TABLE OF CONTENTS

SECTION 1  INTRODUCTION TO OUTREACH INTERNATIONAL
• Introduction
• Acronyms and Terminology
• What is Outreach International All About?
• Our Mission, Principles and Vision
• The Participatory Human Development Process (PHDP)

SECTION 2  THE VOLUNTEER NETWORK & YOUR OUTREACH FAMILY
• Advisor Description
• Representative Description
• Forms and Feedback – Advisor & Representative Reports
• Frequently Asked Questions
• Headquarters Staff

SECTION 3  ADVOCACY AND EDUCATIONAL OPPORTUNITIES
• Faith-Based Resources – Advent Stable, Reunion/Retreats, Vacation Church School, Worship Service Outline
• Outreach International Day
• Site Visits
• Social Media
• Volunteer Network News

SECTION 4  FUNDRAISING AND PROMOTING OUTREACH
• CROP Walk
• Developing Your Own Event
• Employee Matching Gift Programs
• Fundraising – My Outreach Crowd Funding, Partnerships, Sustainable Gift Catalog, Summit Challenge, Team Challenges, Tribute Gifts
• Fundraising Publications – Seasonal Mailings, Outreach Magazine, Calendar, Annual Reports & others
• Other Ways to Give – AmazonSmile, eBay Giving Works, Goodsearch, Goodshop, Legacy Circle, Planned Giving

SECTION 5  RESOURCES & OTHER HELPS
• Navigating Outreach International’s Website
• Planning Worksheet
• Event Planning Tips
Welcome to the Outreach International family. This resource guide has been created to help you understand and promote the work of Outreach International. The guide can be used independently or in a workshop setting.

Solving the world’s problems regarding poverty, hunger and disease can appear overwhelming. But by narrowing our focus as to how one person can make a positive difference within a community can make this undertaking more manageable. Our goal is to help YOU make the difference.

Included in this resource guide are:

- Methods to promote Outreach International’s mission
- Fundraising suggestions to help organize and promote events and presentations
- Opportunities to participate in our giving programs
- Descriptions of Volunteer roles, Outreach International’s mission, vision and programs
- Contacts for support

As a result of your participation as a Volunteer Network Member, you will hopefully gain a better understanding regarding the complexities of poverty, and be able to educate others as well.

As you learn more about Outreach International, you will see that the Participatory Human Development process is vital to our work. Our dedicated field staff has witnessed communities transformed by using this method. Please review this nine-step process in order to understand and be able to communicate why we have chosen to use this approach as a human development agency.

Please feel free to send your comments regarding the resource guide including experiences, suggestions or ideas to m.penrose@outreachmail.org. Ways to reach us at Outreach International:

- Visit our international headquarters at:
  Bank of America Building
  129 W. Lexington Street, 2nd floor
  Independence, Missouri 64050 USA

- Write to our mailing address:
  Outreach International
  P.O. Box 210
  Independence, MO 64051-0210

- Call us toll-free at: 1-888-833-1235 (in the Kansas City area, call: 816-833-0883)

- Contact the headquarters Volunteer Manager:
  Marsha Penrose
  816.833.0883, ext 311
  m.penrose@outreachmail.org

- Fax a message to us at: 1-816-833-0103

- E-mail us at info@outreach-international.org

- Visit our web site at: outreach-international.org
## ACRONYMS & TERMINOLOGY

<table>
<thead>
<tr>
<th>ACRONYM</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVISOR</td>
<td>Volunteer Representative promoting Outreach International and providing support to the efforts of Representatives over a region</td>
</tr>
<tr>
<td>CFC</td>
<td>Combined Federal Campaign – used by federal employees to designate gifts to Outreach International by using our CFC code</td>
</tr>
<tr>
<td>HDF</td>
<td>Human Development Facilitator – Outreach International staff member working in field program areas around the world</td>
</tr>
<tr>
<td>HDFT</td>
<td>Human Development Facilitator Trainee – Outreach International staff member training to become an HDF</td>
</tr>
<tr>
<td>IDP</td>
<td>Internally Displaced Persons – people forced to flee their homes due to internal strife, armed conflict or human-created disaster</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-governmental organization</td>
</tr>
<tr>
<td>OI</td>
<td>Outreach International abbreviation used informally</td>
</tr>
<tr>
<td>PHDP</td>
<td>Participatory Human Development Process – The unique process of Outreach International designed to implement sustainable change within individuals and whole communities. Ideally, the process will instill dignity, self-respect and improved livelihood opportunities for its beneficiaries. See <a href="http://outreach-international.org/about-us/our-approach">outreach-international.org/about-us/our-approach</a></td>
</tr>
<tr>
<td>REP</td>
<td>Volunteer Representative promoting Outreach International in congregations, clubs, civic groups, schools or university campuses</td>
</tr>
</tbody>
</table>
The problem is poverty and how to respond to it. There are several approaches.

Giving hand-outs is a common one. This ‘relief’ approach may be appropriate in the aftermath of a disaster, but a different method is needed for lasting change. Another way is to go and teach. This tends to develop a feeling of dependency in the “students” who may have little input in the process. Usually the decisions about what is taught are made by outside experts – who may not fully comprehend the needs.

Outreach International’s approach is to facilitate the human development of the poor themselves. This is accomplished by using an intensive, sustained process called Participatory Human Development. This process involves the poor as the main actors in their own development. It is based on the belief that every person is of great value and that poverty is the result of the poor being excluded from the decisions that directly affect them. A person in poverty often doesn’t understand how he or she relates to the larger community, including the various systems often already in place providing life’s necessities to those who are better off.

The Participatory Human Development process is founded on the concept that every person deserves a sense of self-worth and human dignity. Using this process, Outreach International trains and supports local facilitators, called Human Development Facilitators, for a multi-year intervention in an impoverished community. The facilitator lives in or near the community. He or she does not have a specific agenda as to which problems should be tackled. Instead, the facilitator gets to know the people and becomes accepted by them (integration and social investigation). Gradually the Participatory Human Development Process helps community members begin to verbalize the problems they face. A small group forms and solutions to the simpler problems are explored (problem identification/prioritization).

As the people begin to work together to identify and solve community problems, they grow in self-confidence and in the ability to tackle larger issues. Over a period of three to five years, significant tangible results become apparent to visitors in the community. However, the most important change is in the lives of individuals who have learned they can have a voice and real power. They realize they can actually make progress against the symptoms of poverty as they eliminate its basic underlying causes.

Field Staff. Outreach International has field staff facilitators working in both rural and urban communities throughout the world. Through their work, people are being transformed in Zambia, DR Congo, Malawi, the Philippines, Nicaragua, Bolivia, and India, among others. Field staff members are indigenous to the countries in which they work. They speak the language and are familiar with the culture of the communities in which they facilitate the Participatory Human Development Process.

Schools. In addition to Participatory Human Development programs, Outreach International currently provides support to primary schools in Haiti and India. Altogether, these schools provide education to more than 7,000 students.
Development Education. Administrative staff members headquartered in Independence, Missouri — assisted by hundreds of volunteers throughout the United States — carry out an education program aimed at helping people understand the issues related to poverty. One of the main objectives of development education is to promote an understanding of the most effective ways to overcome the underlying causes of poverty.

Support. The U.S. administrative staff also raises funds to support the international program of Outreach International. This is accomplished through Outreach International programs and partnerships, direct-mail campaigns, and solicitations to foundations. Fundraising and administrative expenses account for approximately 14% of the total expenses for most years. The Outreach International Volunteer Network is instrumental in the success of the organization’s fundraising efforts.

