

# Global Partners Conference 2024

Let's Talk Sponsorship!



## Survey – Paper Handout

- What is the sentiment towards child sponsorship in your community, and in the overall church culture?
- What are your top **three** challenges as a HopeChest Partnership Leader (HPL) regarding increased **engagement** and **sponsorship** in your community?
- How helpful are the tools that HopeChest provides for sponsorship engagement? (check the tools you find helpful)

# Why Child Sponsorship Matters to the child?

- Provides access to resources vulnerable children need to thrive in their community and increase their chance to succeed
- Establishes a CarePoint and paves the way for greater community wide engagement and development
- Atkelt's personal experience
- Sponsorship nurtures self-worth, self-expectations, dreams, and aspirations.
- Provides the platform for personal connections as a source of encouragement



# Why Child Sponsorship Matters to the HCF

- Discipleship, growing in faith
- Grow in generosity
- Cross-cultural learning
- Building relationship
- Inspiration from the potential of the child being released
- Opportunity to travel
- Opportunity to teach own children
- Being part of a community transformation and advancement of God's Kingdom





# CHILD SPONSORSHIP WORKS

## SPONSORED CHILDREN ARE:

**27-40%** more likely to finish secondary education

**80%** more likely to complete university

**30-75%** more likely to become community leaders as adults than their non-sponsored peers

**40-70%** more likely to become Church leaders

*Sponsorship nurtures self-worth, self-expectations, dreams, and aspirations.*



Statistics taken from independent study of Compassion International sponsored children: done by Dr. Bruce Wydick, professor of economics and international studies at the University of San Francisco. These types of outcomes are often contingent upon the sponsorship rate at each partnered CarePoint.



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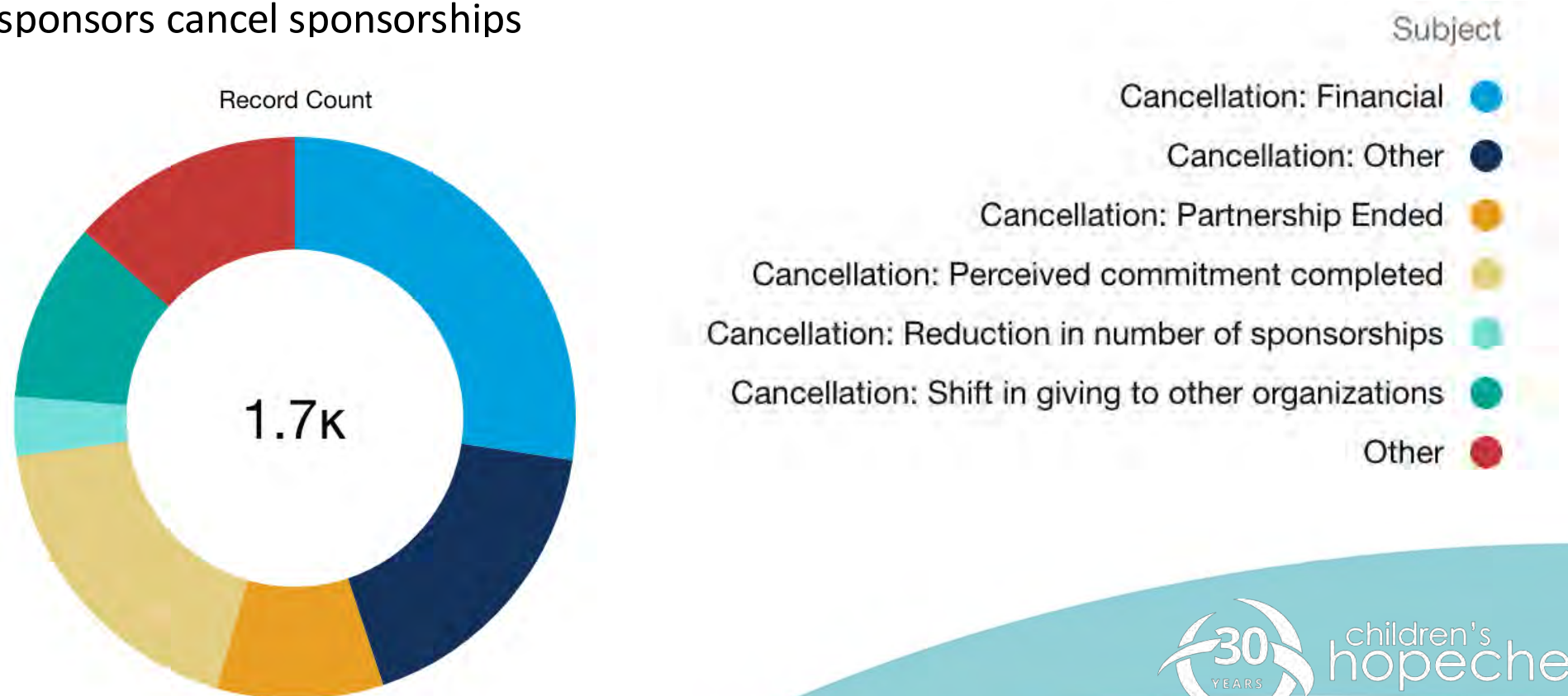
# Ways to Engage Sponsors

- Breaking through the noise – personal touch from HPLs
- Video greeting from child to sponsor during trips
- Help sponsors see the bigger picture, community transformation vs commitment only to an individual child
- Get sponsors closer to the action – invite to huddles, encourage travel, letter writing ...
- Share the observed improvements at the CarePoint and stories of impact after your trips
- Collaboration in following up with non-payment cancelations (2 emails, one phone call, letter in 3 months)



# Ways to Engage Sponsors (Continued)

- It is easier to retain sponsors than to get new ones
- Average sponsorship length is 6.5 years
- Reasons sponsors cancel sponsorships





# Successful Outcomes & Graduation

**750** successful outcomes since September 2021

**86%** had sponsors

- Parents/Guardians are self-sustaining
- Youth has obtained a skill
- Graduated from higher education
- Got a job
- Started small business





# Letters



# Getting new people involved!

- Annual sponsorship Sunday (e.g. Orphan Sunday)
- Using social media, story telling
- \*\*Collaborating with the most engaged sponsors (Don't do it alone!), build a sponsorship team
- Use creative ways to promote sponsorship pre-trip, during and post partner visit
  - meet with the unsponsored children, take short videos and pictures to bring back to share





# Importance of Young-Adult Sponsorship

- Crucial stage in their journey to adulthood & self-sufficiency
- Helping them finish strong
- Challenging to retain their sponsorship, and finding new ones
- Helping current sponsors see the bigger picture (perceived end of commitment?)
- Get potential sponsors excited about sponsoring young adults (high impact in shorter timeframe)
- Utilizing the 'Fueling the Future' podcast/blog series (partnership resource)





# Gabriel Chegem





# Q&A