



## FY22 Q1 MASS CAMPAIGN 2021 CHRISTMAS TOOLKIT

Prepared 10/2021

### » Objective

To equip World Vision U.S. team members and partners with creative guidance and support, so that we can together deliver a **clear, unified message**, build **brand awareness**, and achieve **Q1 fundraising goals**.

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## Campaign overview

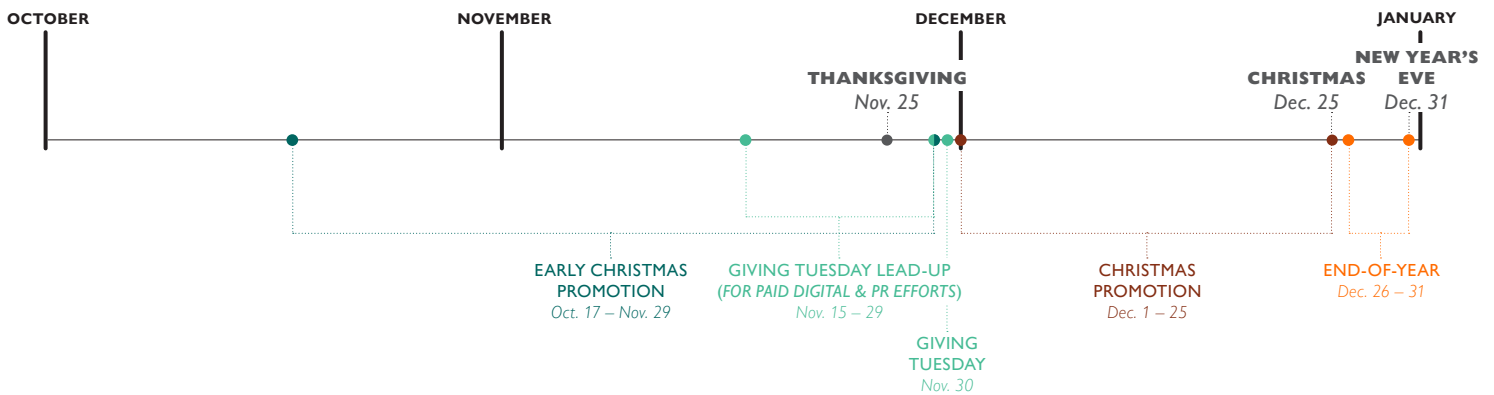
### 2021 Christmas Campaign: “Choose Joy This Christmas”\*

While the world continues to cope with the ongoing COVID-19 crisis, many in the U.S. are feeling more hopeful. We want to encourage our donors to choose joy by reflecting on their blessings this Christmas. We'll inspire new and existing donors to choose joy and give generously as they once again celebrate the birth of Jesus—the greatest reason of all for joy.

Much of our activation will be done digitally.

Dates: October 17 – December 31, 2021

### Timeline



### Product priorities

CHANNEL	EARLY HOLIDAY OCT. 17 – NOV. 29	GIVING TUESDAY NOV. 30	CHRISTMAS DEC. 1 – 25	END-OF-YEAR DEC. 26 – 31
DIGITAL	1. Gift Catalog 2. World Vision Fund OTG + handcrafted gifts	1. World Vision Fund OTG + handcrafted gifts to support match 2. Gift Catalog	1. Gift Catalog 2. World Vision Fund OTG + handcrafted gifts	World Vision Fund OTG
SPM				1. Warm winter clothing 2. World Vision Fund OTG
CDM	1. Chosen (COVID-19 Wrap) 2. Gift Catalog (Church Wrap)	1. Chosen (COVID-19 Wrap) 2. Gift Catalog (Church Wrap)	1. Chosen (COVID-19 Wrap) 2. Gift Catalog (Church Wrap)	Chosen (COVID-19 Wrap)

NOTES: Alert bar will feature World Vision Fund on Giving Tuesday (11/30) and End-of-Year (12/26 – 31). #GT ramp up (e.g. digital ads + PR) starts 10/17.

\*Giving Tuesday and End-of-Year efforts will not share this messaging theme.

## Audience

The audience is our total addressable market, with an emphasis on reaching new donors. Priority segments are Faithful Skeptics and Bond-driven Passionates.

