

Legacy Challenge

GO FARTHER TOGETHER FOR CLEAN WATER.

How to raise \$10,000 in one year by providing lasting clean water to 200 people.

“When the words ‘fear’ and ‘excitement’ appear in the same sentence, you know you’re on the right track”.

— Steve Spear, Team World Vision USA-Crosser, \$500,000 Fundraiser

Thank you for taking on this faith-led journey to literally change the lives of 200 children and their communities all over the world through the Legacy Challenge. This is your opportunity to invite others into this vision! Step one is creating an intentional plan, and the following tips are designed to help you do exactly that. Armed with your plan, your story, and a good dose of passion, you'll be well on your way to Legacy status!

People Will Make This Happen

- Begin by making an initial list of 200 key people. This includes family (lookin' at you, Aunt Kathy!), coworkers (boss, direct reports, owner, old company contacts), church family, friends (childhood friends, neighbors, Facebook friends, your college roommate), and service providers (dentist, doctor, trainer, hair dresser).
- Most people who will give to you are people you have known for a long time. Even if you haven't spoken to them recently, be bold! You've likely already earned their trust.

Tell Your Story and Make it Personal

- Create your fundraising page and let people know you are taking on a scary goal. Remind them of the race you are running and WHY you are doing it.
- Consider making a personal donation of \$100 to get things going.
- Use social media, but don't rely on it. Instead, make calls, send texts, or tell your story over coffee or dinner.

Tell the World Vision Water Story

- Remember, people give to people (not to links or Facebook pages or email addresses). Put a face and a name to what people are giving towards! This can mean your face and your story, or the faces of the kids you're running for and some of their stories.
- Learn more about how World Vision does sustainable and complex water work and gather stories of transformation by visiting teamworldvision.org/water.

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Break Down The Challenge (3 Scenarios)

Use one of the following plans or combine them to make your own!

Scenario #1: The 3-30-60 Plan

\$500	1 x Personal Contribution of \$500
\$3,000	3 x High Capacity Donations of \$1,000
\$3,000	30 x Donations of \$100
\$3,000	60 x Donations of \$50
\$500	Other
\$10,000	TOTAL

Scenario #2: The 4-50-50 Plan

\$500	1 x Personal Contribution of \$500
\$2,000	4 x High Capacity Donations of \$500
\$5,000	50 x Donations of \$100
\$2,500	50 x Donations of \$50
\$10,000	TOTAL

Scenario #3: The 99 Plan

\$100	1 x Personal Contribution of \$100
\$9,900	99 x Donations of \$100
\$10,000	TOTAL

Make The Ask, Be Specific

- Use the “I’m crazy about this cause” mojo to make the direct ask. People totally get the fact that you think something is so amazing that you would want them to partner with you.
- Make personal asks for specific amounts.
- Utilize email, phone calls and even face to face meetings. Nothing beats hearing about a cause over a cup of coffee or meal.
- Avoid sending out mass emails. Instead, take the time to draft a note that you can cut and paste into the body of an email.
- ALWAYS include the link to your personal fundraising page.

Get Some Early “Wins”

- People like to play for a winning team. Start by reaching out to the people you know will give. Once you have a few “wins” (donations) under your belt, more people will want to come and be a part of your vision.

Take Care of Your Donors

- Thank them after they give (email and handwritten).
- Celebrate thresholds crossed (\$1000, \$2,500, \$5,000, \$7,500).
- Extra Credit: Consider buying and sending a special gift to those who donate \$100 or more.