



# HOW TO SHARE SPONSORSHIP WITH A FRIEND

 **Compassion**  
Releasing children from poverty  
in Jesus' name

**ACT** FOR COMPASSION™



## THIS IS AN EXCITING MOMENT!

To invite someone else into his or her own journey of child sponsorship is a powerful thing. There's nothing quite like connecting friends, family, co-workers, neighbors, and your church community with children in poverty – children who are waiting for someone that can help transform their lives and futures.

By sharing the joy of sponsorship, you're opening a brand new chapter in the lives of both the child and his or her new sponsor. It's the start of something wonderful for both sides of the relationship!

And you know the best part? It's surprisingly EASY to talk about why you believe child sponsorship is an effective, God-honoring way to release a child from poverty. You can do this.

So ... let's begin.





# Tips & Talking Points

Here are a few tips to help you share your own story and the power of child sponsorship with the people you know.

## Start with prayer.

Ask God to guide you to the right person, and to guide that person to the right child. Pray that He will begin preparing your friend's heart, even now, to be sensitive and responsive to what He may be calling him or her to do.

## Share your story.

The people in your life are most likely to be motivated by hearing your own passion and the impact sponsorship has had on your life. Yes, even more than facts and figures (though those are important, and we'll talk about them too)! But first, take some time to reflect on your own sponsorship experience – things you could share that may have a real influence on the people you know.

**Here are some thought starters, as you shape your story and prepare to share it:**

- Why did you first become a sponsor? Describe that experience when you first felt called to act in partnership with Compassion. Use some descriptive details to paint the picture for someone who doesn't know about Compassion.
- How has sponsorship changed your life? If you can, create an honest point of connection with the person you're talking to. Your desire to grow spiritually, to foster compassion within the hearts of your own family, to serve those in need, or to step out in faith financially could really resonate with him or her. Consider how your journeys may align.
- Talk about the child you sponsor. Pictures are a big plus here! Show any photos and letters you've kept, and share some details of the child's life that you've gleaned – things like his or her interests, family life, health concerns, and dreams for the future.

## Explain what sponsorship is & why you partner with Compassion.

It's important to explain the basics of how sponsorship works and to offer some simple stats about Compassion's proven track record. See page 4 for fast facts to help you out!

## Tell them how to sponsor a child today!

**There are two ways to do it:**

- 1 It's a great idea to take a child sponsorship packet with you, since seeing the actual face of a waiting child can be one of the most compelling motivators. You can help your friend fill out the form that's enclosed in the packet and return it in the postage-paid envelope. Once Compassion receives the form, your friend will get a personalized welcome kit in the mail.

- You can request a child packet and postage-paid envelope at:

[www.compassion.com/packet](http://www.compassion.com/packet)

- 2 Scroll together through the faces of beautiful children waiting to be sponsored TODAY at:

[ActForCompassion.com/sponsor-now](http://ActForCompassion.com/sponsor-now)

Make sure you tell your friend he or she has the opportunity to sponsor at the base rate of \$38 per month, *or* for only \$7 more each month they can provide life-giving resources to children and families with additional critical needs like disaster relief, HIV/AIDS care and malaria prevention.

# Fast Facts

When you're talking with someone about child sponsorship, he or she will probably want to know a little bit about how sponsorship works and why you've chosen to partner with Compassion International. Here are a few quick points that may help you answer those questions!

## What is child sponsorship?

- When you sponsor a child with Compassion, you are personally connected to one child - and you become that child's sole sponsor. You will receive information about the child, where he or she lives, health or environmental concerns, and other important details.

In return, the child will learn your name and understand that YOU have chosen to know, love and protect him or her in Jesus' name.

Over time, as you exchange letters back and forth, you will start to build a relationship. You can even travel to visit this precious child and his or her family!

- Your tax-deductible gift of \$38 each month impacts this child's 360° development: mind, body, heart, and soul. Your monthly gift will provide things like educational assistance, nutritious food, health and hygiene training, mentoring and guidance ... and the opportunity to learn about the amazing love of Jesus!

