

TEAM WORLD VISION

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# GUIDE TO CHILD SPONSORSHIP



**GO FARTHER TOGETHER  
FOR VULNERABLE CHILDREN**

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**GO FARTHER TOGETHER**  
FOR VULNERABLE CHILDREN





“If you spend yourselves on behalf of the hungry and satisfy the needs of the oppressed, then your light will rise in the darkness, and your night will become like the noonday.”

Isaiah 58:10





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## Kids are at the center of all we do.

If a child is thriving, everyone is thriving. It's why World Vision believes so deeply in child sponsorship. It's a personal way to show God's love to a child in need, and to help that child and their community stand tall, free from poverty.



We're so grateful that you have decided to share sponsorship and hope this guide empowers and equips you to boldly invite others to build a relationship with a special child. Your role as an advocate for these children and communities is incredibly valuable, and each sponsor you find will help another child experience hope and fullness of life.





A group of African school children, mostly girls, are shown in a line, holding green plants. They are wearing maroon dresses with yellow collars. The background is a lush, green, hilly landscape. A large, stylized, yellow and white 'LEARN' text is overlaid across the center of the image. The word 'LEARN' is in a bold, sans-serif font, with the letters 'L', 'E', 'A', and 'R' in white and the letters 'N' and 'N' in yellow. The text is positioned over the children and the plants.

PART I

LEARN

“Community development is rocket science.”

— Rich Stearns, President, World Vision US



# About World Vision



Our vision for every child, life in all its fullness.  
Our prayer for every heart, the will to make it so.

—World Vision's mission statement

## WHO WE ARE

We serve the world's poor—regardless of religion, race, ethnicity, or gender, and wherever we work, we identify ourselves as followers of Christ. As a global leader in fighting poverty, we have been helping children worldwide for more than 65 years. With an average of 85 percent of annual operating expenses going to programs that benefit those in need over the last decade, we've been consistently ranked as a top nonprofit in the area of fiscal responsibility and stewardship.

## WHAT WE BELIEVE

We believe that Jesus Christ is our Lord and Savior. He calls us to witness to His unconditional love through our words, deeds, and lives, serving anywhere there is suffering and need. As we serve, we put our faith into action, helping others learn what it means to follow Christ.

We believe that no child should go hungry. No child should get sick from dirty water. No child should die from a preventable disease. No child should suffer abuse or exploitation. Every child, no matter where he or she was born, has the right to be healthy. Every child has the right to go to school. Every child has the right to make choices about his or her life. And every child deserves to joyfully reach for their God-given potential. We do everything in our power to protect children and to help them improve their lives.

## HOW WE WORK

World Vision builds long-term partnerships in communities, supporting families in creating real and lasting change by tackling the big issues that keep people poor. That's because we've observed that the best way to help a child thrive is to strengthen their entire community, caring for every child along the way.

Unlike programs that attempt to solve one problem in a community, or that help only individual children, World Vision child sponsorship looks at all the factors that prevent children from surviving and thriving in their community. Then we work with that community to bring all the pieces of the puzzle together to build a better life for the children there.



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# World Vision Child Sponsorship



Sponsoring a child is the most personal, effective way to fight poverty. When a child in need is sponsored, a special relationship is built that encourages that child with hope for the future. Plus, your monthly donation of \$39 joins forces with other sponsors to lift that child and children in the community out of poverty.

## HOW CHILD SPONSORSHIP WORKS



### Choose a child to sponsor.

Sponsors can look forward to getting the first letter from their child within 6-12 weeks. It's the start of an uplifting relationship, and a more abundant life for both the child and the sponsor.



### Monthly gifts help the sponsored child and their entire community.

\$39 monthly donations are combined from all sponsors who support kids in the same area.



### Local staff make donations go the extra mile.

Children don't get direct cash benefits. Our local staff partners with the community to create a sustainable plan to keep the community out of poverty, even once we've moved on to help other communities.



### Stay connected for the important moments.

The My World Vision digital experience lets sponsors get regular updates, track community progress, and view photos and videos of their child. Sponsors can even send their child a letter through email.



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# How World Vision Works in a Community



We help children, families and their communities by supporting sustainable, long-term development projects. We work with communities to establish priorities and timelines to achieve the goals. Addressing the root causes of poverty involves building trusting relationships, breaking mindsets, changing attitudes, and providing tools, skills, and training—all of which require a great investment of time.