1 To read more about PHDP – Outreach International’s unique 9-step method of empowering people to learn to help themselves, please see the Participatory Human Development section.
OUT OUR MISSION, VISION & PRINCIPLES

Mission
Outreach International is a human development agency striving to alleviate the injustice of hunger, poverty, and disease in the world.

Vision
Outreach International envisions a world where each person experiences dignity and self-worth; where security, justice and equality exist for all.

Guiding Principles
Outreach International supports and participates in the creation and replication of comprehensive programs for human development among the poor. Programs attempt to enhance the quality of human existence and affirm the dignity and worth of all persons.

Outreach International sustains comprehensive development efforts through educational programs which encourage caring relationships, cross-cultural understandings and wise use of resources. These programs are designed to heighten awareness about world hunger and global development issues.

Outreach International mobilizes diverse resources to facilitate the human development process. Volunteer, financial, professional and technical resources, appropriate for the local environment, are coordinated in this effort.

Outreach International involves local people as partners in the planning and implementation of human development programs designed to improve health, education, livelihood and community organization. Through this process of helping people help themselves, indigenous leadership and organization are strengthened, thereby enabling self-sufficiency.
What is Participatory Human Development?
Participatory Human Development (PHD) is defined as a participatory, experiential, non-violent and evolutionary process of problem solving, consciousness-raising and organizing of the poor. Some aspects of this process may be more commonly referred to as community organizing. Participatory Human Development encourages shared action by community members towards the fair redistribution of valued resources through political/decision-making power, economic and purchasing power, information and more. This is accomplished in order to establish just, humane and meaningful social relationships.

As a problem-solving methodology, this process assembles people to act and solve their own identified issues/problems and has proven to be effective and sustainable.

As a consciousness-raising (educational) methodology, it equips people with the necessary knowledge, skills and appropriate values and attitudes to act and manage their own development.

As an empowerment/organizing process, it catalyzes the emergence of alternative structures and systems (cooperatives, people's organizations) which become instruments of the people to effectively and collectively assert, protect and contend for their own interests.

Methodology: Nine Steps
Outreach International’s process of Participatory Human Development (PHD) is carried out through the following nine step methodology, based on the Problem Solving Process. The steps are not undertaken in rigid order (that is, one step can begin without having accomplished the preceding one). Two or more steps can take place simultaneously at any given stage of the process. This methodology of working through problems may be applied to many situations beyond field development.

Integration – is a continuing process of establishing rapport with and among members of the community for the purpose of creating mutual respect, trust and open communication. It is achieved by living with the people, visiting in the homes, conversing on a one-to-one basis, and participating in various aspects of community life. Understanding the people is vital to preparing them to undertake change.

Outreach International has proven the PHD process to be a very effective methodology for engaging people in solving their own identified problems.
Social Investigation - is the gathering and analysis of data about the community and its issues. This information serves as the basis for organizing and planning. It may be obtained by conducting surveys, interviewing individuals, discussing in small groups, observing the people, obtaining available information from documents (demographics, etc.), and developing an open flow of communication. Who are the natural leaders? What help might government be induced to give?

When Social Investigation is properly performed, it should enable the Human Development Facilitator to assist the people with the next step.

Problem Identification and Prioritization - this part of the process must be done collectively by the people. Often what is perceived to be a problem by one person may not be seen as pressing by the community as a whole. Developing the people’s confidence and developing problem-identification and prioritization are important.

Once problems are identified, the group then determines which problem to tackle first. The people themselves determine which criteria to use. The first problem should be one that the group is capable of resolving. It should be within the ability of the persons involved to work out solutions, not be divisive in nature, and one in which the people can be involved to develop their skills of mind and abilities.

Groundworking - is a process of preparing people physically and psychologically to participate in group activities. It is awareness-raising and making people feel the issue or problem at hand. Groundworking’s objective is not limited to preparing and enabling people to participate in organizational activities, but first and foremost it is to enable people to undertake such activities on their own on a continuous basis. The goal is to ensure that a great many persons will participate.

Meeting - people come together and analyze and plan for the solution of their problems as a group. It is here where the seed of an organization starts to germinate. Individual and personal perceptions and aspirations become consolidated into collective knowledge and collective goals. The people develop trust, respect, openness and confidence with each other, regardless of their positions in their group and community. Leaders become apparent and begin to take their places.
PARTICIPATORY HUMAN DEVELOPMENT

Role Playing - acting out or simulating all possible scenarios or situations and the appropriate tactics or responses prior to the actual mobilization or action. Its objective is to facilitate the people to overcome their initial feeling of timidity and lack of confidence. It ensures the people can effectively deal or negotiate with the people responsible for making decisions concerning the people’s problems. By gaining confidence, the people are able to negotiate on a more equal footing.

Mobilization/Action - the implementation by the people of their plan is role played or simulated. It is the face-to-face contact between those affected by a problem and those responsible for making decisions concerning the problem. It can be either internal (requiring local/self-help solutions) or external (when outside resources are needed). This step helps the people to realize their poverty or situation of helplessness does not make them less worthy as human beings, thus allowing them to relate with equality, dignity and respect to those who are “privileged or powerful.”

Evaluation - is the assessment of the strengths and weaknesses of the Mobilization/Action to determine whether or not the goals have been achieved. Learning from each experience will help make the next activity more productive and effective. What did we set out to do? Did we accomplish them or not? Why? What were our strengths? What could we have done better? Re-planning should follow each evaluation. As the people review these things, a new sense of community power, support and joy of achievement can result.

Reflection - can be conducted right after an action, project or any activity of the group. It must occur before it becomes only a memory. Reflection draws out learning and lessons which determine new values, knowledge and awareness. These help sustain further action and organizational activities. Positive values are reinforced, while the need to change negative ones is determined. If no lessons are learned from the people’s experiences and actions, they will remain only memories.

The people should be reminded of how things were before they mobilized and what they felt like before they made their decisions. Also considered should be the good qualities they found among those that assisted in the solution. Reflection may be conducted by the Human Development Facilitator, but developing leaders capable of presiding over such a session is desirable.
Objective/Purpose:
Advisors advance Outreach International’s mission by serving as motivators, mentors and fundraisers throughout their jurisdiction. This role is to identify, encourage, lead and support Outreach International Representatives and groups, and to initiate, coordinate, support and evaluate activities for Outreach within that region.

Location: Your own state, region or specified jurisdiction

Role**
- Motivate individuals, civic and faith communities to support Outreach International
- Educate audiences about poverty and world hunger issues, illiteracy and disease, and promote ways in which people can respond to those issues
- Promote Outreach International’s mission, philosophy and programs
- Assist, strengthen and support Representatives in fundraising and promoting the mission of Outreach International
- Identify, orient and mentor new and emerging Representatives
- Seek opportunities to share Outreach International’s mission
- Represent Outreach International in jurisdictional activities as needed

Duties:
- Be knowledgeable about Outreach International’s mission, philosophy and programs
- Participate in phone or regional conferences designed for training and coordination
- Act as Outreach International’s key representative in the state or region
- Serve as the liaison between Outreach International and Representatives, communicating current information, fundraising opportunities, campaigns, procedures, etc., and sharing stories and challenges with Volunteer Manager
- Recruit, orient, train and provide regular, ongoing support, motivation and consultation to Representatives

Qualifications:
- Excellent interpersonal and organizational skills, and ability to represent Outreach International effectively in a variety of settings
- Basic knowledge of computer programs and social networking, internet and technology skills
- Ability to work independently and as part of a team
- Commitment of time to the mission of Outreach International
- Dependability, enthusiasm, patience and desire to help others

