



**GIFTS OF
COMPASSION**

ADVOCATE GUIDE


Releasing children from poverty
Compassion
in Jesus' name



**GIFTS OF
COMPASSION**

THANK YOU FOR PARTNERING WITH COMPASSION TO SEE CHILDREN RELEASED FROM POVERTY IN JESUS' NAME.

In this guide you will find resources to help you share about Gifts of Compassion and invite others to join in giving a gift with global impact!





**GIFTS OF
COMPASSION**

ABOUT GIFTS OF COMPASSION

Gifts of Compassion help children rise from poverty by supporting their urgent needs with sustainable solutions. Each gift has been carefully chosen to ensure it is empowering and given to the child or family who needs it most.

For every gift you give, you will receive a beautiful card describing the impact you're making. There are a range of gifts to choose from including life-changing clean water, quality education, food security, Bibles and more.

HOW TO GET INVOLVED

The resources below can be used in your church, business or school to promote Gifts of Compassion through raising awareness and giving others an opportunity to support the initiative. You could put up posters or hand out flyers at work, give a presentation at school or at church and use your social media platform to encourage others to join in.

We hope these resources will help as you advocate on behalf of vulnerable children and their families.



**GIFTS OF
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HOW IT WORKS

To purchase Gifts of Compassion, simply follow these three steps:

01

CHOOSE your gifts and scan the QR codes to order online.

02

RECEIVE a beautiful card for each gift (either print or digital).

03

EMPOWER children, families and communities to break the cycle of poverty.

All Gifts of Compassion are tax deductible unless noted.



POSTER

This is a printable A2-sized poster that you can use to raise awareness about Gifts of Compassion.

How to download and print:

- 01** Download the printable poster and other assets by filling in the form at the bottom of [this page](#)
- 02** Set your printer specifications to; single-sided, full colour, portrait and use A2 sized paper
- 03** Print and ready for distribution

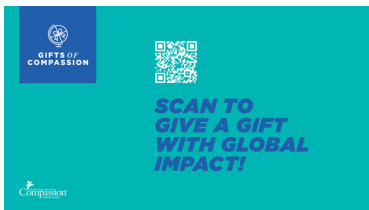
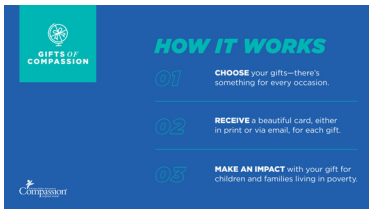


A6 IMAGE

This A6 image can be printed onto card and used as a seat drop or handed out as a flyer to advertise Gifts of Compassion. The image can also be used as an advertisement in a newsletter or publication as required.

How to download and print:

- 01** Download the A6 Image and other assets by filling in the form at the bottom of [this page](#)
- 02** Set your printer specifications to; single-sided, full colour, fit 4x A6 pages to 1x A4 sized paper (to minimise paper waste)
- 03** Print and trim before distribution



PRESENTATION SLIDES

This slide deck provides visual aids for a presenter to speak about Gifts of Compassion.

How to download and use:

- 01** Download the presentation slides by filling in the form at the bottom of [this page](#)
- 02** Save the slides on your computer and open in Powerpoint to use.
- 03** There are multiple photography options for both the title slide and end slide for you to choose from. Please delete the other options and save a new version of the presentation slides

Tips for presenting:

- 01** Make it personal—tell people why you are passionate about Gifts of Compassion
- 02** Don't be afraid to keep it short and sweet!
- 03** Speak with confidence and make eye contact with your audience
- 04** At the end of your presentation, make it clear what you are asking people to do and how they can do it. i.e. scan the QR code and chat to you about any questions
- 05** Enjoy yourself!



SOCIAL MEDIA ASSETS

Your imagination is the limit when it comes to promoting Gifts of Compassion on your platform. You could post an image and caption it or make a short video related to a gift (juggling eggs for the Chicken gift, anyone?). You could also encourage your audience around your own personal journey with Compassion.

