



CHILD AMBASSADOR

TRAINING HANDBOOK

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Welcome to the World Vision **CHILD AMBASSADOR FAMILY**

You're making a difference in kids' lives!

If a child is thriving, everyone's thriving. That's why World Vision sponsors matter so much—you're not only personally showing God's love to a child in need, you're also investing in a proven way to help that child and their community stand tall, free from poverty.

Thank you for sharing with others about the joys of sponsorship! We hope this guide will help as you invite others into this life-changing relationship, giving child after child the chance to experience hope and a fuller life.



"... I have come that they may have life, and have it to the full."

—Jesus (John 10:10, NIV)

About **WORLD VISION**

Before we delve into the nuts and bolts of being a Child Ambassador, let's start by exploring the basics of World Vision.

WHO WE ARE

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. We serve all people, regardless of religion, race, ethnicity, or gender.

As a global leader in fighting poverty, we have been helping children worldwide for almost 70 years. With an average of 84 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.

Over the last five years, together we impacted the lives of over 200 million vulnerable children by tackling the root causes of poverty.



› We are child-focused

Since our start in 1950, World Vision has been equipping children and their communities to break free from poverty. We are driven by the belief that every child deserves the opportunity to realize their full, God-given potential.

We measure our impact against four well-being objectives:

1. Children are healthy.
2. Children are educated.
3. Children experience the love of God and their neighbors.
4. Children are protected, cared for, and participating as vital members of their community.



› Empowering lasting change

Our long-term, comprehensive approach enables children, families, and communities to break the cycle of poverty for good.

We work with communities over many years to build ownership and capacity that sustains development once World Vision leaves a community in good shape.

With decades of proven results, our expertise in community development means lasting change for children.



Our vision for every child, life in all its fullness.

Our prayer for every heart, the will to make it so.

—World Vision's vision statement



➤ **Following Christ**

We are driven by the belief that every child deserves the opportunity to realize their full, God-given potential. We follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the kingdom of God.

We believe God has called us to do this work and to do it with excellence. Our donors and supporters can rely on our drive, passion, integrity, and commitment to tangible, life-changing results.



➤ **Achieving global impact**

With nearly 40,000 staff in 100 countries serving tens of millions of children and their families, World Vision is tackling the root causes of poverty at both the global and local levels.

As one of the world's largest humanitarian organizations, we use our influence to address the long-standing, systemic issues that lead to poverty.

"Let your light shine before others, that they may see your good deeds and glorify your Father in heaven." —Matthew 5:16 (NIV)



WHAT WE DO

World Vision works with communities to develop long-term solutions to overcome poverty, provides emergency assistance to children and families affected by natural disasters and civil conflict, and advocates for justice on behalf of people living in poverty.

> DEVELOP communities	> RESPOND to emergencies	> ADVOCATE for change
<p>Our holistic model means we're able to address the full range of human needs. We use a proven, long-term approach that relies on the involvement and commitment of community members at every step, freeing them to realize their potential.</p>	<p>Our large global network enables us to respond quickly almost anywhere in the world. Our reputation as "first in, last out" means we are both an early responder and an ongoing partner as communities recover and rebuild.</p>	<p>We engage institutions, donors, and governments to address the global issues that keep people in poverty. At the same time, we empower the children, families, and communities with whom we work to speak up for their own rights in their local setting.</p>

OUR AREAS OF FOCUS



> Christian discipleship

World Vision partners with communities to provide training, resources, and support that help children and young people learn and grow in their relationship with Jesus. We do this by equipping parents to foster their children's faith, training Christian leaders to nurture the spiritual growth of parents and children, and working with churches and schools to strengthen youth ministries and children's lives.



> Clean water

As the leading nongovernmental provider of clean water in the developing world, **World Vision is reaching one new person every 10 seconds and three more schools every day with clean water.** We partner with communities to help provide access to clean water, basic sanitation facilities, and hygiene education to prevent disease and death. We also train local people to repair and maintain water points, enabling communities to sustainably manage them and ensuring water continues flowing long after World Vision's work is done.



> Mother and child health

World Vision programs bring health and hope to moms and children around the world by providing basic medicines, supplies, and training for moms and health workers to treat and prevent illness. With basic health education, we empower women to have healthier pregnancies, lower-risk deliveries, and stronger babies. And we're a global leader in preventing and treating malnutrition. **Between 2013 and 2017, 89 percent of the severely malnourished children we treated made a full recovery.**



> Economic empowerment

World Vision equips and empowers hardworking families to climb the ladder from poverty to prosperity by providing access to microloans, agriculture and business training for farmers, assistance to help families gain access to markets, and support to start savings groups—improving family incomes and creating jobs. **Every 60 seconds, a family gets the tools to overcome poverty.**



> Child protection

By empowering children, strengthening families, mobilizing local leaders, and influencing governments, we help communities address the root causes of violence in the home, child labor, sex trafficking, and other atrocities against children.