## THE LIFE CYCLE OF SPONSORSHIP IN A COMMUNITY

The goal of sponsorship in a community is to help break the cycle of poverty so children and families can step into the future with well-founded hope. When these goals are met, World Vision can move on to serve children with great need in other communities.

COMMUNITY STARTS HERE

### PHASE 1 >> YEARS 1–3

#### Building trust and laying out groundwork

- Partnership with community established
- Needs and resources to improve child well-being assessed and planned with community leaders
- Child sponsorship and community projects begin

### PHASE 2 >> YEARS 4–9

#### Building hope and skills

- Community participates in progress and embraces project ownership
- Children continue to benefit from projects in areas such as education, nutrition, clean water, health care, and spiritual nurture

### PHASE 3 >> YEARS 10–CLOSE

#### Building confidence for the future

- Self-assurance and self-sufficiency grow
- Years of hard work and partnership transform the lives of children and the community, bringing real and lasting change
- Transition begins to community and World Vision ends its involvement in a way that empowers and sustains long term outcomes

# Areas of Focus



## CLEAN WATER

We believe that every child deserves clean water. World Vision is the largest nongovernmental provider of clean water in the developing world, reaching one new person with clean water every 10 seconds. Our work is sustainable because we give locals ownership and training in the maintenance of water points, resulting in water that continues to flow long after our work ends.



## CHILD PROTECTION

Millions of children are trapped by violence, war, child labor, and trafficking. World Vision works to protect and respond to these forms of abuse. We look out for children's well-being: ensuring that communities are actively working to identify and support children in need, advocating for children's rights, and providing for immediate needs, such as emergency shelter and essential care.



## EDUCATION

We address barriers to education and work with communities and local governments to improve the quality of education children receive, with special attention on girls and children with disabilities. We aim to strengthen community involvement in education by equipping teachers with training to ensure children receive an education that empowers them to reach their full potential.



## ECONOMIC EMPOWERMENT

We help communities solve economic problems and fuel the local economy by investing in their entrepreneurial spirit through skills training, community-managed savings groups, and microfinance loans. We also train farmers on how to increase crop yields, manage natural resources, combat floods and drought, and prepare for other emergencies in order to help families thrive.



## HUNGER AND FOOD SECURITY

Food security means that families will know from where their next meal is coming, and that it will be nutritious enough to live an active, healthy life. We help hungry children and families by increasing agricultural productivity through improved farming practices, access to markets, and nutrition education.



## HEALTH

We've centered our health strategy on mothers and young children, a focus on promoting health and nutrition practices, and disease prevention. We educate women about safe birth practices, proper pre and postnatal nutrition, and infant care. We also train and equip community health workers and deliver vital medical resources.



# Sponsorship Effectiveness



Through sponsorship, children are cared for in safe environments and protected from abuse, neglect, and exploitation. Together with their families, they can participate in program activities, learning events, and community celebrations, and can join children's clubs and networks that equip them for better futures. Their progress in the areas of health, education, spiritual nurture, child protection, and participation are monitored regularly.

## THE FACTS

The stats that sponsorship can help abolish.

**45%** **58**  
**MILLION**

of child deaths  
are associated with  
undernutrition.<sup>1</sup>

primary school-age  
children are not  
enrolled in school.  
53% of these  
are girls.<sup>2</sup>

**5.6 million children under the age of 5 years died in 2016.** This translates to 15,000 deaths per day. More than half of these early child deaths are due to conditions that could be prevented or treated with access to simple, affordable interventions.<sup>3</sup>

Unsafe water and inadequate sanitation and hygiene are significant contributors to the **1.8 million deaths caused by diarrhea every year.**<sup>4</sup>

<sup>1</sup>. The World Health Organization

<sup>2-4</sup>. World Vision International



# Sponsor Experience



## MY WORLD VISION

MyWorldVision.org offers an incredible opportunity for sponsors to grow closer to their child. The mobile-friendly site offers a variety of ways to connect by:

- Writing emails to your sponsored child
- Reading stories and watching videos
- Sending a small package, or providing funds for a Special Gift for the child and/or their community
- Celebrating children's birthdays
- Learning about the community
- Setting up a webpage to share sponsorship with others
- Planning to visit your child
- Easily managing your giving





# How to Order Child Sponsorship Folders



## 1. Request Your Unique Source Code.

Each person must get their own “source code.” This is used to track your child sponsorships. To acquire, please contact the World Vision Staff who will be leading your trip (refer to your welcome note).