### Audience insights

*Even though the world is still coping with the effects of the COVID-19 crisis, I have so much to celebrate and be thankful for. This Christmas will be a special time for me to share the “joy of the season” with gifts that show my gratitude for my blessings by sharing with those in need.*

- > **Mindsets:** Joy is more abundant and more available than last year.
  - I’m **blessed** to have made it through the crisis thus far and I want to share my blessings with others.
  - I’m giving myself **permission** to make up for lost time and **do what makes me and my family happy**.
  - I remember that **true joy comes from the Lord**, who is with me and has been faithful through it all.
  
- > **Christmas:** This year we’re blessed to have more opportunity to celebrate together with loved ones again.
  - If given the chance, I’m **going all out** with family and friends—grateful to **still have each other**.
  - I’m joyful to be celebrating **together, from near and far**.
  - I’m blessed to be **at church**, worshipping **together** with the body of Christ.
  
- > **Giving:** We are all connected.
  - The pandemic has affected **all of us**, everyone in the world.
  - Things are improving here in the U.S., but **not for everyone**—**people still need (my) help**.
  - I’m blessed to be able to **reach out** to those still struggling. **It brings me joy to show love and care for another**.

### Funnel strategy

Lead with encouragement to speak to our audience at each stage of their respective journeys:

- > **Awareness/top of funnel:** Encourage people that even though the world is still coping with the effects of the COVID-19 crisis, we have much to be thankful for; that choosing JOY in Jesus can help make this Christmas season the brightest part of a year of changes; and that seasonal traditions are one of the best ways to celebrate that joy!
  - Content to center on both existing and new holiday traditions—with primary focus on reflection, family, and serving others—that inspire and activate our audience to “choose joy” this Christmas season.
  
- > **Consideration/mid-funnel:** Position the Gift Catalog and World Vision Fund as ways to choose joy with the shared seasonal traditions of serving and gift-giving while addressing our audience’s Christmas-shopping needs.
  - Content to affirm that by giving a gift through World Vision, donors can spread the joy they’ve chosen around the world—and especially to kids and families in greatest need in places that are still struggling with the impacts of the pandemic.
  
- > **Decision/bottom of funnel:** Invite new and existing donors to choose life-changing gifts from the World Vision Gift Catalog and give to the World Vision Fund as a meaningful expression of their Christmas tradition of gift-giving and out of gratitude for the blessings they have received.
  - Direct calls-to-action to spread joy by donating a gift through the Gift Catalog and giving through the World Vision Fund.

## Creative rationale

**This Christmas is a time of new beginnings and hope—a time to choose joy!** We are grateful for our blessings now more than ever, and we want to share those blessings—by celebrating with friends and family, and by meeting the needs of others still struggling because of the pandemic. As we celebrate the birth of Jesus with familiar traditions and loved ones, we choose joy and the opportunity to bless others with life-changing gifts through the Gift Catalog and World Vision Fund.



## Key verse

May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit. —Romans 15:13 (NIV)



## Christmas lead creative

This year our lead creative is a child with a goat—one of the most popular products in the World Vision Gift Catalog.

Rotate in other top Gift Catalog products (chickens, healthcare and medicines, etc.). See page 12 for approved images and page 18 for creative examples.

**Primary headline**  
Required (wording may vary; see page 7).

**Knit texture graphic (required, may be customized with text or icons)**  
See pages 7–9 for additional options.

**Secondary brand color accents (optional; only WV Teal and WV Maroon may be used)**  
See pages 7–9 for execution examples.

**Image (required)**  
See collection on Story Hub.

**Example website header**

**CTA**  
Required (wording may vary; see page 10).

**Solid white bar to create contrast for subhead and CTA (optional)**  
Executions should be full-bleed; in cases where white space is needed, use a solid color (see examples on pages 8–9 and 18).

**Subhead (Optional)**  
See page 10.

- **Fonts** - Lato should be used primarily for large headlines in **online** and **digital** creative for FY21 Christmas pieces.
  - Gill Sans Nova should be used primarily in **print** creative for FY21 Christmas pieces.
- **Color** - All materials must be in full color whenever possible, with **orange** as the primary design color.
  - **WV Teal** and **WV Maroon** are the only approved secondary colors that *may* be used throughout FY21 Christmas creative. See pages 7–9. (Please note one exception: All Giving Tuesday creative *must* incorporate **WV Green** as a secondary color. See page 21.)

## Christmas messaging

### Example copy

#### Primary headline and subhead

# CHOOSE JOY THIS CHRISTMAS.

Celebrate Jesus' birth with gifts that spread joy across the world and in your own family.