> Education

World Vision helps ensure that families, teachers, and local governments are engaged and empowered to provide a quality education for all children. To help vulnerable kids change their futures through education, we focus on early childhood development, literacy, safe schools, equal access, education in emergencies, and life skills and vocational training for teens.



> Emergency relief

Our local staff and global experts help disaster-affected families get back on their feet with life-saving supplies like emergency food, water, temporary housing materials, blankets, and access to healthcare. We also provide support for families as they rebuild and equip them to prepare for future risks.

To learn more, watch the video *How World Vision Works* at worldvision.org/our-work/how-we-work.



Jesus said, “Let the little children come to me ... for the kingdom of heaven belongs to such as these.” —Matthew 19:14 (NIV)

About World Vision

CHILD SPONSORSHIP

As a Child Ambassador, you serve as a spokesperson for child sponsorship. This section will help you understand why World Vision child sponsorship is such a unique and powerfully effective approach to changing children's lives. Let's start with learning the basics.

Because of our community-focused solutions, for every child you help, four more children benefit, too.



➤ How sponsorship donations work

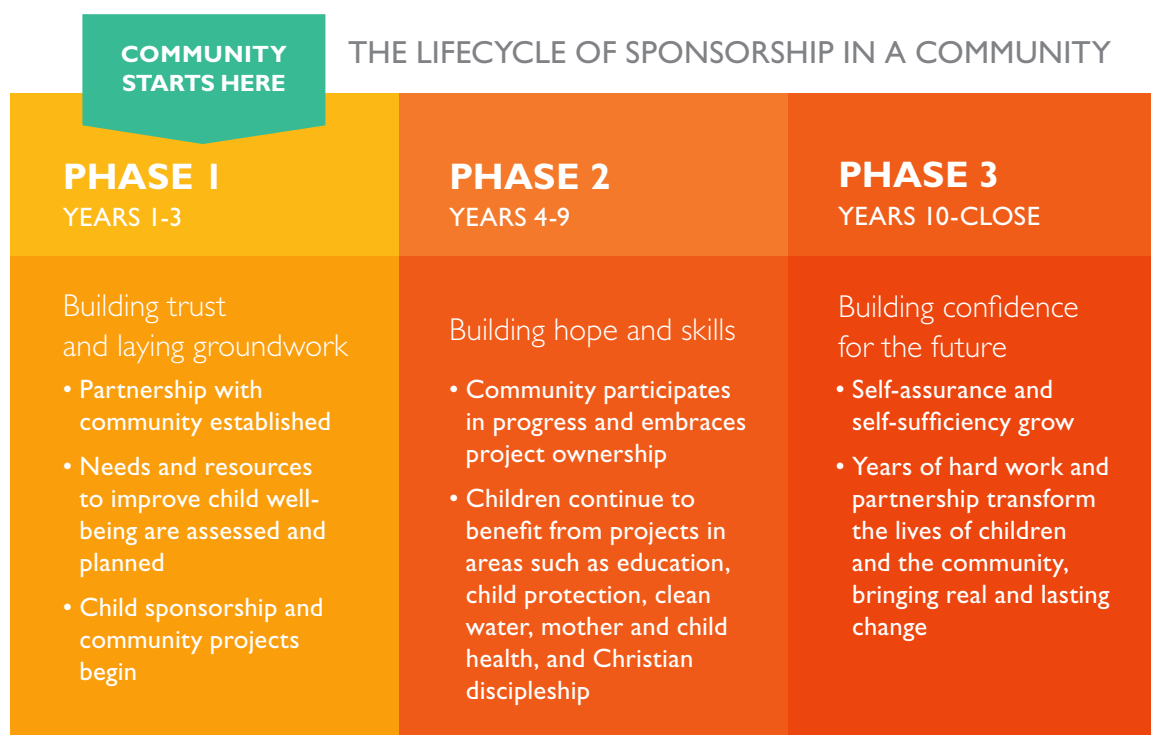
- A "sponsor" chooses a specific child and pledges a monthly gift that supports development work in that child's community. Internally, World Vision calls this community an "Area Development Program" or "ADP."
- Donations from all sponsors of children in that community are pooled, so all children in the community experience the benefits (*even those who aren't sponsored*). Money is NOT given directly to a child or their family. If sponsors choose, they can designate a Special Gift in addition to their monthly sponsorship to augment their sponsored child's individual and community needs.
- While monetary donations do not go directly to their child, sponsors have a meaningful, one-to-one relationship with that child. Their love, emotional support, emails or letters, and prayers are a vital reminder to the child that they are special and valued, despite the poverty and injustice that may make them think they're not important.
- Sponsorship is an ongoing donation, not a one-time gift or a time-limited commitment. Many sponsors build a relationship with their child that lasts for years. If at any time a child must leave the sponsorship program (*for instance, if their family relocates or their community "graduates" from sponsorship*), we introduce the sponsor to another child who needs their help.
- Around 3.5 million children are registered in World Vision sponsorship programs in more than 50 countries worldwide. Of these children, more than 1 million are supported by sponsors who live in the U.S.

