



Fundraise YOUR WAY



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FUNDRAISING TIPS

The funds you raise will supply families with food, clean water, safe homes access to education and more!

1 Create your Facebook Fundraiser

Facebook Fundraisers are an easy way to reach more people and raise more money. You can create and manage your Facebook Fundraiser through your online giving page at fundraise.cwsglobal.org.

2 Make a personal ask

General posts on social media work, but personal asks go a long way! Use whatever communication method you think your friends will respond to best - text, email, or a direct message on social media.

3 Share your story

Your personal message and reason why you're raising funds for CWS is so important for inspiring compassion from others. Record yourself and post to social media, your story, go live, or ask someone in person.

4 Share tangible examples of impact

People love being given the opportunity to give, but also want to know HOW they're helping - so give them some numbers - or better yet tell a story of change (cwsglobal.org/stories)!

5 Be creative

Host a raffle (every \$10 donation gets entered), chalk your neighborhood sidewalks, make a sign to hang at your work desk (we recommend using a QR code to link to your donation page), contact a local restaurant/brewery to host a dine-in/fundraising happy hour event - your options are endless and only limited by what you can come up with!



BIRTHDAY/ANNIVERSARY/MILESTONE DAY

Fundraising Objective:

Use your upcoming birthday, anniversary or any significant milestone day to help you raise critical funds for our most vulnerable neighbors.

Fundraising Ideas:

1. 🎂 For every donation you get you add a candle to a cake and when your DIY fundraiser closes or reaches its goal post a before/after picture/video of all the candles.
2. 🧸 Relate various CWS projects to experiences you've had throughout life. For example, share a story through your DIY/social media about how excited you used to be about getting a new toy (share favorite toy) and how through your CWS fundraiser you can provide that same feeling for a refugee child. (See Price Points page for suggestions of CWS program prices) .
3. 🍽️ Whatever the bill for your birthday/anniversary dinner is – match that total in donations. Ex: If your birthday dinner cost \$100 then match the next \$100 in donations. (I want to provide a good meal to others like I had tonight, etc).
4. 😊 When you're halfway to your goal, share your most embarrassing birthday/anniversary (wedding/honeymoon) story on your DIY/social media pages. Let people know ahead of time if this will help motivate giving.
5. 🚶🏃 For those that are motivated by physical activity: Walk/Run a mile for every donation you get on your birthday or do push-ups for the donation total. (\$20 for 20 push-ups) .

Price Points/Make Your Ask:

💰 Request donations based on your age (\$65 for 65 for example) or use your birth year for a lower/different price point. For example, 65 years old would be \$19.60 since you'd have been born in 1960. For anniversaries you could do the number of years you have been married or how old you were when you got married. Be creative, have fun, but no matter what make your ask!



IMMIGRATION/REFUGEE FOCUS

Fundraising Objective:

Put your passion for the global and local immigrant and refugee community into action and raise critical funds for our displaced neighbors.

Challenge Fundraisers

1. 🚶 Walk/Bike/Run for Refugees – Commit to walking, biking, or running a set number of miles over a week to represent the long journeys refugees make to find safety. Get sponsors to pledge per mile.
2. 🍲 Ration Challenge – Eat only a small selection of staple foods (like rice, lentils, and flour) for a week to raise awareness about the limited food rations refugees receive in camps. Ask for donations in support of CWS’s refugee programs.
3. 💧 Water Carry Challenge – Carry a gallon of water with you for a day (or longer!) to symbolize the long distances refugees travel to fetch clean water. Get sponsors to donate per hour or mile carried.
4. 🏠 Minimalist Week – Live with only the bare essentials for a week—one bag of clothes, minimal food, and limited internet/technology—to reflect the experience of displaced families starting over. Ask for donations and share reflections daily.

Community & Event Fundraisers

1. 🎬 Film Screening & Discussion – Host a movie night featuring a documentary or film about refugees, with a Q&A or discussion afterward. Charge admission or collect donations.
2. 🍽️ Global Refugee Dinner – Cook a meal inspired by different refugee cultures and invite guests to learn about CWS’s work while donating.
3. 🛍️ Refugee Artisan Sale – Sell handmade crafts, art, or baked goods inspired by refugee communities.
4. 🏠 Refugee Experience – Set up an immersive event where participants walk through different stations representing challenges refugees face, such as food rationing, water scarcity, or the resettlement process. Charge a donation for entry.