For example, you could talk about:

- 01** Your own sponsorship journey with Compassion: why you chose to sponsor a child and what kind of impact sponsorship has had on you and your family
- 02** What uniquely drew you to the work of Compassion

CAMPAIGN HASHTAGS

Please use these hashtags when posting on your platform so your posts can link back to the campaign where people will be able to find similar posts and further information.

#GiftsOfCompassion #CompassionAustralia

PHOTO LIBRARY

In your advocate pack you will find a library of images available for use when posting on your platform.

Download the photo library by filling in the form at the bottom of [this page](#)

TERMS OF USE:

- 01** None of the photos should be edited or altered in any way
- 02** The surrounding context of the photo must treat children with dignity and respect



Suggested captions for the social media images:

GENERAL

Give a gift with global impact!

Give a Gift of Compassion and make a remarkable difference in the life of a child living in poverty!

Find out how you could provide clean water, quality education, food security, Bibles and more.

Instagram: Visit the link in bio to find out more.

Link: cmpsn.co/goc24adv

Facebook/LinkedIn: Visit cmpsn.co/goc24adv to find out more.



FRUIT & VEGETABLE SEEDS

Give a gift with global impact!

Good food is essential for survival. Support families living in poverty with drought-resistant fruit and vegetable seeds plus agricultural training.

Your Gift of Compassion can make all the difference.

Instagram: Visit the link in bio to find out more.

Link: cmpsn.co/goc24adv

Facebook/LinkedIn: Visit cmpsn.co/goc24adv to find out more.



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BIBLE

Give a gift with global impact!

Encourage a love for God's Word by giving children an age-appropriate Bible in their own language.

Your Gift of Compassion can help children learn about the good news of Jesus and discover God's incredible love, transforming their lives and their families.

Instagram: Visit the link in bio to find out more.

Link: cmprsn.co/goc24adv

Facebook/LinkedIn: Visit cmprsn.co/goc24adv to find out more.



CHICKEN

Give a gift with global impact!

Transform a family's financial situation—and their pantry. Your gift will help ensure children have a steady source of protein, plus plenty of eggs to sell.

Instagram: To give this egg-cellent Gift of Compassion or to find out more, simply visit the link in the bio.

Link: cmprsn.co/goc24adv

Facebook/LinkedIn: Visit cmprsn.co/goc24adv to find out more.



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GOAT

Give a gift with global impact!

Give a family living in poverty a source of steady income, a supply of nutritious milk and lifelong skills through the gift of a goat.

Your Gift of Compassion could have a remarkable impact on a child and their family.

Instagram: Visit the link in bio to find out more.

Link: cmpsn.co/goc24adv

Facebook/LinkedIn: Visit cmpsn.co/goc24adv to find out more.



COW

Give a gift with global impact!

Give a family an ongoing source of nutritious milk and a new income opportunity.

This Gift of Compassion includes agricultural training which means a cow can become a small business, helping a family to become self-sufficient.

It truly is a gift that keeps on giving!

Instagram: Visit the link in bio to find out more and give a gift today.

Link: cmpsn.co/goc24adv

Facebook/LinkedIn: Visit cmpsn.co/goc24adv to find out more.



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FOOD SECURITY

Give a gift with global impact!

Record high food prices are driving millions of families into extreme poverty and worsening the effects of malnutrition.

Your Gift of Compassion will ensure families are provided with sustainable sources of food during this critical time.

Instagram: *Give this life-changing gift or find out more, by visiting the link in the bio.*

Link: cmprsn.co/goc24adv

Facebook/LinkedIn: Visit cmprsn.co/goc24adv to find out more.

KIDS MINISTRY RESOURCES

We have a ministry resource available for use as part of a church curriculum for kids. Please contact Compassion on **1300 22 44 53** and ask to speak to a Partnerships Manager if you wish to access this resource.



**SEARCH FOR
COMPASSIONAU**

COMPASSION AUSTRALIA

PO BOX 1, HUNTER REGION MC NSW 2310
Phone: 1300 22 44 53 | Fax: 02 4935 5099
ABN 67 001 692 566

compassion.com.au

Christ-centred | Child-focused | Church-based