➤ What sponsorship does in a community

World Vision child sponsorship focuses on integrated, long-term, relationship-based development. It helps children and their communities in some of the most difficult places in the world by providing families with the tools and training they need to build a better future.

Sponsorship looks different in each community because the physical needs of children vary in different places. How we work is very similar around the world, but the specifics of what we do are tailored to the needs of each community's children. In all of our sponsorship work, we combine the hopes and dreams of children and their families with our expertise as we join forces with the community to improve the well-being of children. We partner with each community for an average of 17 years—or until they can continue driving success on their own.

We love saying goodbye. It means we've been effective in partnering with a community to help bring about real, lasting change so families can stand on their own feet. It's an accomplishment worth celebrating!



➤ What it means for a child to be part of the sponsorship program

Results prove that our community-based development model is effective in improving children's lives. 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. They can also join children's clubs and networks that equip them for a better future. Their progress in the areas of health, education, spiritual nurture, child protection, and participation are monitored regularly. We work with their families and other partners to take appropriate action in cases of special need.

Children in sponsorship communities are encouraged and empowered to contribute to decisions that affect their lives and act as agents of change in their communities. Those whose sponsors choose to build a relationship with them enjoy a life-enriching connection, helping to build their hope for the future. They have opportunities to explore and pursue their spiritual development in a safe and nurturing environment that respects their rights and cultural background. If a disaster strikes, they, their families, and their communities are more resilient and better prepared to respond, especially in the areas of health, food security, continuity of education, and child protection.



HOW WORLD VISION CHILD SPONSORSHIP IS UNIQUE

World Vision is unique among similar organizations in our focus on fullness of life for all children, the way that we walk alongside families and communities, and the experience we offer our sponsors.

➤ **Fullness of life for all children**

The World Vision difference stems from what we're working to achieve—life in all its fullness for every child, especially the most vulnerable. We value every child as a gift from God, made in His image, and precious in His sight. We value them as whole people with hopes, fears, personalities, and unique giftings. Because of this, we commit to support not just their physical needs but also their emotional, social, and spiritual well-being. This shapes our approach to helping children become all God means them to be—in body, mind, and spirit. That's also why we aim to improve the lives of all the vulnerable children in the community, whether they're sponsored or not.

➤ **Walking alongside families and communities**

The vast majority of World Vision employees are staff and volunteers drawn from local areas, who live in or near the communities where they work. Not only are these servant leaders the face, voice, hands, and feet of World Vision, but they're also a living witness to our faith in Jesus as they walk alongside children, community members, and local partners. This ministry of presence enables us to build lasting trust with communities.

➤ **An unparalleled experience for sponsors**

Our desire is to offer sponsors an experience that is meaningful, effective, and rewarding. We inspire them through a heart-warming connection with their sponsored child and by bringing the child's world to life for them. At myworldvision.org, sponsors get an abundance of opportunities to interact with and learn more about their child (see *more on page 18*).

EXPERIENCE FOR A SPONSOR

> What's in store for a new sponsor?

Sponsors will be mailed a welcome packet with information about their sponsored child. They can look forward to the first letter from their sponsored child within six to 12 weeks. This correspondence can be the start of a rewarding, one-to-one relationship that opens up new horizons for both the sponsor and the child if the sponsor chooses to write back. Sponsors will also receive regularly mailed updates, letters from the child in response to each letter or email they send, and a yearly progress report from their child's community that includes detailed accomplishments and a current photo of their child.

Sponsors can now stay more connected than ever before! Through the My World Vision webpage **myworldvision.org**, they have access to their child's world through videos and updates, as well as the opportunity to send emails to their child (*who will respond through the mail*).

> My World Vision

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

- Sending an email and attaching photos
- Learning how to send 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
- Reading stories and watching videos
- Planning to visit their child
- Easily managing their giving





➤ **What does it mean to sponsor a child?**

As you share sponsorship with the people in your life, let them know how they can make significant difference by coming alongside one child and serving as that child's only sponsor.

Here's what we tell sponsors:

- You're helping your sponsored child live a fuller life and reach for their God-given potential.
- You're contributing to real change in the lives of other vulnerable children in the same community.
- You'll grow to understand your sponsored child's situation, the issues for vulnerable children in the area, and the specific plans we're carrying out in partnership with the community to overcome those issues.
- You'll witness change and see how you're making a lasting difference.
- You'll gain a window into another world, enabling you to share in special moments—joys and challenges alike—with the child, their family, and their community.
- You can connect with your child and even travel to meet them in person.
- You can share your experience with others and invite them to help another child.
- You can learn about other ways to help children in need all over the world.

FAQs

ABOUT SPONSORSHIP

There are so many ways that sponsors are blessed as they get to know and encourage one precious child. Because they care so much, our strongest supporters often ask us the toughest questions. These are some common questions, along with helpful answers.

