

2022-2023

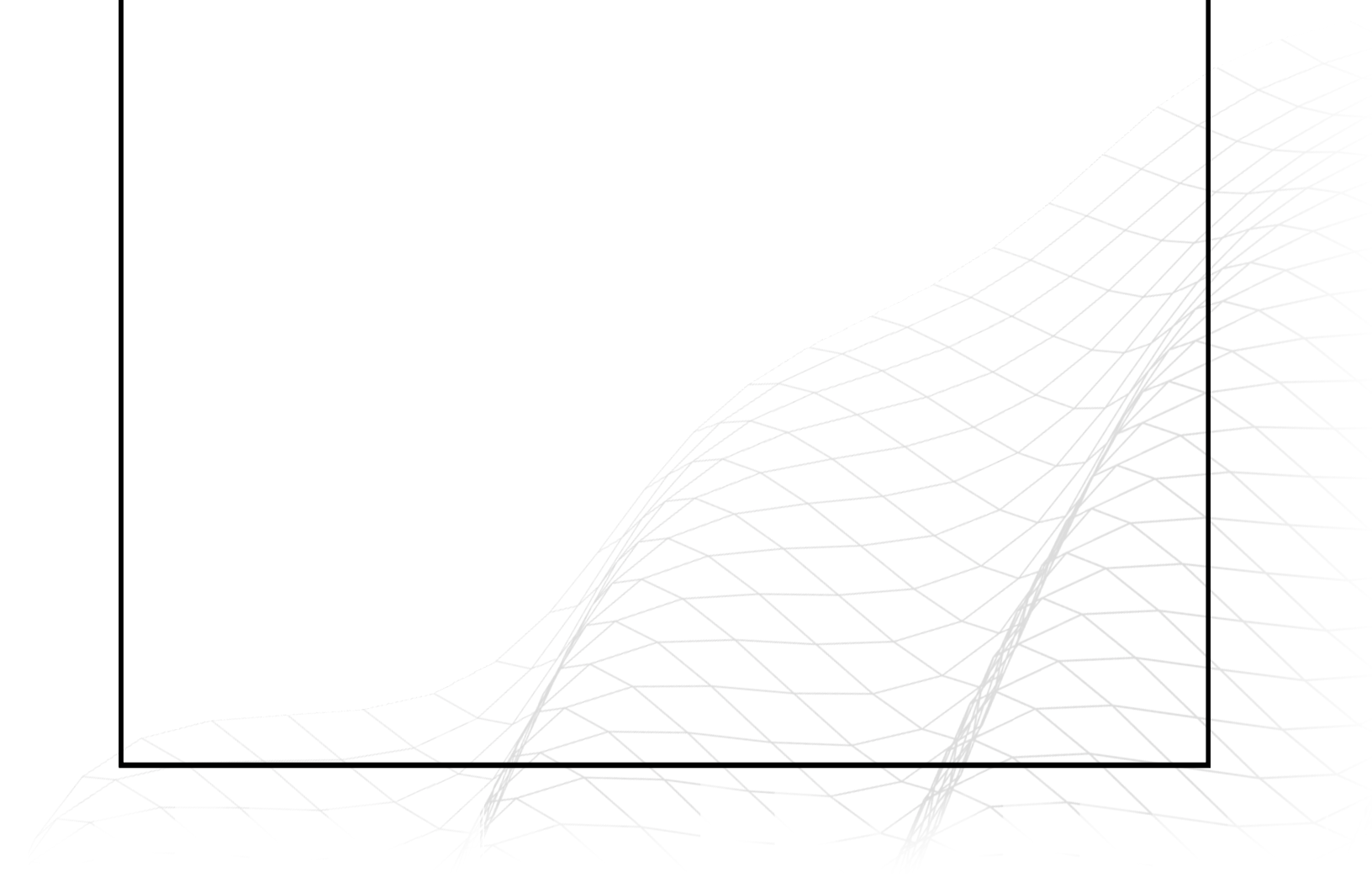
FUNDRAISING KIT

 **WORLD IMPACT NOW**
WIN MINISTRIES

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MINISTRY OVERVIEW



WIN Ministries Overview

KEY VERSE

Matthew 28:19-20

“Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.”

TAGLINE

Because Jesus said go.

