



Sponsorship Event - Host Manual

Thank you for hosting a 410 Bridge sponsorship event! Your willingness to be an advocate for children through sponsorship is causing a ripple effect of God's grace in the life of an individual, the family unit and an entire community in the countries where we serve.

With your help, we believe it is possible to provide these children **a quality education, access to healthcare and growth in Christ-like discipleship that leads to empowerment and lasting life change.**

We invite you to read thoroughly through this guide, and follow up with your 410 Bridge representative with any questions – we're here to help you create a successful experience of gaining new sponsors!

There are three primary goals for your event:

1. **EDUCATE** your audience – inform them about The 410 Bridge child sponsorship program
2. **INSPIRE** your audience – create a meaningful experience to express the program's benefits
3. **LEAD** your audience – ask and engage your audience to take action and sponsor

Prior to Your Child Sponsorship Event



Once you have initiated the process of hosting an event, your 410 Bridge representative will provide you with the specific link to access The 410 Bridge Child Sponsorship Event Resources page found at 410bridge.org.

The resource page provides you with an Event Checklist, plus downloadable tools to help promote your event, including:

- Slides for your church screens
- Event announcement poster
- Social media graphics
- Handouts
- Day of event table poster
- Videos
- FAQs

Promoting Your Child Sponsorship Event



Included in the online resources, you will find posters, handouts and social media graphics to create consistent messages for getting the word out about your upcoming event. Most of these resources are editable, so you can easily personalize.

Reference the Event Checklist for a **detailed list** of our recommended timing to prepare and plan for success.

Remember to include your church or organization staff, volunteers and production team as you move forward to get everyone excited for your event!

Offering Your Child Sponsorship Options



There are two options available for sponsoring a child at an event, and you may choose one or both to offer at your event as you see fit.

Prior to your event, a 410 Bridge representative will talk through these options with you, at which time you'll determine which is the best option or if you'd like to use both.

Please read through the following items for each option, and be prepared to explain the process to sponsors on the day of the event.

Printed Child Sponsorship Packets:

- When someone selects a child packet for sponsorship, they will fill out the included sign-up form (inside the packet).
- All contact and payment information must be included and must be legible. Also, please be sure to include your church or organization name on each signup form on the appropriate line.
- Inform the sponsor he/she will receive The 410 Bridge Child Sponsorship Welcome Packet in the mail in 3-4 weeks. The Welcome Packet will include all the information needed for connecting with the child and learning more about the program.
- Payments will be processed in 7-10 days.
- Please store all sign-up forms in a secure location, as sensitive payment information will be included on them.

Please Note: Due to the cost of printing unique child profile cards, it is very important to ensure no one walk away from the table with a sponsorship packet without committing to sponsor at the event.

Online Child Sponsorship Platform:

- This option provides you with a unique URL for your particular event.
- Direct sponsors on their mobile device to the unique URL created for your event, or provide a mobile device for them at your table.
- Lead the sponsor to select a child to sponsor online.
- The sponsor can choose to enter information to receive an email with instructions on completing the process later, OR...
- The sponsor can choose to complete the process immediately on a device.
- Inform the sponsor that once the process has been completed, he or she will receive an email confirmation that includes a photo of the sponsored child.
- For sponsors who do not complete the process right away, let them know they will receive 3 reminder emails over the course of the following week to complete the sponsorship process.
- The 410 Bridge Child Sponsorship Welcome Packet will then be mailed to the sponsor within 2-3 weeks.

Please Note: The unique URL for your event will remain live for people to sponsor for 10 days after the close of your event, after which time it will expire. Be sure to remind your audience of the expiration date.

Creating Your Child Sponsorship Space



We've learned that it is best to have multiple touch points for people to have easy access to learning more. Whether you choose the child packets and/or the unique sponsorship URL to sign up, please be sure to **create ample space** that will draw interest from your audience. Here are items you will need to have available:

- **Child Profile Packets** – to be provided by your 410 Bridge representative
- **Mobile devices/tablets** – for using the unique URL provided by 410 Bridge
- **Plenty of writing pens**
- **410 Bridge Child Sponsorship FAQs** (available on 410bridge.org for printing, if desired)
- **410 Bridge Community Profiles** – these provide a deeper background of the specific 410 Bridge community where you are asking for sponsors (available on 410bridge.org for printing, if desired)
- **4x6 Information Cards** – to be provided by 410 Bridge based on audience size

In addition to creating a space for information and the sign-up process, we suggest getting creative with the experience! We welcome your ideas and input into adding a little “oomph” to your event with a fun, meaningful way to model or display the true impact being made through child sponsorship.