➤ **Does World Vision child sponsorship really work?**

Yes! We measure the progress of children through “child well-being targets” that allow us to identify issues and adjust programs when needed. We see positive results every day—like more children attending school in rural Zambia, children in Peru who are better nourished, and greater access to water for families in Zimbabwe.

➤ **How does my child benefit from sponsorship?**

As your child's only sponsor, you show your love and provide encouragement every time you pray for them, write, or send a small gift. Your monthly sponsorship donations provide access to resources that help children—including your sponsored child—reach their full potential through better health, education, care and protection, and experiencing the love of God and their neighbors.

➤ **Why doesn't my monthly donation go directly to my sponsored child?**

Your monthly donations are used to help your sponsored child, all children in their community, and other children in desperate need. Through nearly 70 years of experience, we've learned that the best way to help a child thrive is to strengthen the entire community, caring for every child along the way. Donations from sponsors are pooled to benefit all children in the community. If only certain children are cared for—and others are not—communities can become divided and progress slows or stops entirely.

➤ **Will my sponsored child know who I am?**

Yes, but it's up to you to make that happen. World Vision lets children know when they are sponsored. But the child will get to know and share their life with their sponsor only when the sponsor makes an effort to reach out to them. The more correspondence the sponsor sends, the more letters they'll receive in return. We make it easy for sponsors to send letters, emails, or special greeting cards that we provide. Sponsors can find out more at myworldvision.org.

➤ **How long will I be able to sponsor the same child?**

World Vision sponsorship is a long-term commitment, but it may end at any time for a number of reasons. The child could age out or finish school. Their family could move to another area or become self-sufficient. Or their community could “graduate” from sponsorship by reaching their development goals.

➤ **Can I send presents or give an extra financial gift for my child? What about visiting?**

Yes to all! Visit myworldvision.org to learn the important details about sending small packages, giving an extra financial gift (*which our staff in the field will help coordinate*), or planning a visit (*which must be arranged at least four months before you wish to leave*).

For answers to many other frequently asked questions, please visit myworldvision.org/sponsorshipfaqs.



Stories of inspiration

Learn more through these videos, featured on the Child Ambassador website: wvchildambassadors.org. Hear firsthand accounts of people whose lives have been transformed as a result of sponsorship. Visit our World Vision YouTube channel and search for these stories to get inspired from a sponsor and an entire community!

- FROM A SPONSOR: Megan's sponsorship story
www.youtube.com/watch?v=HvWkkw4zIdw
- FROM A COMMUNITY: Transformation in Huanta
www.youtube.com/watch?v=MtTNzxNRXpU

Being a **CHILD AMBASSADOR**

Now that you've learned about World Vision and child sponsorship, you're ready for the really fun part: becoming a Child Ambassador!

➤ **What is a World Vision Child Ambassador?**

World Vision Child Ambassadors are individuals committed to making a difference, one child at a time, by sharing child sponsorship with others. They're passionate about caring for the world's children. They're motivated by their faith. And they understand that together, we are greater than poverty.

➤ **As a Child Ambassador, you will:**

- **Pursue opportunities to share your own story** about why sponsorship matters with your friends, family, and community in your uniquely compelling way.
- **Receive monthly emails** to keep you up to date on everything you need to know as a Child Ambassador, including World Vision updates, new resources, opportunities, community spotlights, and encouragement.
- **Get the latest Child Ambassador updates.** Opt in to receive text alerts by texting **New CA** to 44888.
- **Have access to our Child Ambassador Coach.** Our team will help you get started, connecting you with resources and helping you put a plan into action.

My Child Ambassador Coach's name: _____

Contact info: _____

My Child Ambassador number: _____

GET CONNECTED WITH OTHER CHILD AMBASSADORS

Make the most of the various ways to get more involved; share your successes; ask questions; and be part of a caring, committed community that shares your desire to live out your faith by serving kids in need!

- **In person.** Plan to attend the annual National Child Ambassador Conference and regional Child Ambassador events. There's no better way to get energized about the valuable work you're doing!
- **Be connected to a dynamic community of world changers.** We connect in our Facebook group to support and encourage one another. Here, you will meet friends that could last a lifetime, united in this important ministry.
- **Connect regionally.** We have expert Child Ambassadors across the country who'd love to share their experience with you. See your welcome email for details.

TOOLS AND RESOURCES

Child Ambassador website: wvchildambassadors.org

Familiarize yourself with the website created just for you! It's loaded with tools and resources to help you learn and share with others. Be sure to bookmark it for easy access.

- Use this site to review training materials, download resources, and order supplies.
- Available supplies include child picture folders, sponsorship brochures, presentation videos, general World Vision materials, and more.
- Find a link to share sponsorship online in your Child Ambassador profile.

Picture folders

Child picture folders are your primary tool for connecting children in need with people who can help change their lives.



WHAT'S NEXT?