## 2. Receive Your Source Code.

Within 48 hours of contacting your World Vision Staff, you will receive this unique source code from him or her. This will allow you to order your folders.

## 3. Order Your Child Sponsorship Folders.

Visit **TeamWorldVision.org/PFOrdering**, click on “Team World Vision,” and enter in your personal information and unique source code as instructed. Then, follow steps #1–5 on the next page.

## 4. Confirmation.

Press “Submit” when finished. You’ll receive a confirmation email and child sponsorship packets will be mailed to your doorstep!

A screenshot of the World Vision PFOrdering website. The page has a white background with an orange header bar. The header bar contains the World Vision logo, the text "Channel: Team World Vision", and buttons for "Cancel", "Help", and "Submit". Below the header, there is a "Channel Selection > Your Order" section. This section contains a form with various fields. On the left, there is a list of fields: "First name", "Last name", "Phone number", "Email address", "Event date", "Source code", "Cost center", "UPS Account #", "Block sponsorship", and "File Attachment". The "Event date", "Source code", and "Cost center" fields are highlighted with orange boxes and numbered 1, 2, and 3 respectively. On the right, there is a "SHIP TO:" section with fields for "Contact name", "Contact email address", "Address line 1", "Address line 2", "City", "State", and "Zip". Below the "SHIP TO:" section, there is a red warning message: "Please allow 2 weeks from the Order Date for your order to arrive." At the bottom of the form, there is a "Select a picture folder product type" section with a dropdown menu. The dropdown menu is open, showing options: "Child Sponsorship — PAPER — INCLUDES Business Reply Envelope" (highlighted with an orange box and numbered 4) and "Child Sponsorship — PAPER — INCLUDES Business Reply Envelope" (highlighted with an orange box and numbered 5). There is also a "Quantity" field and a "Boxes ( Specific needs )" field.

### 1 Event Date

The date by which you want to receive your packets. These folders take about two weeks to arrive, so make sure you have enough time!

### 2 Source Code

This is where you enter in your unique 8-digit source code.

### 3 Cost Center

The cost center will always be “381.”

### 4 Picture Folder Type

Choose “Child Sponsorship – PAPER – INCLUDES Business Reply Envelope” and insert the number or quantity that you need. Please limit quantity to 10 or less at a time. There are a few exceptions to that rule (if you’re having a large party, etc.), but you must order directly through your World Vision Staff in those cases.

### 5 Additional Notes

Please note specific countries or ADPs here, if available.

**LEAVE EMPTY:** Please leave “Block Sponsorship,” “File Attachment,” and “Select additional material type” blank.

# The Logistics

**YOUR SOURCE CODE:**  
XXXXXXXXXX

**EXPIRATION DATE**

**Reply cards**


**Back of picture folder**



## DETAILS TO KEEP AN EYE ON ONCE FOLDERS ARE RECEIVED

- Notice the expiration date printed on the inside left flap of each picture folder (see above). After this date, the child's ID number is re-entered into our system so they have a chance to be sponsored through another avenue. Until that date, YOU are the only person responsible for connecting them with a sponsor.
- Find your child sponsor number printed on the inside left flap of each folder. To accurately account for each sponsorship, make sure your source code is printed on each reply card you send to World Vision.





“The Spirit of the Sovereign Lord  
is on me, because the Lord has  
anointed me to proclaim good news  
to the poor. He has sent me to  
bind up the brokenhearted, to

# PROCLAIM FREEDOM FOR THE CAPTIVES AND RELEASE FROM DARKNESS

for the prisoners.”

ISAIAH 61:1





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## PART 2

# SHARE

Your story will move people to sponsor. Learn how to tell it well using this workbook.





# Sharing Sponsorship

## THE IMPORTANCE OF STORIES

Stories are important. Specifically, your story. In this section, we want to create a space and framework to help you share sponsorship with others and elevate why child sponsorship is important to you.

In these next few pages, we want to help you explore more of your own story. We'll invite you to think about what has moved you about sponsorship. Then we'll walk through how to make connections between sponsorship and transformational experiences or moments in your own life. **Let's get started.**

## WHY DID YOU BECOME A SPONSOR?

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## WHAT CAUGHT YOUR HEART ABOUT WORLD VISION'S WORK?

