



TO SEE CHILDREN THRIVING IN
SAFE AND LOVING FAMILIES

We believe God designed families as the best environment for children and young people to receive the love, belonging, and protection they need in order to flourish.

Therefore, on behalf of vulnerable children around the world, we commit to support efforts which strengthen families, invest in family-based solutions, and combat the root causes of their vulnerability.

Global Church Pledge Promotional Toolkit

Thank you for your commitment to seeing children thrive in safe and loving families and for all you do to support the family care movement. We have created this toolkit to help you use the [Global Church Pledge](#) to further galvanize momentum for your work and the broader family care movement, offering those you work with the opportunity to join this effort, and commit to supporting children in families.

Use these templates and tools to help you share about the Pledge and to invite others to join you:

- **Ideas and examples for how you can use the pledge**
- **Instructions for signing the Pledge**
- **[Global Church Pledge Logo](#)**
- **[Social Media Assets](#)**
- **Sample Request to Sign the Global Church Pledge**
- **Signing Event Form/Report**
- **Hosting a Virtual Pledge Signing Event**
- **Hosting an In-Person Pledge Signing Event**
- **Ten Ways to Promote Your Signing Event**
- **Sample Signing Sheet**
- **International Days to Use to Promote the Global Church Pledge**



Ideas for how to use the Global Church Pledge

Here are a list of just some of the ways that you can use the Global Church Pledge to galvanize support for the global movement to support family care:

- Bring together Christian leaders in your community to learn about the needs of children and families in their community and the importance of family care. Sign the Pledge as a part of a partnership moving forward.
- Invite Christians in your country or region to sign the pledge, then bring the Pledge to the local or national government as part of your advocacy efforts to make changes in government policies, procedures or support.
- Explain to your donors why you are supporting family care and show them the many other Christians who are doing so through the Global Church Pledge website. Engage the donors in your family care work by inviting them to sign the Pledge as well.
- Invite your congregation to join a family care ministry, like a foster care ministry or family strengthening effort, and in addition to giving ask them to sign the pledge and join the movement.
- Share the Global Church Pledge video and website with someone you know that cares about orphans and vulnerable children but doesn't yet understand the importance of family care. Then invite them to learn more with you.
- Promote family care by posting on social media using images provided in this toolkit and the Global Church Pledge promotional video.
- Add the Global Church Pledge logo and promotional video to your organization's website, linking to the Global Church Pledge site, to share the message with your website visitors.
- Write a blog or newsletter about the Global Church Pledge, why you support it, and inviting others to join you.
- Share the Global Church Pledge in November on Orphan Sunday with your church and invite others to sign it.



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How to Sign the Pledge

1. Go to the Pledge website at globalchurchpledge.org.
2. Scroll the “Sign Now!” button.



3. Enter your information to include name, email, and church or organization name, if applicable.
4. If you are signing on behalf of a church or organization, we would love to add your logo to the list of signatories represented on the page (see FAQs for details on how your logo will be used). Simply click “Choose File” and upload a logo from your computer to submit. We will be notified of your commitment and will add your logo to the images of others who have committed.
5. If you are hosting an in-person event, use the [event report sheet](#) and [signing sheet](#) included in the [Global Church Pledge Promo Kit](#) to have your guests sign in person. Send scanned copies of your report and the signing sheet to: info@globalchurchpledge.org.

Greetings, friend/[name],

[insert personal greeting]

I'm eager to share something exciting with you given [our shared goals and vision for the care for children].

A group of Christian organizations gathered during the 2019 United Nations general assembly to discuss how we can accelerate our efforts to see Christians supporting children in safe, loving families around the world. The [Global Church Pledge](#) resulted:

We believe God designed families as the best environment for children and young people to receive the love, belonging, and protection they need in order to flourish.

Therefore, on behalf of vulnerable children around the world, we commit to support efforts which strengthen families, invest in family-based solutions, and combat the root causes of their vulnerability.

The Pledge was created to galvanize the movement toward family care that has been gaining speed for the last two decades. To date, many incredible individuals, churches, and organizations have signed on to show their commitment and help catalyze the movement.

Because of our shared vision to [insert a personal example], I'm eager to ask you to join me in signing the [Global Church Pledge](#) and sharing it with others. Let me know what questions I can answer as you consider signing the Pledge and if there's anything I can do in supporting your commitment!

With gratitude for your support,

[name]



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Virtual Pledge Signing Event

Preparation

- Make guest list
- Determine a date and time for your virtual meeting
- Determine your platform for digital connection (Zoom, etc.)
- Invite your guests to join you

Sample Email for Meeting Invitation

[Church/Organization/Individual name] invites you to join us for an important event celebrating the importance of a family for every child! Please join us virtually on [date] at [time] to learn about the *Global Church Pledge* to see children thriving in safe, loving families (www.globalchurchpledge.com).

We'll share with you about why this topic is so important to [us/me] and invite you to join [us/me] in supporting the movement to see vulnerable children care for in safe, loving families.

Meeting invite will be emailed to your inbox!