#### CTAs:

Give a gift. Change a life.

Give now

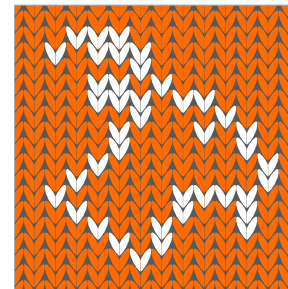
#### Alternate headline examples

- > **CHOOSE GENEROSITY THIS CHRISTMAS**
- > **CHOOSE FAITH THIS CHRISTMAS**
- > **CHOOSE PEACE THIS CHRISTMAS**
- > **CHOOSE HOPE THIS CHRISTMAS**

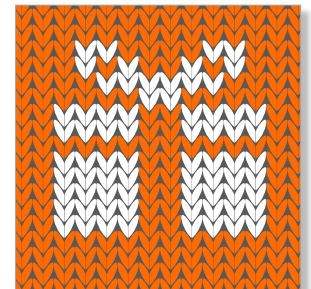
### Additional creative details



Knit example using an alternate headline



Knit goat icon example



Knit gift box graphic

Scale of the knit graphic must be consistent across all uses in a single piece.

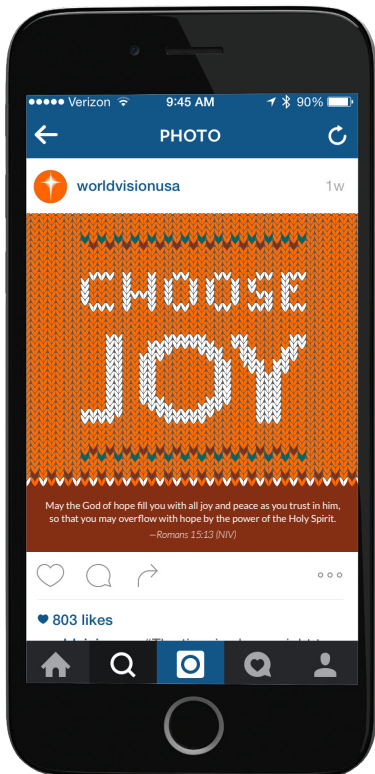
Background color of the knit graphic should always be 80% black. See examples above and throughout this toolkit.

# Christmas creative

## Social examples



Social page cover



Instagram post



Instagram post



Social media paid Facebook post



## Christmas creative

### Digital application examples



Digital ad

**Note:** Whenever possible, use WV Teal and WV Maroon accents to signal the Christmas season.

Be intentional when designing for digital to use headlines that are large and feature plenty of contrast, especially since ad sizes will vary greatly.



Email header

## Gift Catalog messaging

### Sample copy

#### [Gift Catalog sample 1: short]

CHOOSE JOY THIS CHRISTMAS.

**CTA: Give a gift. Change a life.**

#### [Gift Catalog sample 2: short (picturing the donor)]

This Christmas, our family is celebrating Jesus' birth by  
CHOOSING JOY.

**CTA: Give a gift. Change a life.**

#### [Gift Catalog sample 3: medium]

This Christmas, CHOOSE JOY.

Celebrate Jesus' birth with gifts that spread joy across the world  
and in your own family.

**CTA: Give in honor of a loved one**

#### [Gift Catalog sample 4: medium]

CHOOSE JOY THIS CHRISTMAS.

Celebrate God's greatest gift by spreading joy to kids and  
families in need.

**CTA: Give Now**

#### [Gift Catalog sample 5: long]

CHOOSE JOY THIS CHRISTMAS.

Give in honor of a loved one and bring joy to a child with  
gifts like a goat, clean water, or warm clothing.

Over 100 ways you can choose—and share—joy!

**CTA: Shop the Gift Catalog**

#### [Gift Catalog sample 6: long]

This is what it looks like when you  
CHOOSE JOY THIS CHRISTMAS.

Goats give nutritious milk, extra income, and lasting  
hope to families in need. Even better? Families who receive  
goats through the Gift Catalog often “pass on” offspring  
from their own future flock to another family in need. This  
means the joy keeps growing!

