**Compelling Vision Framework**

Use the framework below to help cast a compelling vision for your year-end giving efforts. Some example text has been provided to help you get started. Enter your own answers in the spaces below.

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| **Describe the *Problem*** | **Every worthwhile initiative is trying to solve for something. What are you hoping to overcome or solve for with your year-end giving initiative?** |
| *We’re needed because…* | *Everyday children living along the banks of the Amazon River are dying from malnutrition and parasites due to their limited access to basic human needs like clean water, nutritious food, and hygiene products.* |
|  | Enter your text here… |
| **Describe the *What*** | **In 40 words or less, describe what you want to accomplish to solve this problem. Include a number if possible and** |
| *We want to…* | *Before Christmas Eve, we want to make sure all 800 children we’ve identified as being at risk receive access to clean water, food, clothing, and hygiene products for all of 2023.* |
|  | Enter your text here… |
| **Describe the *Why*** | **In 25 words or less, describe why you want to accomplish this goal.** |
| *… because…* | *We believe providing for someone’s basic earthy needs is a pathway to introducing Jesus, who can provide for their spiritual needs as well.* |
|  | Enter your text here… |
| **Describe the *How*** | **What will it take to accomplish your objective.** |
| *We will need…* | *Each child sponsorship is $25/month. In order to reach our goal of providing for all 800 children, we’re setting a (insert campaign name here) goal of $240,000.* |
|  | Enter your text here… |
| **Describe the *Who*** | **Help people visualize their place in the story.** |
| *You can help…* | *We all have a role to play in helping bring hope and healing to these people, both physically and spiritually. In addition to praying, will you consider financially supporting our efforts? It’s not equal gifts, but equal sacrifice and it will take us all, sacrificing as one, to meet the needs of these children. To those who are able, we ask that you consider sponsoring multiple children or possibly even an entire family or village.* |
|  | Enter your text here… |
| **Describe the When** | **End with clear next steps, deadlines, and a call to action.** |
| *Next steps…* | *Please submit or postmark your gifts on or before December 31, 2022. There are several ways to give including online, via text, through our secure mobile app, and more. You can even break your gift into smaller monthly recurring gifts. Details and links to all our ways to give can be found at GraceChurch.com/AmazonKids. All gifts are tax-deductible and will be reflected on your 2022 giving statement.* |
|  | Enter your text here… |