The First 1,000 Days Campaign Plan

Thank you for joining us! World Renew is grateful your church is considering partnering with us to bring good health and hope to babies and moms around the world. Because of gifts like yours, young children can grow up healthy and strong in their first 1,000 days of life and thrive in the years to come.

CAMPAIGN DETAILS

What do we mean by "the first 1,000 days?" That's the period of a child's life from a mother's pregnancy to age two. This period is critical for a child's growth and development and can have life-long effects on overall health. Through our maternal and child health initiatives, World Renew works to provide healthcare, child nutrition, and support for parents during the first 1,000 days and beyond.

Some stats:

- 15,000 children under five die every day from malnutrition and preventable diseases.
- World Renew has worked in the maternal & child health sector for more than 40 years in several countries, including India, Bangladesh, and Malawi.
- In the past decade, 1.7 million children received health interventions through World Renew and 150,000 women were trained to prevent child stunting in the first 1,000 days.

To help your church hold this offering for World Renew, we've provided the following materials to download, share, and/or print:

- Bulletin insert
- Presentation slide
- Video
- Social media image
- Bulletin announcements
- QR code

CAMPAIGN PLAN/TIMELINE

1 week before Mother's Day:

- Make a verbal announcement in church that the following Sunday you will be celebrating mothers and collecting a special offering to support World Renew's work in maternal & child health.
- Use bulletin announcement #1.
- If your church uses bulletin inserts, make sure to download and print enough inserts for next week's service.

Mother's Day:

- Hold an offering for World Renew during your collection. Make sure to play the World Renew video during the offering and add the presentation slide to Sunday morning pre-roll and postlude.
- Use bulletin announcement #2.

1 week after Mother's Day:

- Forward last week's collection to World Renew (by mail or online—giving details below).
- Use bulletin announcement #3.

DONATION DETAILS

ONLINE GIFTS

To give online, visit worldrenew.org/first1000days and fill out the donation form. You can also scan the QR code on the PowerPoint slide to get direct access to the donation form.

PHYSICAL GIFTS

To give in the form of a check/cheque, please:

1. Make payable to World Renew
2. In the memo line, write "World Renew First 1,000 Days Offering"
3. Mail to the:

US Office:
8970 Byron Commerce Dr SW
Byron Center, MI 49315

Canada Office:
3475 Mainway, PO Box 5070, STN LCD 1
Burlington, ON L7R 3Y8

For more information or to give, visit: worldrenew.org/first1000days

World Renew

Reminder: In addition to a Mother's Day offering, these resources can be used at any time throughout the year!