Week-by-Week Ideas

Follow our fundraising plan like you do your training plan to have the biggest possible impact.

**Week 1: Go Public and Recruit a Partner**
We know that it can feel scary to announce a big goal. But you can do this, and the sooner you start talking about your journey, the more money you will raise, and the easier it will be to find a partner! And we all know that fitness with friends is so much better than fitness alone. You can do the “Cheru” workout as an individual or with a partner. Recruit a partner and challenge each other.

**Week 2: Update Your Story and Fundraising Goal**
Write your story and practice telling it. You have a story, and that story is what will inspire others to give. Add your story to your fundraising page.

Consider these questions for your unique story:
- What are you overcoming in order to take on this event? (Something physical? Mental?)
- What (or who) inspired you to sign up?
- What do you hope to see happen over the course of this journey?

**Week 3: Take a Selfie Video**
Inquire people to donate by giving them a glimpse at the reality of training—show them your sweat, stamina, self during and after your Ruck Walk. Post your selfies to social media with water facts and ask your friends and followers to donate to you! Check out worldvision.org/our-work to arm yourself with knowledge.

**Week 4: Make a List**
Make a list of everyone you know. Everyone. Seriously. Family, friends, college buddies, colleagues, clients, service providers, church members, Facebook friends. Text or email at least 10 people asking them to support you in the Cheru Challenge. Unfortunately, not everyone will say yes to donating. But it’s okay! The more people you ask, the more people will give.

**Week 5: Consider Child Sponsorship**
Child sponsorship is the heart of World Vision. We believe deeply in the life change that happens when you connect with a specific child on the other side of the world. Child sponsorship helps to provide not only a child, but their family and community, with things like clean water, nutritious food, education, and medical care. For every child sponsored, four other children benefit. Sponsorship also provides not only a child, but their family and community, with things like clean water, nutritious food, education, and medical care. For every child sponsored, four other children benefit. Sponsorship also allows you to connect more personally with a specific child, putting a face and name to global poverty.

Child sponsorship costs $39 each month, so it’s an ongoing commitment and relationship with a child that helps our field offices complete things like clean water projects in the community. If you or someone you know decides to sponsor a child this season, you’ll receive a $1,000 fundraising credit. This is a great way to hit your goal!

**Week 6: Make Face-to-Face Asks**
Make at least three personal face-to-face asks. It’s time, friends. You’ve posted on Facebook and sent some emails. But the MOST effective way to raise funds is face-to-face. You have the chance to look someone in the eye, tell them your story, and invite them to be part of changing the world and ending the clean water crisis! If you’re feeling nervous, start with someone close to you and consider it a practice run.

Some things to remember: Be bold. Be direct. Ask people to give a specific amount: “Mom, will you donate $100 and provide clean water to 2 people?” or “Sarah, will you consider sponsoring and changing the life of a child for $39/month?”

Pray: World Vision founder, Bob Pierce, prayed “Lord, let my heart be broken with the things that break the heart of God.” Pray that prayer with us this week. Allow yourself to learn about and be broken by poverty and injustices around the world. Pray that God would give you the patience to walk alongside your friends and family as you invite them to partner with you, and that he would move mightily in your own heart.

**Week 7: Follow Up**
Review your list from week 4 and follow up:
- Who haven’t you asked yet? Go for it!
- Who needs a thank you? Give them a Facebook shout-out or send a personal thank you note.
- Who needs a reminder? Reach out in a different way. If you sent them an email at the beginning of the season, try sending a text. A lot of people want to give and are thankful for the reminder. Include an update on your training and fundraising, and give people another opportunity to join you in your efforts.

**Week 8: Pull Out All the Stops**
Blow up your social feed the week of the Cheru Challenge! Use it to your fundraising advantage and make sure everyone you know is in on it. Maybe even add some fun and do something silly like wear an orange tutu during the Cheru Challenge if you hit your goal! Take a selfie with your Jerry can and don’t forget to post your link so friends who haven’t donated yet can still join you!

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**IMPACT LEVELS**
We don’t lift for the swag, but it sure ain’t bad. We’ll send you some sweet swag as you smash through our Team World Vision impact levels. Earn your Jerry can with $500 fundraised!

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**FAQ**

**CHERU CHALLENGE FUNDRAISING TIPS**

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This special medal is given when you make a $1,000 impact!

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