

Fundraising Tool Kit

Releasing children from poverty in Jesus' name, together.



Dear friend,

We're so thankful you've decided to partner with us to release children from poverty in Jesus' name. As an important member of the global Compassion family, you are using your gifts to ensure that children across the globe are known, loved and protected.

Today, more than two million children are discovering lives full of promise and purpose as they develop healthy minds, bodies and relationships all while discovering the life-changing love of Jesus. This is all possible because of you.

As we continue toward the ambitious goal to see every child released from poverty, we want to equip you with everything you need to use your God-given talent to make that happen. Inside this tool kit, you will find the useful tools you need to effectively fundraise for Compassion.

The *Volunteer Network Team* at Compassion Canada is here to serve and resource you on your fundraising journey. If you have any questions, thoughts, ideas or would just like someone to walk with you in this, they are always ready to help! You can find their information below.

No matter who you are, where you live or what your skills are, you can make a difference on behalf of Compassion kids around the world through your fundraising efforts. Thank you for engaging your heart and using your passions to serve children living in poverty.

Sincerely,

ALLISON ALLEY

President and CEO, Compassion Canada

*Compassion's **Volunteer Network Team** is your strongest advocate when it comes to your fundraiser! Their desire is to champion you along your fundraising journey. They are your one-stop shop for extra resources, support, answers, inspiration and encouragement along the way. Be sure to inform the Volunteer Network Team about your fundraiser, whether it is big or small. Feel free to ask questions, request resources and share your creative ideas.*

Email: volunteer@compassion.ca | **Phone:** 1-800-563-5437 ext. 607 | **Website:** compassion.ca/volunteer



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A woman with short dark hair, wearing a bright blue long-sleeved shirt and a green and white plaid wrap, carries a young child on her back. The child has braided hair adorned with red and yellow beads and looks directly at the camera. The woman is looking off to the side. They are outdoors in a village-like setting with traditional buildings in the background.

STEP 1

Choose What to Fundraise For

Fundraising for Compassion is simple! The first step is to choose which of Compassion's **four main funds** you will be supporting:

1. WATER, SANITATION AND HYGIENE (WaSH)

By supporting Compassion's WaSH initiatives, you are helping prevent water-borne illnesses in children. Your gift will help provide safe water, latrines, hand-washing stations and hygiene education to communities around the world, because everyone deserves the chance to be healthy. For more details visit compassion.ca/water.

2. SURVIVAL

By supporting Compassion's Survival initiatives, you are helping to rescue moms and babies from desperate poverty. Your gift is providing food for malnourished children, teaching moms how to take care of their children and preparing them to take their first steps toward a life of promise and purpose—all through the local church. For more details visit compassion.ca/survival.

3. URGENT NEEDS

By supporting Compassion's Urgent Needs fund, you can give to the most pressing needs that our church partners have identified in their communities—including emergency medical care, support following disasters and protection from violation or abuse. For more details visit compassion.ca/urgent-needs.

4. GIFTS OF COMPASSION

Through Gifts of Compassion, you can fundraise for a gift that is close to your heart. Whether you are an artist that wants children in poverty to have access to art and music classes, or a farmer passionate about providing a family in poverty with their own small-scale farm, these gifts are sure to combine your passions with the needs of those around the world. For more details visit compassion.ca/gifts.

TIP: *Use information from this page to explain to your audience what your fund of choice does in your social media posts!*

A photograph of two young children of African descent smiling warmly at the camera. The child on the left is wearing a camouflage-patterned t-shirt and has their arm around the shoulder of the child on the right. The child on the right is wearing a white t-shirt with a faint Adidas logo. They are standing in front of a teal-colored wall with vertical slats.

STEP 2

Choose How to Fundraise

Fundraising options are as unique as you are! The sky's the limit. Feel free to build your fundraiser around the things you love to do and the people you love spending time with. Maybe you'd like to fundraise through an in-person event, engaging your business by donating proceeds or set up a peer-to-peer online fundraiser. Whatever your preference is, we're here to help!

1. CREATE AN EVENT

Sharing about your fundraiser in-person is a great way to engage others with your cause while allowing your audience to ask questions face-to-face, in real time. You can make your event as big or small as you want to. Whether it's a presentation at your church on Sunday, a plug at your work Christmas party or over coffee with a friend or two, fundraising in-person is an effective and personable way to engage others.

Here are some examples to get your creative juices flowing:

- A Water Walk
- A Bake Sale
- A Car Wash
- A 5K Walk
- A Local Concert
- A Sports Tournament
- A BBQ

Want to get inspired? Read about Jacob from Lacombe, Alberta, who created an online baking business to fundraise for Compassion. Visit: compassion.ca/blog/Jacob

2. DONATE PROCEEDS FROM A SMALL BUSINESS

Do you have your own small business? A great way to bring together your personal passions with your fundraiser is to give proceeds of each purchase to the cause you're fundraising for. Whether you sell knitted mittens or run a small bakery in your city, donating proceeds from purchases is a great way to support your cause in a seamless way!

