

TEAM WORLD VISION

TWV TOOL KIT



TEAM WORLD VISION TOOL KIT

READY, SET, POST!

This tool kit is a step-by-step resource to fire up your community to give generously and smash your fundraising goals! Post one of [THESE IMAGES](#) or a picture of you in your Team World Vision jersey. Be sure to share your fundraising link! Don't forget to follow up with people who like and comment on your posts.

Here are some hashtags you can use: #teamworldvision @worldvisionusa #cleanwater #givecleanwater #waterchangeseverything #worldvision #movetogether #gofarthertogether

Post Option 1 (for when you're just beginning):

I'm doing something NEW and maybe CRAZY! I'm running [\[INSERT EVENT NAME\]](#) with Team World Vision because more than 770 million people lack access to clean water. Be a part of this journey with me! [\[INSERT YOUR FUNDRAISING LINK\]](#)

Post Option 2 (to use to recruit a teammate):

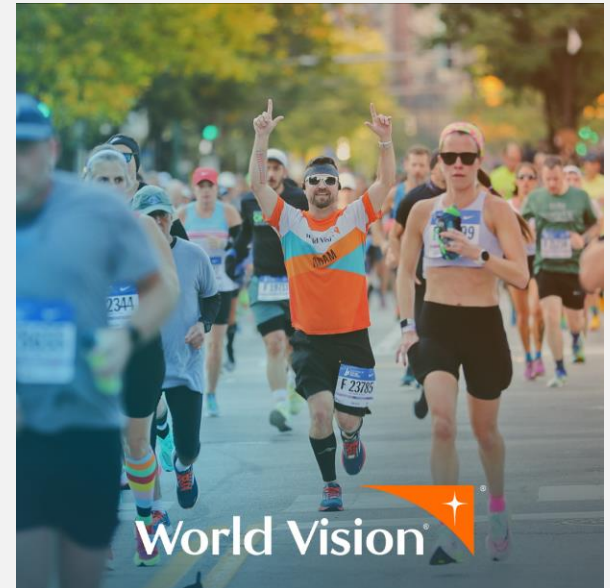
Doing something like the [\[INSERT EVENT NAME\]](#) never crossed my mind, and probably not yours either, right? But I'm training because there are kids without access to clean water, and I'd love for you to join me on this journey. Join the team: [\[INSERT TEAM LINK\]](#)!

Post Option 3:

I am training for the [\[INSERT EVENT NAME\]](#) with Team World Vision to address the global water crisis. My training days are tough, but I keep moving to bring clean water to vulnerable communities. I know that every mile has a name! Every mile I take in training is a mile that someone else doesn't have to take to get to unsafe water!

World Vision has already reached 25 million people with clean water and aims to reach 30 million more by 2030!

Be a difference maker with me, no training required! Your support would be such an encouragement! [\[INSERT YOUR FUNDRAISING LINK\]](#)



QUICK LINK:
[IMAGES](#)

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Post Option 4:

It's not okay that 1 in 10 people lack access to clean water and toilets. It's not okay that women lose 200 million hours a day to fetch water. Together, we can help end the global water crisis! I'm participating in [\[INSERT EVENT NAME\]](#) with Team World Vision. Your support is welcome: [\[INSERT YOUR FUNDRAISING LINK\]](#).

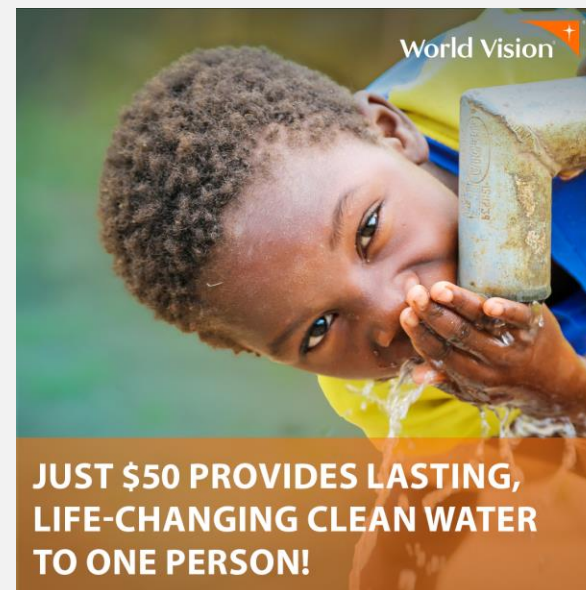
Post Option 5:

Why is clean water so important to women and girls?

Too many girls miss days or even drop out of school because of their periods. Through World Vision's WASH work, private sanitary rooms are built at schools to provide clean water, sanitary conditions, and DIGNITY.

Let's make a difference together. I'm training for [\[INSERT EVENT NAME\]](#) with Team World Vision, and every \$50 donation to my fundraising page brings lasting clean water to one person!