VISION

To see that every Christian is equipped to go and reach the world for Christ.

MISSION

To empower Christian leaders through holistic Bible education to discover their purpose in Christ, share the Gospel, and lead their communities out of poverty.

HOW IT WORKS

The N2NCU curriculum is utilized through three structured programs.

- **International Extension Program**

Overseas, we offer a degree in Biblical Studies and Community Development Outreach that intertwines Bible education with knowledge in areas such as livestock care, agriculture, and basic hygiene.

CORE VALUES

1 Evangelism
Creating and empowering a holistic vision within the church for impacting their communities, resulting in open doors for the Gospel and tremendous church growth.

2 Discipleship
Developing mature Christians who are prepared to lead in all areas of life.

3 Practical Education
Providing education with practical and lasting solutions that meet the most urgent needs in churches and communities.

4 Strategic Support
Equipping proven, committed leaders by giving them the tools they need to expand their ministries beyond their expectations.

- **Local Training Program**

Within the United States, we offer a degree in Biblical Studies and Ministry that is geared towards discipleship.

- **N2NCU Online**

Students can enroll directly and begin classes immediately through our online program that allows them to study on their own as they progress towards their degree of Biblical Studies and Ministry.

International Extension Program

Solving an Impossible Problem...

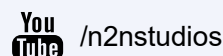
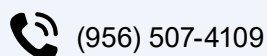
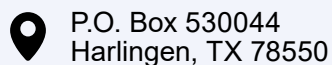
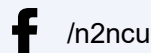
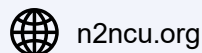
A majority of the developing world is caught in a vicious cycle that keeps communities rooted in poverty and closed off to Christ. **The Christian church often feels like everything they do is only a drop in the ocean of need. There is simply not enough people or money to meet the need.**

This is what Nation-2-Nation was created to fix.

We've spent over a decade filming courses taught by professionals—from Bible professors and counselors to veterinarians, farmers, and nutritionists. By means of a flash drive, this video-based curriculum can be accessed on any television or computer anywhere in the world.

We mobilize thousands of gifted volunteers worldwide to use the Nation-2-Nation Christian University program in their local churches. **Through education, the church becomes the center of community transformation as they draw people to faith in Christ while breaking cycles of poverty and sickness.**

CONTACT US



THE PROGRAM

The N2NCU International Extension Program is designed to meet the need for education and discipleship across the developing world. The curriculum combines Biblical studies, leadership, and ministry training with community development courses to equip pastors with the tools they need to lead their communities out of spiritual and physical poverty.

THE BASICS

- Complete 4-Year pastoral training program on video
- 100+ courses on Bible, ministry, pastoral care, and counseling
- Evangelical and cross-denominational
- Operating in over 50 countries and 150 denominations
- Condensed, focused, practical, and holistic
- Includes numerous community development courses
- Culminates in a Bachelor's Degree
- Affordable—priced for the developing world

LANGUAGES

- English
- Spanish
- French
- Kirundi
- Swahili

THE IMPACT

From just one N2NCU extension school in the developing world...

- 20 pastors will be trained
- 2,000 people will come to Christ over a period of 6 years
- 345 families will be pulled out of poverty and disease
- 20 churches may double and triple in size
- 60 children will be saved from premature death

IT TAKES A TEAM

Meeting the overwhelming need for discipleship takes a team! And we have been blessed with the most incredible team.

As a nonprofit, our impact relies on the support and generosity of our partners. With your help, we will see communities continue to be transformed through the Gospel as leaders are equipped to go and reach the world for Christ.

You are joining thousands of nation changers worldwide who are dedicated to see the Great Commission carried out across the nations.

"I thank God so much for this school and for those He used to bring this quality education to us. We pray that the Lord who is a faithful rewarder rewards you here and hereafter, in Jesus' name."

— George (East Africa)

FUNDRAISING FUNDAMENTALS AND TEMPLATES

General Fundraising Principles

CALL TO ACTION

The call to action (CTA) is the most important part of your fundraising. You can compose the most beautifully written letter, but if you don't tell the reader how to respond, your work is useless.

Always make it clear what you want someone to do in response to what you are telling them. Do you want them to follow a link to learn more about your cause? Do you want someone to give a certain amount of money toward your fundraiser? Let them know, and never be shy about it!