3. FUNDRAISE ONLINE

Our online fundraising tool makes it easy for you to manage and raise funds online. You may decide to do this on your own, or gather a group of friends! Please contact volunteer@compassion.ca to learn more about how to get started

****Note:** If you're hosting an in-person event or donating proceeds from your small business, the Volunteer Network will assign you a unique numerical fundraising code. You'll need to use this code whenever you submit your funds to Compassion. This will help you keep track of your donations and celebrate your successes! If you are doing a peer-to-peer online fundraiser, you do not need a fundraising code.*



A photograph of a woman with long dark hair, wearing a blue sweater, leaning over a desk and smiling as she looks at a computer screen. A young boy with dark hair, wearing a white sweater, is sitting at the desk and using a computer mouse. In the background, other students are visible, some working at their desks. The scene is set in a classroom or computer lab with warm lighting.

STEP 3

Share About Your Fundraiser Online

Sharing about your fundraiser is one of the most important parts of the process! You might choose to share about your fundraiser online or in-person. When sharing online, it can be difficult to put your fundraising initiatives into words. Don't worry. We're here to help with that. Here are some scripting ideas of how to share about your fundraiser; just copy and paste.



EMAIL

Hi friends,

Did you know that today, **[insert statistic from your chosen fund*]**?

Today, I'm setting out to make statistics like this history by fundraising for Compassion Canada's **[insert fund title]** initiatives. But I can't do it alone. My hope is to build a team of people to join the cause and help me reach my goal of **[insert amount]**.

Funds raised will go directly to Compassion Canada's local church partners, who know the specific needs of the communities they live and work in. Depending on the needs of the community, Compassion's **[insert fund title]** interventions can include, **[insert fund details**]**

Would you consider joining me?

Together, we can ensure that every child around the world is known, loved and protected. If you have any questions, feel free to reach out. I'd love to connect with you!

Sincerely,

[name]

****Statistics can be found in your complementary fundraising guide specific to your fund choice***

*****See fund details on page 5***

INSTAGRAM

I'm raising money for @CompassionCA's **[insert fund]**, and I need your help! Even a small donation would assist me in reaching my goal of **[insert amount]**. With a donation of **[insert amount]**, you'll be able to release children from poverty in a tangible way. Read more about my fundraiser and donate today by clicking the link in my profile! **[insert relevant #hashtag]**

More essentials for a great Instagram post:

- An image or graphic that represents your cause or fundraiser. ([We've made some you can download right now!](#))
- A reference of the URL (links can only be placed in Instagram bios, not in individual posts).
- A hashtag (if you're using one), *e.g. #Water #PrenatalHealth*

FACEBOOK

I'm raising money for @CompassionCA's **[insert fund]**. I've raised **[insert amount]** so far, but I still need **[insert amount]** to reach my goal! Would you consider joining me? Even small gifts help! Feel free to share this post and encourage your own friends to give to **[insert fund]**. Together, we can see that more children are known, loved and protected! **[insert relevant #hashtag and URL]**

More Essentials for a great Facebook post:

- An image or graphic that represents your cause or fundraiser. ([We've made some you can download right now!](#))
- The link to your online fundraiser page.
- A hashtag (if you're using one), *e.g. #Water #PrenatalHealth*

TWITTER

"Help me raise money for Compassion's **[insert fund]**! I only need **[insert amount]** to reach my goal. You can make a difference! **[insert relevant #hashtag and shortened URL]**"

More Essentials for a great Tweet:

- An image or graphic that represents your cause or fundraiser. ([We've made some you can download right now!](#))
- The shortened link to your online fundraiser page.
- A hashtag (if you're using one), *e.g. #ActsofCompassion #GiftsofCompassion*

GET CONNECTED

Be sure to tag us in your social media posts on any platform:

@CompassionCA

You can also join Compassion Canada's Volunteer Network Facebook page:

Facebook.com/groups/compassionadvocate

MORE RESOURCES

For more photos, videos, statistics and messaging points to help you share your fundraiser more tangibly with friends and family, visit cmpsn.ca/toolkit.



A photograph of a man and a young girl in a celebratory setting. The man, on the left, is wearing a light-colored traditional garment and has his head tilted back, laughing. The girl, on the right, is wearing a red dress and is smiling broadly, looking towards the man. A large amount of colorful confetti (pink, blue, yellow, green) is falling around them, creating a festive atmosphere. The background is dark with some arched windows and lights.

