

Raise Hope. Your Way.

CWS Peer-to-Peer Fundraising Toolkit



Welcome

Thank you for choosing to fundraise for Church World Service.



CWS HIKE FOR HOPE - YOSEMITE NATIONAL PARK



When you raise funds for CWS, you are helping provide:



Food for families facing hunger



Clean water and sanitation



Emergency assistance after disasters



Support for refugees rebuilding their lives



Long-term solutions that build resilience



Resources & Education for sustainable livelihoods

You don't need to be a professional fundraiser. You just need a reason—and the courage to ask.



CROP HUNGER WALK - DURHAM, NC



Getting Started

Peer-to-peer fundraising leverages your relationships and community connections to raise funds and awareness for the work of CWS.

Set Up Your Fundraiser

Individual Fundraising

→ fundraise.cwsglobal.org

Create your own personal fundraising page around:

- A birthday or milestone
- A personal challenge
- A cause you care about
- A special event

You choose the goal and timeline.

Team Fundraising

→ fundraise.cwsglobal.org/fundraise-together

Create a team fundraiser:

- Invite friends, coworkers or church members to join your team
- Set a team goal
- Divide outreach
- Create friendly competition

Teams often raise significantly more than individuals.

CROP Hunger Walk

→ crophungerwalk.org

Register for a CROP Hunger Walk and walk to end hunger locally and globally.

- Invite sponsors
- Engage your congregation or community
- Be part of a long-standing CWS tradition

Next Steps

- Set a clear fundraising goal
- Make the first gift yourself
- Personalize your story
- Share early and often



Add Peer-to-Peer to an Existing Event

Expand the impact of your event by inviting others to fundraise instead of just giving:

- Kit collection or packing events
- Congregational offerings (Blankets, Tools, Best Gift, Period Packs)
- School or workplace drives



GRAND CANYON CROP HUNGER TREK

1 Start Strong

Early momentum fuels your entire campaign. Set a clear goal, make a self-donation to lead by example and personalize your fundraising page with a photo and purpose statement (more in “Share Your Story”). Share your link widely and keep your page updated with:

- Inspiring [CWS stories of change](#)
- Why this cause matters to you
- Updates on your fundraising activities
- Thank you messages to supporters

2 Schedule and Plan

Map out key milestones throughout your fundraising campaign and plan to promote your fundraiser at strategic moments to maximize support. Be intentional about when you communicate. Consider these milestones to keep you on track:

- Campaign Launch
- Halfway to Goal
- Event Ask
- Post Event Ask

As you plan your outreach, consider who has the resources or willingness to support you. Ask yourself these questions and make your list:

- Who are five **family** members I can ask?
- Who are five **friends** I can ask?
- Who are five **coworkers** I can ask?
- And who are five others in my broader community I can invite to contribute?

3 Share Your Story

Write a short, compelling purpose statement about why you are fundraising for CWS.

Answer these four questions:

1. Who is CWS and what we do
2. Why you chose this cause
3. How the money raised will make a difference
4. What you're doing to raise funds for CWS

Use this message everywhere—your page, emails, social posts—to keep your “why” front and center, inspiring others to join you.



Sample Purpose Statement

With global hunger & displacement on the rise, disasters striking across the world and poverty having a huge impact on many, I want to help by raising funds for CWS.

4 Spread the Word

Share boldly and often through:

- personal emails
- texts
- social media
- workplace newsletters

Encourage others to pass your message along.

Templates are included at the end of this toolkit to help you get started.

5 Say Thank You

Gratitude keeps your community engaged and inspired. Thank donors personally.

- Highlight the impact of their support
- Celebrate progress with shout-outs to donors on social media
- Share updates and gratitude on your fundraising page

Every gift matters and acknowledging them strengthens your fundraising success.





40TH BIRTHDAY FUNDRAISER



Fundraising Ideas

Milestone Fundraisers

Turn personal celebrations into life-changing impact for neighbors experiencing hunger, displacement, and lack of clean water.

Creative Ideas

Age-Based Giving

- Ask for donations tied to your age or birth year (turning 50? Ask for \$50. Born in 1975? Ask for \$19.75).

Candle Goal Challenge

- Add a candle to a cake for every donation and share your progress.

Match My Meal

- Match the cost of your birthday dinner with a donation (e.g. "I enjoyed a great meal — help me provide one for someone else!").

Move for Your Milestone

- Walk/run or exercise in numbers tied to your age or donation amounts.

Anniversary Impact

- Ask for donations based on years of marriage and share reflections about love, resilience and commitment that connect to rebuilding lives.

Solidarity Challenges

Step into solidarity through action. Take on physical or lifestyle challenges to reflect the realities many families face — and raise funds in support of CWS programs.

Refugee & Immigration-Themed

Walk/Run/Bike for Refugees

- Log miles representing refugee journeys. Get pledges per mile.

Ration Challenge

- Eat simple staples (rice, lentils, flour) for a week.

Minimalist Week

- Live with only essentials for seven days.

Water & WASH

(Great for World Water Day – March 22)

Walk for Water

- Carry a bucket or jerry can while walking a set distance.

