has had a significant impact on a person or organization, leading to Kingdom building. Before the RFTS promotion, consult with CMA Head Office for stories.

Strongly express that it is the donor’s financial support that was used in past years to accomplish God’s work around the world.

Mention areas where past donor’s proceeds were used in support of Kingdom building. This can include the previous year’s accomplishments of what was purchased and distributed.

As an example, \$10.00 can put two Bibles into a guerrilla camp in Columbia!

**In 2015:**

- 1 motorcycle to Peru

These motorcycles give the pastors the opportunity to spread the Gospel enormously compared to when they had to walk from location to location. The Gospel “explodes” like a “bomb” when God provides better transportation through our efforts.

We don’t just give them the motorcycles and leave them, we also provide funds if major repairs are required in the future.

- 78 bicycles in Cuba.

Sometimes a bicycle is a better gift for a pastor because of fuel costs, maintenance, etc.

- Approximately 10,000 Bibles, tracts and other training/teaching materials.

- Work toward the translation of the Jesus Film project for Tanzania.
- CMA's Ministry Outreach expenses in Canada:
  - Booth rentals at motorcycle shows and events.
  - Tracts and Bibles for biking and Prison Ministry, Regional Coordinators and Lay Evangelist.
  - Expenses for our Evangelists to travel to events.
  - "Thank you" incentives for Run for the Son fundraisers.

**Share RFTS Video:** (If available.)

Introduce what the RFTS video will outline and play.

**Share Conclusion:** (Where your money or treasure is your heart is also.)

Some people are encouraged to donate to various charities at their workplace, for example, through a United Way contribution. In fact, with United Way one can designate that their giving is directed to CMA Canada by flagging it with reference number **89021 4570 RR0001**. But were you aware that with that organization approximately 15 to 20% goes towards administration? With a direct donation to CMA Canada, which any of our members can accept today, all giving goes directly to the harvest field with no administration fee.

Often we give so much research for a cure for cancer or heart and stroke, etc., but a cure for cancer is not **THE** cure! **Jesus is THE CURE for life!!!**

- Wrap up the description of RFTS in just a few words. When you join in partnership with CMA Canada you help us in "**Changing the world, one heart at a time!**"
- Encourage your fellow church members, friends and family to be world changers and life changers from your backyard by using the **CMA RFTS Pledge Form**.

We can't give you all the details of some mission's trips and events happening now because of time as well as confidentiality concerns and safety considerations of persons in restricted access countries. But some day you will be sitting in Heaven and will be blessed to hear the results of your financial support provided today!

END OF EXECUTIVE SUMMARY SPEAKING NOTES FOLLOW
---

## **CMA Run for the Son Promotion Guidelines**

### **SPEAKING NOTES**

#### **Share History of CMA:** (How it got started)

- Christian Motorcyclists Association – non-profit, interdenominational organization taking the Gospel of Jesus Christ in the highways and byways through motorcycling.
- Since mid-70s, CMA expanded - international ministry.
- 1972 Herb Shreve and his teenage son purchased their first motorcycles.
- 1974 realized need for a new organization.
- Herb attended first motorcycle rally – massive crowd motorcyclists did not know Jesus Christ – as personal Saviour. Many never heard Gospel message.
- Great need prompted Herb – vision shared with a couple of his Christian friends.
- They prayed – Herb convinced God wanted Christian organization dedicated to reaching motorcyclists.
- Spring 1975, prayers into action. An attorney was contacted and a Non-profit Charter was applied for and approved – The Christian Motorcyclists Association (CMA) was born.

#### **Share how you got involved:**

Very short personal testimony. (Remember that the focus is to promote RFTS, not yourself.)