GUIDE

In fundraising, you never want to assume that someone knows enough about your cause to give. Your job isn't done until your supporter clicks the "donate" button after putting in all their information.

Your job is to guide them every step of the way. You want to continually show them why they should give toward your cause rather than a different one.

ASK, ASK, GIVE

The biggest part of fundraising is asking for funds. **You are constantly on the look-out for people who share the same vision as you and will give to see it accomplished.** In between asking, you want to give back to your supporters.

You might share with them a testimony that shows the impact their donation is making or will make. Tell them thank you. Or share part of your story.

STORY

Throughout your fundraising, you want to build your campaign around a story. **What is the need you are trying to meet? Why do you care about what you are doing? Why should others care?**

This is the story that you are telling.

Throughout your social media, newsletters, and emails, build off this story. As you do so, find heartfelt moments to share that will impact your audience. People are driven to give because something tugged on their heart strings. Maybe it was a story about a family who can now eat because of the farming courses they took. Maybe it was your own story of how the ministry met a need in your life. Whatever it is, tell the story!

EMOTION

People are driven to give when they are made to feel something. They could feel sadness or anger or compassion. To draw out a response in your supporters, make sure your content is focused on emotion. This can be done simply by changing around the wording in your social media post or adding a few adjectives here and there.

Keep in mind that you don't always have to present flowery language and big words. You just have to ask yourself, "what is impactful about this story" and share about it.

When you feel like something is missing from your writing, ask yourself, "why?"

Why do you care about pastors being trained? Why do you care about families learning about health and hygiene? Why do you care about your cause? Oftentimes, the reason you care could be the same reason another person will.

INFORMATION

The key to a good fundraising pitch is to balance emotion with information.

The next step is to build confidence by giving concrete details about how you are solving the problem you put in front of them and how their gift will be used. Here is where you can get into the details. What's the solution to meeting the need you connected them to emotionally? What will their gift do? People need to know what's going on to feel confident enough to give.

Just Giving Fundraising Page

1 The first step in peer-to-peer fundraising is to create your **JustGiving fundraising page**. Simply navigate to the WIN Ministries campaign you want to fundraise for and click the “Start Fundraising” button.

The page you create is where your friends and family will make their donations. Your page is composed of your fundraiser name, your story, your purpose statement, and your financial goal and progress tracker.

Your fundraiser summary on JustGiving will be composed of a purpose statement and a reason for the fundraiser. There is a word limit, so keep it concise.

2 On your **JustGiving fundraising page, you will see a section where you will write out your story**. This is your chance to explain what your fundraiser is and why people should give. Keep in mind that in your story you may mention N2NCU to explain your cause, but you are partnering with WIN Ministries, the nonprofit.

3 The last step to setting up your campaign page is to create a personalized thank you message that will deliver to your donors.

1. JustGiving Purpose Statement Format:

I am [your fundraiser purpose] for W I N Ministries because [your reason].

2. JustGiving Story Template:

Use this template to help guide your writing process. Feel free to add your own flare!

I. Introduction Paragraph

- a. Who you are
 - i. *Who are you?*
- b. Your connection to the ministry
 - i. *What is your association with the ministry? How did you get involved?*
 - ii. *Why do you care about the ministry and the vision to see pastors and Christian workers trained worldwide?*
- c. What you are doing
 - i. *What is this fundraiser for?*

II. Body Paragraph

- a. The goal
 - i. *What are you setting out to do?*
 - ii. *The impact*
 - iii. *What will you accomplish with the funds?*

III. Conclusion Paragraph

- a. Ask them to join you
- b. Call to action
 - i. *What are you asking the reader to do? Give money? How much?*
 - ii. *DO NOT be shy about the call to action!*
- c. Closing remark about fundraiser
- d. Sign off
 - i. *Sincerely, thank you, etc.*
 - ii. *Your name*

3. Thank You Letter Template:

Thank you for your donation! It really means a lot to me and W I N Ministries.

Your gift is going to [purpose of fundraiser]!

- [Your name]

Social Media

Social media is a powerful tool to raise awareness about your fundraiser!

POPULAR PLATFORMS

Facebook and Instagram are the most popular social media platforms to use for fundraising. There are currently an estimated 2.32 billion and 1 billion monthly active users.