**CTA: Give joy. Give a goat.**

### Important note on protecting trademarked copy

The “**Gift a gift. Change a life.**®” Gift Catalog tagline is registered and protected by World Vision. Notice of its registered status (the circle-R mark) should be displayed where the phrase is first shown in a piece, or where it is most prominent. This is simplest when the tagline is shown graphically (example: the cover of the Gift Catalog). Use of the statement in body copy or as a CTA, including in a digital button, is a gray area; ideally the graphic representation with registered mark will appear elsewhere on the piece. Please contact Keelyn Roman in the World Vision Legal department with any questions at **206.353.5781** or **kroman@worldvision.org**.

## Gift Catalog messaging—World Vision Fund ask

### Sample copy

#### [World Vision Fund sample 1: short]

CHOOSE JOY THIS CHRISTMAS.

Give a gift to create lasting change.

**CTA: Donate**

#### [World Vision Fund sample 2: medium]

CHOOSE JOY THIS CHRISTMAS.

Celebrate Jesus' birth with a gift that helps kids and families in need create lasting change.

**CTA: Give Now**

#### [World Vision Fund sample 3: long]

CHOOSE JOY THIS CHRISTMAS.

Spread the joy of Jesus' birth by empowering kids and families for healthier lives and futures. Your gift equips them to thrive with reliable access to basics like clean water, nutrition, healthcare, education, and more.

**CTA: Donate Now**

## Gift Catalog content resources

### Gift Catalog hero images



Ethiopia-Gift\_Catalogue-Maritu-033.jpg  
Maritu, Ethiopia  
(pictured at age 7)  
Image for Gift Catalog  
Main covers [36M and 20M]



D485-1136-135.jpg  
Billy, Zambia  
(pictured at age 8)  
Image for Gift Catalog  
Church Wrap



D165-0834-116.jpg  
Pradeep, India  
(pictured at age 6)  
Image for Gift Catalog  
Personalized Wrap



D165-0834-045.jpg  
Balachandran, India  
(pictured at age 11)  
Image for Gift Catalog  
Last-minute covers  
[36LM and 20LM]

### Gift Catalog top items

Goat and 2 chickens (\$110)

2 chickens (\$25)

Goat (\$85)

U.S. Coronavirus Family  
Emergency Kit (\$75)

Child Protection Fund (\$50)

Coronavirus Emergency  
Response—U.S. and  
International (\$50)



GettyImages-147053998.jpg

An inset of two chicks may be added depending on how the image is being featured.



W055-0302-006.jpg



W165-0326-007.jpg



D485-1084-070.jpg



W095-0092-077.jpg



D030-0795-215.jpg



W095-0092-077.jpg

Hope for sexually  
exploited girls (\$40)

5 ducks (\$50)

Healthcare and  
medicines (\$50)

Hunger Relief Fund (\$50)

\$350 worth of necessities  
in the U.S. (\$25)

World Vision Fund (\$100)



s151062-3-Community  
Guardians-India-AHar  
ris (13)cc\_bw.psd



D259-0368-03.jpg



D395-0904-200.jpg



D087-0501-150-2.jpg



D400-1720-51.jpg



D485-0959-52.jpg

View **Gift Catalog URLs** approved for various promotional executions. All creative promoting Gift Catalog should be reviewed and approved by the Gift Catalog team (contact: Brita Dolan).

View additional photos for use in the **2021 Christmas Promotion Collection** on Story Hub.

## Gift Catalog content resources

### Influencer images

Use these studio images for materials featuring World Vision celebrity supporters Patricia Heaton, Melissa Joan Hart, Leanne Ford, and Wé McDonald and World Vision's celebrity-designed, artisan-made gifts, available in the 2021 Christmas Gift Catalog. **IMPORTANT NOTE: No touchups may be made to these photos.**

**Patricia Heaton**



Patricia Heaton0346\_outline\_REV\_cmyk\_crop.psd

**Melissa Joan Hart**



D400-2012-153\_Melissa\_CMYK.tif

**Leanne Ford**



WV Leanne Ford Salad Servers-3\_cmyk.tif

**Wé McDonald**



WeMcdonald\_2C\_6018\_cmyk.tif

### World Vision's celebrity-designed, artisan-made gifts

"Wrapped in Hope"  
dip-dyed scarf by  
Patricia Heaton  
3205 - \$100 donation



GC\_scarf\_PH-073\_outline\_cmyk.tif

"These Three Remain"  
rose gold-toned bracelet  
by Melissa Joan Hart  
3207 - \$100 donation



mjh\_bracelet-146\_outline\_cmyk.tif

"Around the Table"  
color-block salad servers  
by Leanne Ford  
3211 - \$50 donation



Tongs-045\_outline\_cmyk.tif

"Bonded Together"  
tote by Wé McDonald  
3183 - \$75 donation



Wé\_Tote\_CUT\_CMYK.psd

View **handcrafted gift descriptions**.