Plus, you have the opportunity to provide life-giving resources for children and families with critical needs like disaster relief, HIV/AIDS care and malaria prevention – and it's only an additional \$7 per month!

## Why Compassion International?

- For more than 65 years, Compassion has been releasing children from poverty in Jesus' name.
- Today, Compassion partners with more than 6,700 Christian churches in 25 countries.
- Compassion is currently providing more than 1.8 million babies, children and youth with lifesaving care, developmental opportunities and hope for the future.
- Charity Navigator, Charity Watch and Ministry Watch rate Compassion very highly for financial accountability.
- An independent study found that children in Compassion's programs are more likely to complete a secondary and university education, hold salaried white-collar employment, and become leaders in their churches and communities. Simply put ... it works!



### CHRIST-CENTERED

Compassion is dedicated to caring for the poor and nurturing hope by spreading the good news of Jesus Christ. When children see themselves as Jesus sees them, they will flourish.



### CHILD-FOCUSED

The ministry of Compassion is holistic, engaging each child as a complete person, with the goal that children develop mentally, physically, socially, emotionally, and spiritually. We want to support their growth into healthy, responsible and fulfilled Christian adults.



### CHURCH-BASED

Compassion programs are delivered exclusively in partnership with the local church. Compassion equips, trains and provides resources so churches may realize their vision of changing their communities by serving children and helping them reach their God-given potential.

Need more details? Explore:

[www.compassion.com/about](http://www.compassion.com/about)





## You can amplify your voice for the voiceless online!



When you create an online sponsorship campaign at [www.ActForCompassion.com](http://www.ActForCompassion.com) you'll have your very own page where you can invite friends and family to sponsor a child. You can focus your campaign on a specific country, child name, birthday, and more – it's easy to get creative and help the children you care most deeply for.

You'll also get instant access to a digital toolkit with ready-to-go emails, social media posts, printable posters, and other tools that make it easy for you to get the word out.

Just remember ... face-to-face conversations are still the most effective place to start. So for the very best results, mix your online and in-person sponsorship efforts!



# Your Guide to the Wrap-Up

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As your conversation progresses, the time will come for you to directly ask your friend if he or she is ready to make the sponsorship commitment right now. Don't be intimidated by this moment! It's an exciting chance for you to connect your story and passion with a life-changing opportunity for your friend.

These tips will help you find the words and confidence to make the ask, answer questions or overcome objections, and handle your friend's response with grace – no matter what!

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## Making the Ask:

This step is surprisingly simple. You just need to ask. You can lead into the question enthusiastically, by saying something like this: "I would love to help you make this life-changing decision today!"

Then, use these direct words: "Would you like to sponsor <child name> today?"

After you ask that question, pause. Don't keep talking. Let your friend respond to what you've asked.

## Overcoming Common Objections:

It's life, and sometimes people need more info before they're ready to make a sponsorship commitment. That's OK! The key is to acknowledge and affirm where the person is coming from.

In fact, if someone voices a concern that you shared before you became a sponsor, you can align on that! The best thing you can do is establish common ground by saying something like, "You know, I had the very same thought when I first learned about child sponsorship. Here's what I found ..." and then provide the solution to the specific concern.



Here are just a few of the common questions or objections you might hear, and some quick pointers on how you can answer them:

- \$38 a month seems like a high cost! I don't have the money right now.
  - > I know that sponsorship is a significant commitment, but I can tell you firsthand, the incredible difference it makes in the life of a child is invaluable. That's not even considering the difference it can make in your own life. It's worth it.
  - > A lot of sponsors have found creative ways to make room in their budgets for what they feel God is calling them to do ... things like:
    - brewing coffee at home instead of buying it every day
    - pulling money from their vacation funds
    - hosting garage sales, bake sales or lemonade stands
    - cutting back on monthly entertainment expenditures or recurring charges (like TV services, music subscriptions and apps)
    - cooking at home instead of eating out
  - > Another popular way to make sponsorship affordable is to partner up with a friend or a group – like your church, class, youth group, workplace, or extended family. As long as you choose one main point of contact for Compassion, you can take turns corresponding and contributing to the monthly sponsorship gift.
  - > I'd be happy to share how I've been able to make room in my own budget, if you're interested!
  - > *If your friend has an obvious heart & passion for children in poverty, but truly can't give right now:* If you aren't able to support the cause financially right now, you can still be a child advocate! One of the best ways to help more children find loving sponsors is by setting up your own online sponsorship campaign

at [www.ActForCompassion.com](http://www.ActForCompassion.com). By creating your own page, you can spread the word and invite your own friends and family to sponsor a child!