Requirements:
- Personal and financial commitment to Outreach International’s mission to alleviate hunger, poverty, illiteracy and disease, and to help create sustainable good
- Current contact information, and email address preferred
Time Commitment:
• 5-10 hours per month for a 2-year term; renewable upon evaluation

Support:
• Volunteer Manual provided, plus quarterly publication updates, emails and phone or personal contact initiated by Volunteer Network Manager

Benchmarks of Success:
• Establish regular contact with Representatives in your assigned area to encourage, train, mentor, and discuss initiatives and offer practical involvement ideas
• Maintain a current contact list of Outreach Representatives within your area
• Update Volunteer Manager at Outreach International headquarters yearly
• Recruit new volunteers and maintain staff in your area
• Represent Outreach International at one or more region-wide gatherings yearly
• Increase revenue generated yearly by your area to help alleviate poverty

Benefits:
• Gain new insights, understanding and empathy for world issues
• Be part of the change for those living in poverty
• Enhance leadership, presentation, organization and communication skills
• Foster new friendships, deepen relationships, and develop a shared sense of purpose in working towards a common goal
• Increased quality of life, identity, achievement and self-esteem through the satisfaction of helping others
• Mileage, parking, supply and charitable gift tax deductions

Contact:
Marsha Penrose, Outreach International Volunteer Manager, PO Box 210, Independence, MO 64051 Email: m.penrose@outreachmail.org. Phone: 816.833.0883, ext 311 or (toll-free) 1.888.833.1235

** Wondering how to do this?**
A Volunteer Manual and quarterly Volunteer Newsletters, posters, and e-news are available, along with support from the Outreach International Volunteer Manager. You may also sign up online or by phone for the Outreach magazine and/or email updates, and gather information, materials, stories and news from our website at outreach-international.org.
Objective / Purpose:
Representatives advance Outreach International’s mission by assuming the primary responsibility for motivating, educating, initiating, coordinating and supporting educational and fundraising activities for Outreach International within their civic and faith communities.

Location: Your own faith community, civic groups and circles of influence

Role**
- Motivate individuals, families and groups to support Outreach International programs financially through fundraising programs and activities
- Educate people regularly about Outreach International’s mission and programs
- Promote and support ways in which people can respond to poverty, world hunger, illiteracy, and disease through Outreach International
- Collaborate with your regional Outreach International Advisor or Volunteer Manager to identify and mentor new Representatives, and to share success stories, plans and challenges
- Represent Outreach International in activities and seek presentation opportunities

Duties:
- Be knowledgeable about Outreach International’s mission, philosophy and programs and be prepared and able to communicate them effectively to a variety of audiences
- Promote fundraising efforts to unify groups and support Outreach programs
- Participate in any training offered, as possible
- Share fundraising efforts, success stories and challenges with regional Advisor or Volunteer Manager at least one year

Qualifications:
- Good interpersonal, organizational and presentation skills
- Dependability, enthusiasm, patience and desire to help others
- Basic knowledge of computer programs; social networking, internet and technology skills are helpful
- Ability to work independently and as a team to learn and implement new programs
Requirements:
• Personal and financial commitment to Outreach International’s mission to alleviate hunger, poverty, illiteracy and disease, and to help create sustainable good
• Current contact information, and email address preferred

Time Commitment:
• 4-6 hours per month for a 2-year term; renewable upon evaluation with Advisor

Benchmarks of Success:
• Set yearly educational and financial goals, with a monthly plan to reach those goals
• Engage existing groups or new teams of people dedicated to helping meet those goals through different programs, such as Outreach Partners, Hunger/Team Challenges, Advent Stable, Gift Catalog, Tributes and Memorials, Legacy Circle, etc.
• Establish and replenish Outreach International materials within your faith and civic community
• Increased giving levels within your community

Benefits:
• Gain new insights, understanding and empathy for world issues
• Be part of the change for those living in poverty
• Increased quality of life, identity, achievement and self-esteem through the satisfaction of helping others
• Foster new friendships, deepen relationships, and develop a shared sense of purpose in working towards a common goal
• Enhance leadership, presentation, organization and communication skills in a meaningful way
• Mileage, parking, supply and charitable gift tax deductions

Contact:
Your area Advisor, and/or Marsha Penrose, Outreach International Volunteer Manager, PO Box 210, Independence, MO 64051 Email: m.penrose@outreachmail.org Phone: 816.833.0883, ext 311 or (toll-free) 1.888.833.1235

** Wondering how to do this?
A Volunteer Manual and quarterly Volunteer newsletter, posters, and e-news are available, along with support from your state or regional Advisor. You may also sign up online or by phone for the Outreach magazine and/or email updates, and gather information, stories and news from our website at outreach-international.org.
Advisor Report

Name __________________________ State/Region __________________________
Phone __________________________ Email __________________________

Date of Report __________________________

Contacts or support made by phone, letter or personal visit (please use additional pages as needed):

____________________________________
____________________________________
____________________________________
____________________________________
____________________________________

Difficulties, needs, or concerns: __________________________

____________________________________
____________________________________

Describe your activities promoting Outreach International (Combined Federal Campaign, United Way events, conferences, fundraisers, camps, reunions, etc.)

<table>
<thead>
<tr>
<th>Event</th>
<th>Resources Used</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Event testimonials/stories (please attach sheets if needed & feel free to send photos as well): ________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What Outreach International resources do you find most helpful? Most needed? ___________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

New Representative positions filled: (Name, address, contact information, email, where serving) _________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Retiring Representatives (Name, address, contact info, email; who is replacing them, so we can send thank-you to retiring Reps & Welcome to new Rep): ________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Change in contact information for Representatives in your area: ________________________________

________________________________________________________________________

________________________________________________________________________

Do you wish to continue your service? (Please circle one)    Yes    No

If not, who have you been mentoring or might you suggest as a replacement? __________________________

________________________________________________________________________

________________________________________________________________________

Please mail, fax or e-mail your report to Marsha Penrose, Volunteer Network Manager by Dec 31. Address: 129 W. Lexington, Independence, MO 64050, Fax: 816.833.0103, email: m.penrose@outreachmail.org. Thank you for your dedication!
REPRESENTATIVE REPORT

Name __________________________ Region/State __________________________

Phone __________________________ Email __________________________

Date of Report ___________________ 
Describe activities, events, resources used, and venues where you promoted and/or did fundraising for Outreach International:

<table>
<thead>
<tr>
<th>Event</th>
<th>Resources Used</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Most successful events:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Testimonials/stories from events (feel free add pages and send photos as well):

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

List the Outreach International resources most helpful to your efforts:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Difficulties, needs, or concerns: ____________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

New Representative possibilities: (Name, address, contact information, email) ________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

Do you wish to continue your service for another 2-year term? (Please circle one)   Yes     No

If not, who have you been mentoring or might you suggest as a replacement? ________________

______________________________________________________________________________

______________________________________________________________________________

Please mail, fax or e-mail your report to the Advisor in your area and the Volunteer Network Manager by Dec 31 (Marsha Penrose, Outreach International, PO Box 210, Independence, MO 64051). Thank you for your dedication!
FREQUENTLY ASKED QUESTIONS

Please use these Q&A’s to help answer questions posed to you:

Stewardship of Gifts
How does Outreach International use my donation?
Your gifts help children and families living in our program areas. Gifts are not restricted to the one community. These funds are used to help the children and families we work with deal with the chronic effects of poverty including: poor social skills, low self-confidence, isolation, inability to work together to create real community, lack of education, poor or nonexistent medical care, lack of ability to grow nutritious food, polluted or scarce clean water, substandard housing, or ravaged or depleted environment.