Here are just a few ideas to help you get started:

- Provide an example of a classroom in a child's community including worn or used jerry cans, text books, a chalkboard and a desk – to give your audience a better understanding of how sponsorship contributes to a child receiving an overall quality education
- Include a video screen display to show The 410 Bridge child sponsorship videos provided on the Resources site, and/or slides of the community profile where you are helping
- Create a laundry clothes line with children's clothes and the sponsorship child profiles clothes pinned for display
- Display artwork from your children's ministry that may reflect a Biblical virtue being taught in the same community where child sponsorship is offered
- Model the child sponsorship letter writing experience by making space for a “mail drop station” to leave handwritten notes – you can even return the actual notes to 410 Bridge to be sent to the community after your event!

What are some of YOUR ideas? We're guessing you have even more creative ones, and we'd love to hear about them. Be sure to start early to plan your experience for a successful event.

Remember, the goal is to EDUCATE, INSPIRE and LEAD your audience to sponsor, so any visual aids contributed by you and your team can help create this atmosphere, and are welcomed!

During Your Child Sponsorship Event



We encourage you to follow the Event Checklist online resource as you continue planning and preparing your event. To assist you in speaking on the day of the event, please read through our suggested talking points and incorporate into your messaging when reviewing with staff and volunteers.

Prayer

We believe prayer is our most vital source to helping prepare our hearts. We encourage you to open and close any event with prayer asking God to open our hearts and minds to how He would like to work through his people – the Church – to bring lasting life change across the world, and in the individual lives of children and their sponsors. ***“And you are helping us by praying for us. Then many people will give thanks because God has graciously answered so many prayers...” -1 Corinthians 1:11***

ABOUT THE 410 BRIDGE

Vision Statement: The 410 Bridge seeks to radically improve the pace and depth of growth in the spiritual and physical health of communities in the developing world by transforming the way that the body of Christ engages in healthy global missions.

Mission Statement: The 410 Bridge enables the self-developing capabilities of the people we serve by mobilizing and unifying the body of Christ through holistic, redemptive, community-centered partnerships.

What We Do: The 410 Bridge is a U.S.-based community development organization empowering people to use their gifts to faithfully serve and administer God’s grace [1 Peter 4:10]. We offer a unique model to missions that can be sustained in a healthy way by indigenous leaders, through the local church, in the nations where we serve.

What We Believe: We believe it’s not as much about what we do as it is the relationships we build. Jesus has commanded us to carry out the Great Commission in Matthew 28:20.

“Go therefore and make disciples of all nations, baptizing them in the name of the Father, the Son and of the Holy Spirit, teaching them to observe all that I have commanded you.” -Matthew 28:20

Therefore, our greatest success is found in the stories of remarkable life change created from, by and for Jesus and His Church.

ABOUT THE 410 BRIDGE CHILD SPONSORSHIP PROGRAM

When we approach development from a Biblical worldview, we see life-long impacting change. Sponsorship is a key part of this development. When you sponsor a child, you help address the child’s need of education, health and wellness, and Christ-centered discipleship. You will see lasting change not only in their lives, but also in the lives of their family and communities.

Sponsorship Event - Host Manual

There are three primary areas of development impacted through child sponsorship:

Education

When you sponsor a child, barriers are removed that prevent him or her from receiving a quality education, allowing for an enriched learning experience. Based on a community's prioritized needs, your investment ensures a child can attend school and benefit from funding that can go toward feeding programs, textbooks, classroom improvements and teacher support.

Health & Wellness

Through sponsorship, you can positively impact a child's life, family and entire community, providing safe water and influencing a thirst for the living water found in Christ. In partnership with the local church, your investment addresses the child's most pressing health needs such as access to safe water, latrines and regular health and wellness checks.

Discipleship

By sponsoring a child, you offer him or her a direct way to experience the love of Christ and live an abundant life. Support also goes to designated programs enabling local church leaders to teach and model biblical virtues at the child's school.

SHARING THE CHILD SPONSORSHIP EXPERIENCE

Share a personal story about your sponsorship experience or have someone in your audience, on staff or volunteering who sponsors a child share his/her story.