Social Media & Virtual Fundraisers

1. 🗣️ #WalkInTheirShoes Social Challenge – Share stories of refugee journeys and challenge friends to walk 5, 10, or 20 miles to raise funds and awareness.
2. 🎤 Open Mic for Hope – Host a poetry or storytelling night, with proceeds supporting CWS’s refugee assistance programs.



VALENTINE'S DAY (FEB 14)/LOVE YOUR NEIGHBOR

Fundraising Objective:

Use Valentine's Day or the general theme of loving our neighbor to raise life-saving funds for our most vulnerable neighbors.

Acts of Love Challenges

1. Love Your Neighbor Challenge ❤️ - Commit to an act of kindness every day leading up to Valentine's Day (e.g., writing notes to refugees, volunteering, or donating). Ask friends and family to sponsor your kindness campaign with donations to CWS.
2. Heart for Refugees Campaign 💙 - Sell or gift paper hearts with messages of welcome and hope to raise funds for CWS's refugee support programs.
3. Skip the Sweets, Give the Love 🍫➡️❤️ - Challenge yourself to give up chocolates or treats for a week and donate what you would have spent to support families rebuilding their lives.

Valentine's-Themed Events

1. Cupid's Charity Dinner 🍴 - Host a simple dinner with a global menu and share stories of how CWS helps communities worldwide. Charge an entry fee or ask for donations.
2. Share the Love Bake Sale 🍪 - Sell heart-shaped cookies, international sweets, or fair-trade chocolates, donating the proceeds to CWS programs.
3. Love Across Borders Card Drive ✉️ - Organize a card-making event where participants create welcome cards for newly arrived refugees. Charge a small donation to join, and send the cards through a local resettlement office.

Social Media & Virtual Fundraisers

1. Heart-to-Heart Matching Challenge 💕 - Encourage a donor (or yourself!) to match Valentine's Day donations up to a set amount. Share love-themed stories of CWS's impact throughout the campaign.
2. Hug for Hope Challenge 🤗 - Pledge to give a hug (or a virtual hug) for every donation received, sharing messages about how CWS embraces those in need worldwide.
3. Love in Every Language 🌍❤️ - Post translations of "love" and "welcome" in different languages, sharing how CWS supports refugees from diverse backgrounds. Ask for donations tied to each post.





WORLD WATER DAY (MARCH 22)

Fundraising Objective:

Do you care about access to clean water for all of our global neighbors as well as Water, Sanitation and Hygiene [WASH] work for neighbors who need it? Then use World Water Day on March 22 as your fundraising focus!

Challenge Fundraisers

1. Skip the Shower Challenge 🚿 – Participants commit to skipping their shower for a day (or longer) and donate what they would have spent on water and utilities. They can also ask sponsors to donate per day skipped.
2. H2O Fast 💧 – Go a day drinking only water (no coffee, soda, or juice) and donate what you would have spent on beverages.
3. Walk for Water 🚶 – Walk a set distance carrying a jerry can or bucket of water, simulating the journey many make to fetch water daily. Collect pledges for every mile walked.
4. Bucket Bath Challenge 🛁 – Use only a small bucket of water for all hygiene needs for a day, week or set amount of time and encourage donations.
5. Toilet Paper Ban 🧻 – Go a day using alternatives to toilet paper, highlighting sanitation struggles in communities without access to clean water.

Activity Fundraisers

1. Lap-a-Thon 🏊 – Swim laps at a local pool and get pledges per lap to support CWS's water access projects.
2. Water Balloon Battle 🎈 – Organize a water balloon fight with an entry fee, educating participants on global water challenges before playing.
3. DIY Water Filter Workshop 🏠 – Host a session teaching how water filters work, charging a small participation fee.
4. Blue Day at School or Work 🟦 – Encourage people to wear blue and donate to raise awareness about water scarcity.



Community & Social Media Campaigns

1. One Gallon for One Day Challenge 📱 – Live on just one gallon of water for a day and document the experience on social media, asking for donations.
2. Dine & Donate: Water Edition 🍴 – Host a dinner where only water is served as a drink, with a focus on how clean water access changes lives.