#### **Share History of RFTS:**

- Past 29 years – USA and 23 years – Canada, CMA outreach to millions of people world- wide through the fruits of Run for the Son.
  - Contributions made to CMA shared with fellow ministries - Place the message of hope to multitudes in hundreds of other countries.
  - Run for the Son – CMA to equip the saints in Canada and worldwide to reach the lost.
  - The successful efforts of the past number of years have raised over \$65 million.
- Total raised in Canada since 1994 (23 years of holding RFTS) \$2.43 million

#### **Share how much money was raised in previous years:**

- Run for the Son our only fundraiser and it is split three ways:
- 20% for transportation – for indigenous pastors (Missionary Ventures).
- 20 % to assist the church in “restricted access countries” – Bibles, study material (Open Doors – Brother Andrew)
- 20% to present the gospel message in remote parts of the world. (Jesus Film Project)
- 40% for evangelism in the biking community in Canada (CMA Canada)

- 2015 – 128, 468 was raised
- 2016 - 120,887 was raised
- None of these funds are used for CMA administration.
- Administration funding comes from membership donations.

**Share where the money goes:** (Pamphlet to be put in your church bulletin or handed to a friend.)

Importantly, no money raised goes to administration costs for us or our partners, Open Doors, Missionary Ventures or Jesus Film Project. \*They have agreed to give us there services free of charge.

RFTS dollars typically do not come from member's pockets – we already paying attendance at rallies and other motorcycling events, while supporting CMA directly with monthly donations.

**Share Stories of how it was spent:** (Share details of distribution.)

Include stories that you know about or have heard. These should be encouraging and uplifting, particularly highlighting circumstances where CMA member's ministry has had a significant impact on a person or organization, leading to Kingdom building.

Strongly express that it is the donor's financial support that was used in past years to accomplish God's work around the world.

Mention areas where past donor's proceeds were used in support of Kingdom building. This can include the previous year's accomplishments of what was purchased and distributed.

As an example, \$10.00 can put two Bibles into a guerrilla camp in Columbia!

**INSERT PREVIOUS YEAR'S ACCOMPLISHMENTS**

Motorcycle & Other  
Transportation. Where?

Motorcycles give pastors opportunity to spread to Gospel enormously compared to when they had to walk from location to location.

Gospel "explodes" like a "bomb" when God provides better transportation through our efforts. We also provide funds if major repairs are required in the future.

Bibles, tracts and other  
training/teaching  
materials. Where?

**Creatively distributed in restricted access countries.**

Work done on the  
translation of the Jesus  
Film

CMA's Ministry Outreach expenses in  
Canada. Examples or specific knowledge  
in your area:

- Booth rentals at motorcycle shows and events.
- Tracts and Bibles for biking and Prison Ministry, Regional Coordinators and Lay Evangelist.
- "Thank you" incentives for Run for the Son fundraisers.

**Share RFTS Video:** (If available.)

Introduce what the RFTS video will outline and play.

**Share Conclusion:** (Where your money or treasure is your heart is also.)

Some people are encouraged to donate to various charities at their workplace, for example through a United Way contribution. In fact, with United Way one can designate that their giving is directed to CMA Canada by flagging it with a reference number 89021 4570 RR0001. But were you aware that with that organization approximately 15 to 20% goes towards administration? With a direct donation to CMA Canada, which any of our members can accept today, all giving goes directly to the harvest field with no administration claw-back. Again..... with..... Open Doors, Missionary Ventures, and Jesus Film Project. \*They have agreed to give us their services free of charge.

Wrap up the description of RFTS in just a few words, to join in partnership with CMA Canada to be "Changing the world, one heart at a time!"

Often we give so much research for a cure for cancer or heart and stroke, etc., but a cure for cancer is not THE cure! Jesus is THE CURE for life!!!

Encourage your fellow church members, friends and family to be world changers and life changers from your backyard by using the CMA RFTS Pledge Form.

We can't give you all the details of some mission trips and events because of time as well as confidentiality concerns and safety considerations of persons in restricted access countries. But someday you will be sitting in Heaven and will be blessed to hear the results of your financial support provided today!

- END OF DOCUMENT -