View additional photos for use in the **2021 Christmas Promotion Collection** on Story Hub.

## Gift Catalog content resources

### Influencer images (cont.)

Use these studio images for materials featuring World Vision celebrity supporters Breegan Jane, Danica McKellar, Kristoffer Polaha, and Meagan Good and World Vision's celebrity-designed, artisan-made gifts, available in the 2021 Christmas Gift Catalog. **IMPORTANT NOTE: No touchups may be made to these photos.**

**Breegan Jane**



IMG\_0823\_Breegan\_cmyk.tif

**Danica McKellar**



20210719\_EDIT\_NEW2\_cmyk.tif

**Kristoffer Polaha**



Kristoffer\_701A0030\_cmyk.tif

**Meagan Good**



D400-2017-005\_EDIT\_cmyk.tif

### World Vision's celebrity-designed, artisan-made gifts

“Circle of Strength” upcycled coasters by Breegan Jane  
3209 - \$75 donation



Coasters--36\_outline\_cmyk.tif

“Love and Grace” silver-toned necklace by Danica McKellar  
3215 - \$100 donation



GC\_necklace-007\_outline REV\_Shortened\_cmyk.psd

“Further Together” waxed string bracelets by Kristoffer Polaha  
3217 - \$30 donation



Kristoffer Bracelet\_outline\_cmyk.tif

“The Tie that Binds” wrap bracelet by Meagan Good  
3213 - \$50 donation



wrap\_bracelet\_gray--43\_outline\_cmyk.tif

### Additional handcrafted gifts

Alpaca ornament  
3143 - \$50 donation



Llama\_Premium\_CMYK.tif

Hen and chick ornament  
3219 - \$40 donation



GC\_chicks-019\_cmyk\_outline.tif

Organic coffee blend  
1839 - \$75 donation



GC\_coffee-003\_outline\_cmyk.tif

View [handcrafted gift descriptions](#).

View additional photos for use in the [2021 Christmas Promotion Collection](#) on Story Hub.

## Gift Catalog content resources

### Communicating about handcrafted gifts

#### Context, guidelines, and examples

When crafting external messaging about the handcrafted gifts (HCGs) featured in the World Vision Gift Catalog, keep in mind the following key points:

HCGs are free with donation to the World Vision Fund. Donors choose the HCG they'd like to receive and donate the corresponding amount shown for that item.

DON'T SAY	DO SAY
<p><b>When you buy/purchase this gift ...</b></p> <ul style="list-style-type: none"> <li>• “Free gift with donation” language is required, as “buy/purchase” gets into merchandise tax issues. Also, the donation amount associated with the HCG is not the “cost” of the item.</li> </ul>	<p><b>When you give this handcrafted gift ...</b></p> <ul style="list-style-type: none"> <li>• Choose <i>this [item]</i> as a gift for yourself or someone else.</li> <li>• Donate to receive <i>[item]</i>.</li> </ul>

The HCGs are made by fair-trade artisans, purchased by World Vision through a broker (Gifts With a Cause), and delivered to our fulfillment locations to be shipped to donors who give corresponding donations to the World Vision Fund. *The artisans make a profit only through World Vision's initial purchase;* do not say or imply that a donor's gift yields profit for the artisans. All HCG proceeds go to the World Vision Fund, which empowers kids and families around the world, not women—or artisans—specifically.

DON'T SAY	DO SAY
<p><i>Your gift supports the artisans who made the item.</i></p> <p><i>You're helping empower women like these artisans.</i></p>	<p><i>Your gift empowers kids and families around the world to lift themselves out of poverty.</i></p>

The approved description of the HCGs is “celebrity-designed, artisan-made.” If an individual celebrity has directed specific choices (color, engraved words, style, etc.), they can be said to have “designed” the items. This year, seven of the eight celebrities made design decisions; Wé McDonald selected her tote without additional design direction, so refer to it as “[her/my] tote” but when writing about her individually, say she “partnered with World Vision to feature” the tote (rather than that she “designed” it).

