

## Lead Nurturing Content Journey\_Emails 1-5\_CO2 Copy

### Email 1: Welcome

SL1: Welcome, %%letter\_salutation%%!

PC1: Explore this compassionate community that is changing the world.

[Headline Options:]

1. Welcome to Compassion
2. There is so much hope here.

I'm so grateful you've decided to explore Compassion a bit more today, %%letter\_salutation%%. **I'm here to give you a peek behind the curtain** — a glimpse into something remarkable that's happening through a compassionate community of ordinary people. Men and women just like you are pressing into this hurting world and bringing hope to the most vulnerable among us — babies and children trapped in poverty. The kind of poverty that impacts kids is the most insidious of all. It threatens their spirit and robs them of hope. But I've discovered that the compassionate spirit this community embodies transcends heartache and hopelessness. It's powerful enough to release children from poverty in Jesus' name.

Come take a look around. We have so much hope to share with you!

[Button: Learn More About Compassion]

[Headline Options:]

1. **Share Some Hope**
2. **Explore More**

- **Pray** about current prayer requests from children who need hope today.
- **Give** to the most urgent needs facing children in poverty right now.
- **Sponsor** a child and discover how this one-to-one relationship can change not only the life of a child in need but yours as well.

It's so nice to meet you, %%letter\_salutation%%. Thanks for letting me show you around!

Signer Name

## Email 2: Compassion Today

SL1: What's so powerful about feeling compassion?

SL2: Have you ever felt this powerful emotion, %%letter\_salutation%%?

PC1: It's so distinct you won't be able to forget it.

PC2: It can change lives.

Headline: What Is Compassion?

The word compassion is derived from Latin and literally means "to suffer with." This definition reveals that compassion is more than just a feeling: It's an active response or a desire to help. This desire to act is what makes compassion distinct from many other emotions. The men and women who are part of our movement of releasing children from poverty in Jesus' name are full of this motivating, life-changing compassion. But what else makes this community distinct? Today, I would like to invite you to explore how and why lives are being changed — how children are released from poverty in Jesus' name.

[Video]

[Button: What Makes Us Distinct?]

### Stories of Hope

Meet children whose lives have been transformed by compassionate men and women just like you.

### Sponsorship

Learn what it means to sponsor a child in four simple steps.

Thanks for your time, %%letter\_salutation%%. Have a blessed day!

Signer Name

## Email 3: What Matters

SL1: Let's talk about you, %%letter\_salutation%%.

SL2: What matters to you, %%letter\_salutation%%?

PC1: We are excited to get to know you!

PC2: We'd love to help you stay connected.

[Headline Options:]

1. **What Matters to You?**
2. **What's Important to You?**

[Picture]

Have you sensed that stirring in your heart yet, %%letter\_salutation%%? The one that says you have something unique to offer this world? I think it hits all of us at some point in our lives. I've learned that the men and women who join this movement at Compassion have not only felt that stirring — they've usually also discovered some gifts they have to offer when they connect with this community. Today, I want to introduce you to a few ways you might connect to this compassionate community too. My prayer is that you'd realize how you've been uniquely designed to impact your world and find fulfillment in sharing hope with those who need it the most.

#### **How Can I Help You Connect?**

- **I want to pray** about current prayer requests from children who need hope today.
- **I want to stay informed** about what's going on in the world and learn how it's impacting children in poverty.
- **I want to give** to the most urgent needs facing children in poverty right now.
- **I want to sponsor** a child and discover how this one-to-one relationship can change not only the life of a child in need but mine as well.

I look forward to seeing how you use your gifts and talents to change our world, %%letter\_salutation%%!

God Bless,

Signer Name

**Email 4: Sponsorship**

SL1: Meet Amor

PC1: Sponsorship shaped her future.

SL2: %%letter\_salutation%%, this sponsorship story is one of our favorites!

PC2: Meet Amor and learn more about sponsorship.

### **Sponsorship Sparks Hope**

I want to introduce you to someone, %%letter\_salutation%%. Her name is Amor, and she grew up in extreme poverty in the Philippines. When we asked her to describe what poverty was like, this is what she said: *"Poverty is the lack of hope that tomorrow will be better than today."* She didn't mention her lack of finances, food or health care. First and foremost, she felt the overwhelming absence of hope. Her story is remarkable, %%letter\_salutation%%. Enjoy watching how sponsorship sparked a hope in Amor that endured to the next generation.

[Video]

[Button: Learn More About Sponsorship]

Sponsorship is a powerful way that many men and women connect to Compassion's community. Through sponsorship, you offer life-changing hope and opportunities to a child in poverty — a process that brings many sponsors joy and life-changing growth as well!. If you think sponsorship might be a way you can bring hope to our hurting world, I want to match you with a child who has been waiting for someone just like you.

### **Match By Longest Waiting**

Although these children are enrolled in Compassion's program, they have not been sponsored. They are waiting for someone to choose them, encourage them and support them on their journey out of poverty.

### **Match By Birthday**

Many sponsors enjoy sharing this special connection with their sponsored child. Find a child who shares your birthday or the birthday of someone you love.

### **Match with Special Needs**

It's tough to grow up in poverty. Special needs multiply the challenges for these children.

### **Help Me Find My Match**

Answer a few quick questions, and we'll match you with a child that you can sponsor!

Thanks for exploring sponsorship, %%letter\_salutation%%. Check out our FAQs to learn more.

God Bless,

Signer

### **Email 5: Impact of Giving**

SL1: Experience the impact of giving, %%letter\_salutation%%.

SL2: Strategic giving. Enormous impact.

PC1: Watch the powerful and practical nature of a donation.

PC2: God's hope grows in generosity

Headline Options:

1. The Impact of Giving
2. God Grows Generosity
3. Donate Strategically. See the Impact.

One of my favorite stories in the Bible is the feeding of the five thousand in Matthew 14. Jesus feeds a multitude of hungry people with a few loaves and fish that were donated by a small boy. Surely this child's offering felt insignificant in the face of such an enormous need. But this story isn't about the need. It's about God growing generosity!

This video is another amazing story about how God uses donations from compassionate men and women to meet tremendous needs around the world. Watch and experience with us how a gift can multiply to make a powerful and practical impact on the life of a child in poverty.

[Video]

[Button: Donate Today]

### **Help Moms and Babies**

Donate to help a baby reach their first birthday. Your gift will help a mother care for her baby during the most critical stage of life.

### **Donate to Unponsored Children**

A child waits an average of 3 months for a sponsor. A gift to the Unponsored Children's Fund allows these waiting children to receive some of the same benefits as sponsored children right away.

### **Give Where Most Needed**

Donations to this fund are reserved for providing strategic relief and meeting critical needs for children in the most urgent situations.

## **Explore Sponsorship**

Learn how sponsorship transforms the lives of children and sponsors like you.

Thank you for exploring the many ways a donation can be a powerful way to share hope with a child in poverty!

God Bless,

Signer