Skip the Shower Challenge

- Skip showers for a day (or more) and donate savings.

One Gallon for One Day

- Live on one gallon of water and document the experience.

H2O Fast

- Drink only water for a day. Donate what you'd normally spend on coffee or other drinks.

Bucket Bath Challenge

- Use minimal water for hygiene.

Love Your Neighbor

(Great for Valentine's season, Anniversaries or anytime)

Love Your Neighbor Challenge

- Commit to one daily act of kindness and invite sponsorship.

Skip the Sweets, Share the Love

- Give up treats and donate what you would've spent.

Community Events

- Bring people together to learn, connect, and give.



Cause-Focused Campaigns

Rally support around a specific impact area you care about most.

Refugees & Immigrants

Put your passion for welcoming neighbors into action.

Sample Messaging:

- "Help provide emergency food for displaced families."
- "Support legal services for family reunification."

Use price points like:

- **\$9** – one month of emergency rations for a displaced child
- **\$50** – Immigration legal fees for reunification
- **\$100** – one week of groceries for a refugee family

Clean Water & WASH

Focus your campaign on water access, sanitation, and hygiene.

Sample Messaging:

- **\$10** – Access to a community water system
- **\$30** – Household water filter
- **\$200** – Sanitary household latrine

World Water Day Spotlight:

- Launch or conclude your campaign around March 22 for added momentum.

General CWS Impact Campaign

Highlight broad impact:

- Blankets
- Hygiene Kits
- Kids Kits
- Livelihood programs
- Education support

Invite donors to support the expansive work of CWS.



Themed Events

Global & Refugee-Focused

Film Screening & Discussion

- Feature a documentary or film and host a conversation.

Global Refugee Dinner

- Cook dishes inspired by communities CWS serves.

Refugee Experience Night

- Interactive stations representing displacement challenges.

Artisan or Bake Sale

- Sell handmade or culturally inspired goods.

Water-Focused

(Perfect around World Water Day)

Lap-a-Thon

- Swim laps and collect pledges.

Water Balloon Battle

- Entry fee + short educational moment before playing.

Blue Day at School/Work

- Wear blue and donate to support water access.

Dine & Donate: Water Edition

- Serve water as the only beverage to spark conversation.

Valentine's/Anniversary-Themed Community Events

Cupid's Charity Dinner

- Simple dinner with stories of global hope.

Share the Love Bake Sale

- Heart-shaped or international treats.

Love Across Borders Card Drive

- Create welcome cards and collect donations to participate.



No matter which path you choose:

- Set a clear goal
- Share stories of impact
- Make a personal ask
- Use fundraise.cwsglobal.org to build your page

Your fundraiser - your creativity - real global impact.

Faith & Congregational Ideas

Engage your church, youth group, or small group.

Fundraising Objective

Connect generosity to faith values like loving our neighbor and welcoming the stranger.

Scripture + Story Night

- Pair a Bible study with a CWS story of impact.

Special Offering Sunday

- Designate a Sunday for a DIY offering tied to a theme.

Prayer & Action Challenge

- Pray daily for a week and invite donations alongside prayer commitments.

"Love Your Neighbor" Campaign

- Center your fundraiser on Matthew 22:39 or similar scripture.

Lent or Advent Giving Focus

- Use seasons of reflection to invite sacrificial giving.

Virtual & Social Media

Leverage your network online.

Fundraising Objective

Use storytelling and digital tools to expand your reach.

#WalkInTheirShoes Challenge

- Invite friends to log miles and donate.

Open Mic for Hope (Virtual or Hybrid)

- Poetry, music, storytelling livestream.

Matching Gift Challenge

- Secure a match and promote urgency.

Love in Every Language

- Post "love" and "welcome" in different languages and tie each post to a donation goal.

Live Updates & Goal Milestones

- Go live when you hit 25%, 50%, 75%, and 100%.



TOLEDO CAMPUS MINISTRY PERIOD PACKING EVENT - UNIVERSITY OF TOLEDO, TOLEDO, OH



Price Points & Impact

- Ask for specific amounts that are tied to one of the impact items on the list below.
- Share how much you've raised so far in the number of items below.
- Share the impact of what your actual dollar goal is, using the number of items that can be provided.

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

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
- \$1450** Vietnam school water filtration system

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 Indonesia
- \$25** Toy for a refugee child in the United States
- \$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 the United States
- \$500** Career development or employment assistance for a newly arrived refugee



Outreach & Promotion

Social Media

Sample 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 **\$XXXX** 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 #Enough4All
[Insert donation link]

Post 2 – Personal Challenge

This **[week/month]/season**, 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 **\$XXXX**, 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 #Enough4All
[Insert donation link]

Email

Campaign Launch

SUBJECT: Join Me in Supporting Families and Communities Worldwide

Dear **[Name]**,

I'm excited to share a new challenge I've decided to take on, and I hope you'll be able to help me out.

In an effort to support families and communities building stronger, more secure futures, I have embarked on an epic fundraising challenge to raise vital funds for Church World Service.

