A close-up of a sign

AI-generated content may be incorrect.

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

|  |  |
| --- | --- |
| **Describe the *Current State*** | **Every worthwhile giving initiative is trying to improve something. What are you hoping to improve or make better with your 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 better your current state. Include a number if possible.** |
| *We want to…* | *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.* |
|  | 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 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 [insert date here]. 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 [insert your website here]. All gifts are tax-deductible and will be reflected on your giving statement.* |
|  | Enter your text here… |