BEST TIME TO POST

Monday through Friday are the best times to post. Typically, posting in the morning or afternoon will help ensure that more people see your content. There aren't too many rules for when to post. Try out different times and see what works for your audience.

FREQUENCY

Try to post at least once a week. If you research how many social media posts you should make a week, the answers are overwhelming. Many people advice posting every single day during the length of your fundraising campaign.

Do not stress yourself out! Post what you can, when you can, focusing on quality over quantity. As your fundraiser progresses, increase your frequency to keep your audience engaged and updated.

WHAT TO POST

Most social media algorithms favor concise posts, photos, and videos that sound personal rather than like a sales pitch. Your supporters will most likely be more interested in content that is meaningful and heartfelt rather than salesy. That doesn't mean you cannot post long, heartfelt messages. Sometimes, a long story post is incredibly engaging.

At the beginning of your fundraiser, post about it. Give an explanation of the awesome fundraiser you are doing for the ministry! Share why it matters to you and the link to your JustGiving page.

Throughout your fundraiser, keep your supporters engaged and updated. Share blog posts, stories, progress updates, photos, and videos. Thank your friends and family for being involved!

As you near the end of your fundraiser, be sure to post more often. Remind your supporters of the coming deadline or the important need they can meet. When you reach your goal, celebrate! Make sure everyone knows that you accomplished what you set out to do. Remind them of what will happen with the funds. Thank everyone for their support.

USING HASHTAGS

Hashtags are used to link your posts to the topics at hand. If you search the hashtags you use, you can see everybody else's posts online that used those same hashtags. It is not necessary to capitalize each word.

Our Hashtags:

- #N2NCU
- #NationChanger
- #TeamN2NCU
- #EquipTrainEmpower
- #NationChangers
- #WorldImpactNow

Feel free to create a unique hashtag for your fundraising campaign. Simply go to Facebook or Instagram and input the hashtag you want to use into the search bar to see what comes up that's associated with that hashtag.

SHARING POSTS

Fundraising is about community! To ensure that others see your posts, ask your friends and family to help you by sharing your posts to their pages. This will increase reach and engagement.

URLS

Sometimes URLs posted on their own will not get as much engagement. Attaching a photo will help ensure that people see your posts. Add the URL in the post for people to access.

NAVIGATING ALGORITHMS

Social media algorithms are incredibly finicky. This is especially true of Facebook. Seeing good weeks and bad weeks is normal as you try to navigate the Facebook algorithm.

What the algorithm does:

- Evaluates every post to decide what people want to see.
- Decides which of our posts people will see every time they get on Facebook and in what order they see them.
- Usually prioritizes posts from people and accounts they interact with and the types of content they respond to. If someone likes photos, the algorithm will show them photos above other types of content.

In our experience, Facebook really prioritizes personal content. Photos and videos tend to get more engagement.

Time of day can also affect the success of posts. If your friends are on at a different time than when you post, there is less chance they will see your posts.

Link: How the Facebook Algorithm Works



<https://blog.hootsuite.com/facebook-algorithm/>

Link: How Facebook Distributes Content



<https://www.facebook.com/business/help/718033381901819?id=208060977200861>

HANDLING DISCOURAGEMENT

It can be discouraging to see your social media posts not get any traction or engagement. Don't fret! First and foremost, you should be **FUN**draising. **If you aren't having fun, it's time to try something new.**

Toss up a different kind of post. Film a fun video or take a selfie. Share a story about what has impacted you about the need you are working to meet.

And above all, remember that your work is for the Lord!

“And let us not grow weary of doing good, for in due season we will reap, if we do not give up.”

— Galatians 6:9

“Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.”

— Colossians 3:23-24

EXAMPLES AND TEMPLATES

When your JustGiving page goes live, you will want to start raising awareness on your social media platforms by posting an initial announcement. This will include a quick explanation of what your fundraising campaign is for, how much you are raising, and a call-to-action, which will probably be asking them to visit your page.

Fundraiser Announcement:

Hello, all!

I am partnering with World Impact Now Ministries to [purpose of fundraiser]. Our heart is to see whole communities transformed through the Gospel as we provide pastors with the training they need to make a difference. We are raising [fund goal amount] to make this happen. If you would like to get involved or you'd like to know more about what's going on, come on over to my JustGiving page!