➤ Details to keep an eye on

- Log in to **wvchildambassadors.org** to order new picture folders at least two weeks before the expiration date of the ones you have and/or before you host a sponsorship event.
- Notice the expiration date printed on the inside left flap of each picture folder (see *below*). 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 Ambassador (CA) number and Child ID printed on the inside left flap of each folder. To accurately account for each sponsorship, make sure these numbers are printed on each reply card you send to World Vision.

Your CA number

214566223

Child ID
(Write in here when your CA number is not preprinted above.)

123456-7891

Expiration date

01-JULY-18

Yes, I want to sponsor this child with a monthly gift of \$39!

123456-7891		NER	F	10
EXP: 02-MAR-17		214566223		
123456-7891				

CONTACT INFO

First Name: _____ Last Name: _____ City: _____ State: _____ ZIP: _____

Address: _____ Phone: _____ Email: _____

PAYMENT TYPE

☐ DEBIT/CREDIT ☐ VISA ☐ MC ☐ DISCOVER ☐ AMEX

☐ Please charge my bill off of my debit/credit card each month. Your card will be charged immediately upon receipt and each month after on the same date. The payment date can be changed at any time by contacting World Vision.

☐ CHECK ☐ SIGNATURE (SEE REQUIRED)

SIGNATURE (REQUIRED)

SIGN BELOW (REQUIRED) for a automatic deduction of an amount OR automatic checking account withdrawal.

2018 operating expenses

86% programs
9% fundraising
5% management & general

World Vision works with a variety of committed partners to create real and lasting change for children in need around the world. We want you to be aware that this partner has received funds from World Vision to help us bring to your attention the critical needs of children around the world. These funds represent a very small portion of our budgeted overhead, which we continually strive to minimize (see chart above). For a complete overview of our current financial records, visit worldvision.org/ar. World Vision is committed to donor privacy and does not rent or sell our mailing lists. We may disclose some donor information to select third parties in order to more effectively target our fundraising communications.

World Vision 34834 Weyerhaeuser Way S.
P.O. Box 9716
Federal Way, WA 98063-9716
worldvision.org

Child Sponsorship
1,800.524.5415
myworldvision.org

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World Vision, Inc. is a registered 501(c)(3) organization, contributions to which are tax-deductible to the extent permitted by law. Information concerning World Vision, including financial and licensing information and charitable purposes, may be obtained without cost from World Vision, Inc., P.O. Box 9716, Federal Way, WA 98063, or by calling 1.888.511.6548.

Reply cards

Back of picture folder



➤ **You got your YES! Now what do you do?**

- Be sure the new sponsor provides the necessary information on the folder, including contact and account information as well as preferred payment method.
NOTE: We cannot accept cash.
- Tear off the perforated card, and insert it into the World Vision envelope provided. (To assure them you are keeping their information secure, do this in front of them.) Then give them the rest of the picture folder to keep.
- Mail the envelope right away (within 24 hours, if possible), being sure to keep it in a secure place until you do.
- The connection with the new sponsor should appear on your Child Ambassador profile in about two weeks, as it takes some time to process.

TIP: Each time you help a child find a sponsor, keep a personal record of the Child ID for reference later!

Sharing SPONSORSHIP



As a sponsor, you've shown compassion for “the least of these brothers and sisters of mine” that Jesus describes in Matthew 25:40. Now you have the opportunity to encourage others to change a child's life the way you have. When you share, speak from your heart about why sponsorship matters to you. Your own story is compelling and your passion for making a difference can be contagious.

➤ Tips for sharing sponsorship

Your neighbor, your sister, your friend at work—they're all people you can talk to about the impact of sponsorship on children's lives.

- **Write down what you want to share.** Keep it short—around 30 seconds. Be sure to mention why you were drawn to child sponsorship and the basics of who World Vision is and what we do. When you're done, practice aloud so it feels natural when you talk to people for real.
- **Have one-on-one conversations.** In-person is best!
- **Don't assume someone's answer will be “no” before you ask.** You never know who will appreciate hearing about this chance to make a real difference in the world.
- **Be confident! Even when you hear “no,” don't be discouraged.** Remember, you're planting seeds every time you share. You are inviting others to join you in changing the life of a child—that's great news!
- **Celebrate!** Every single child who is sponsored as a result of your efforts will benefit from having their needs met and being able to hope for a brighter future. That's worth celebrating! Be sure to thank the person who sponsors—and celebrate with them!

GET STARTED

➤ **Write an elevator speech**

What is an elevator speech? It's a brief, persuasive speech that you use to spark interest in a topic—in this case, World Vision child sponsorship. It needs to be interesting, memorable, and brief—the shorter the better! It should last no longer than a quick elevator ride of about 30 seconds (hence the name).

Your speech should excite you first; after all, if you're not excited about what you're saying, your audience won't be either. People may not remember every word you say, but they will likely remember your passion and enthusiasm.