DON'T SAY	DO SAY
<p><i>Check out the tote designed by Wé McDonald.</i></p>	<p><i>Check out Wé McDonald's tote featured in the Gift Catalog.</i></p>

## Gift Catalog content resources

### Approved copy to be shared with media outlets

#### Long version:

For our celebrity-designed, artisan-made gifts, World Vision partners with [Gifts with a Cause](#), a fair-trade organization that provides a sustainable income to artisans in developing countries. Each artisan receives a living wage, a safe place to work, business development training, and opportunities to build long-term business relationships in their communities. World Vision's celebrity supporters contribute their time and influence, helping to design and share about these beautiful items, and the impact possible through World Vision, with our donors and their fans.

Proceeds from the handcrafted gifts in the World Vision Gift Catalog go through the [World Vision Fund](#) to empower kids and families around the world to lift themselves out of poverty. Many of these families are still reeling from the impacts of the pandemic. Our donors' generosity helps provide hope and meet critical needs both today and tomorrow.

#### Medium version:

Handcrafted gifts are free with donations to the [World Vision Fund](#) as noted. The World Vision Fund provides undesignated funding that helps meet the critical needs of kids and families both today and tomorrow—equipping people to rebuild in the wake of disasters (including the secondary impacts of COVID-19) and helping empower communities to lift themselves out of poverty.

#### Short version:

Proceeds from the celebrity-designed, handcrafted gifts in the World Vision Gift Catalog go through the [World Vision Fund](#) to empower kids and families around the world to lift themselves out of poverty.

### Examples of approved marketing body copy

#### Long version:

This Christmas, choose joy with gifts that give back! When you give handcrafted gifts from World Vision, you'll help empower kids and families around the world out of poverty. In places like [country name, if appropriate] that are still reeling from pandemic impacts, your generosity will help provide hope and meet critical needs — both today and tomorrow.

#### Short version:

This Christmas, choose joy with gifts that give back! When you give handcrafted gifts from World Vision, you'll help empower kids and families around the world out of poverty for good.

#### Celebrity script with “designed by” (excerpts from Breegan Jane social video; Agency job# PE17106)

*I'm excited to share with you a set of coasters I designed for World Vision's Gift Catalog. Women artisans in Tanzania, some of them refugees, hand-weave these gorgeous pieces using recycled fibers and local grasses with traditional techniques. They're sustainably made, beautiful, and women-empowering! You know why I choose to partner with World Vision? When you give this handcrafted gift, you help empower kids and families to lift themselves out of poverty — all over the world. Check out my coasters — and other gifts that give back! — at worldvision dot org.*

#### Celebrity script without “designed by” (excerpt from Wé McDonald GT social video; Agency job# PE17101)

*I got to partner with World Vision, one of my favorite nonprofits, to feature a tote in their Gift Catalog! It's hand-embroidered by women artisans with disabilities in Viet Nam who earn fair-trade wages for their work. I love how making the tote helps these women improve their lives — and when you give it as a gift, you help empower kids and families around the world out of poverty! You can learn more about my tote and this great work at worldvision dot org.*



Gift Catalog covers



Main (36-page and 20-page)



Church Wrap (for 36-page)



Last-Minute Wrap (for 36-page and 20-page)



Personalized Wrap (for 36-page)



Online Push Wrap (for 20-page)

## Gift Catalog creative

### Digital ad examples



**Note:** WV Teal and WV Maroon accents, along with the knit gift box graphic, are recommended for all Gift Catalog Christmas digital creative.



## Giving Tuesday messaging

### Sample copy

#### Giving Tuesday: November 30

This year an anonymous donor is generously matching any donation made **to the World Vision Fund** on Giving Tuesday, up to \$1 million. The wording below should be used on Giving Tuesday marketing pieces that mention the match. For more information, please contact Rebecca Spencer.

Find more information on the World Vision Fund [here](#).

*Note: When space is too limited to include a mention of the World Vision Fund, it MUST be referenced on the linked pages. **ONLY gifts to the World Vision Fund are matched on Giving Tuesday.***

#### [Digital banner ad: Before or on Giving Tuesday]

**DOUBLE THE JOY**

NOVEMBER 30

Your World Vision Fund gift matched on #GIVINGTUESDAY

**CTA: LEARN MORE**

#### [Digital banner ad: Before or on Giving Tuesday]

**DOUBLE THE JOY.**

This #GIVINGTUESDAY, every \$1 you give to the World Vision Fund = \$2 in lasting impact.