Here's the link to find the page:
[JustGiving Page Link]

Throughout your fundraising campaign, keep your audience engaged by sharing photos, videos, progress updates, and stories.

Progress Update:

I'm so excited to share with you that we have raised [amount of money] of the [goal amount] needed to [purpose of fundraiser]!

Check out our progress here: [JustGiving page link]

Ask to Share:

I am raising [amount of money] to [purpose of fundraiser]. We are making awesome progress towards this goal.

Help us out by sharing this post!

Thanks for Giving:

We are moving towards our goal of [amount of money] to [purpose of fundraiser]. I want to take the time to thank everyone who has been praying, giving, and sharing these posts. Your support is changing lives!

[Share something impactful about your fundraiser].

When you near the end of your fundraiser, be sure to remind people of the deadline and make a big deal of it when you reach your goal.

Deadline Reminder:

We are nearing the last day of our [name of fundraiser], and we still need [amount of money left to raise].

Can you help us get over the finish line?

If you can, update again later when you have information or photos of the impact of your fundraiser. For example, if you are raising money to go on a trip, post a photo dump when you get home from the trip and thank everyone again for giving.

Celebratory Announcement:

We made it to our goal! I want to thank everyone who has given towards this fundraiser and shared these posts along the way. None of this would have been possible without you.

With your support, we are going to [result of fundraiser/impact of fundraiser].

Email & Physical Letters

Sending physical letters to friends and family also builds personal connections. You can type your letters or hand-write them for a special touch.

Physical Letter Template:

Physical Letter Template

Date

Name

Organization (optional)

Street

City, State ZIP

Dear [Name],

Have you heard about my fundraiser to support [Organization Name]?

Over the next [time period], I'm aiming to raise [donation amount]. But I can't do it without your help!

[Organization Name] is a cause close to my heart because of [personal story]. They make a huge impact in the lives of [specific community]!

Will you consider contributing to my campaign? A gift of [suggested amount] can go really far towards [achieving a particular goal].

If you aren't able to give at that level, any donation will help!

To support my campaign for [Organization Name], visit my fundraising page at [link to fundraising page].

Thank you in advance for supporting my efforts! I couldn't do this without generous [friends or family] like you.

Sincerely,

[Your signature]

[Your typed name]

P.S. [Include a statement about upcoming events, deadlines, or other information].

Emailing your potential donors is another effective way to raise awareness for your fundraiser and keep supporters engaged.

Email Template:

Hi [person's name],

I want to personally tell you about my fundraiser to support [organization name or cause].

For the next [time period], I'm working to raise [donation amount] so that we can [purpose of fundraiser]. This cause is close to my heart because of [short personal story].

Check out the fundraiser here: [JustGiving link]

I am praying that friends and family alike will be led to give gifts of \$25, \$50, or \$100 dollars to make this [subject of fundraiser] possible. Every gift is important. Thanks in advance for your support!

Sincerely,

[Your name]

