

Description	Job #	Component	Colors	Notes
#10, CF for all	26A132-A		Black, PMS 116 (Yellow), PMS 200 (Red)	

Introducing Athletes in Action's new president ... SEE INSIDE!



From the desk of the new AIA president!

(FullName)xx x
 (Name2)xx x
 (Addr1)xx x
 (Addr2)xx x
 (City, (state) (ZIP)xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx x
 (Country/Barcode)



Description	Job #	Component	Colors	Notes
Letter/RD/Insert/Buckslip: Duplex personalize 17 x 15.25, includes 0.5" for Drop Cut.	26A132-A	General Donors	CMYK PMS 200 (Red Stamp)	



All contributions to Cru are income tax-deductible and are made with the understanding that Cru has complete discretion and control over the use of all donated funds. In the event that the project described in this fund appeal is fully funded, delayed or canceled, the excess funds will be reassigned to a ministry need most closely identifying with the project for which the funds were originally given. For more information on donor policies, please visit cru.org/about/donor-relations. Readers are invited to join as partners in this project only as they feel led by God to do so. We believe that God will meet the need presented here through those who respond in this way.



Prayer Request/Comments

Phone Number _____ (required)

Signature _____ (required)

Please include a check for your first month's donation or a voided check to begin your automatic donation this month.

Amount \$ _____ From: Checking Savings

One Time Monthly on the _____ day of the month

BANK ACCOUNT EFT (Electronic Funds Transfer):

DEBIT OR CREDIT CARD: One Time Monthly on the _____ day of the month



Expiration Date ____/____/____ Amount \$ _____

Signature _____ (required)

Phone Number _____ (required)



Introducing Athletes in Action's New President

(Salutation)XXXXXXXXXXXXXXXXXXXXXXXXXXXX, I'm honored to introduce you to our new Athletes in Action® president — Eric Nelson. As I've worked with Eric over the past few years, I've watched him lead from a deep, Spirit-filled commitment to Jesus. His desire to carry out the Great Commission and raise up young leaders is evident to everyone who meets him. For more than 38 years, Eric has served as an athletic director, as a basketball coach, and most recently as our Vice President of Catalytic Ministries. He shares the passion to develop athletes physically, mentally and spiritually. Please join me in welcoming him!

Serving together,
Mark Householder



November 5, 2025

Dear (Salutation)XXXXXXXXXXXXXXXXXXXXXXXXXXXX,

There's so much change going on around us — in the world, in athletics and even in our own personal lives.

I'm Eric Nelson, the new president of Athletes in Action®. I'm so excited to partner with you to reach more athletes all over the world with the life-changing message of Jesus.

So many athletes today face uncertainty. They come from broken homes. They face constant pressure on the field or the court. They struggle with identity and long for hope.

This year-end, you can make an eternal impact by helping develop total athletes — physically, mentally and spiritually. **And right now, thanks to a generous \$7,500 Matching Gift, every dollar you give will be doubled to reach twice as many athletes with the gospel. Together, our goal is to reach 1,000 athletes by December 31 — and your gift can help make it possible.**

Three years ago, Auvic came to our Ultimate Training Camp. He trained at a high level, built lasting relationships, and — most importantly — grew in his faith.

At the time, Auvic was recovering from a devastating ankle injury. To him, football was everything.

His father had walked out on him at an early age. Now, often calling from prison, Auvic's father would tell him, "You gotta make it for your family." Earning his father's approval meant excelling on the field. When the injury sidelined him, Auvic felt crushed. He committed to working even harder as he came back from his injury. But inside, the pain and brokenness were building.

That's when one day, alone in his room, he heard a still, small voice saying, "Auvic." As he tells it:

"I didn't see anyone there, so I went back to what I was doing. The still, soft voice called my name again. This time, I backed up against the wall out of fear."

Searching for answers, he discovered others in the Bible like Samuel, who had heard God speak. That's when Auvic decided to follow Jesus.

Since that day, Auvic has continued to grow in his relationship with Christ. After

(over, please)

REACH ATHLETES FOR CHRIST THROUGH THE
TOTAL ATHLETE FUND

PHYSICALLY

- Expert trainers who invest in each athlete.
- Camps that sharpen skills.
- State-of-the-art facilities.

\$575 → **DOUBLED** to \$1,150 sends a child to AIA camp to grow in sports and faith.

SPIRITUALLY

- Athletes dive into Scripture and learn to walk with Jesus.
- They are mentored and equipped to share their faith.