PRICE POINTS

GENERAL PRICE POINTS:

- \$10 - 1 CWS Blanket 🧺
- \$15 - 1 CWS Kids Kit 🖍️
- \$20 - home gardening for a family in Timor-Leste 🌱
- \$50 - 2 CWS Period Packs/Menstrual Hygiene Kits 🩸
- \$75 - 1 CWS Emergency Cleanup Bucket 🧼
- \$100 - 2 beehives in Kenya 🐝
- \$125 - 8 years of class for a student in Kenya 📖
- \$470 - 1 cow in Haiti 🐮



REFUGEES/IMMIGRANTS:

- \$9 - 1 month of emergency rations for a child who has been displaced in Kenya 📦
- \$10 - 2 week food packet for Ukrainian refugees in Moldova 🍴
- \$18 - hospital visit for an unaccompanied refugee child in Jakarta 🏥
- \$25 - toy for a refugee child in the US 🧸
- \$50 - immigration legal fees for family reunification ⚖️
- \$72 - emergency food rations for a family who has been displaced in Kenya 👨👩👧👦
- \$100 - 1 week of groceries for refugee family in US 🛒
- \$500 - career development or employment assistance for a newly arrived refugee 📱

WATER:

- \$5 - 5 gallon canister of safe drinking water in Serbia 🇷🇸
- \$10 - access to a community water system for a family in Kenya 🇰🇪
- \$30 - household water filter in Cambodia 💧
- \$70 - training materials for 2 community workshops on hygiene and sanitation 🧼
- \$200 - sanitary household latrine in Vietnam 🚽
- \$500 - ecological toilet in the Republic of Georgia 🇧🇪
- \$1,450 - Vietnam school water filtration system 🏫



SOCIAL MEDIA POST TEXT/QUOTES

EXAMPLE SOCIAL MEDIA POSTS

Post 1 – Impact-Focused

♥ Every day, families around the world are forced to leave their homes due to conflict, climate disasters, and hunger. But together, we can give hope.

I'm raising funds for Church World Service, an organization that provides emergency aid, food, clean water, and long-term support to refugees and vulnerable communities. A gift of \$___ can provide [impact example, e.g., a hygiene kit, a week's worth of emergency food, etc.].

Join me in making a difference! Donate today and help create a world where everyone has a chance to rebuild their lives. 🌍 #GiveHope #CWSFundraiseYourWay #Enough4All

🔗 [Insert donation link]

Post 2 – Personal Challenge

This week, I'm challenging myself to [fundraiser challenge, e.g., walk 20 miles, take cold showers, live on rations] to raise funds for Church World Service. Why? Because every day, refugees and displaced families face challenges far greater than this.

With just \$___, you can help provide [impact example, e.g., clean drinking water, warm blankets for a refugee family, etc.]. Let's give hope and stand in solidarity with those seeking safety and a fresh start.

Will you support my challenge and donate today? Every dollar makes a difference! ❤️ #GiveHope #CWSFundraiseYourWay #Enough4All

🔗 [Insert donation link]

Inspiring Quotes:

"I alone cannot change the world, but I can cast a stone across the water to create many ripples."

-Mother Teresa

"It always seems impossible until it's done."

-Nelson Mandela

"Life's most persistent and urgent question is, 'What are you doing for others?'"

-Martin Luther King Jr





RESOURCES

Downloadable Graphics

You'll find several downloadable graphics on the "Resources" tab at fundraise.cwsglobal.org that you can use for promotions of your fundraiser.

Websites

Stories of Change: cwsglobal.org/stories

CWS Blog: cwsglobal.org/blog

Facebook: [@churchworldservice](https://www.facebook.com/churchworldservice)

Instagram: [@cws_global](https://www.instagram.com/cws_global)

LinkedIn: [Church World Service](https://www.linkedin.com/company/church-world-service)

What do I do with cash/checks?

Online is going to be preferred and easiest for you, but if someone insists on giving a cash/check donation you can mail all checks to CWS, PO Box 968, Elkhart, IN 46515 and all cash donations can be converted to an online donation by you, or you can write a check in that amount to send in.

I need web help or just some advice-who do I contact?

Simply reach out to onecause@cwsglobal.org to receive answers to any website questions or get connected to a CWS Community Engagement Specialist for further coaching to help make your DIY fundraiser a success.