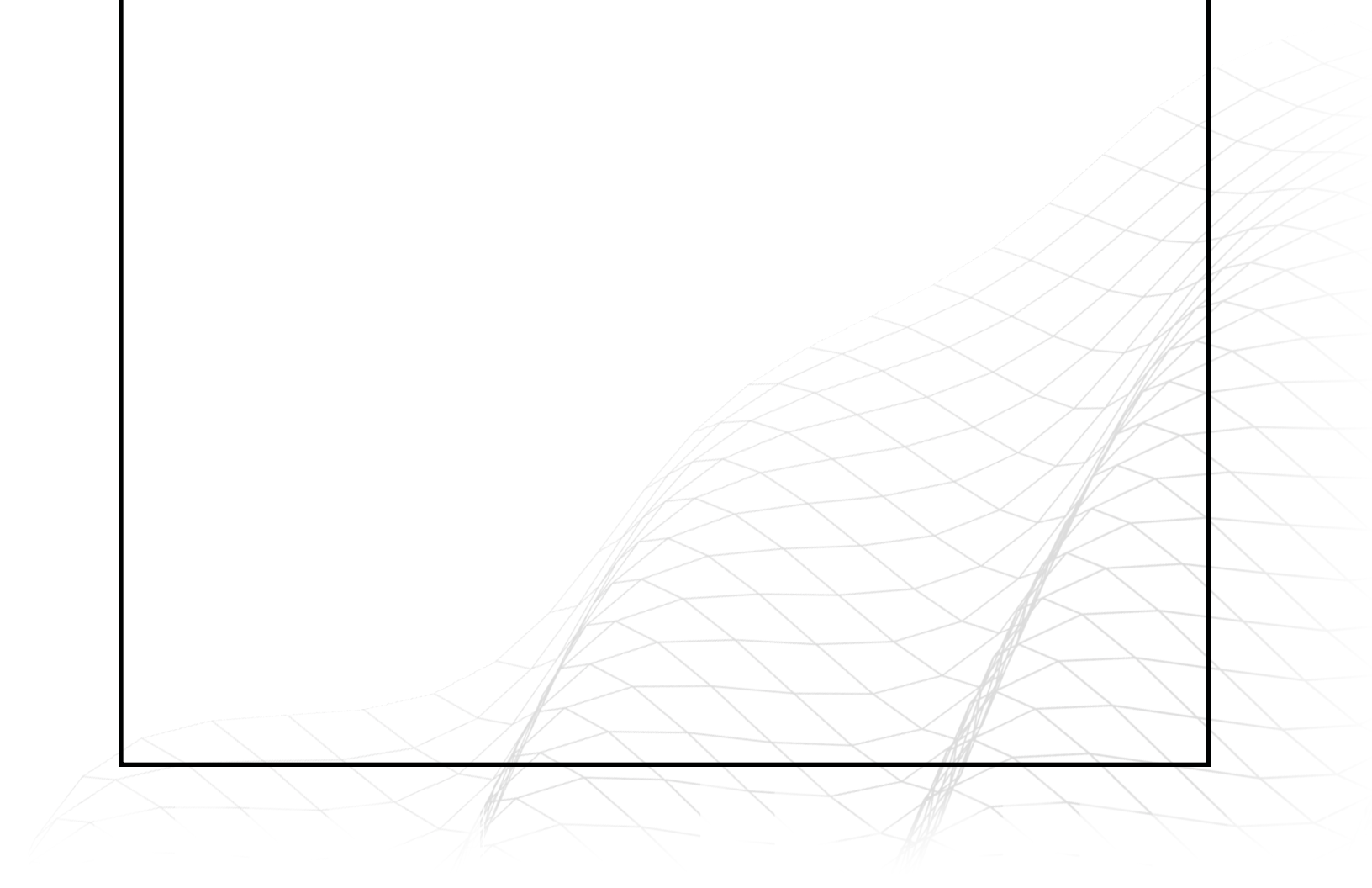
In Person

Meeting with your potential supporters in person can provide you with great opportunities to ask them to get involved.

In Person Fundraising Ideas:

- Ask your church if they can host a church potluck so people can fellowship, hear about your fundraiser, and give donations.
- See if you can speak at your church about your fundraiser.
- Have people over for a special dinner in which you can talk to them about your fundraiser. Be sure to let them know this is what you have planned so they aren't surprised.
- Meet a friend for coffee to talk to them about your fundraiser.

JUSTGIVING FAQ'S



WHAT IS JUSTGIVING?

JustGiving is an online fundraising platform for charities and nonprofits. It's specifically designed for supporters to run personal fundraisers for the causes they care about!

HOW DOES JUSTGIVING WORK?

JustGiving links directly to our ministry, allowing us to track and map donations. Once a week, JustGiving sends all the donations that have been given through your fundraising page to the ministry.

HOW DO I SET UP A FUNDRAISING PAGE?

Starting a fundraiser is easy. JustGiving walks you through the steps and provides instructions for you to follow.

Simply login to your account, press "Start Fundraising," choose "A Charity" when asking what you are raising money for, search for the cause you want to support, select how you are fundraising or click "Doing your own thing," choose the URL for your page you want, and click "Create your page."

- **SPECIAL NOTE:** When looking up our nonprofit, type in "W I N Ministries" with the spaces in between the letters.

Each fundraising page needs to be connected to a ministry campaign. If you do not see the cause you are interested in fundraising for, contact us, and we will set up the needed campaign page for you to connect to.

You can also create a fundraising page directly from our campaign pages. Simply navigate to the page you want to support and press the orange button that says, "Start Fundraising."