\$7.50 → **DOUBLED** to \$15 puts God's Word in the hands of athletes hungry for truth.

MENTALLY

1 in 3 college athletes reports experiencing symptoms of anxiety, depression, or other mental health concerns (NCAA, 2022).

\$220 → **DOUBLED** to \$440 sends an athlete to attend a gospel-centered retreat.



Be a part of developing a total athlete by partnering with us today! Any gift you give by December 31 will be **DOUBLED by matching funds.**

Give online now at athletesinaction.org/XXXXXXX

(Salutation)XXXXXXXXXXXXXXXXXXXX, when you give to the Total Athlete Fund, you help develop athletes **physically, mentally and spiritually.**

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HELP DEVELOP TOTAL ATHLETES FOR CHRIST!

YES, Eric! I want to help share the gospel with athletes by supporting them physically, mentally and spiritually! I'm enclosing:

\$RD1 to be DOUBLED by matching funds
 \$RD2 to be DOUBLED by matching funds
 \$RD3 to be DOUBLED by matching funds
 \$RD4 to be DOUBLED by matching funds
 \$ to help as much as possible
 \$ to help where most needed. 2761755



My email for Athletes in Action® updates: LtrDat10@athletesinaction.org

(FullName)xx
(Name)xx
(Addr1)xx
(Addr2)xx
(City)xx (State) (ZIP) xxx


MWAP (DonorNo) 1317911 CAMCOD

To give by EFT, credit or debit card, see back.
athletesinaction.org/LtrDat8
To give securely online, visit

Please make checks payable to:
ATHLETES IN ACTION
A Cru Ministry
P.O. Box 628222
Orlando, FL 32862
888-278-7233
athletesinaction.org

YOUR GIFT WILL BE DOUBLED THROUGH DECEMBER 31!



DOUBLE YOUR IMPACT TO THE TOTAL ATHLETE FUND




In a world that's ever changing, one thing remains the same: Jesus calls us to take His message of hope to the world.

Right now, any gift you make to the Total Athlete Fund will be DOUBLED by a matching gift, up to \$7,500, through December 31. Your gift will help develop athletes physically, mentally and spiritually. You'll also make disciples who are ready to use their platform to share Jesus with others.

Scan the QR code to give now.
Or visit athletesinaction.org/LtrDat8 to have your gift matched today!



attending Ultimate Training Camp, he came back for two summers as an intern to help impact other athletes.

This is exactly why the Total Athlete Fund exists — so more athletes like Auvic can experience the gospel and begin living out their faith with courage and purpose.

Just recently, Auvic shared,

“I gave my life to Jesus. ... Instead of playing my sport in bondage [to] rejection, anger and pride, I started playing in freedom with the intent to bring God glory. Now today I can confidently say that football is just WHAT I DO ... but a man of God is WHO I AM!”

(Salutation)XXXXXXXXXXXXXXXXXXXX, would you prayerfully consider a gift to the Total Athlete Fund today? Because of the matching funds, here’s how your gift can make a difference:

- **\$7.50 → doubles to \$15** to put Scripture into the hands of athletes hungry for truth.
- **\$75 → doubles to \$150** to reach a student athlete in college with the gospel and equip them to tell others about Jesus.
- **\$220 → doubles to \$440** to send an athlete to a gospel-centered retreat.
- **\$575 → doubles to \$1,150** to fully sponsor a child for an AIA camp that they otherwise couldn’t afford, allowing them to hear about God’s love.

With your gift doubled by the match, we are praying we can reach 1,000 athletes with the gospel by December 31.

Together, we can see more young men and women hear the gospel and walk with Jesus. We want to see them excel on the field or the court and use their platform to tell others about the hope they have found.

Please consider giving today so your generosity will be doubled by matching funds. Any amount you give by December 31 will make a significant difference in an athlete’s life.

For your convenience, we’ve included a reply card and envelope. Or you can give securely online now at athletesinaction.org/LtrDat8.

Thank you for joining with us as we develop total athletes who are equipped to make a difference for Christ on their teams, in their families and around the world.

Sharing Jesus together,



Eric Nelson
President

You can impact an athlete now by giving online at athletesinaction.org/LtrDat8

P.S. Any gift you make to the Total Athlete Fund by December 31 will be doubled up to \$7,500 — helping us reach 1,000 athletes with the gospel. Please consider a gift today!

Description	Job #	Component	Colors	Notes
#9 regular Prints: 1/0, jet Stock: 24# white wove.	26A132-A		1/0, Black,	



NAME _____

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CITY _____ STATE _____ ZIP _____



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