



World's Children



You can raise money and
help vulnerable children

Tips and resources to make it easy

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Getting Started

Thank you for your interest in holding a fundraiser for World's Children.

We recommend you visit our website page: www.worldschildren.org/gift-catalog/ to choose a project for your initial fundraiser. The goal is to keep the fundraising experience simple and fun for you and your friends. After donors experience the World's Children personal approach, they frequently want to get more involved and give again.

Step 1

First choose a fundraising project that inspires you and set a monetary goal. Once you decide your fundraising focus, we can send you supporting materials to help you be successful. Your enthusiasm is the key to success.

Step 2

After you choose your project and set your monetary goal, the second step is to choose the type of fundraiser you would like to hold. See our page of ideas to spark your imagination.

Step 3

Choose a timeframe for your fundraiser and set a deadline.

Step 4

When you have had a chance to think it over, please respond to us by email or phone so we can support you in your noble endeavor. We are happy to answer any questions. We can provide brochures, photos, videos and a special webpage. Let's brainstorm together to make your fundraising a smashing success.



What Works

Make it personal

The most powerful thing about your campaign is you! So add some personality to your campaign. Even use a photo of yourself.

Email works

One of the best ways to inspire donations is to email your friends and family. Be yourself and make it personal. Let them know why you feel passionately about this issue and the solution it will bring. You can be funny or heartfelt. You will want to follow up to let your friends know how you are doing so you can change up your approach. Don't be afraid to send multiple emails. Just be you.

Share your enthusiasm

Tell everyone that you're fundraising for vulnerable children. Even if folks don't give you money, you will touch their lives. Share your inspiration, both in person and online. And ask your friends to share too.

Get that first donation

Asking for donations can be tough. But asking for that first donation is the most difficult. So get that first donation out of the way! Start with your best friend or your mom, someone you feel comfortable around. Or, you can donate yourself!

Be creative and have fun

You can do just about anything — make posters or a video. The thing about raising money for kids is that kids are fun. Even if they come from difficult backgrounds, they laugh, they play because folks like you are making their lives better. So be childlike if you feel like it. Make some waves on social media. Now is not the time to be shy.

Inspire, don't sell

Don't think of fundraising as an imposition, think of it as presenting an opportunity. Nobody likes a sales pitch, but you are giving folks a chance to feel joy when they raise children out of poverty. They will be uplifted by your giving heart. And they can feel safe giving to an organization that has won your trust.

Focus on five

If you can get support from five people, campaigns tend to take off from there. Ask two friends and three family members to support you. Take your campaign one donation at a time, and you'll be changing lives before you know it!

Talking Points



The most powerful thing you can share about World's Children is your own story.

People will love to hear what inspires you about the children, what you like about this charity and how it has affected your life. Use your own natural style and pick just one or two things that really excite you about World's Children.

Example: I'm involved with World's Children because I can make a real difference in children's lives and I have proof that my money went where they said it would go and did what they said it would do.

Talking Points and Facts:

- WC began in 1965 and has helped an estimated **50,000 children**.
- WC spends over **90% of donations** on program services.
- World's Children is special because it is **small but powerful**. The staff will know your name and when you call their office you won't get a maze of choices, you'll get someone who cares who you are and what you want to do.
- If you help fund a project or sponsor a child you'll get a report and photos that show your money really helped in a tangible way.
- World's Children sponsors children in **32 orphanages**. 30 are in India and one each in Ethiopia and Guatemala.
- Currently **3,200+ children** living in orphanages in three countries have their needs met by World's Children. Around 1,100 are sponsored or receive college scholarship support and the other 2,100 benefit by shared sponsorship revenue and special projects.

Talking Points cont.



- **World's Children helps the most at-risk children** on the planet today: kids with HIV/AIDS, girls abandoned as infants at the gates of our orphanages, children rescued before they were sold, kids found begging on the streets. Few charities work with such vulnerable and forgotten children.
- WC supports over 100 **children affected by HIV/AIDS** in five orphanages—four in India and one in Ethiopia.
- WC provided college and vocational **scholarships** each year to approximately 275 Indian students (90 percent are women) who either grew up in an orphanage or came from uneducated families trapped in poverty. Each student received \$500 for the year.
- WC provides support through **special projects**. Our goal is to make the orphanages more homelike and less institutional. These projects include: beds, mattresses, mosquito nets, solar electric and hot water systems, generators, washing machines, library books, computers, study desks, water filters, wells, playground equipment, cows, chickens, goats and gardens to improve nutrition. Funded construction projects include eight new dormitories, four kitchens, two dining halls, numerous new toilets and bathing areas, and two security walls.
- World's Children supports a **Prevention of Child Trafficking Program** in India. An estimated 1.2 million trafficked children in India are enslaved in brothels. Over the past four years the project reached 151,000 people living in 48 villages with information about how traffickers operate. When WC partners started working in this area, they learned that 126 girls were trafficked in 2015. This year none were trafficked. The educational model has worked so well at virtually eliminating trafficking that the project has moved to a new area of high trafficking activity.

Resources

These webpages are helpful to use as links or talking points.

Why World's Children is different—joy and successful outcomes:

<https://www.worldschildren.org/charity-is-different/>

Overview of projects: <https://www.worldschildren.org/gift-catalog/>

Links for Annual Reports. Annual Reports have facts and are inspirational:

<https://www.worldschildren.org/financials/>

Favorite Videos you can link to or use at a fundraiser:

<https://www.worldschildren.org/favorite-videos/>

Free E-books:

<https://www.worldschildren.org/category/free-e-books/>

Encouraging and factual report on Prevention of Child Trafficking:

<https://www.worldschildren.org/trafficking-update/>

Contact us for help with your fundraiser: www.worldschildren.org/contact-us/



Ideas for fundraisers

- ◆ **Hold a get-together at your home.** Birthday parties are great because you can say that instead of gifts, food or wine, bring a donation of any size for your special project. We can provide email-ready photos and suggested text. You may want to send an email invitation.
- ◆ **Hold a Zoom party.** If you can't get together in person., a zoom get-together can be fun.
- ◆ **Have an on-line fundraiser.** Email and Facebook your friends and ask them to donate for your special project. They can go directly to our website at www.worldschildren.org/donate and enter your name in the note field of their donation and it will be credited toward your fundraiser. You can have a Facebook fundraiser where they donate right on Facebook, or we can provide you with a special fundraising page on our website.
- ◆ **Hold a yard sale.** Put up a sign that says all of the proceeds will go toward your special project. Have a donation basket under your poster. You can ask your friends to donate money to your cause or bring a nice item for your yard sale.
- ◆ **More brainstorming:** Talent show, bake sale, movie night, cooking contest, car wash, candy gram (you deliver candy to someone in exchange for a donation), collect loose change, ask your company to give, run miles for cash...
- ◆ **Try your very own great idea.**



Note: World's Children does not provide insurance for your fundraiser. The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.