

# WORLD HELP GIFTS

A close-up photograph of a young child with dark hair and eyes, smiling warmly. The child is wearing a light blue t-shirt with a dark blue collar. They are holding a small, fluffy, light-brown rabbit. Several hands are visible around the child and the rabbit, suggesting they are being held or supported by others. The background is slightly blurred, showing other people in a crowd.

  
**SHARE**  
— the —  
**GIFT of GIVING**

*Tips and ideas to multiply your impact*



THE  
**MAGIC  
OF GIVING**  
 IS A BIT OF A  
**MYSTERY.**

**When you're running on empty, it can be exhausting. You can become fearful that you won't have enough or be enough.**

But when you give from a full heart, something unexpected happens: Your capacity for joy grows. You trade a mentality of fear and scarcity for one of abundance and generosity. You flourish.

***In a world that often values stuff more than people, that's a radical approach to giving!***

If you would like to encourage others to give through World Help Gifts – but you're not sure where to start – we can help.

**This guide is designed to empower you with reference points, resources, and ideas** to spark your creativity and inspire you to challenge the people you love to begin thinking about giving a little differently.

Advocates from all over the world are walking alongside you in this endeavor, revolutionizing the way we give ... one person at a time.

***We can't wait to see how God uses you to reach your community while transforming the lives of families around the world. We're cheering you on!***

# BRIGHT IDEAS



## DONATE YOUR BIRTHDAY

Trade the cake and presents for clean water for a village or a goat for a family in need. Ask your friends, family, and social media followers to honor your birthday by making a difference with you.

## TIPS



- *Share our videos from [worldhelp.net/gifts](http://worldhelp.net/gifts).*
- *Update your followers on your progress as you go.*

## PLAY MATCHMAKER

Instead of conventional gifts for holidays and celebrations, find a meaningful gift from our catalog to give in honor of your friends and loved ones.

### *Potential matches:*

- **Mom:** Rescue for a child suffering from malnutrition
- **Dad:** Aid and relief for a refugee family
- **Child:** Shoes or a coat for another child in need
- **The bookworm:** A children's storybook Bible for a refugee child
- **The spiritual mentor:** Support for a church planter's ministry
- **The gardener:** Seeds or fruit trees for a farmer
- **The animal lover:** Chickens, goats, cows, bees, sheep, or pigs
- **New parents:** Sponsor a child in honor of their new little one
- **The fashionista:** A sewing machine for a seamstress in training
- **The techie:** A digital Bible plus resources for a new believer

# BRIGHT IDEAS (CONTINUED)



## START A NEW CHRISTMAS TRADITION

Get everyone in the family involved. Decide on one gift together or surprise one another on Christmas morning with gifts made in each other's honor.

### TIPS



- *If you have young children, tie in the idea that giving to those in need is like giving to Jesus. What better way to honor Jesus' birthday than to invest in the lives of children and families!*
- *Check out the story of the Ault family (included on the enclosed DVD) for more ideas on how to change the way you do Christmas as a family.*

## NEIGHBORHOOD FUNDRAISER

Organize a multi-family yard sale and use some of the proceeds to donate a gift together. Get your kids involved in making signs or going through their closets for old or unused clothes and toys.

### TIPS



- *Include a donation jar at your payment table to collect extra cash gifts.*
- *Use the opportunity to get to know your neighbors!*



## AT WORK:

### SECRET SANTA

Suggest the idea of doing a gift exchange with your colleagues designed to make a difference. Make the “opening” part a time where you share and celebrate what your gifts are doing.

### TIPS



- *Take advantage of the videos on [worldhelp.net/gifts](http://worldhelp.net/gifts). If you buy someone a pair of chickens, show the accompanying video to help explain how his or her gift is changing the lives of a family.*

### HOST AN EVENT

Plan a party, a 5K walk/run, a benefit concert, or a local event for the community. Invite other businesses to participate and donate to the cause. Use the proceeds toward one of our gifts with a higher price tag, like a clean-water well or a Home of Hope for orphaned children.

### TIPS



- *Build the excitement. Issue a press release to alert local reporters about your event and spread the word on social media.*
- *Get as many people involved as possible! Excitement is one of the best motivators, plus, you'll have a lot of extra hands to volunteer.*

# BRIGHT IDEAS (CONTINUED)



## SMALL GROUP CHALLENGE

Present the needs you're passionate about to your Sunday School class or community group. Pray and discuss a goal to meet as a class and start brainstorming fundraising ideas that will bring the group together. Plan on throwing a party to celebrate reaching your goal!