STEP 4

Donate and Make a Life- Changing Impact

You've reached your goal! Time to celebrate the completion of your fundraiser and make your life-changing impact by sending your donation in one of four ways:

1. **ONLINE**

Online donations for your fundraiser can be made at compassion.ca. Contact the Volunteer Network to receive your unique URL so we can easily track all of the donations being received online for your fundraiser.

2. **BY PHONE**

Our Support Centre Associates would be happy to process donations by phone. Contact us toll-free at **1-800-563-5437**. Provide your unique fundraising code every time you speak with someone regarding your fundraiser.

3. **BY MAIL**

Mail donations to us and include your unique fundraising code with your mailing. If you have collected cash donations, please write **one** cheque for the total donation. Be sure to include the [Donation Tracking Form](#) with complete contact information for all donors (name, address and phone number) including amount and donation method for each person. Submit all donations together at one time if possible.

Mail to:

Compassion Canada, PO Box 5591
London, ON N6A 5G8

Attention: Volunteer Network

4. **THROUGH YOUR ONLINE FUNDRAISING PAGE**

Donations made through the online platform will be processed automatically and will not require a unique fundraising code.

Note: Be sure that you contact the Volunteer Network Team to receive your unique fundraising code which gives you an accurate total of your efforts!



Tips for Fundraising

1. SET AN EASY GOAL AND INCREASE IT LATER

Try setting your initial goal to something you're confident you can raise quickly. Beating the goal is something you can share on social to excite followers and encourage more donations.

2. ASK FOR SET AMOUNTS

Be specific! If you ask for \$30 donations, you're likely to receive \$30 donations as opposed to \$5 or \$10 donations.

3. USE SOCIAL CHANNELS AND EMAIL

Share your fundraiser on social media, but don't forget to also send an email out to your friends, family and coworkers.

4. TELL YOUR STORY

The most important thing you can add to your campaign page is why you're acting. Let your family and friends know why raising funds for the cause you've chosen matters to you; that's what they care about most!

5. SEND PERSONAL MESSAGES

Start by emailing your close contacts because they are the most likely to give. We've provided a sample email template you can easily customize and send to your inner circle to build momentum. Then, widen your outreach as the campaign progresses.

6. FOLLOW UP

Don't hesitate to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up-to-date with your progress as you hit different milestones (e.g. 75 per cent raised) and ask supporters to help you hit the next milestone.

A group of African children, likely students, are gathered outdoors. They are wearing blue school uniforms. The children are smiling and looking towards the camera. The background shows a dirt path, trees, and a building. The text "FAQs about Compassion" is overlaid in the center.

FAQs about Compassion

Who is Compassion?

As one of the world's leading child development organizations, Compassion partners with the local church in 27 countries to end poverty in the lives of children and their families. Today, over 2 million children are discovering lives full of promise and purpose as they develop in all the different aspects of their lives—their minds, bodies and relationships—while discovering God's love for them in the gospel of Jesus Christ.

In the mission to end poverty in the lives of children and their families, there are three values that make Compassion what it is. We are **Christ-Centred, Child Focused and Church Based**. This means that:



WE LOVE JESUS.

We want all people to experience the love of Jesus firsthand and to have the chance to be freed from poverty in every sense: having their practical needs met and hearing the good news about Jesus!



WE LOVE CHILDREN.

Everything we do is designed to meet the specific needs of individual children. We help them identify their passions and talents while gaining skills and resources to overcome poverty.



WE LOVE THE CHURCH.

We want the Church to shine brightly as it displays the love of Christ for all to see. That's why we partner solely with local churches around the world to help children escape poverty.

How does it work?

Through Compassion's programs in partnership with local churches, children are ministered to in every aspect of their lives, receiving:

- **Age-appropriate Christian teaching and discipleship at a local church**
- **Formal and non-formal educational opportunities**
- **Health care, hygiene training and supplementary food**
- **Personal attention, guidance and love**

Does it make a difference?

You bet! According to independent research, Compassion kids are:

- **27-40 per cent** more likely to finish secondary education
- About **35 per cent** more likely to have white collar employment as adults
- **40-70 per cent** more likely to become church leaders

... than their unsponsored peers.

Where does my money go?

Named by *Maclean's* magazine as one of Canada's Best Charities in 2020, Compassion Canada is committed to handling the finances entrusted to us with the utmost integrity. This year, **82.9 per cent** of funds were used for program activities benefiting the children we serve, and **17.1 per cent** for support services. For more details, visit compassion.ca/finances.





Happy Fundraising!

Be sure to let us know how we can serve you best in your fundraising journey. We are excited to be working together with you to release children from poverty, In Jesus' name.



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COMPASSION CANADA | VOLUNTEER NETWORK TEAM

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TOLL FREE: 1-800-563-5437 ext. 607 | **EMAIL:** volunteer@compassion.ca

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