Why is my gift used for more than one family or child?
Experience has taught us that the best way to make change for those in poverty is to work with as many people in the community as possible. When people work together to identify and resolve common problems, relationships are strengthened and community is established. If gifts are given to just one child or family, communities can become divided. Jealousies can develop and dependency is fostered.

May I send gifts to families in the community?
Sharing gifts can result in problems like dependence among some who wait for gifts, then sell them; disappointment when some receive gifts and others do not. That’s why we discourage gifts – holiday or birthday, or gifts of any kind. Rather, we encourage you to donate by selecting items listed in our catalog which reflect things the community needs and can acquire by working within their community development process.

How much money goes to administrative costs?
Our annual report (available by request or online) reveals our current yearly administrative expenses.

How do I know my credit card information is safe when I make an on-line donation?
All forms requesting credit card numbers on the Outreach International website utilize the Internet security protocol known as “Secure Sockets Layer” or ”SSL.” This certification and encryption technology is designed to make using your credit card as safe as possible on the Internet. The SSL technology depends on secure Uniform Resource Locators (URLs). Secure URLs always begin with “https://” rather than “http://” and if you are using one from a browser that recognizes SSL you will generally also receive a preceding message and/or see a symbol, such as a lock on the lower right-hand side of your screen that signifies that you are on a secure page. Any information you enter on such a page is encrypted at your browser, sent over the public Internet in encrypted form then de-encrypted at our server. If your browser doesn’t support SSL technology, you will receive an error message when trying to access our SSL page.

What kind of credit cards do you accept for gifts?
We accept Mastercard, Visa, American Express and Discover.

I don’t need a receipt each month. Is there a way to save the cost of mailing it?
We can put a code on your file if you like. However, we like for donors to receive the information provided in the letter portion of the receipt to keep you informed. This receipt also serves as your documentation of contributions for IRS tax purposes.

I can donate once a year and don’t want you wasting money mailing me solicitations. Can you send me only one mailing for the year?
We admire your desire to save us money. However, it costs us more time and effort to tailor individual preferences for our mailings, and it is our hope that you will not only read and enjoy the materials that reflect the difference you are making, but that you will share that good news with others.
My parents have everything they need and would like money usually spent on gifts for them to be used to help others. How do we do that?
You can honor your parents by using our tribute option available online, order tribute envelopes from the Outreach International office, or select a gift from the gift catalog in their honor. Just indicate the special occasion and include their mailing address and a lovely card will be sent informing them of your gift. The dollar amount will not be revealed to the acknowledged individuals.

Does Outreach International conduct emergency relief?
Yes, we partner with experts in emergency relief to help in those places where we do not have an in-country office and field program. Long-term sustainable development and the everyday needs of those in poverty is the primary focus of our work. But natural disasters and wars bring urgent need making daily poverty more desperate.

To assist these communities when emergencies arise, Outreach International has an Emergency Fund into which donors can make gifts to help those affected by disaster and emergencies. Also, we may make a crisis appeal for specific disasters. We invite your compassionate action to give during emergency crisis needs to our Emergency Fund.

Outreach International has been awarded the Independence Charities Seal of Excellence for meeting the highest standards of program and cost effectiveness; fewer than 0.2% of all U.S. charities have earned this Seal. In addition, Outreach International has received the highest rating by Charity Navigator and is a Better Business Bureau accredited charity, meeting all 20 standards for accountability set by the BBB. For additional financial information, please see our Annual Report and Tax Report.

About Outreach International
Is Outreach International a faith-based organization?
Like many non-profit development organizations, Outreach International’s roots are grounded in a religious-based institution. In the 1960’s, Community of Christ ministers began to realize the extreme difficulty of effectively spreading Christianity in countries where people had extreme physical needs. So Outreach International was created as an independent 501(c) (3) non-profit organization to address the needs of the poor.

Outreach International is managed by a Board of Directors made up of talented and dedicated individuals from various walks of life. Our organization does not discriminate regarding staff and/or choice of field program locations because of religion, race, age, color, sex, national origin, ancestry or handicap.

Mailings & Resources
Do you sell your mailing list?
No. Donor information is confidential. We do not share your personal or financial information with others. We even remove names and return addresses for shredding from your envelopes before recycling.

I’ve been donating to eliminate poverty and suffering through my church envelope. Why don’t I get an Outreach magazine?
Outreach International does not receive regular direct funding support from any church or religious institution. The Community of Christ World Hunger Fund does provide financial support based on an annual grant request. Donations to Outreach International should be sent directly to the organization. Your gift of support will automatically place you on our mailing list for our magazine.
I used to get the Outreach magazine but it has stopped coming. Why?
There could be more than one reason. First, perhaps you moved or we have an error in your address. Second, we mail our quarterly magazine to donors who have given a gift within the past three years. If you or a friend would like to be added to our magazine list, simply contact us.

I want my children to appreciate what they have. Do you have any suggestions that might help them realize how well off they are compared to the poor?
Depending on their ages we have programs to help educate children and youth. Operation Outreach is a Vacation Church School resource; teens can participate in a Team Challenge, and anyone can create their own fundraising page through My Outreach. Please contact our office for more information.

Helping Others Abroad
On a site visit do you go to help people do physical work?
No. A site visit is more like show and tell. The community members share their life-changing experiences learned from applying the Participatory Human Development process. Site visit participants are observers. Please refer to the section on site visits in this resource.

Can I work for Outreach International in another country? What do I need to do to prepare myself?
Unlike organizations such as Peace Corps, we traditionally only use people indigenous to the countries in which we work. Experience has shown this to be the best way to implement the Participatory Human Development Process. It is vital the community accept the Human Development Facilitator. By utilizing a person from the area that already knows the history, culture and language, many obstacles are avoided and work can progress quickly.

However, if aid is requested in emergency situations, or if the field programs request it, there may be opportunities for highly-skilled volunteers or short-term staff. Any opportunities of this nature will be advertised on the Outreach International website.

Can I visit the community?
We welcome your visit to the areas in which Outreach International is working. Please join our Site Visit program to see communities in various stages of development, to better understand the causes of poverty, and see how your support makes a difference.

Can I bring children or a family from the community to my home for a visit?
We appreciate your interest in having a child or family visit you; however, Outreach International does not permit visits of children and families due to:
- The safety and well-being of the child and family
- The culture shock experienced
- The apprehension that language barriers often create
- The difficult and unsettling readjustment of the family to their own lifestyle

If you would like to learn more about the lives of children and families who are benefiting from your support, join an Outreach International Site Visit.
HEADQUARTERS STAFF

Following is a contact list for the Outreach International headquarters leadership team. Staff may also be contacted by calling 888.833.1235 (toll-free) or 816.833.0883 or through our website at outreach-international.org/headquarters_team/.

**Senior Leadership**

Kevin Prine  
Outreach International President & CEO  
Phone Ext: 305

Orval Fisher  
Chief Operations Officer  
Phone Ext: 310

Dennis Labayen  
Chief Field Officer  
Phone Ext: 303

**Staff Members**

Alexandra House  
Field Operations & Donor Project Manager  
Phone Ext: 313

Amanda Carter  
Donor Services Manager  
Phone Ext: 312

Amy Hough  
Donor Services Specialist  
Phone Ext: 302

Andrea Read  
Director of Field Operations  
Phone Ext: 306

Cassidy Miller  
Field Operations Manager  
Phone Ext: 308

Charlotte Belshe  
Special Projects Manager  
Phone Ext: 315

Dave Coates  
Content Manager  
Phone Ext: 316

Debbie Woods  
Technology/Web Manager  
Phone Ext: 309

Ellen Harley  
Office Manager  
Phone Ext: 301

Gary Woods  
Computer & Software Consultant

Heather Wiley  
Visual Communications Manager  
Phone Ext: 314

Marsha Penrose  
Development Specialist & Volunteer Manager  
Phone Ext: 311

Tori Robertson  
Field Operations Research Documentation Manager  
Phone Ext: 304

Correspondence with field staff should be directed through the Headquarters Office.
Advent Stable
This resource, designed for Children’s Ministry throughout the Advent season, is both educational as well as charitable, helping children and their families be aware of and make a difference for those living in poverty. Packet resources can be accessed online, including Advent moments, a map, intergenerational activities and stories, Advent calendars, and featured buttons or stickers at outreach-international.org/advent-stable/.