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## HOW HAS SPONSORSHIP IMPACTED YOU AND YOUR FAMILY?

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# How to Write Your Story

## EXPLORE

**Begin to identify times in your life when you experienced some kind of life change or moment of transformation. Maybe...**

- it came through an incredible leader, coach, or mentor.
- it was a spiritual turning point in your life's journey.
- you overcame a significant challenge.
- you were discounted, labeled or marginalized and someone lifted you up.
- you have encountered global poverty or seen the powerful work of World Vision in the field.

## BEGIN TO WRITE

**Start to write out how you've experienced transformation through a moment, like the ones listed above.**

*What specifically in your life changed as a result of this experience?*

## MAKE THE CONNECTION

**Consider a common thread or “theme” of transformation from your story and connect it to why you value child sponsorship. (Think back to the questions you answered on pages 32-33.) God uses our stories to point us to His purposes and to move us to action.**

*How has God moved you to action to care for vulnerable children around the world as a result of the transformation that you have personally experienced?*

## FILL IN THE DETAILS

**Next, take time to develop the body of your story and keep the following in mind:**

- Add commentary of why this moment matters to you.
- Use powerful metaphors and “from-to” shifts (for example, child sponsorship takes children from walking for water to a life in all its fullness).
- Consider why sponsorship would be important to your audience.
- Be sure to focus on stories over statistics.

## INVITE

**Close your story with a clear invitation to sponsor. You can share more specifics on how sponsorship works, what a relationship with a sponsored child looks like, and how much it costs per month. Don't forget to actually ask the question: “Will you sponsor a child?” Make sure you are giving someone the opportunity to say “YES!”**

## PRACTICE + EDIT

**Once you've written your story, practice it! Read it out loud to yourself and ask for feedback from a family member. You might notice places that you want to edit to make feel more natural or smooth. The more you practice, the better you'll get!**







# Tips for Sharing

## Be prepared.

Once you've written your speech, practice it!

## Don't say "no" for anyone before you ask them.

You never know who will say "YES," so don't assume someone's response before starting the conversation.

## Be confident!

Even when you hear "no," don't be discouraged. Remember, you are raising awareness every time you talk about child sponsorship and giving others the opportunity to feel the joy of making a difference.

## Plan ahead.

Carry picture folders with you all the time so you're ready to share when an opportunity presents itself.

## Celebrate!

Every single child who is sponsored as a result of your efforts will be blessed. That's worth celebrating! Be sure to thank the person who sponsors... and celebrate with them.

# Your Community

Start making a list of the people you would like to invite into sponsoring a child.

NAME

_____	_____
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# How to Answer Questions You Might Be Asked

## HOW MUCH MONEY GOES TO THE SPONSORED CHILD?

That's the unique value of World Vision's approach—our goal is to build the entire community up around the child so that child has the opportunity to live out their full potential. Your monthly donations of \$39 don't go straight to the child. Instead, our staff work with the local leaders to identify the root causes of poverty, which look different in each community and each country around the world. Then they determine what interventions and programs are needed to tackle those root causes. That \$39 per month donation is pooled with the other child sponsors in that area so the entire community benefits!

## HOW DO I KNOW THE CHILD IS REAL?

That's the number one question that kids ask about you! They love getting letters and emails from their sponsors so they know that you are real too. When you choose to sponsor a child, you'll get to know him or her very quickly through your My World Vision account, where you can write letters, see videos of your child, and learn about his or her family and community.

## HOW LONG IS THIS COMMITMENT?

Sponsoring a child is an ongoing commitment where you're able to help meet the basic needs of him or her by investing in the community. As you build a relationship, you will have the opportunity to watch your child grow up until he or she, or the community, becomes independent. Sponsoring a child is like inviting another person into your family.



## YOU SAY YOU'RE A CHRISTIAN ORGANIZATION. WHAT DOES THAT MEAN IN THE COUNTRIES WHERE WORLD VISION SERVES?

We love the way Jesus cared for the poor and oppressed, showing us how to listen to children and look out for widows and orphans. Where possible, we partner with local churches, equipping them to meet community needs. As a Christian organization, we serve all people regardless of race, religion, ethnicity, or creed. We are privileged to be welcomed into many communities where Christianity is a minority faith—or barely present at all.