A good elevator speech about World Vision sponsorship should contain elements of the broad and inspirational concepts we've covered—and invite further conversation. What questions might you ask to encourage a deeper discussion?

Practice your speech with people you trust and get their feedback. Once you're comfortable sharing your enthusiasm for sponsorship in an informal setting, think about how you would tailor your message to your extended family, friends, neighbors, co-workers, congregation, or anyone you communicate with throughout your day.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

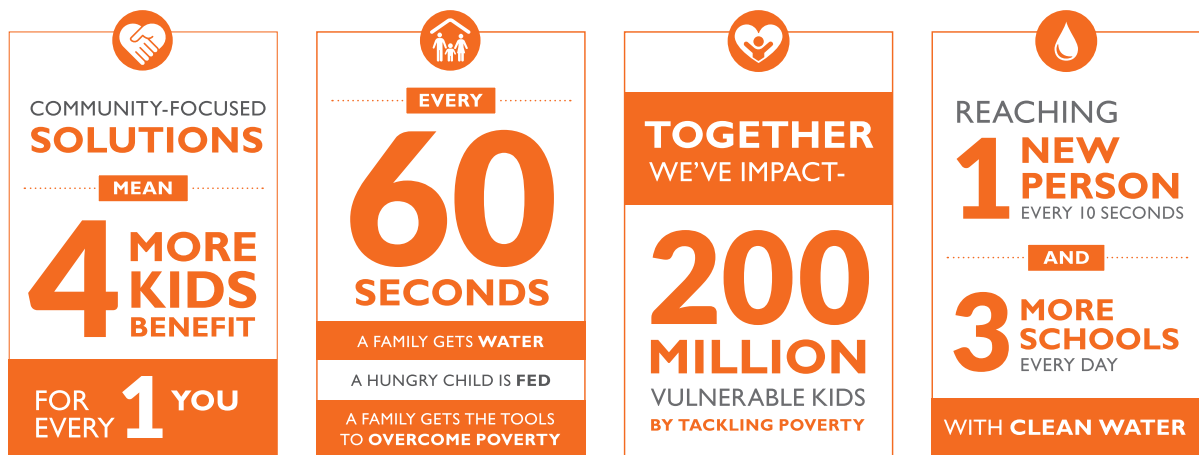
TIP: When talking to people who are unfamiliar with World Vision, our official “identity statements” can be helpful. These are our official ways of explaining who we are, why we serve, and who we serve.

World Vision identity statements (who we are, why we serve, who we serve)

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.



Deciding who to ask

Who do you know? Invite them to sponsor!

Think of people in your various circles, and decide who you'd feel most comfortable talking to first. This list can include family members, friends, co-workers, neighbors, members of your church and social groups, and service providers like your hair stylist and dentist. Write their names here, along with any specific points you want to make.

Family members *(immediate and extended)*

Friends *(close friends and old friends)*

Co-workers and business associates

Neighbors and acquaintances

Social group members *(from church, clubs, and other organizations)*

Service providers *(hairstylist, barista, insurance agent, dentist, etc.)*

➤ Ways you can share

GENERAL TIPS:

- If someone wants to learn more before committing, make sure they have your contact information and you have theirs so you can follow up. You can order your World Vision Child Ambassador business cards by logging on to wvchildambassadors.org.
- Help potential donors find children with birthdays or countries that are significant to them—people connect to children better that way.
- Prepare your own sponsorship scrapbook or folder with photos, annual reports, and letters from your sponsored child so people can see what the experience and relationship looks like.
- Use the “tips for sharing sponsorship” you’ve worked on beforehand to quickly tell others about World Vision. It’s also helpful to offer a picture folder for them to look at while you talk. This may be the first time people have focused on the face of someone in extreme poverty.

Answer the questions below by writing them down—this will help you feel ready to share.

What made you want to be a sponsor?

What has been most meaningful to you about sponsorship?

Brainstorm some engaging questions to raise interest in sponsorship.

➤ **One-to-one, personal conversations**

Telling someone about child sponsorship face to face and asking them to join you as a sponsor may seem intimidating at first, but it is the most effective method you can use.

- **Be bold and ask often!** Be intentional as you think through who to ask. Consider in advance what their questions may be. Make coffee dates and set up lunches. Mention to your friends ahead of time that you'd like to share with them about World Vision child sponsorship so they won't be surprised.
- **Remember your purpose.** You are inviting others to join you in changing the life of a child—that is good news!

➤ **Emails/letters**

Draft an email or a letter that briefly explains sponsorship and invites people to respond, including pictures and your personal reason for sponsoring. Personalize the basic email or letter with a message to each recipient so it means more to them. Try different ways to reach people. If one method isn't working, try something else until you reach your goal!

➤ **Online**

Your Child Ambassador profile includes a link that you can use to share sponsorship online. Share a story from worldvision.org on social media, and post your link to invite your network to sponsor.

➤ Table displays

We'll send you a free table display after you find sponsors for three children!