Funds raised through the offertory, classes, or family efforts may be used towards gifts representative of Outreach International projects featured in the Outreach International gift catalog at outreach-international.org/shop/.

Reunions/Retreats
Each year, Outreach International features a complete worship resource which can be used for camps, retreats, reunions or other group events as an invitation to become partners in bringing sustainable good to others. Use it for an entire day’s program of learning, worship and activities, or as individual modules for classes, worship, activity times, offertories or displays.

The resource includes a worship service outline, sermon notes, children’s focus moment, intergenerational activities and puppet play, a reproducible bulletin and letter from the Outreach International President.

Contact Outreach at 816.833.0883 or 888.833.1235 (toll-free) to order your packet, or download it from the website at outreach-international.org/reunions-retreats.

Vacation Church School
“Operation OUTREACH” is the Vacation Church School resource created by Outreach International. Complete with detailed leader’s notes, lessons, puppet plays and a link to original VCS music, “Operation Outreach” features the following themes:

- God loves everyone. God wants us to love too! (Children)
- God helps everyone. God wants us to help too! (Family)
- God gives to everyone. God wants us to give too! (Community)
- God shares creation with everyone. God wants us to share it too! (Environment)

Contact Outreach at 816.833.0883 or 888.833.1235 (toll-free) to order your packet, or download it from the website at outreach-international.org/vcs.
Here's how Volunteer Network Members can promote these resources:

- Inform your pastor, VCS and retreat directors, and youth ministers of these resources available early in the year so they can plan ahead
- Use the lessons, crafts, recreation and skits as stand-alone resources as well
- Utilize the stories and resources in your Outreach moments, in an offertory, or a talk

**Worship Service Outline**

(Before the service, insert Outreach International response envelopes in the worship outline or bulletin to be used during the offertory and/or a bulletin insert about our work. Please contact us for a supply of these envelopes)

Prelude

Welcome

Hymn*

Call to Worship*

Hymn*

Invocation

Video Presentation (download from our website or YouTube, call or email us for a copy)

Share a success story from our magazine about a project area, invite an Outreach International staff member to speak, or have a site visitor give a testimonial about the transformation taking place in communities

Special Music (if available)

Offertory (call attention to response envelope in bulletin, or insert)

Hymn*

Benediction

Response

Postlude

* See your hymnal’s topical index and Scriptural index for themes such as: Brotherhood, Care, Challenge, Children of God, Christian Unity, Commission, Commitment, Community, Family & Relationships, Fellowship, Gifts, Humanity, Justice, Kingdom of God, Mission, Offertory, Peace, Neighbors, Servanthood, Service, Sharing, Unity, Worth
Beginning in 2002, Outreach International set aside the third Sunday in October to celebrate and promote Outreach International Day.

Use this special day to highlight our mission and share success stories. This is an excellent opportunity to promote awareness about poverty and hunger-related issues.

Here’s how Volunteer Network Members can promote it:

- Design a bulletin insert for this special day with information about an event or challenge.

- Plan the Sunday morning worship service using the worship service outline provided, or the theme from the Reunion and Retreat resource. Be sure to contact your pastor early to make necessary arrangements.

- Share stories of lives changed from the Outreach International magazine or website.

- Kick off a fundraising event to get your group involved. Ideas are suggested in the fundraising section of this guide.

- Invite a guest speaker. (For field and head quarter staff speaking engagements, 6-12 months request notice is recommended).

- Submit an article to your local newspaper about Outreach International and include the activities you have planned.
A site visit is a memorable and life-changing experience, as you witness the transformation taking place in impoverished communities where Outreach International works.

The site visit group generally consists of less than twenty individuals who are joined by experienced development professionals and headquarters staff. Site visits have taken participants to Malawi, Bolivia, Nicaragua, Zambia and the Philippines.

Site visits have varying ranges of difficulty. For example, Africa is the most challenging since there are often no guarantees of electricity, running water or comfortable sleeping quarters. In spite of advance planning by Outreach International staff, areas that lack resources will always be somewhat unpredictable. Site visits within the U.S. require much less travel time and accommodations are more certain.

Site visits range in price depending on location, airfare, and length of visit. Trips are not tax deductible. Outreach International makes all in-country arrangements for travel, lodging, food and local transportation as a group.

A site visit allows participants the opportunity to see the Participatory Human Development process in action. Our Human Development Facilitators will introduce you to their community, where residents proudly show you how their lives have been transformed. You will undoubtedly want to share your own personal experience of Outreach International’s work and how it changes lives upon your return home.

Site visits have a way of changing people, and participants often view the world in a new way. Join us to see how your work changes lives!

Here’s how Volunteer Network Members can promote site visits:

- Inform your congregation or group when site visits are planned
- Share stories, such as the ones featured on our website and in our magazine
Email, Facebook, Twitter, blogs, LinkedIn, YouTube and other social media play an increasingly important role in communicating news, collaborating and coordinating efforts. This has been especially true in drawing worldwide attention to struggles and injustices taking place in autocratic governments, as well as organizing and communicating with those who have a heart to help.

These connections open up a world of new opportunities in terms of spreading information to a large network of people. They can:

- Strengthen and increase Outreach International’s advocacy for those living in poverty
- Broaden communication with existing members and additional audiences
- Fulfill our mission to eliminate poverty

Following are some of the many ways we’re connected through social media:

- Website: outreach-international.org
- Facebook: facebook.com/outreachinternational.sustainablegood
- Blog: outreach-international.org/my-community/
- Great Nonprofits: greatnonprofits.org/reviews/write/outreach-international-1
- Twitter: twitter.com/outreachintl
- Online shop: outreachshop.org
- Planned giving: outreach-international.org/plannedgiving
- LinkedIn: linkedin.com/company/outreach-international
- YouTube: youtube.com/sustainablegood
- Vimeo: vimeo.com/outreachinternational
- Flickr: flickr.com/sustainablegood/
- Instagram: instagram.com/outreach_intl
- Issuu magazine website: issuu.com/outreachinternational

Here’s how Volunteer Network Members can help:

- Have an email or facebook account, enabling you to communicate news quickly and easily, and enabling others to communicate with you
- Get your news in front of people – put your Outreach International-themed event on your church website, your own facebook page, or tweet about it – and ask people to spread the news
- Share your event or experience via your own blog, or share your photos on Flickr
- Write a testimonial at www.greatnonprofits.org/org/outreach-international-1. Twenty-five or more positive reviews will give Outreach International additional publicity and an award designation.
SOCIAL MEDIA GUIDELINES FOR VOLUNTEERS

So you like us? Well, we like you too. So that’s good news! Here are a few tips, tricks and guidelines about what it means to be an Outreach supporter on social media platforms such as Facebook, Twitter, etc. Outreach International’s reputation for transparency, integrity, effectiveness, and good stewardship is paramount to our work. As our ambassadors, we hope these guidelines provide helpful, practical advice, while protecting our Outreach International staff worldwide.

