

# 2-KNOW THE PROBLEM AND SOLUTION

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## Equipping Notes

Fundraising Resources

### SYNOPSIS

A well developed, evergreen list of prospective donors or sponsors is the first place to start in fundraising. The list should include email addresses, phone numbers, and addresses if you have them. With each new year, the list must grow and past donors or sponsors help you multiply the list even greater.

### KEY POINTS

- **Do your research.** Begin to understand the problem of poverty, as the result of broken relationships: between God and humans, and between humans with each other. See how World Vision works and how we address these problems through a page of online resources [HERE](#).
- **Unbelievable Sponsorship Resources can be found here.** [CSI Sponsorship Handbook](#) and [Child Ambassadors Sponsorship Handbook](#).
- **Why doesn't World Vision just do water wells?** Knowing the answer will explain why World Vision's approach is so important.
- **Why don't child sponsorship dollars go directly to the child's family or directly to the child's pastor or church?** Knowing the answer will explain why World Vision's approach is so important.
- **Simplify complex problems and solutions so that a child can understand.** If you were to explain the problem of poverty and how World Vision works to a 10-year old, start there in how you explain it to adults. We have a habit of overcomplicating our explanations to the point that it either frustrates or bores donors.
- **Prove that sponsorship is real.** How does your sponsor child exemplify these things?
- **World Vision sells the best product in the world.** New life, in all its fullness for children and families who would not have it otherwise. Donors get transformed in the process from a Western culture depending on the trappings of the physical into people of action who want to be a part of God's global family.
- **Kids are getting opportunities because of you.** These kids have hope because of access to clean water, education, proper health care, food security, and economic opportunities all through Christian discipleship programs.

### THOUGHTS FOR APPLICATION

Here are some additional things to think about to improve your list:

- **Find a story that blew your mind about WASH.** Tell it in your own words. People will enjoy hearing about that and being a part.
- What part of the poverty that these children are facing stirs your heart the most?

- Write down the Top 3 solutions that World Vision is doing and that your donor or sponsor will be funding that you find incredibly exciting.