- Download photos and other display materials from wvchildambassadors.org.
- Keep your table display simple—don't fill it up with items that could confuse your request to sponsor.
- Have pens available for people to use.
- Stand up the child picture folders instead of laying them down. Try hanging them from a rope with clothespins or clips, at eye level!
- Use caution when giving away “freebies”—they may generate more table traffic, but make sure they don't distract people from your call to action.
- Stand in front of your table or to the side of it, not behind it.
- Be smartly dressed. A business suit might be overboard (*depending on the context*), but a neatly dressed person always gives a better impression. You can find Child Ambassador clothing items on our Child Ambassador Store at wvchildambassadorstore.com.
- Be sure that when someone looks at a picture folder, they don't take it unless they are ready to commit to sponsoring that child. Remember—that's the only picture folder for that child until it expires!

TIP: Great conversation starters when you're at your table:

- “Are you ready to change lives today?”
- “Are you a superhero?” Or: “Want to be a superhero today?”
- “Today is the day that YOU can become a world changer.”
- “You look like . . .
. . . someone who wants all girls to have an education.”
. . . someone who wants to fight modern-day slavery.”
. . . a superhero waiting to step out of their phone booth.”

➤ Presentations

- Download PowerPoint templates and other resources from wvchildambassadors.org.
- How YOU feel matters! Inspire yourself ahead of time—pray, listen to music, or watch a World Vision video.
- The most compelling presentation is one that you've prepared ahead of time but doesn't sound scripted. Be yourself, and speak from your heart!
- Practice by having someone film you—it's a great way to build your confidence and comfort level.
- Identify the values you share with the group before you present to them—learn what they are about and what they support. During your presentation, speak to these shared values, build the need for their involvement, and provide a solution (*the “ask” for child sponsorship*), all while conveying an urgency for children in need. Be sure to communicate why World Vision is a trusted partner.
- Use statistics sparingly—you don't want to overwhelm your audience with numbers.
- Are there opportunities for you to share with a large group? At your church? At your workplace? With your neighbors and friends? Consider hosting a barbecue at your home and inviting people to learn more about sponsorship while they enjoy a meal. Think of all the places where you can share about sponsorship and follow through by setting up and preparing for your presentation.

➤ Get your church involved

Invite your church to join you in taking action on behalf of vulnerable children around the world, including them in your campaign to make a difference. World Vision offers several opportunities for churches that make it easy for you to organize a service focused on supporting children in need.

Visit wvchildambassadors.org to learn more about engaging your church through programs like sponsorship, the Matthew 25 Challenge, and the Global 6K for Water.

Overcoming **OBJECTIONS**

We polled our top Child Ambassadors and World Vision staff to help you respond to the objections that you'll hear in this role. It's a given—you WILL hear them if you're an active Child Ambassador. And then, you'll become an expert at responding to them!

We'll help you prepare. Don't be shy—just be ready! And don't forget that your Child Ambassador Coach is always ready to support you and help you as you step further into this calling.

You're in a unique position to help change the world, locally and globally. You are a bridge-builder, connecting your community with the opportunity to bless communities across the world! You bear knowledge and passion that can truly impact lives and lead to transformation, both spiritually and physically.

“So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.” —Isaiah 41:10 (NIV)

➤ **Suggestions for responding to objections**

The following are some questions you may be asked and answers you can use to address them.

“HOW MUCH MONEY GOES TO THE FIELD?”

Oh—that information is right here on the back side of this folder [flip picture folder over].

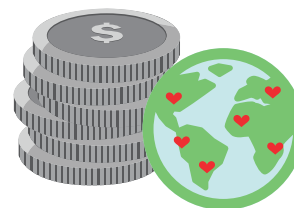
That's the unique value of World Vision's approach—our goal is to build up the entire community around the child, so that child has the opportunity to live out their full potential.

So, your money doesn't go straight to the child because, let's be honest, my 4-year-old sponsored child doesn't know how to spend \$39/month to tackle the root causes of poverty. Instead, our staff work with the local leaders to identify the community's needs which will look different in each community and country around the world. Working with community leaders, World Vision determines what interventions or programs are needed.

We're always working to keep our overhead rate low. In 2018, we used 84 percent of our total operating expenses for programs that benefit children, families, and communities

What happens when you give \$1 to World Vision?

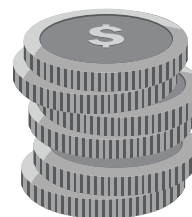
Most of it (**about 60 cents**) is sent to local community programs around the globe.



The rest (**about 40 cents**) is invested in global networks and capabilities that stretch the power of your dollar:



That 40-cent investment generates around **70 cents** worth of grants and donated goods ...



... which means 70 cents *more* to programs that care for children and communities.



The bottom line?

Every \$1 you donate = \$1.30 in impact.



That's a smart investment.