**CTA: LEARN MORE**

#### [Digital banner ad: On Giving Tuesday]

**DOUBLE THE JOY TODAY**

Your gift matched on #GIVINGTUESDAY

**CTA: GIVE NOW**

#### [Short version: Before or on Giving Tuesday]

**DOUBLE THE JOY.**

Any gift given to the World Vision Fund on Giving Tuesday, Nov. 30, will be matched, up to \$1 million.

### Giving Tuesday image



D395-0922-14.jpg

#### [Medium version: Before or on Giving Tuesday]

**DOUBLE THE JOY THIS #GIVINGTUESDAY**

Your gift [today] is doubled to empower even more kids around the world.

Any gift given to the World Vision Fund on Giving Tuesday, November 30, is matched.\*

**CTA: Learn more/Give now at [worldvision.org](http://worldvision.org).**

*\*Up to \$1 million*

#### [Long version: Before or on Giving Tuesday]

**DOUBLE THE JOY**

**DOUBLE YOUR IMPACT**

**THIS #GIVINGTUESDAY**

**NOVEMBER 30**

**Your gift [today] is doubled!**

Any gift given to the World Vision Fund on Giving Tuesday, November 30, is matched\*—meeting the needs of today and beyond by empowering kids and families to create change that lasts.

What can match the joy of giving?

**CTA: Learn more/Give now at [worldvision.org](http://worldvision.org).**

*\*Up to \$1 million*

**NOTE:** The preference is to exclude mention of a “generous” or “anonymous donor.” When added context is beneficial, it is acceptable to say that donations are being “matched by a generous donor.”

## Giving Tuesday messaging—handcrafted gift add-on

### Sample copy

#### [Handcrafted gift add-on option 1]

Get a free handcrafted gift with your donation to the World Vision Fund.

**CTA:** Check out the gifts at [worldvisiongifts.org](https://worldvisiongifts.org).

#### [Handcrafted gift add-on option 2]

Get a free gift with your donation to the World Vision Fund.

**CTA:** See all of our celebrity-designed, artisan-made gifts at [worldvisiongifts.org](https://worldvisiongifts.org).

#### [Handcrafted gift add-on option 3]

FREE gift with donation to the World Vision Fund

Choose a beautiful handcrafted gift for a loved one (or, shhh, keep it for yourself).

**CTA:** See them all at [worldvisiongifts.org](https://worldvisiongifts.org).

#### [Handcrafted gift add-on option 4]

Get a FREE gift with your donation to the World Vision Fund.

Make Giving Tuesday even more special by choosing a handcrafted gift for someone you love.

**CTA:** Learn more at [worldvisiongifts.org](https://worldvisiongifts.org).

#### [Handcrafted gift add-on option 5]

When you give [handcrafted gift option] as a gift, you help empower kids and families around the world out of poverty!

**CTA:** Check it out—and other gifts that give back—at [worldvisiongifts.org](https://worldvisiongifts.org).

## Giving Tuesday creative

### Digital ad examples



Pre-Giving Tuesday digital ad

**Note:** WV Green, knit gift box graphic, and the hashtag #GIVINGTUESDAY are mandatory on all Giving Tuesday creative.



Giving Tuesday digital ad



Giving Tuesday digital ad

## End-of-Year messaging + creative

### Sample copy (based off of testing)

#### [Option 1]

The pandemic drove millions deeper into poverty.

**CTA: Give a year-end gift to help kids.**

Any amount helps.

#### [Option 2]

Kids in extreme poverty need us this year more than ever.

**CTA: Give a year-end gift.**

Any amount helps.

#### [When space is limited]

Help kids in extreme poverty survive a hard year.

**CTA: Give a year-end gift.**

### Digital ad creative examples



End-of-year digital ad

**Note:** WV Teal and WV Maroon accents, along with the knit gift box graphic, are recommended for all end-of-year digital creative.

## Resources and references

### General promotion

**NOTE:** For general questions on the Christmas promotion, contact the Go-to-Market team. Contact: Rebecca Spencer, [respencer@worldvision.org](mailto:respencer@worldvision.org).

- [2021 Christmas Promotion Collection](#)

### Gift Catalog promotion

**NOTE:** All creative promoting Gift Catalog should be reviewed and approved by the Gift Catalog team. Contact: Brita Dolan, [bdolan@worldvision.org](mailto:bdolan@worldvision.org).

- [Gift Catalog URLs approved for promotional executions](#)
- [Handcrafted gift descriptions](#)

### Additional resource

- [Global Power Claims](#)