• Are you a volunteer?
Tell people about it! Shout it from the top of your social media platforms. We just kindly ask that if you identify yourself as a tried and true volunteer, please list your affiliation with us as solely a volunteer position – not a paid position. “Outreach International Volunteer Representative” and Outreach International Volunteer Advisor” are the official, recommended titles for your position. While we wish we could fill our office with your faces too, it is important to keep this distinction clear. Especially on sites like LinkedIn. Adding “Mission,” “Mission Center,” “Regional,” “Area” or any reference to location to your title on social media also causes confusion for people who are not in your area, or may think we do mission trips or do missionary work, which we don’t.

• Share the good.
We post videos and pictures everyday on our social media platforms with the intention of giving you something to share with your networks to further our mission. When doing so, we just ask that you share a post and share the good. Please do not share our content and attach negative comments or confusing messaging about who we are and what we do.

• Be positive, passionate, and informed.
As we continue to build our brand online, we need your help projecting a positive and passionate presence that people want to be a part of. Passion is contagious! And the more you understand and can articulate our mission and the impact it makes – the more others will want to want to join you in sharing those successes and in making a difference in people’s lives. (see outreach-international.org/approach-2/) Feeling confused about something you saw on one of our sites? Let us know and we’ll be happy to engage in that dialogue with you.

• Get social.
So now that you officially like us, don’t you think it is about time to tell your parents, grandparents, crazy aunt Sally and your coworkers all about us too? Let’s take this relationship public. Ask your friends and family to like us too and follow our pages so that they can stay informed about the world we are creating together – a world without poverty.

• Use discretion.
Even when only your contacts can see what you share, it’s possible that someone might forward what you say and make it available to a wider audience. Personal conversations within social media networks should be considered public rather than private. Use common sense where information is concerned that is confidential and/or internal in nature. A good rule of thumb: don’t say anything that you wouldn’t want plastered across the news or internet, or that you wouldn’t want your mother or boss to see!
• Get advice.
Do you have questions about using social media to promote Outreach International activities? Utilize our online resources available on our website at www.outreach-international.org, or contact us to ensure consistency and help with best practices.

• Use a disclaimer
If you share your own views about poverty or Outreach on a blog or facebook page, consider adding a disclaimer, making clear that the views you express are your own (unless you are quoting Outreach publications directly, in which case, please attribute that source).

• Remember it’s not just about you.
If you have a page that features you, we counsel against using photos with one our logos in the background, since this might give your site an official appearance. Signs that feature what you are doing to benefit OI, like “I’m running for Outreach!” with our logo – are great!

• Correct kindly but stick to the facts.
People may misunderstand or confuse our work with that of other organizations. If you notice a misrepresentation of our work, we recommend identifying yourself and your affiliation with Outreach and tactfully correcting their mistake with respect and with facts. We are also happy for people to contact us for clarifications about misunderstandings.

• Own up if you goofed.
If you posted something inaccurately, be upfront about correcting your mistake. It’s easy: just use the strikethrough function and add a paragraph that explains the update at the end. Wish that correcting all our mistakes were so easy!

• Respect privacy, and ensure security.
Remember that personal details of local or field staff members can be very security sensitive in many areas of the world – this includes their names and pictures. Be sensitive to that, and protect your own privacy online, using privacy settings to limit who can see your posts. Never post personal details such as the home addresses of yourself or colleagues. If ever in doubt about getting someone’s permission or the dignity of how people are portrayed, don’t post their photo or video. Focus on positive images which has their permission, that brings honor to them and the organization. Also – be cautious about posting anything regarding minors which could lead someone to identifying them or where they live. Don’t download or install software that you find through social networks on your work computer. There’s nothing worse than malicious software to create headaches for you and those who follow you on social media!

• Don’t make it political.
When maintaining contact with others on behalf of Outreach International, it is important to keep personal political allegiances within the confines of your affiliations with political groups.

• Nix hybrid websites.
Outreach International suggests people avoid creating or endorsing “hybrid” or third-party websites, which can cause confusion, brand damage, and editorial problems. A hybrid site run by an individual for their own purposes should be transparent as such. A personal profile should not list a URL or username which contains an Outreach International brand or program name.

• Stay focused on the goal.
Outreach International leadership encourages the use of social media and online communities for nonprofit business purposes and recognizes that these can be a valuable resource. Please use these to encourage, inspire, inform, and update others on what you and others are doing to make a difference.

If you have any questions, please don’t hesitate to contact us at info@outreachmail.org
Looking for resources, the latest news, stories and idea-starters to share? As a Volunteer Advisor or Representative, you will receive quarterly email, poster and newsletters to keep you inspired, and your group up-to-date and engaged in the work of Outreach International.

If you are not currently receiving these useful tips and stories, please let us know. We will be happy to ensure that we have your correct contact information.
If you can walk, you can help others. It’s that simple.

What is CROP Walk? CROP Walk is an event in which participants get monetary pledges for the distance they walk. The aim of the program is to help raise money to fight hunger and promote self-help on a global scale. The money raised is distributed by participant’s designation to participating benefiting agencies like Outreach International.

What does “CROP” mean? CROP once stood for Christian Rural Overseas Program, but it quickly outgrew such a limiting description. As the effort developed, the CROP name was maintained for continuity. Church World Service continues as the coordinating agency. CROP Walk is now a nationwide ecumenical event benefiting self-help and hunger programs around the world. There are nearly 2,000 CROP Walks held annually across the United States.

We encourage you, your family and friends to join your local CROP Walk and pledge support to Outreach International. You and those who sponsor you can designate Outreach International (Outreach-International-MO) on your official pledge form. It’s that easy. Twenty-five percent of your money will stay with hunger programs in your area while seventy-five percent will go toward Outreach International’s human development programs.

For information about the CROP Walk nearest you, call Church World Service toll-free at 1-888-297-2767, or check out the website at cropwalk.org.

Here’s how Volunteers can promote it:

- Call the phone number or check out the website shown above to find out the date of the Crop Walk in your area.

- Share the information with your friends. Organize a group to walk together to fight hunger.
We have all participated in fundraising events at one time or another. Some of these ideas will be familiar and some may be new. Feel free to use your own creativity to organize an event that works for you and your group.

**Foodless Banquet** – A group from Lombard, Illinois, hosts a foodless banquet each year. They enjoy this event because no one cooks, dresses up or even goes out. They simply write a check for the amount a meal out would normally cost. They use a creative brochure to promote this event and very little time is involved.

**Talent Show & Live Auction** – A Representative from Jonesboro, Arkansas, says they all have fun when people are challenged to share a new talent each year. The auction gets lively when specialty foods and complete dinners go up for bid.

**Musical Concert** – A faithful supporter from the San Diego area uses his musical talent to help others. Each year, he and his talented musical friends perform a concert with a free will offering designated for Outreach International.

**Saint Patrick’s Day Celebration** – A Representative from New Philadelphia, Ohio, uses this holiday to raise funds for Haiti school children. They’ve had meals and talent shows, or ice cream and cake. They also participate in the community’s St. Patrick’s Day parade to raise awareness about the horrors of poverty.

**Tasting Party and Cookbook Sales** – A Monroe, Louisiana, Representative shares that recipes were submitted to produce a cookbook, and then some items were prepared for a tasting party dinner. The dinner was heavily publicized in the local paper. They made money from the dinner as well as the sale of the cookbook.

**Rummage Sale** – A Representative from Independence, Missouri, says that this is popular because everyone finds bargains and Outreach International benefits. Anyone who wants to participate brings their sale items to the church, sets their own price and staffs their area. Participants donate a percentage of what they sell and keep the rest.