Then, our sponsorship commitment empowers the community with the training, equipment, and confidence they need to be the solution to their own poverty. [Insert personal favorite story from the CA blog, WV blog, or personal World Vision experience]

As a sponsor, you're making an investment in an entire community—not just a single child! It's the most effective way that YOU can help tackle poverty! AND you get to have a personal relationship with a special child while you're at it!

“I CAN GO HOME AND DO THIS ONLINE, RIGHT?”

- 1. You can, but I can probably answer any question you might have right here, and you can start investing in a child NOW!*
- 2. You can, but you won't be able to find that child you have in your hand online—only here with me today.*

“I NEED TO TALK TO MY SPOUSE FIRST.”

I completely understand—I love sharing this experience with my spouse. Would you like to send them a photo of a child that might be speaking to you here today? I can answer any questions the two of you might have!

“I NEED TO PRAY ABOUT IT.”

I understand that you want to pray about it. For me, being a sponsor has been a way to live Jesus' words in Matthew 25:40 to care for the poor. I love that as a sponsor, I have the direct, tangible opportunity to live out that call. As you think through the value sponsorship provides to children, families, and communities, you see a beautiful reflection of what God calls us to in Matthew 25:35-36.

For I was hungry...

World Vision is providing sustainable food resources through things like greenhouses and agricultural training.

I was thirsty...

As the leading nongovernmental provider of clean water in the developing world, World Vision is reaching one new person every 10 seconds and three more schools every day with clean water.

I was a stranger...

World Vision provides shelter for refugees and those displaced by conflict and famine.

I needed clothes...

World Vision provides clothing for children living through cold winters in refugee camps and elsewhere.

I was sick...

World Vision provides access to healthcare, facilities, and training for healthcare workers.

I was in prison...

World Vision works to help change negative cultural practices that imprison girls into early marriage or force children into labor. Through sharing the love of Christ through word, sign, and deed, World Vision works to break the chains of poverty and injustice globally.

Jesus calls us to care for the poor over 200 times in the Bible, and His life was an example of how to do it. We encourage you to consider child sponsorship as a way to live out this call.



“HOW DO I KNOW THE CHILD IS REAL?”

Funny—that’s the number one question that kids in the field ask about you! They LOVE getting letters and emails from their sponsors so they know that you’re real too!

Each child in our sponsorship program is matched with one sponsor, and that child is only available for sponsorship in one place within World Vision. Today, that’s on this picture folder. When you choose to sponsor [insert child’s name], you’ll get to know them very quickly! You’ll receive a welcome packet in the mail in 14 business days with more information. Then you can start writing emails and letters about yourself to help them get to know you! Your sponsored child will write back when you send those letters!

[Insert a personal story about you corresponding with your sponsored child]

Example: Megan’s sponsorship story

Last month was my kiddo’s birthday, so I sent an email, some extra money for his birthday (it’s so cool that you can do that!), and a book in the mail as well. This past month, I got a response from each one!

Other ways to respond.

My church is sending money to _____, and that’s how I support missions.

That’s awesome! My church gives to _____!

My favorite thing about sponsorship is the personal connection I have to my child and their family. I can send them emails and photos online and see what is happening right in their community. It’s so rewarding! What parts of the world interest you? Any global topics that you are passionate about?

“WHY DOESN’T WORLD VISION HELP CHILDREN IN THE U.S.?”

We believe God’s concern for the poor extends to all children, including those living in the U.S. Due to cultural and economic differences, we believe the needs of children in the U.S. can best be met through World Vision programs other than sponsorship.

“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 people on the margins of society, showing us how to listen to children and look out for widows and orphans. Wherever World Vision works, we identify ourselves as a Christian organization. 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’re privileged to be welcomed into many communities where Christianity is a minority faith—or even forbidden. Often, World Vision’s ministry is the only Christian influence a community or country will experience.

In accordance with the Red Cross Code of Conduct, we never proselytize or require a profession of faith in exchange for services. Our hope is to reflect the unconditional and transformational love of Jesus in culturally appropriate ways.

“I ALREADY SPONSOR A CHILD.”

Then you already know the impact! You can change the world for another child, family, and community today!

“BUT THEY ALL LOOK SO HELPLESS ... HOW CAN I POSSIBLY HELP?”

You choose to invest in one child today—and that is the most selfless way that you can choose to change the world. Sponsorship WORKS. It changes lives. Become a sponsor, and YOU will make a difference. You have the opportunity to become the answer to a child—or a mother’s prayer—RIGHT NOW.



NOTES

[illegible]





THANK YOU

for using your voice to advocate for children.

As a Child Ambassador, you are passionate about helping vulnerable children. You are inspired by your faith. And you are making a difference, right where you are. Thank you for partnering with World Vision. We are grateful for your willingness, commitment, and heart for others. With your help, children's lives are being transformed around the world.

➤ Contact us

Feel free to reach out to your Child Ambassador Coach with any questions, or contact our help desk:

Email: cahelpdesk@worldvision.org

Phone: 1.800.478.5289

Web: wvchildambassadors.org



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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.