

SHARE BIG DREAMS
this Christmas



World Vision®

FUN IDEAS for fundraising success



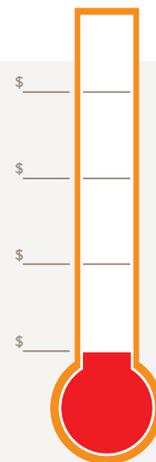
Make giving more fun than getting this Christmas

This year, give yourself and the people in your life the gift of making an impact on the world around you! Few experiences are more rewarding than knowing that you've helped change lives for good.

At World Vision, we're committed to sharing big dreams with children in need, and we're thrilled to partner with you this Christmas. Thank you for helping bring hope to children in some of the world's hardest places. Your involvement truly does make a difference. Here's to you, your campaign, and the children we're helping together!

Five steps to hit your goal

Start by setting an overall monetary goal and determining a start and end date. We encourage you to own your campaign—make it yours and you'll be motivated to achieve your goal! Ready to dive in and share big dreams? Kick off your fundraising by following these five important steps.



- 1 Plan an event (or two!).** Plan a fun kickoff event to get everyone excited and energized about participating in the campaign. Create your own fundraising events or gather a team. Get creative and have fun as you fundraise! See our list of ideas or come up with one of your own. Be sure to promote your event well in advance!
- 2 Customize your fundraising page.** Upload a photo and spend a moment writing out your story. This step is essential if you want to move the hearts of others and inspire them to get involved.
- 3 Ask for support.** Invite other people to join in the joy of giving and donate to your cause. First, personally tell five close friends and family members what you're doing. Share why your cause matters to you. Then, write or email everyone else with a link to your page.
- 4 Publicize your campaign.** We've created some eye-catching resources to help. Hang your **progress poster** and hand out **flyers** at the office, at church, or at school. Contact local venues like coffee shops or libraries to post your flyers on community boards. Hand out **stickers** to people when they donate, so they can show their excitement about sharing big dreams with children in need through your campaign!
- 5 Share on social networks.** Hype your campaign on Facebook, Instagram, and Twitter. Our ready-made **Instagram images** make it easy to share!

Fundraising event ideas

You may already have the perfect event in mind, but if you're still brainstorming and want a little inspiration, here is a list of creative ideas that may spark your interest:



Host a “White Goat” gift exchange at work

Mix it up with a new take on the white elephant idea. Invite your co-workers to don colorful holiday attire, ask for a \$30 donation to participate, and bring a \$5 gift to exchange. OR—use this event to launch your workplace giving campaign and don't charge a thing. A fun start like this could set the perfect tone for your new fundraiser!



Ugly sweater contest

The uglier the sweater, the better! Hype the competition, ask participants to kick in \$25 to compete, line up a small panel of judges, and furnish a nifty prize for the top winner (lunch on the boss, a half day off from work, a coffee gift card, a basket filled with delicious Christmas treats) and a less-than-desirable prize for the worst (fruitcake, anyone?). Don't forget to take pictures and share!



Whose ornament takes the cake?

Encourage folks to create and decorate an ornament in green and red (or your company's colors), and collect \$5 for contest entries. Choose two winners, one for “most creative” and one for “most artistic,” and send each of them home with a delectable dessert. The cool thing about this event? You can use the ornaments to decorate a small Christmas tree in the office, at church, or at school, and promote the campaign at the same time!



Give your Christmas away

Ask friends and family to donate on your behalf instead of buying you Christmas presents. It'll be one season you'll never forget!



Get sweaty

Go all out for a new kind of personal record. Climb a peak, or create your own small-scale 5K, bike race, or even a triathlon. Compete as individuals, or form small teams with friends, co-workers, or neighbors. Customize T-shirts, publicize your goal, and ask for sponsors. Feel great about doing good!