If you would like to fundraise for the ministry in general, go to our main JustGiving page and create a fundraising page from there.

Link: [Setting up a Charity Fundraising page](#)



<https://help.justgiving.com/hc/en-us/articles/200669491-Setting-up-a-Charity-Fundraising-page>

WHAT ARE OFFLINE DONATIONS?

People often give through checks or cash. If this happens, there are two ways to make sure that the money is tracked properly.

Many of our fundraisers will opt for cashing the check given to their name and then making a donation on their own JustGiving page. Other times, they will mail the check or cash to WIN Ministries and add the gift as an offline donation on their page.

WIN Ministries and JustGiving will only track donations that come into the ministry. If a donation was given offline, it is your responsibility to transfer that to the ministry through an online donation or a physical check.

Link: [How do I add money I've raised offline?](#)



<https://help.justgiving.com/hc/en-us/articles/200669531-How-do-I-add-money-that-I-ve-raised-offline->

WHY AREN'T ALL THE DONATIONS SHOWING UP ON MY PAGE?

If a donation is not showing up on your page, there are a couple of reasons that might be the cause. Sometimes, your friends and family might give through our website rather than through JustGiving. We have found that people will make their way to our ministry website donation page and give directly to the ministry.

Most often, they will leave a note letting us know that donation was for your JustGiving fundraiser. But, sometimes, there is no note. If a friend or family member has told you they donated but it isn't on your JustGiving page, give us a call, and we will get that updated for you.

We have also found that sometimes people will give with cash or checks. When this happens, it is up to you to update your JustGiving page with the offline donation amount.

Sometimes, donations will be added to your page but will fall through if credit card numbers or other donor information is entered incorrectly. When this happens, JustGiving will send that donor an email to resolve the issue.

Link: Why has my page total dropped?

<https://help.justgiving.com/hc/en-us/articles/115000401109-Why-has-my-page-total-dropped>



Link: What happens if my donation is rejected?

<https://help.justgiving.com/hc/en-us/articles/201128912-What-happens-if-my-donation-is-rejected->



HOW CAN I SEE WHO HAS DONATED TO MY FUNDRAISER?

JustGiving allows you to track who has given to your fundraising page. Simply:

- Login to your account
- Press **Fundraising**
- Click **Edit** on the page you want to see
- Move to **Donations**
- Scroll down to the **Donations made to your page** section to see who has given.

You can also see the donations that have been given on your fundraising page. They will appear on the right-hand side of the page.

Link: How can I see who's donated to my page?



<https://help.justgiving.com/hc/en-us/articles/200669651-How-can-I-see-who-s-donated-to-my-page->

HOW DO JUSTGIVING TEAMS WORK?

JustGiving allows you to setup a team to fundraise together for the cause you care about. You can either set up individual pages that are linked to one overall team page. Or you can simply create one fundraising page and add all the names of your team members in the story section.

Link: A guide to Team Pages

<https://help.justgiving.com/hc/en-us/articles/360002598077-A-guide-to-Team-Pages>



OTHER FAQ'S

For other questions regarding JustGiving, navigate to their help desk.

Link: Just Giving

<https://help.justgiving.com/hc/en-us>



APPENDIX



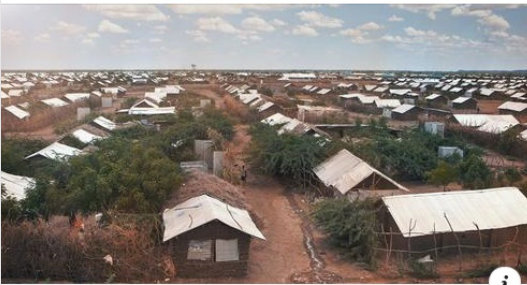
Social Media Examples

INFORMATIONAL

13h · 🌐

Our son [redacted] is working at World Impact Now Ministries (WIN Ministries). We have joined his team to raise funds for refugees in the Kakuma Refugee Camp. These funds will allow them to receive training in ministry and community development bringing them hope and the tools to transform their nation. Not all of us can go out into the world as missionaries, but we can send financial aid. Would you consider cheerfully donating?

Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver. [2 Corinthians 9:7 ESV]



JUSTGIVING.COM

Bringing Hope to Refugees in Kakuma Refugee Camp
Help [redacted] raise money to support W I N Ministries

You and Braedon Baker 2 Shares

Like Comment Share

STUDENT TESTIMONY

WIN Ministries March 25 · 🌐

Our heart is to empower Christian workers worldwide. Imma is a wonderful woman who shares with us her experience with N2NCU:

"The course on women in ministry has been the best lesson and the most inspiring thing I have ever had. I was encouraged to be a woman of God, a woman of destiny with big dreams of changing my community and taking good care of those that God has placed under my care. I have become unstoppable in sharing the love of God with others! N2NCU has given me g... See more



Anna Rose King, Jamie Hawkins and 9 others 2 Shares

Like Comment Share

TRIP UPDATE SHORT

WIN Ministries July 27, 2021 · 🌐

Made it on the plane!



Anna Rose King, Marina Colleen Linder and 10 others

Like Comment Share

TRIP UPDATE LONGER

WIN Ministries July 27, 2021 · 🌐

The moment is finally here! Stephen, Rich, Curtis, and David are boarding their plane to Benin. Thank you to everyone who has given towards this trip. We are expecting a strong launch of our French schools in West Africa!



7 1 Comment 7 Shares

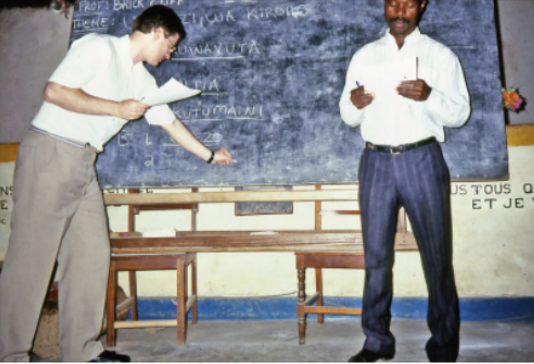
Like Comment Share

LONG FORM STORY

WIN Ministries
May 3 at 9:00 AM · 🌐

We have incredible news! But first, we want to share with you the story about how WIN Ministries and N2NCU began. The vision for our organization was born from perseverance and failure. This is our story. (1/5) Our Story: A Call to Missions

In 1982, Dr. S. Brick Cliff and his wife, Beth, were called to be missionaries to the Congo. Many friends, leaders, and pastors confirmed this calling from God. They spent five years preparing for missions through schooling and support ... [See more](#)



👍❤️ 12 4 Shares

👍 Love 💬 Comment ➦ Share

VIDEO POST

WIN Ministries
February 21 · 🌐

There's nothing like seeing the smiles of a happy family! 😊



👍❤️👏 8 2 Shares

👍 Like 💬 Comment ➦ Share

PROGRESS UPDATE

WIN Ministries
December 21, 2021 · 🌐

We're so excited to share with you that we've made it 51% of the way toward reaching our matching funds goal!

Check out our progress: https://winministries.org/season_of_hope.php



WIN MINISTRIES | SEASON OF HOPE

👍👏 Anna Rose King and Beth Stahl Cliff 3 Shares

👍 Like 💬 Comment ➦ Share

ANNOUNCEMENT

WIN Ministries
January 6 · 🌐

We are so excited to announce that we reached our matching funds goal this Season of Hope! We want to thank everyone for their prayers and generous gifts. Together, we will bring the hope of Jesus to the nations as we provide holistic Bible education in 2022!

https://winministries.org/season_of_hope.php



WIN MINISTRIES | SEASON OF HOPE

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Resources

CANVA

Canva is a software you can use to create posts. There are tons of templates and tutorials on how to use the software. There is a free version that has less options but is still decent. The pro version is \$12.99 a month.

Link: Canva

<https://www.canva.com>



JUSTGIVING EASY FUNDRAISING IDEAS

Link: Easy fundraising ideas

<https://www.justgiving.com/inspiration/ideas/easy>



SOCIAL MEDIA CROWDFUNDING IDEAS

This article goes more in-depth into crowdfunding practices on social media and how to do them effectively.

Link: 3 Crowdfunding social media templates (to raise more money!)

<https://blog.fundly.com/crowdfunding-social-media-templates/#:~:text=Essentials%20for%20a%20great%20Facebook,you're%20asking%20for%20donations.>

