


Direct Response Mailer Package

share CHILD SPONSORSHIP with a friend




Nearly one-half of the world's children live in poverty. They lack basics such as nutritious food, clean water, health care and access to education. Every day, an estimated 26,500 boys and girls die from causes that could be easily prevented by the very things that child sponsorship helps to provide — like better nutrition, clean water, health care, access to immunization and more.

You have a powerful message of hope

As a child sponsor you know that there is hope for these children. You have already seen how a monthly gift provides clean water, nutritious food, health care and access to education to help change the life of a boy or girl. Your sponsorship commitment addresses immediate needs and helps provide long-term solutions that make a community a healthier place for children to grow.

We are grateful for your support as a child sponsor. However, in your sponsored child's region many other children are without a sponsor. Please take five minutes now to help World Vision bring the benefits of child sponsorship to these children. It's simple. Just share your experience as a child sponsor with a friend, family member or colleague. By introducing them to sponsorship you make an immediate impact in the life of a child and a family.



It's easy to pass it on

In just a few moments you can pass on your sponsorship experience to a friend. Here's how:

- **Think of someone** who would enjoy hearing about your sponsorship experience. A friend, family member or colleague—a person that you see regularly.
- **Tell them about child sponsorship** using the enclosed card and envelope. Take a moment to jot a quick note and encourage your friend to learn about your experience as a child sponsor.
- **Now, deliver your card.** Mail it, drop it on a desk or take the opportunity to get together for coffee.
- **That's it.** Your friend has all that he or she needs to make a difference in the life of a child.

my SPONSORSHIP STORY



...know millions of children around the world still live in poverty. Many of these children are hungry and sick, and others do not have the opportunity to attend school. I want to tell you about a wonderful way to change the life of one of these children. And it takes so little to make a big difference.

I invite you to join me and thousands of other Canadians who are making a difference by sponsoring children in Latin America. Together we can help World Vision provide what a child needs to grow healthy and strong. I enjoy the satisfaction of ensuring that a child has life's essentials—things like clean water, nutritious food, health care and access to education. It's a great feeling knowing that you are helping a child in this way!

...letter that shows ... You ... need child ... healthier ... support ... possible



World Vision

children too!

Client: Agency - Blue North
 Project: Sponsorship Referral Package
 Role: Copywriter
 Details: I wrote variable copy for this letter, pocket brochure and "pass it on" response piece for multiple audience segments that inspired child sponsors to invite their friends to sponsor a child.

pass it on
 HELP CHANGE THE WORLD!
 IN JUST 5 MINUTES.



...children ... in who still need ... sponsor, our staff ... on the note card. ... n one of our local ... easy for your ... r note card. ... full potential.

...partnering with World Vision to build a better future for children. We are so ... r sponsorship commitment to <<child name>/<child name I-first sponsored> ... e 2-most recent>/<child name-most recent> and your other sponsored ... are doing a wonderful thing for <this child/these children>.

But so many others are in need! Every day, over 26,000 boys and girls die from causes that are easily prevented by the very things that child sponsorship provides — like better nutrition, clean water, health care, immunization, and more. **These basic interventions save children's lives. It's that simple. That's why more child sponsors are urgently needed** — and that's why I hope you will join our new campaign to get more Canadians involved.

As a sponsor, you know how good it feels to help a child in need. Now, we make it easy for you to pass on that feeling to a friend, colleague or family member: Simply invite that person to sponsor a child in the same country where you sponsor <name of most recently sponsored child>. Many other children in <country of most recently sponsored child> live in poverty and need our help. Your actions can make a big difference for them.

It's easy. Just pass along the enclosed note card to a friend. Take a moment to jot a personal message to encourage your friend to join you in helping another child in <country>. **Be sure to write your unique reference number — <identifier number> — on the card before you give it to your friend.** If your friend decides to sponsor a child and returns the card to us, this number

over >