## You Got Your “YES”!

With every “YES” to sponsorship, children and communities receive hope. A “YES” brings children and communities education and healthcare, and the basic needs of food and clean water can be met. **A “YES” displays the powerful love of God to a child.** Whether it's the sponsor's first child sponsorship or 100th, be sure to stop and do a little happy dance! This courageous act to partner with World Vision will transform the life of the child as well as theirs, and that is always a reason to celebrate.

### NOW WHAT TO DO

1. Be sure the new sponsor provides the necessary information on the folder, including contact and account information as well as preferred payment method.
2. Tear off the perforated card and insert it into the World Vision envelope provided. (To assure the new sponsor that you are keeping their information secure, we recommend doing this in front of them.) Then give the new sponsor the rest of the picture folder to keep.
3. Mail the envelope within 24 hours of receiving.
4. The connection with the new sponsor should appear on your profile in about 4–6 weeks, as it takes some time to process.



# The Power of a Yes: Greg and Melesech



**It was July 23rd around 3 o'clock in the afternoon. I remember the exact moment my family sat around my mom and the doctor walked into the hospital room and shared with us that my mother had a rare form of cancer. At that exact moment, time seemed to stop.**

During her treatment, our family spent days and nights in the hospital room fixed to her bed. Our family, led by my mom, decided to reset the status quo on hospital rooms so we could celebrate my parent's anniversary with her favorite Chinese takeout, flowers, and sparkling grape juice. We slept on futon couches next to her bed to spend additional time together and on my 30th birthday, my mother surprised me at her bedside by sneaking in a few Bob Dylan vinyls she purchased for me months prior.

At age 30, I was more awake to my mom's friendship in my life than I had ever realized, and she was still completely present as a parent living out her calling to love and celebrate her kids, even from a hospital bed. Much of my continued time in her room was catching up on her childhood, how she met my dad and



watching Disney's *Frozen* and making our first ever friendship bracelets. I'll never forget exchanging these bracelets and then weeks later holding my mom's hand until she was released from this world.

That last moment holding my mom's hand inside of mine helped me further understand what really matters in this life.

The loss helped bring two things. First, the fragility and importance of each breath and day of life here we have on earth. Second, holding her hand one last time made me so thankful for her legacy of sacrificial love marked by fun. She knew how to elevate those around her and celebrate our family and others so well.

In 2015, after a year of walking in grief with my family, my father, sister and I decided to book a trip to Ethiopia



to see the transformational work of World Vision together.

During a season of sorrow, my family all felt a nudge before our trip to pick up a few child packets and sponsor children. God placed on my heart to sponsor Melesech, an 11-year-old girl in the community of Shashogo, Ethiopia.

My sister sponsored a girl, Mishame and my dad would decide to sponsor a young boy in the same town.





Moments after arriving and getting out of the dusty SUV truck at the World Vision offices, I felt a small hand reach out and grab my hand. I turned around and realized that this hand inside of mine was my sponsored child's, Melesech's.

Time with Melesech and her mother that day brought me something I can only describe as real joy: joy that transcended time and space on this earth, where you feel goose bumps and know they're from God. While grieving the loss of my mom, feelings of joy had escaped me the year prior to meeting Melesech. But that day we

played volleyball, and she told stories of the meaning of clean water and how a new World Vision primary school was being built right in her backyard.

The new relationship with her and the community of Shahsogo had also brought me more fully into my mom's legacy of loving sacrificially and having fun, as we would all play more games and jump rope that day.

The gesture of Melesech's small hand holding mine served as a powerful symbol of a starting friendship with her and her family. A friendship that has budded with laughs, fun and conversations drenched in hope.



On my most recent visit with Meselech and her family, we exchanged friendship bracelets. The bracelet and our friendship reminds me of God's calling on my life to be in relationship with others and to continue to invite these amazing children into the lives of others.

The bracelet also ties back to the thin places where I remember my mom's legacy of love and serves to remind me that while this life is fragile, we can choose to outlive it by investing in the life of a child.

**“World Vision places the hand of the at-risk poor into the hand of the at-risk rich, so that both can be transformed.”**

**— RICH STEARNS**



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# The Power of a Yes: Ashley and Beverly



I first saw Beverly on a bib for the Global 6K for Water. She was one of the children we were highlighting for the event, and as soon as I saw her bright eyes and brilliant smile, I knew she was a special kid.