- I don't know enough about Compassion and where the money's actually going. Will the funds I provide really impact the child I sponsor?
  - > Compassion is committed to investing at least 80 percent of every dollar into caring for the children in its child development programs.
  - > Compassion carefully stewards their spending on administration and fundraising so that more than 1.8 million babies, children and young adults around the world can be released from poverty in Jesus' name.
  - > You can dive into all the details of Compassion's financial integrity at [www.compassion.com/financial](http://www.compassion.com/financial).
- I need to talk to my spouse or family about it first.
  - > That's a great idea! Sponsorship is an amazing journey for a couple or family to embark on together. Why don't you take some time and pray with them about this opportunity?
  - > Here's a child pack you can take along and share. **OR** You can go to [ActForCompassion.com/sponsor-now](http://ActForCompassion.com/sponsor-now) and show your family some of the children who are waiting.
  - > **NOTE:** Because each child packet is linked to a specific unsponsored child registered in Compassion's program, every packet has a due date, after which the child is no longer available through this packet.
  - > As you think and pray, please feel free to reach out to me with any questions or to talk it over more!
- I'm already involved with another cause or charity. I'd rather focus my efforts on that.
  - That's great! I applaud your heart and commitment to that cause. Compassion is one of many amazing organizations making an eternal difference in our world.

# Handling the Response

No matter what your friend's response is, the key is to handle it with grace. You're planting a seed. You never know how God will continue to work in your friend's heart, whether he or she becomes a sponsor today or isn't quite ready to take the plunge yet.

These talking points will help you leave your conversation on a positive note ... and perhaps keep the door open to continue sharing with your friend in the future.

## If the answer is ...

### NO:

- Thank you for letting me share my heart with you! As you can see, I am truly so passionate about releasing children from poverty, and I appreciate being able to bring you into that part of my life.
- Tell you what – here's my card/contact info. If you're ever curious to learn more, will you reach out? I'd love nothing more than to help connect you with a child who's waiting!

### I'M NOT SURE YET:

- I can understand that – this is a significant commitment that will change your life! Please, take this child packet as you pray about the opportunity and talk to your family.
- Let me know if I can answer questions for you in the process – and let me know what you decide!
- If the decision is NO, could you return this packet to me so I can share it with someone else?
- If the decision is YES, just mail the form in! The pre-paid envelope is included in this packet. You'll receive a welcome kit in the mail soon after, and your sponsorship journey will begin!

### YES:

- Congratulations! I am so excited you're joining me in the life-giving adventure of child sponsorship! I can't wait to watch how your life and this precious child's life are changed!
- You can either sponsor at the base rate of \$38 per month, or for just an extra \$7 per month, you can also provide life-giving resources to children and families with urgent needs like disaster relief, HIV/AIDS care and malaria prevention!
- You can help your friend complete his or her new sponsorship online, or fill out the form included with the child sponsorship packet and prepare to mail it in. Your friend will receive a welcome kit in the mail once the form is received by Compassion, with more information about the child and next steps on beginning the sponsor relationship.
- This is so exciting! I suggest that you request a child packet of your own at [www.compassion.com/packet](http://www.compassion.com/packet), or create your own sponsorship campaign at [ActForCompassion.com](http://ActForCompassion.com), as God leads you to share this exciting opportunity with someone else!
- If you or your friend have any questions about completing the child sponsorship form, feel free to contact us at [act@compassion.com](mailto:act@compassion.com) or (800) 336-7535.



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