



CREATE LASTING CHANGE

1 REMEMBER YOUR REASON.

You have an important purpose. You are committing your time and your energy to accomplish incredible good. Have confidence as you invite others to join you in making a lasting impact for children and families in need around the world.

2 LEARN A LITTLE.

When people give, they like to know where their money is going. Take some time to read about the needs associated with the cause you are championing, and how World Vision is working to help address the issue. [Visit worldvision.org/philanthropy to learn more](https://worldvision.org/philanthropy), and follow World Vision on Facebook, Twitter, and Instagram for the latest news and stories about the children we're helping. When you're informed, you're better equipped to share a few specifics about how your mission is making a tangible difference in the world.

3 BE BOLD. BE SPECIFIC. BE DIRECT.

The most effective way to ask for support is face to face. Meet with specific people and ask for a specific predetermined amount. Be bold in what you ask them to give! "Will you join me in helping kids in need by giving \$200?" There may be a pause, but that's okay—give your friend the time they need to consider your question and answer honestly.

4 WIDEN YOUR CIRCLE.

You are inviting people into something extraordinary, so why leave anyone out? Give all of your friends and family the opportunity to support you in your efforts to create change. You may be surprised by who is drawn to the cause you care about!

5 HAVE HIGH EXPECTATIONS.

If you find you are having success early on, consider increasing your goal. More people will give—or give more—if your goal is higher.

6 EXPRESS YOUR GRATITUDE.

Once you've reached your goal, be sure to thank the people who gave with a personal note. Share information about who you were able to help through their support. Everyone who joined you in your efforts will appreciate your thoughtfulness, and will be more likely to give again if you choose to take on another mission in the future!



MAX OUT YOUR MISSION

Tips to promote your cause

GET WRITE TO IT

Send a series of emails and letters over time to spread the word and invite others to join you in changing lives.



- Start off with an introductory email, and suggest specific dollar amounts for people to donate
- Send a brief reminder when you're halfway to your goal, giving people a second chance in case they've forgotten
- Follow up as the end date nears with a phone call or a text, and include the link to your personal page (helpful hint: to shorten your link so it works well in a text, visit bit.ly or goo.gl)

MAKE A MOVIE

Create a short video introducing your friends to your mission. Be sure to include your goal and event details, and emphasize the difference you can make with their support. Then ask them to visit your personal page online to support you.



- Include the video in your emails
- Share it on social media

MULTIPLY YOUR IMPACT



- Consider matching others' donations—for example, announce that you'll donate \$5 for every \$50 you raise
- Ask your company if they match funds, then take full advantage if they do
- Recruit a local business to sponsor you and give them credit in all of your publicity
- Save your donors a step at your event by having a computer or tablet available so they can give to your campaign online

ADVERTISE FAR AND WIDE

Think of creative ways you can share about your efforts.



- Host a table at your work, church, or social club where you can share what you're doing! You can even make flyers to hand out.
- Ask your church to run a small mention—or even an article—about your mission in their newsletter, in a bulletin insert, or on their website inviting others to join in to help you make an even bigger difference!

BE SOCIAL

Share with your friends on Facebook, Twitter, or Instagram—wherever you connect with your friends the most and have the biggest reach. Create excitement for your mission and motivate others to get involved.

- Be creative and make each post feel fresh—inform with facts about children in need, share details about your cause and your efforts, and post pictures showing your progress
- Shine a spotlight on those who have supported you by tagging them in thank-you posts
- If you're having an event, create a Facebook event page and invite your friends—be sure to link to your personal page so people who can't attend can still support your cause



To kick off your fundraising, visit worldvisionphilanthropy.org/p2p.