I was blessed with the privilege to visit her community in Bartabwa, Kenya in the summer of 2016. In true Kenyan tradition and hospitality, we were welcomed to a school with a program from the students. Despite only ever seeing a picture of her, I could instantly spot Bev in the crowd of dozens of children. They sang and danced, and to my surprise Bev was chosen by all of the teachers to recite a poem she had practiced for weeks for us. The way she commanded the crowd and effortlessly



performed this poem with grace and gusto was incredibly eye-opening for me. To see the intelligence, talent, dedication, and hard work of this child who had not been afforded even half the resources that children in the states have was a moment I'll never forget. I sponsored her that day, and we instantly became friends.



My most memorable moment with Bev was walking to her water source after school on the first day. During part of the uphill walk, Bev was ahead of me with her jerry can full of water on her head. She saw me struggling with mine and asked if she could help me! After declining and continuing to struggle up the hill, I retreated to thoughts in my head of all of my privilege. I have never experienced a more physically strenuous activity, let alone one that my life depended on.

It goes without saying that my relationship with Bev has drastically changed my worldview and my life. Her dream of going to college and becoming a doctor has become a hope of mine—a hope I pray for often. After seeing her charisma and brilliance that first day as she commanded the attention of the entire group, I knew she was going to go far in life, and I'm thankful that I get to be a part of that journey, and her a part of mine.



A photograph of two young boys of Hispanic descent. The boy on the left is wearing a colorful patterned sweater and a tan cap, holding a white and orange soccer ball. The boy on the right is wearing a blue and yellow striped sweater and a grey cap, also holding a similar soccer ball. Both balls feature the World Vision logo and website. The background is a blurred outdoor setting.

WHOEVER IS KIND  
TO THE NEEDY  
HONORS GOD.

PROVERBS 14:31



A group of African children, mostly boys, are looking out from a doorway. They are wearing purple school uniforms. The doorway is framed by blue-painted wooden trim. The children are looking in various directions, some towards the camera and others away. The background shows the interior of the building, which has a corrugated metal roof.

## PART 3

# ACTIVATE

Ideas and best practices to get started  
on finding sponsors for children.



# Sponsorship Roadmap

Getting children sponsored is a journey, and this roadmap will help you along the way. Check off each box to reach your destination—more children with sponsors because of you!



## 1. Sponsor a child yourself

Make your campaign personal and start by choosing a child to sponsor. Talk about your own sponsored child to others and let them know that you are all in.



## 2. Pray for the kids

These children are real. Pray for each of them by name and that God would provide a sponsor for them. Pray for boldness in your conversations and for softened hearts that lead to YES!



## 3. Make a list

We're not kidding when we say list *everyone* you know. Family, friends, colleagues, neighbors, doctors, college buddies, friends of friends, people you meet along the way, etc.



## 4. Write and learn how to tell your story

People will respond when you lead with your heart. Use the worksheet we've created for you to get started.



## 5. Help people connect

Look at your list and see if anyone has a specific heart for water, education, or child protection issues. Make that your conversation starter.



## 6. Look at your calendar

Pull out your calendar and create energy around long runs, holidays, and your birthday. How can you maximize times when people are already thinking about you?



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# Activation

These are the most successful common denominators when making an ask. **Always do these things:**

- **Plant seeds early.** Start early and talk often.
- **Personalize the ask.** Include family, birthdates, and areas of focus.
- **Know your stuff.** Learn about sponsorship and how it impacts kids.
- **Follow up.** People forget and the reminder might be all they need to say “YES.”
- **Use multiple methods of communication.**
- **Create urgency.** Give people a reason to sponsor now.
- **Stay organized.** Keep your list in a spreadsheet so you know who and how you’ve asked.
- **Share and get ideas** and encouragement from your teammates on Facebook.





# Creative Ideas

“I pray every day over my kids. I carry them everywhere and ask God who He might want me to ask. I’m not the most gregarious person so I just try to be bold when the Lord suggests.”

— Gina Johnson, Comrades Marathon in 2016



## PEAK MILEAGE AND TRIP DEADLINES

If you are going on a trip and are nearing your departure date, your energy and excitement for it should increase—and so should your asks! You’re doing something inspiring by going on this trip, so use the training and the trip deadlines to your advantage. Tell people why you’re going and use the race (running or spectating) as a vehicle to bring impact to children.