**Other Ideas:**

**Dinners/Food Fundraiser Ideas**

**Valentine Banquet** – Sell tickets to a banquet that you and other volunteers prepare so guests can eat out on this special occasion.

**Fish Fry** – A popular fundraiser dinner to host in the South. Advertise or promote the event with, “teach a man to fish...even when the river is dry,” and share about Outreach International’s PHD Process that helps empower people to find their own solutions to problems.

**Super Bowl Sunday** – Gather for soup and the game. Hold a discussion about the millions of dollars being spent on advertising during the game. How could that money be used to help the poor?
“Have and Have Not” Dinner – This dinner is based on world statistics of rations between the rich and poor. Simulate distribution of wealth and goods by hosting a meal where few have a bounteous feast, some get a decent meal, and many are left with other’s crumbs or none at all. Plan time for presentation and discussion.

Third World Meal – A family or group can limit one meal a month to water, rice and beans. The cost of the regular meal (or meal out) becomes a donation to Outreach International.

Around the World Potluck – Bring international dishes, feature a program and take up an offering.

Fast – A person or group fasts one meal a month, giving the money saved to the poor.

Diet – Cut out junk food and donate the money saved. Or donate money for pounds lost while eating healthfully.

25 Cents A Day – Deposit in a container, 25 cents each day to help feed a family. This idea is good for small children.

Bake Sale – Traditional idea, but homemade food tastes best.

Love Loaves – Baked bread sells well – especially when it represents bread for the hungry.

Cookie Dough – Prepare and package cookie dough to sell for profit. People like the convenience and don’t have to combine all the ingredients.

Pizza Sale – Take orders in advance, then as a group make the pizzas and apply the toppings. Be sure to let people know what time to pick up their ready-to-pop-in-the-oven pizza. This is a hit during football season. Youth enjoy this fundraiser which requires a small amount of time for a nice profit in return.
OTHER FUNDRAISING IDEAS

Car Wash – Here’s a fun and wet activity everyone can enjoy while raising funds for Outreach International.

Collect Recyclables – Gather aluminum cans to recycle for cash.

Manual Labor – Organize a work group to perform manual labor for a donation. Many people need small odd jobs done but don’t have the time. Select a date and promote your group to clean out gutters, do yard work, painting, etc. You will have fun while you work, knowing you helped someone get a job done and raised money for the poor too.

Rock-a-thon – Gather participants to staff a rocking chair for 24 or more hours, then sing, read or talk while you rock. Get sponsors to pledge a set amount for each hour rocked.

Wheel-a-thon – Pensacola, Florida, has seen even the littlest folks circle the church parking lot on tike bikes for Outreach International. Anything with wheels is welcome from skateboards, roller skates to wheelchairs. Like the rock-a-thon, each participant gets sponsors to pledge an amount for each time they circle the church or go a distance.

Use special events – such as the World Series or Olympics as your theme and create activities locally to involve your group. For example, the Winter Olympics could be an ice-skating fundraiser.

SPECIAL OFFERINGS

Dollar Day Offering – Designate one day each month to gather a dollar donation from each member of your group for Outreach International.

Special Day Offerings in Churches and Congregations – Thanksgiving, Health Ministries Day, World Hunger Day and other calendar events are excellent times to collect an offering to aid the poor. And don’t forget Outreach International Day, the third Sunday in October.
EMPLOYEE MATCHING GIFT PROGRAMS

Did you know that the dollars you and others contribute to Outreach International can be doubled or tripled?

More than 400 major corporations and numerous smaller companies across the United States sponsor an Employee Matching Gifts Program. If you or those you reach are an active employee, retired employee or a widowed spouse of an employee of a company with such a program, you may be able to double or triple your charitable dollars.

Many companies will donate one or two dollars for every dollar that you contribute to educational institutions and non-profit organizations focused on cultural, civic, community development, health and human service concerns. Outreach International qualifies under Employee Matching Gift Programs which contribute to non-profit organizations that provide health and human services and community development.

Does your company have an Employee Matching Gift Program? Find out by contacting your company’s personnel or human resources department. For most companies, processing a matching gift is a routine procedure. Often a two-part form is submitted. The donor completes the form, filling in Part 1, encloses a donation and mails both to Outreach International. Outreach verifies that your gift was received, completes Part 2, adds required documentation about our organization (such as our mission statement and 501(c) (3) not-for-profit status) then mails it to the company’s matching gift center.

Depending on your company’s guidelines, Outreach International may not qualify for the program. For example, matching school dollars may be limited to schools located in the United States only, excluding our school programs in Haiti and India.

What if you don’t work for a large corporation with an Employee Matching Gift Program? Ask your employer to consider starting a program. You might be surprised.

Here’s how Volunteers can promote it:

Contact your employer’s personnel or human resources department to see if they have a matching fund program. Encourage your friends, co-workers and those you know to do the same.
FUNDRAISING

Following are the Outreach fundraising programs which are described in more detail on the Outreach International website at outreach-international.org.

My Outreach Crowd Funding – Individuals or groups can start their own fundraising campaign, create a team challenge or donate to another project on our website at outreach-international.org/my-outreach/. From walking to running to bicycling and other pursuits, each fundraiser helps support a variety of projects from classrooms, clinics, livelihood projects, wells, and more.

Partnership Program – Partnerships are a way to engage your group or congregation in the fight against global poverty. Partners choose to support one of the nations where Outreach International works and then set their goal of $1,000 – $10,000 (to be raised within one year). Groups find creative ways to reach their goal through collections, special events, fund raisers, and more. (Don’t worry, we provide you with a packet containing everything else you need to make your partnership a success!)

The funds that your group raises, combined with the contributions made by other generous groups, help communities gain access to clean water and health care, fight hunger through gardens and better farming methods, and provide education for their children. To get started, please see outreach-international.org/outreach-partnership-inquiry/ or call our Office Manager at 816-833-0883 (toll free 888-833-1235), ext 301.

Sustainable Gifts Catalog – Gifts representative of projects happening in communities where Outreach International works may be purchased by calling 888.833.1235 (toll-free) or donating online at outreachshop.org. These gifts go towards Outreach International’s mission to confront the injustice of poverty, and make a lasting impact on people’s lives and future.

Summit Challenge – Take the adventure of a lifetime with the Summit Challenge! Outreach International is hosting the first annual mountain climb for charity. Join and hike one of Colorado’s 54 14,000-foot mountains while raising money for those who need it most.

Unlike other benefit hikes, each climber will pay for all their own climbing expenses, ensuring that every dollar raised goes directly to charity. This fundraiser will help struggling families all over the world get back on their feet and gain the tools they need for success. For more information, email team@outreachmail.org, or sign up at outreach-international.org/summit.

Team Health/Hunger/Water Challenge – This resource has materials designed both for secular and faith-based organizations, with weekend, day or 4-hour activities to energize and educate youth and intergenerational groups of all sizes. Download the activities, ideas and games at outreach-international.org/team-challenge/, or support one of the challenges on our website at outreach-international.org/team-challenge.

Tribute Gifts – Gifts in honor or memory of a loved one helps children and families struggling with poverty by providing clean water, immunizations and health care, food, an education and much more. And this gift will make a difference long into the future. You can help promote this opportunity for birthdays, graduations, anniversaries, Mother’s and Father’s Day, Children’s Day and Christmas, as well as memorials to honor loved ones.
Fundraising makes it possible for Outreach International to fulfill its mission of helping to create sustainable good in the lives of thousands of people. As volunteers, you are a crucial part of that process, both in raising awareness and in carrying out those efforts. It is important to familiarize yourself with our resources to enable you to share them with others.