[\[INSERT YOUR FUNDRAISING LINK\]](#)



QUICK LINK:
[IMAGES](#)

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Post Option 6:

Did you know: more than 800 children under age 5 die every day from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices? Did you also know that supporting my Team World Vision [\[INSERT EVENT NAME\]](#) fundraising helps solve the global water crisis?! Let's do this, together!

[\[INSERT YOUR FUNDRAISING LINK\]](#)

Post Option 7 (for your longest training days):

I'm about to do my longest miles before [\[INSERT EVENT NAME\]](#) race day, and I'm feeling the pressure! The miles are challenging, but I also want to raise [\[INSERT YOUR GOAL\]](#) to help [\[DIVIDE YOUR GOAL BY 50\]](#) people get access to safe, clean water! Can you help with prayer and a donation: [\[INSERT YOUR FUNDRAISING LINK\]](#)?

Post Option 8 (to use close to event day):

My [\[INSERT EVENT NAME\]](#) with Team World Vision is coming soon! I have a goal to help bring clean water to [\[DIVIDE YOUR GOAL BY 50\]](#) people by raising [\[INSERT YOUR GOAL\]](#). Can you donate to bring clean water (every \$50 brings lasting water to one person) and support me?

[\[INSERT YOUR FUNDRAISING LINK\]](#)



QUICK LINK:
[IMAGES](#)

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THANK YOU POSTS

Post one of [THESE IMAGES](#) or a picture of you in your Team World Vision jersey. Be sure to share your fundraising link!

Here are some hashtags you can use: #teamworldvision @worldvisionusa #givecleanwater #waterchangeseverything #cleanwater #worldvision #movetogether #gofartherthetogether

Post Option 9 (thank you):

Thank you for your donation, [\[TAG & INSERT FRIEND'S NAME\]](#)! Thank you for being a part of the global water crisis solution. Every \$50 helps bring life change and clean water for one person.

I'm still going! [\[INSERT YOUR FUNDRAISING LINK\]](#)

Post Option 10 (thank you):

Thank you for supporting my Team World Vision [\[INSERT EVENT NAME\]](#) fundraising. I'm so encouraged by your donation, [\[TAG & INSERT FRIEND'S NAME\]](#)!

We're making progress, but there's still work to do: [\[INSERT YOUR FUNDRAISING LINK\]](#)

Post Options: Post to Your Story in Instagram/Facebook

Use [THESE IMAGES](#) for impactful "story" posts.



QUICK LINK:
[IMAGES](#)

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EMAIL TEMPLATES

Dear **[INSERT FRIEND'S NAME]**,

I'm doing something big this year, I am training for the **[EVENT NAME]** with Team World Vision to help end the global water crisis. I don't know if it's harder to believe that I'm doing this or that people don't have access to clean water, but BOTH are true! With \$50 providing life-changing clean water to a child, my goal is to reach **[DIVIDE YOUR GOAL BY 50]** people and raise **[INSERT YOUR GOAL]**.

Would you be willing to give the gift of clean water and support me? You can give a one-time gift, or you can give a monthly, recurring gift to encourage me during my training season. Your gift of \$50, \$100, or \$150 will be a huge support to me and help end the global water crisis. Here is a link to donate and learn more: **[INSERT YOUR FUNDRAISING LINK]**

Thanks so much,
[YOUR NAME]

Dear **[INSERT FRIEND'S NAME]**,

I'm training for the **[EVENT NAME]** with Team World Vision because I was shocked that 1 in 10 people lack access to clean water and that for more than 770 million people, water is too far away to easily drink, bathe, cook, or clean.

I have a goal to bring clean water to **[DIVIDE YOUR GOAL BY 50]** people by raising **[INSERT YOUR GOAL]**. I would love for you to join me and give the gift of clean water with a donation.

FYI: I know it may sound crazy, but I will be training until **[RACE DATE]**. If you want to put a pep in my step, click the monthly, recurring gift option to encourage me during my training season. A donation of any amount means we are a step closer to solving the global water crisis!

Use this link to give: **[INSERT YOUR FUNDRAISING LINK]**, knowing your support helps World Vision (the #1 nongovernmental provider of water on the planet) bring clean water to a new person every 10 seconds.

Thanks for your support,
[YOUR NAME]

PRO TIPS

- Modify any of the social media posts for texts or emails.
- Add your picture to your fundraising page.
- Start a Facebook fundraiser through your [TWV DASHBOARD](#).
- Ask for donations directly/personally and often.
- Tell people your goal.
- Share WHY you are doing this.
- Share your fundraising page link.
- Follow up with people who say they will give or who comment on your posts.
- Use the [Team World Vision-Donor Drive app](#) to take your fundraising on the go.



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