Include an interview style outline with questions for the sponsor to answer (rehearse the questions with the sponsor before the presentation)

- Who is your sponsor child?
- Where is he/she from and what is the family situation (if known)?
- How long have you been sponsoring your child?
- What led you to sponsor a child through The 410 Bridge?
- How did you select your child for sponsorship?
- Do you communicate regularly with your child? Is that easy (hopefully yes)?
- Do you have a recent letter you can share? Share a favorite letter if you have one.
- What sacrifice are you offering for you to sponsor a child? Has the sacrifice been worth it?
- What impact has sponsoring a child through The 410 Bridge made in your life?

We understand that child sponsorship may be new to your audience, and there may not yet be a personal story to share. If this is the case for your event, we suggest choosing one of these options:

- Include profiles of a sponsored child and his/her story
- Include a story from each country, a Daraja Children's Choir of Africa story, or a Secondary School sponsorship story (Note: Your 410 Bridge representative can assist you in selecting an appropriate and current story to share)
- Include a letter written from the child in the profile

Once you've shared the personal story, share the truth that this story could be one of many, and that the people in your audience have the opportunity to influence this and make it a reality.

Sponsorship Event - Host Manual

THE BIG IDEA

You could be a part of God's bigger story in the community of your sponsored child. Helping a child in a 410 Bridge community through sponsorship ultimately causes a ripple effect for the child's family, the child's community and even the entire nation. You may never know who will be impacted because of the seeds you have planted by sponsoring one child.

When we examine this tremendous act of generosity to one another – child sponsorship – and how it impacts both the sponsor and the sponsored child, we understand it is really working to create the unity among believers that Christ calls us to.

We can truly live out what the Word says in 1 Corinthians 9:10-15:

"For God is the one who provides seed for the farmer and then bread to eat. In the same way, He will provide and increase your resources and then produce a great harvest of generosity in you. Yes, you will be enriched in every way so that you can always be generous. And when we take your gifts to those who need them, they will thank God. So two good things will result from this ministry of giving—the needs of the believers will be met, and they will joyfully express their thanks to God. As a result of your ministry, they will give glory to God. For your generosity to them and to all believers will prove that you are obedient to the Good News of Christ. And they will pray for you with deep affection because of the overflowing grace God has given to you. Thank God for this gift too wonderful for words!"

The ASK



At this point in your event, you've EDUCATED your audience and hopefully INSPIRED them through prayer, stories and the power of God's Word to engage with a child and choose to sponsor.

Now it's time to LEAD your audience in the process of selecting a child to sponsor and becoming a part of The 410 Bridge Child Sponsorship family!

To begin your ask, follow the guides and prompts we've provided in the sponsorship options (child packets and/or unique URL) and inform your audience of the monthly sponsorship donation of \$39 to get started.

Closing Your Child Sponsorship Event



You made it to the end of your event – way to go! We are believing and praying with you that many people have now sponsored a child and are directly impacting deepened relationships among an entire family and community.

In conclusion of your event, please follow the instructions below, according to the options you provided to your audience for child sponsorship.

If you offered child sponsorship packets:

- At the end of the event, please plan to mail or drop off any remaining packets and/or completed sign-up forms to The 410 Bridge office within 7-10 days – this is very important so that we can continue to pursue sponsorship for these children.
- Because confidential information is included, if you are mailing, we ask that you ship through USPS Priority Mail. Please email a tracking number to sponsorship@410bridge.org to ensure your package arrives safely and on time.
- The address to ship to is:
The 410 Bridge Child Sponsorship Program
P.O. Box 450
Alpharetta, GA 30009-0450

For month long events: Please send all completed sign-up forms to the address above each week to process payments and ensure Welcome Kits are mailed to new sponsors in a timely manner.

If you offered the online child sponsorship platform:

- At the end of your sponsorship event, please email your 410 Bridge representative at sponsorship@410bridge.org, and give the total number of completed sponsorships.
- You will be able to quickly track how many sponsors have signed up in connection with your event. Simply, click on the Stats menu at the top of the page in the menu bar.

Thank You for hosting a 410 Bridge Child Sponsorship Event!



We look forward to seeing all that God will do through your willingness to serve and help grow meaningful relationships on both sides of the bridge. Please know that we appreciate you and are here to help you as you **Educate, Inspire** and **Lead** your people to sponsor and create hope for a brighter future in the lives of these children, their families and an entire 410 Bridge community.

For questions, please contact your 410 Bridge representative or email sponsorship@410bridge.org.