First of all, it is important to sign up and to encourage others to add their names to the Outreach International mailing list. You can register for email updates online at outreach-international.org – an option which saves us time and funding; or by calling us toll-free at 888.833.1235 to register for those mailings.

Following is a list of the publications you may receive either by email or mail:

**Seasonal Mailings**
Letters regarding specific needs are sometimes mailed to current donors and new names who have given within the last two years. The letters encourage the reader to support the work of Outreach International. The package consists of a letter, authored by various individuals, an attached response form and reply envelope.

For Mother’s and/or Father’s Day mailings, the letter content focuses upon a mother or father in one of our program areas. Recipients may send a monetary gift to Outreach International in honor of or in memory of their own parent. Mother’s and Father’s Day cards are then forwarded to the individual informing them that a gift has been given in their honor. Names are also published in the next Outreach magazine.
Outreach Magazine
The Outreach magazine is an important communicative link between headquarters, field staff, our constituency and related parties. The four-color quarterly magazine contains feature articles, Project Updates, Tributes and Memorials and more.

Annual Calendar
The annual calendar is produced and distributed to all those who have given a gift to Outreach International within the past three years.

Donors are invited to underwrite the calendar and have their names featured on a month of their choosing.

Christmas Card Mailing
The Christmas card serves several purposes – as 1) a thank you for support, 2) a public relations item, and 3) a fundraising piece. The mailing generates a respectable net income each year. The package consists of a four-color printed Christmas card, an insert letter from the Outreach International President, a response envelope and outer envelope. The package is mailed first-class, to individuals who have given in the last three years and also newly acquired names.

Receipts (Monthly)
Receipts, inserts and notes are prepared regularly to thank those who have given, to provide a charitable record, and to offer donors another opportunity to give.

Annual Report
The annual report is a free-standing publication reflecting the previous year’s financial records. To save mailing costs, the annual report may be included or stitched into the spring Outreach magazine for constituents.
AmazonSmile – Many people buy things through Amazon. Did you know that Amazon’s newest initiative automatically donates 0.5% of all eligible purchases to a U.S. charity of the buyer’s choosing? Sign up at smile.amazon.com for more information and to share this great way to benefit Outreach International while shopping online! See smile.amazon.com/.

Goodsearch.com – Surfing the web? Goodsearch.com will donate a penny to Outreach International each time you search for something on the internet when it is designated as your cause.

Goodshop.com – Goodshop.com offers the best coupons and deals at thousands of stores, including top retailers such as Amazon, Macy’s, Target and Best Buy. Better yet, when shopping with Goodshop, a percentage of purchases are donated to your favorite cause. Just register and choose Outreach International as your favorite!

Planned Giving – Outreach International can help arrange a fit through an estate that is right for individuals and families, taking into consideration long-term needs and the personal circumstances of each. This makes a lasting impact on the world, and offers tax and financial benefits. The staff of Outreach International is happy to assist with gift planning materials to supplement individuals’ professional resources. A free Estate Planning Kit and ebrochures may also be found online at outreach-international.org/plannedgiving. Anyone who provides for the mission of Outreach International in their estate may become a member of the Legacy Circle.
Looking for resources for a presentation, photos, church activity ideas, branding materials, social media tips, videos, facebook timeline photos, or additional reading materials? The easiest way to access these are by copying this url link into your internet browser: outreach-international.org/resources on the Outreach International website.

You can also find resources on the Outreach International home page. Simply scroll down to the bottom of the page to the grey section, and click on the word “Resources” on the bottom left. Some information may also be found by typing the topic in the search bar at the top right of the home page, or by searching through the “Frequently asked questions.”

Technologically challenged? We are also happy to answer your questions and talk with you by phone. Please call us at 888.833.1235 (toll-free) or 816.833.0883, and ask for the person you’d like to speak with, or refer to the extensions on the Headquarters Staff document. For any volunteer questions, please email Marsha Penrose at m.penrose@outreachmail.org.
## PLANNING WORKSHEET

<table>
<thead>
<tr>
<th>Activities</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan a fundraising event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Show one of many Outreach videos available to your group/congregation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post new Outreach International materials on bulletin boards, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage monthly giving</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote MyOutreach.org fundraiser</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan a youth activity (Hunger/Water/Health Challenge)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share how your group supports OI at outreach-international.org/my-community/</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use Reunion/Retreat materials for an upcoming camp or worship service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote Outreach International Partnership Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remind people of tributes and memorials for life events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote a fundraiser for Outreach International in your local newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan a special activity or service for Outreach International Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Represent Outreach International at a local event such as a CROP walk, AGI gift market, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote Sustainable Gifts catalog</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EVENT PLANNING TIPS

(This is a summary based on the free eBook from Network for Good at http://www1.networkforgood.org/ entitled “The Next Big Event: 6 Steps to Make your Fundraising Event a Great Success”

Visioning: What’s the Goal?
1. Articulate the Plan:
   • Clarify the audience & the best way to reach them
   • Determine whether you want to educate or fundraise (or both), and if an event is the best way to accomplish that
   • Figure how the process can be streamlined, less hectic & still be successful
   • Define the event theme that will prompt the action you want
   • Determine where to have the event based on group size and purpose
2. Set one goal based on your answers
3. Define the event metrics ($ raised, attendees, new contacts made) and measures of success (increased giving, amount of donations, corporate sponsors made, attendance figures, etc)

Planning: Choose an Event That Fits Your Group
1. Consider what event will meet your goals and stay within budget
2. Think through the time needed, and staffing availabilities and experience
3. Make sure it aligns with the brand and mission
4. Think about your audience and what will appeal to them
5. Make sure your facility and resources fit the event

Enlist Support: Secure Sponsors
1. Identify possible sponsors – companies or organizations that have supported you, where your group has connections, those whose agenda or goals are similar to yours
2. Clarify the benefit to the business / organization and what you can accomplish together
3. Develop a promotional sponsorship package
4. Clarify the sponsor’s role, then follow up with a contract and plan developed together to ensure the sponsor feels a part of the event
5. List sponsors on your publicity for the event
6. Thank your sponsors and find ways to maintain those relationships
Create Engaging Experiences: Make it Memorable
1. Create a complete communication plan for invitees – including invitations, acknowledgements, interactions, thanks, and post-event engagement
2. Determine the best invitation method – print or paperless / electronic
3. Create an invitation list, send invitations, follow up and thank them for impact the
4. Convey why people should care about the organization and why the event is worth their time
5. Make the key elements clear: time, place, price, attire, etc.
6. Gather info as needed for planned activities - food preferences, sizes, names, addresses, emails, why they attended, how they would like to be involved in the future, donation options, etc

Promotions: The More the Better
1. Promote through a variety of channels – calls, fliers, social media, website, emails, local media outlets, fans, sponsors, supporters, volunteers
2. Schedule posts to media with registration or ticket information, changes, photos, thanks, etc

Assess: What Worked & Didn’t; Follow-Up; Maintaining Relationships
1. Using feedback from attendees, staff, sponsors and volunteers, find what worked or didn’t
2. Record and share information within organization, follow up on loose ends, celebrate successes and outline what to keep or change for future events
3. Re-engage with participants, sharing positive responses and photos and thanking them for the impact it made.
4. Get input from all attendees, thanking them, listening to what they thought went well or could be improved, ask if they’d like to be involved in the organization in future
5. Ask if they know of others who might be interested in attending events or getting involved
6. Make post-event calls to people new to the event, share results and photos and invite them to the next event
7. Give updates about the impact of the event in a few months