[Signed]

Logistics to Prepare

- Select and prepare virtual platform
- Ensure your church or organization is represented on the [Global Church Pledge](http://www.globalchurchpledge.com) website (if applicable)
- Choose and invite a family care expert to present
- Prepare to share why you support family care
- Ensure you have The Global Church Pledge promotional video prepared from website
- Ability to share your screen with your virtual meeting tool

Sample Meeting Agenda

1. Record your meeting so you can share it with the Global Church Pledge facilitation team and others unable to join you
2. Welcome, introduce guests, and share why they were invited to join the meeting
3. Start by introducing the importance of family care
 - a. Take the opportunity to talk about why [you/your organization/your church] advocates for family care
 - b. Share a story that represents the importance of family care.
 - c. Have a family care expert or someone who has transitioned to family-based care share their insight and experience. Need help identifying someone? Email us at info@globalchurchpledge.org
 - d. If applicable, share about progress that has been made in your church or organization in regard to care for children in families
4. Share how the Pledge was created:

A group of Christian organizations gathered during the 2019 United Nations general assembly to discuss how we can accelerate our efforts to see Christians supporting children in safe, loving families around the world. The [Global Church Pledge](#) was created as a result of the meeting.
5. Share your screen to show the Pledge website www.globalchurchpledge.com
6. Read the Pledge:

We believe God designed families as the best environment for children and young people to receive the love, belonging, and protection they need in order to flourish. Therefore, on behalf of vulnerable children around the world, we commit to support efforts which strengthen families, invest in family-based solutions, and combat the root causes of their vulnerability.
7. Draw attention to the organizations who have already signed the Pledge.
8. Share the promotional video from website: globalchurchpledge.org
9. Invite guests to join you in committing to see children thriving in safe, loving families
10. Ask people to sign together through the website: www.globalchurchpledge.com
11. Take screenshots while people are signing to email to info@globalchurchpledge.org
12. Invite those signing to consider a few ways they can live out this commitment.
13. Thank your guests and close in prayer
14. Post about the event on social media or share in a newsletter using the Global Church Pledge Media Guide to assist you.
15. Send a screenshot and/or video of the pledge signing event to info@globalchurchpledge.org



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In-Person Pledge Signing Event

Preparation

- Make a guest list
- Determine a time, date, and location for your gathering
- Manage event logistics (e.g. microphone, technology, food and beverage, etc.)
- Decide if your event will utilize special speakers
- Invite your guests and special speakers to join you

Sample Email for Meeting Invitation

[Church/Organization/Individual name] invites you to join us for an important event celebrating the importance of a family for every child! Please join us on [date] at [time] to learn about the *Global Church Pledge* to see children thriving in safe, loving families (www.globalchurchpledge.com).

We'll share with you about why this topic is so important to [us/me] and invite you to join [us/me] in supporting the movement to see vulnerable children care for in safe, loving families.

Please RSVP to/at [insert information] by [insert date]
[Signed],

Logistics to Prepare

- Secure dates/location
- Send event invite to guests
- Ensure your organization is represented on the [Global Church Pledge](http://www.globalchurchpledge.com) website
- Choose your subject matter expert/invite, and calendar their time
- Prepare a document(s) for participants to sign (see sample signing sheet)
- Prepare your event logistics (audio-visual, tables/chairs, etc., guest arrival, signing experience)
- Ensure you have the Global Church Pledge promo video from website

- Prepare your speaker
- Prepare to share why family-based care matters to you/your organization

Meeting Agenda

1. Record your meeting, if you're able, so you can share it with the Global Church Pledge facilitation team and others unable to join you
2. Welcome, introduce guests, and share why they were invited to join the meeting
3. Start by introducing the importance of family care
 - a. Take the opportunity to talk about why [you/your organization/your church] advocates for family care
 - b. Share a story that represents the importance of family care.
 - c. Have a family care expert or someone who has transitioned to family-based care share their insight and experience. Need help identifying someone? Email us at info@globalchurchpledge.org
 - d. If applicable, share about progress that has been made in your church or organization in regard to care for children in families
4. Share how the Pledge was created:

A group of Christian organizations gathered during the 2019 United Nations general assembly to discuss how we can accelerate our efforts to see Christians supporting children in safe, loving families around the world.

The [Global Church Pledge](#) was created as a result of the meeting.
5. Read the Pledge:

We believe God designed families as the best environment for children and young people to receive the love, belonging, and protection they need in order to flourish. Therefore, on behalf of vulnerable children around the world, we commit to support efforts which strengthen families, invest in family-based solutions, and combat the root causes of their vulnerability.
6. Draw attention to the organizations who have already signed the Pledge
7. Share the promotional video from website: globalchurchpledge.org
8. Invite guests to join you in committing to see children thriving in safe, loving families
9. Pass around signing sheet for guests to sign
10. Take photos while people are signing to email to info@faithtoaction.org
11. Thank your guests and close in prayer
12. Post about the event on social media or in your newsletter using the Global Church Pledge Media Guide to assist you.
13. If guests signed on paper, send logos and/or names of signers to info@globalchurchpledge.org. Also send any photos or videos of the pledge signing event!



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Ten Ways to Promote Your Signing Event

Promoting the Global Church Pledge, both before and after your event, is a great way to spread the family care message far and wide.

1. Target specific people, churches, or organizations you would like to join, and invite them to join you with a personal invitation
2. Add information about the signing event on your website
3. Post about the signing event on social media
 - Use the social media tools provided in this toolkit
 - Share the Global Church Pledge video
 - Have your President/Pastor go live to talk about why they are signing and have them sign
 - Ask others to post videos of talking about why they support the Pledge and signing
4. Write a blog about the Global Church Pledge
5. Prior to the signing event, create an event page on Facebook
6. Ask your guests and partners to post about the signing event on social media
7. Invite your church to post about the event in a bulletin, newsletter, or on social media
8. Share the Global Church Pledge video on social media and on your website
9. Issue a press release
10. Invite a local reporter to cover the signing event

Be sure to use the #GlobalChurchPledge hashtag when posting on social media!



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International Days: A list of dates and topics that you could use to share about the Pledge

8 March

International Women's Day

15 May

International Day of Families

1 June

Global Day of Parents

23 June

International Widows' Day

19 August

World Humanitarian Day

11 October

International Day of the Girl Child

17 October

International Day for the Eradication of Poverty

7 November

Orphan Sunday--20th Year Observance

20 November

World Children's Day

1 December

World AIDS Day