## GIVING SUNDAY

Come together as a church family to serve another group of believers in need. Set aside one Sunday to take up a "love offering" to support a church planter, provide a church building, or supply Bibles to persecuted believers around the world.

## TIPS



- *Share the vision for Giving Sunday early and often in the weeks leading up to the big day. Encourage your church members to prayerfully consider what they will give.*
- *Show a brief video from [worldhelp.net/gifts](http://worldhelp.net/gifts) every week to build anticipation and remind people of their commitment.*



## GIVING TREE

Get your church members in the Christmas spirit with a visual reminder of how they can make a difference. Make and hang ornaments on a Christmas tree to represent a variety of gifts from our catalog with the corresponding price point and description. Invite people to browse and select an ornament (gift) they want to sponsor.

## TIPS



- *Set up the Christmas tree in the lobby or foyer area with a steady flow of foot traffic.*
- *Provide a “check out” table for people to make their purchase through [worldhelp.net/gifts](http://worldhelp.net/gifts).*
- *Don’t forget to give sponsors their ornaments to keep as a reminder of the difference they are making.*
- *Enlist the help of your children and student ministries to help make homemade ornaments or to assemble price tags and descriptions.*



# TIPS FOR SHARING

Whether you're standing on a stage or sitting at a kitchen table, here are some ideas for sharing the vision behind World Help Gifts with your family, friends, and community.

## DRAW PEOPLE IN

Begin with a personal story about how you got involved with World Help Gifts. Keep it brief, but powerful. Here are a few prompts to help you get started:

### TIPS



- *What made you a believer in this way of giving?*
- *Was there an “aha” moment that really captured your imagination?*
- *How did you grow up thinking about giving? Did this change or grow through World Help Gifts?*

## SHARE THE NEED

Choose one or two “issues” you are passionate about alleviating. Briefly share the obstacles and disadvantages children and families around the world face because of these problems and why they have your heart and attention.

### TIPS



- *Use two or three statistics to explain the problem and need.*
- *Don't dwell too long on how overwhelming or terrible the circumstances are. Emphasize that while we can't save the world, each of us can help one person in need.*



## PRESENT THE OPPORTUNITY

Explain how specific World Help Gifts address the problems you just shared.

### TIPS



- *Use the video featurettes on specific gifts to add a powerful visual narrative.*
- *Talk about the ripple effect that's started by giving. Helping one individual lifts up a family, who, in turn, invests back in their community.*
- *Show the connection between physical help and spiritual hope. (See [worldhelp.net/work](http://worldhelp.net/work) for more on this).*

## CALL PEOPLE TO ACTION

The goal is to finish strong by encouraging your audience (or family, or church) to explore, inspire, and give themselves.

### TIPS



- *Speak passionately.*
- *Reiterate the impact giving has on people in need.*
- *Be specific and keep your ask simple.*

*"Today I'm asking you to help me provide clean water for a community," or "Will you commit with your family to sponsor a child this Christmas?"*



# 6 REASONS WHY GIVING MATTERS

## 1

### GOD IS GLORIFIED IN IT!

The love of Christ compels us to actively seek opportunities to love and serve the “least of these” in our world.

## 2

### YOU CAN INFLUENCE THE TRAJECTORY OF A CHILD'S LIFE.

Today's children are tomorrow's parents, leaders, innovators, and influencers. Helping to provide the environment and support a child needs is an incredible investment in the future.

## 3

### GIVING BRINGS JOY!

The happiest people on earth are usually the ones who spend their time being generous to others.





# 4

## MEETING TODAY'S NEEDS CULTIVATES HOPE FOR DAYS TO COME.

Taking an interest in children and families who are struggling shows them they are valued — by the church and by God — encouraging them to open themselves to a new world of possibility beyond their circumstances.

# 5

## GIVING INITIATES MUTUALLY TRANSFORMATIVE RELATIONSHIPS.

No one gets to walk away unchanged. God masterfully works through relationships to refine us more and more into the image of His Son.

# 6

## WHO ELSE WILL TELL THEM ABOUT JESUS?

We can't pass up the chance to share the Gospel with our neighbors, and sometimes the first step is compassionately meeting a need.



**WorldHelp**<sup>®</sup>

P.O. Box 501  
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[worldhelp.net/gifts](https://worldhelp.net/gifts)

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