



## Dear 30 Hour Famine Participant,

Thirty hours. It's just over one day, but in that short time, more than 7,000 kids will die of hunger-related causes. Kids go hungry, and we say *that's just the way it is*. But it's not a *just way*. It's unjust.

The question is: will you care enough to let their hunger move you to action? Inspired by the love of God, you can join the fight. To keep kids alive. To give food to all who go hungry. To hunger for justice.

When you do the 30 Hour Famine, you're opening your eyes to the reality of global poverty. The funds you raise will bring hope to hungry kids: your brothers and sisters in the family of God.

What does the LORD require of you but to **do justice**, and to **love kindness**, and to **walk humbly** with your God?

—Micah 6:8 (RSV)

## Fundraising ideas

### » Create your team fundraising page—and go viral.

Find your team and create your fundraising page at [famine.ca](http://famine.ca). Make it your own with your photo and story—now's the chance to let people know why you're choosing to do the Famine. Then, ask friends and family to fund your Famine using your favorite social platforms. Try making a short video or two you can share with your squad (or email to your grandma) for a more personal ask. When you share the link, don't forget to tag #30hourfamine.

### » Lend a hand.

Go around your neighborhood offering to do yardwork or chores at neighbors' houses in exchange for a donation. This is a great way to spread the word about the Famine outside the church.

## Fundraising Tips

Turn this page over for a handy script for asking friends and family for donations!

## Make the fundraising fun

Aim for a minimum of \$240—feeds four hungry families for a year—as your fundraising goal. If you did the Famine last year, challenge yourself to double your previous amount!

**\$60**

feeds a hungry family for a year!



**\$240**

feeds four hungry families for a year!



**\$480**

feeds eight hungry families for a year!

Thanks to our partnership with World Food Programme \$60 helps to provide food for a family for one year. *World Vision is the United Nations World Food Programme's largest implementing partner in delivering food to the neediest populations. Countries that will be supported by this funding include, but are not limited to DRC, Uganda, Afghanistan and more.*

Dollar values are based on estimates at the time of printing of this document.



# Here's your handy script for asking friends and family for donations—on the phone or IRL.

“Hi \_\_\_\_\_, this is \_\_\_\_\_.

I'm really excited to be doing World Vision's 30 Hour Famine. I'm giving up food for 30 hours to raise money to help hungry kids around the world.

During our Famine event we'll learn about global hunger and poverty—and get a glimpse of how it feels to be hungry. Every day over 7,000 kids die from hunger-related causes. But, just \$60 feeds a hungry family for a year. Would you be willing to donate \$120 to help feed two families for a whole year?”

» *Pro tip: Don't be afraid of the “awkward silence.”*

> **If they decline, try offering one tier lower:**

“I understand. \$120 can be a lot. Would you consider \$60 to help feed a hungry family for a year?”

> **If they decline again, try one more time:**

“Can I tell you a little bit about World Vision? They're a Christian humanitarian organization, and they've been helping kids and families break free from poverty for almost 70 years. So you can be sure your donation is going to programs that help kids who really need it. Will you consider \$60 to help feed a hungry family for a year?”

> **If they agree to support you:**

“Thank you! You can make your cheque out to World Vision Canada. And your donation is tax-deductable too! Your tax receipt will be provided closer to tax time.”



> **If they decline to support you:**

“I understand. Thanks for your time. I would love it if you'd join me in prayer for hungry kids around the world and for my group as we do this event.”

> **If you're leaving a voicemail, use this shorter script:**

“Hi \_\_\_\_\_, this is \_\_\_\_\_.

I'm excited to be doing World Vision's 30 Hour Famine to raise money for kids who go hungry around the world. Every day, over 7,000 kids die from hunger-related causes, and just \$60 helps feed a hungry family for a year. I'm sorry I missed you today, but I'll call again to tell you more. I would really appreciate your support. Thank you, \_\_\_\_\_!”

30 HOUR  
FAMINE

World Vision

famine.ca  
1.888.8FAMINE (1.888.832.6463)  
famine@worldvision.ca

**30 Hour Famine.** Students loving God and fighting hunger.

**World Vision** is a Christian relief, development and advocacy organization working to create lasting change in the lives of children, families, and communities to overcome poverty and injustice. Inspired by our Christian values, World Vision is dedicated to working with the world's most vulnerable people as a demonstration of God's unconditional love. World Vision serves all people regardless of religion, race, ethnicity, or gender.