I've taken on this challenge because I believe every family deserves access to the resources they need to thrive — from food and clean water to safe shelter, disaster recovery, and opportunities that create long-term stability. This mission is deeply meaningful to me, and I'm committed to doing my part. Every mile we cover helps CWS walk alongside communities around the world as they rebuild, adapt, and grow stronger.

My goal is to raise **\$XXXX**, and if you're able to support me with a tax-deductible donation, I would be truly grateful.

Together, we can make a real impact by helping families access essential resources, respond to crises, and create lasting change in their communities. It's easier than you think — you can make a tax-deductible donation directly to CWS through my fundraising page here: **[insert online fundraising link]**

Thank you so much for your generosity and encouragement.

With gratitude,

[Full name]

Event Ask

SUBJECT: I'm Getting Close — Will You Help Me Reach My Goal?

Hi **[Name]**,

The days are quickly approaching for me to reach my fundraising goal of **\$XXXX!** Can you help me make a difference for families facing hunger and poverty?

I've taken on this challenge because I believe every family deserves reliable, sustainable access to food, water and shelter and supporting Church World Service is one way I can help make that possible.

This cause is incredibly important to me, and I'm doing everything I can to help CWS provide long-term resources and hope to families in need — but I can't do it alone. I need your help to raise as much as I can.

If you haven't donated yet, please consider supporting me by donating through my fundraising page here: **[insert online fundraising link]**

I'm excited to make the biggest impact possible and with your support, I know I can go above and beyond my goal!

Sincerely,

[Full name]

Text

Campaign Launch

Hi **[Name]**, I am raising funds to support CWS in their mission to help families overcome hunger, poverty, displacement, and disaster through sustainable, long-term solutions. My goal is to raise **\$XXXX**. Will you support my fundraising by making a donation to my page here: **[insert link]**? Your support means so much – thank you!

Event Ask

Hi **[Name]**! I'm getting close to my **\$XXXX** goal for CWS! I'm doing this to help families facing hunger, poverty, displacement, and disaster – causes that mean a lot to me. If you haven't donated yet, please consider helping me out here: **[insert link]**. Thank you so much!

Business Matching Donation Letter

Dear **[Full Name]**,

I am reaching out to share a meaningful sponsorship opportunity connected to an inspiring challenge I have committed to in raising funds for CWS and their work fighting hunger, poverty, displacement, and disaster through sustainable, community-driven solutions.

Every step we take helps CWS strengthen food security, expand access to clean water, and provide long-term resources for families in need around the world. I am aiming to raise over **\$XXXX** and want to ask if you would partner with me in this life-changing work. I have personally donated **\$XXX** and want to ask if you would match this donation?

I believe **[business name]** would be an excellent sponsorship partner for this endeavor. Your support would not only demonstrate your company's commitment to social responsibility but also align your brand with a mission that resonates strongly within our community: ensuring that families have the resources they need to overcome hunger and build a more secure future. Sponsorship offers positive visibility, community engagement opportunities, and the chance to be directly linked to impactful, sustainable change.

All sponsorship donations are tax-deductible and go directly to CWS to support their work in addressing hunger, poverty, and displacement through locally driven, long-lasting solutions. Together, we can make a meaningful impact, one that continues long after the fundraiser is over.

I would welcome the opportunity to talk with you further about partnering on this important cause. Please feel free to contact me at **[phone]** or **[email]**. Thank you for considering this opportunity to make a real and lasting difference.

Kind regards,

[Full Name]



CWS HIKE FOR HOPE - YOSEMITE NATIONAL PARK



Resources, Support & FAQ

Resources

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)

CROP Hunger Walk Channels:
Facebook: [@CROPHungerWalk](https://www.facebook.com/CROPHungerWalk)
Instagram: [@CROPHungerWalk](https://www.instagram.com/CROPHungerWalk)
LinkedIn: [CROP Hunger Walk](https://www.linkedin.com/company/CROP-Hunger-Walk)

Support & FAQ

What do I do with cash/checks?

Online fundraising is preferred and easiest, but if someone gives cash or check donations you can mail all checks to:

Church World Service
PO Box 968
Elkhart, IN 46515

Cash donations can be converted to an online donation by you, or you can write a check in that amount to send in. Include your name and/or team name so the gift gets credited correctly.

What if a donor has an employer match?

Employer matches are welcome! Donors can request matching gifts when they make their online donation, or employers can mail their matching check directly to:

Church World Service
PO Box 968
Elkhart, IN 46515

Please ask them to include your name or team name so they are credited correctly for the gift (e.g., John Smith's fundraiser).

IRA/QCD Giving

IRA and QCD gifts are welcome! These gifts can be made through the [CWS website](https://www.cws.org), or mailed to:

Church World Service
PO Box 968
Elkhart, IN 46515

Ensure the donation includes the name of the fundraiser so the gift can be credited correctly (e.g., Jane Smith's fundraiser for Displaced People).

Do my donors receive a tax receipt?

All donors making online gifts will receive an email receipt from CWS for their donation.

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 fundraiser a success.