## MAKE YOUR ASKS PERSONAL

Whether you’re going out for coffee with a close friend or family member or you’re scripting an email, make your ask personal to that specific person! Find a sponsorship packet that would relate to the person that you will be meeting with that day. Maybe they have a son that is 9 years old and would love a new “pen-pal.” Sponsorship is a big deal and if you can find ways to get one-on-one to share your story and relate to your potential sponsor, God will open the doors.

**Tips and tactics that have worked for your teammates.**  
**Try some of these and be inspired to come up with some out-of-the-box ideas of your own.**

### THE “NO” CHALLENGE

Challenge a teammate to see who can get the most “No’s” in a day, just like Janice and Katie did. Invite people on your way to work, the coffee barista, or even a stranger you meet at the grocery. There are no limits to getting “No’s” and you will be surprised by who jumps in and says the incredibly impactful word, “YES!”



### CREATE VIDEOS

Make individual videos for people. Think about sending one out before a long training run or take on a challenge and make a short film with a personalized intro to the recipient. This will go a long way in making that invitation feel personal and not mass-produced.

### TEAM WORLD VISION GEAR

Wear your Team World Vision shirts and clothes everywhere and talk about what you are doing with anyone who will listen! Don’t be afraid to have a little fun and be goofy with this adventure we’re on together.

### PERSONAL FACEBOOK MESSAGES

Individualize messages to every single friend (one letter per day).

### MAIL YOUR PACKETS WITH A LETTER

Mail 1-2 child sponsorship packets to friends and family after you’ve floated the idea to them and include a letter. Also, include a return envelope with postage for them to mail back their complete sponsorship form. When you make it this easy for people to choose and complete their child sponsorship, a YES comes a little easier.

### BUILD A TEAM

Ask people to help you reach your goal by hosting events, having packets at their workplace, or asking someone they know to sponsor.

# Special Events



Brian Frazier



Josh Fly

## HOST A LONG TRAINING RUN EVENT

Create an event at your local gym where you “go the distance” on a treadmill and host a sponsorship table. TWV’ers Brian Frazier and Josh Fly ran 50 miles at their local gyms and were able to get several children sponsored! Pulling a publicity stunt like this in your community will help draw attention to these kids at the table. Be sure to rally a few friends to attend your event to help you share about sponsorship while you’re doing the running!

To supplement a lot of personal asks, these are some ideas that might result in a larger number of sponsorships on a single day.

## CELEBRATION SUNDAY

Your church stage is a great platform to share about child sponsorship and the big goal you are taking on for the poor. First, be sure to connect with your Team World Vision staff to walk through what would work at your local church and the strategy. Next, our staff will help set up the next steps (including a meeting with your pastor), help detail a stage invitation and organize steps needed to host a Celebration Sunday event. Our World Vision staff will also work to make sure you have enough packets and supplies to share the cause with your entire congregation.

## SPEAK TO GROUPS, SCHOOLS, CHURCHES AND MORE!

Start planning key events early where you can possibly speak to groups and invite them into sponsorship. Find ways to get on stage at church, speak to small groups, share at an open mic night, or possibly have an organized event at work to share this trip and sponsorship’s impact! By planning early with your calendar, you will set yourself up for success by having key dates highlighted.



## CREATE AN EVENT

Decide on an event, like a birthday run or a backyard BBQ, that you can invite people into and post on social media about your child sponsorship goal. If you’re turning 40 this upcoming year, shoot to get 40 kids sponsored on your birthday by running 40 km. Inviting your circles together in community helps build energy and allows them to be a part of something fun!





**“LET US RUN WITH  
PERSEVERANCE, THE  
RACE MARKED OUT  
FOR US.”**

**HEBREWS 12:1**

There are days that this journey won't feel easy. But know that every prayer you pray and every conversation you have—no matter how it ends—is worth it because these children, our brothers and sisters, are worth it.

Thank you for answering this high calling to serve the least of these. In doing so, you are serving Jesus himself.





“The Lord is close to the brokenhearted; he  
rescues those whose spirits are crushed.  
The righteous person faces many troubles, but  
the Lord comes to the rescue each time.”







*This is a sample*



## WE BELIEVE IN CHILDREN

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

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