



World Vision Experience: AIDS

step into Africa

The AIDS crisis:

Help your community gain
a new perspective on the
greatest humanitarian crisis
of our time.

Partner Church Event Toolkit

World Vision®

Building a better world for children



World Vision Experience: AIDS

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World Vision Experience: AIDS

welcome letter

Dear Friend,

Thank you for partnering with churches in your area to bring the World Vision Experience: AIDS exhibit to your community. Facing the AIDS crisis requires courage—because it demands a faithful response. If we desire to follow Christ's call to care for "the least of these," we cannot ignore what the greatest humanitarian crisis of our time is doing to millions of children and families around the world.

We at World Vision are honored that you are joining in this effort to help the church in America understand and respond to the AIDS crisis. We want to help ensure that this is a positive and successful experience for you, and have provided this toolkit to help you maximize your efforts to reach the greatest number of people.

Included in this toolkit are planning tools, an AIDS fact sheet, volunteer information, marketing materials, and much more. Many of the forms can be customized to fit your church and congregation.

Again, thank you for assisting in hosting the Experience: AIDS exhibit. We appreciate your willingness to help open visitors' eyes to the realities of the global AIDS crisis. We pray, as World Vision's founder Dr. Bob Pierce did for himself, that more hearts might be "broken by the things that break the heart of God."

Thank you for your partnership in the gospel,



Richard E. Stearns
President, World Vision U.S.



Steven W. Haas
Vice President, World Vision U.S.



World Vision Experience: AIDS

how to use this toolkit

We've created this set of materials to assist you in educating, inspiring, and encouraging local Experience visitors to respond to the greatest humanitarian crisis of our time: AIDS.

These materials will help clarify, organize, and streamline the actions you'll be taking to help make your local Experience event a success. They can also be downloaded at worldvisionexperience.org (username: **toolkits**, password: **tour0708**). We are excited to assist you in helping to make the Experience a success in your community.

Background to the Experience

- *About World Vision* – information to help your congregation and community learn about World Vision and our work with children and families affected by AIDS
- *AIDS fact sheet* – facts to help educate your congregation and community about the effects of the AIDS pandemic
- *About the Experience* – the “what” and “why” of this exhibit
- *Layout of the Experience* – the Experience floor plan
- *The Stories of the Experience* – overview of the four children's stories

Planning for the Experience

- *Sample Experience Week Schedule* – an outline of suggested special events that can help increase awareness and exposure for the Experience
- *Sample Planning Timeline* – a tool that you and your church's Experience host team can use and edit as needed
- *Roles and Responsibilities Chart* – a complete list of needed volunteers and what each is responsible for

For Your Prayer Coordinator

- *Introduction for Prayer Coordinator* – ideas on where to distribute prayer requests
- *Prayer Request Flyer* – a ready-to-print flyer with suggested ways to pray for your Experience event, as well as for those affected by AIDS and those responding to the crisis

For Your Volunteer Recruiter

- *Introduction for Volunteer Recruiter* – thank-you and general information
- *Volunteer Recruiter Overview*
- *Why Should I Volunteer?*
- *What to Expect*
- *Volunteer Roles*
- *Volunteer Sign-Up Sheet*
- *Volunteer Recruitment Flyer*

continued . . .



how to use this toolkit

Promoting the Experience

We invite you to take advantage of the marketing pieces we've created to spread the word about the Experience in your community.

To access the promotional and marketing materials noted below, visit www.worldvisionexperience.org and log on (at the upper right of the page) with the username **toolkits** and password **tour0708**.

Top 5 Promotional Pieces

- *Poster* – a ready-to-print poster to help advertise your event
- *Bookmark* – an easy way to promote the Experience
- *Promotional Flyer* – a ready-to-print flyer that can be used in mailings, bulletins, etc.
- *Info Sheet/One-Pager* – a ready-to-print piece to give to friends, co-workers, and family
- *Wall Banner* – designed to print on paper

Other Marketing and Promotional Materials

- *Marketing Guidelines* – a style guide to use in marketing the Experience to your church and community
- *Save-the-Date Card* – a postcard-size promotional piece
- *Print Ads* – a variety of sizes that can be used in different publications
- *Floor Banner* – designed to hang from floor stands
- *Door Hanger* – to help raise visibility in your community
- *Nametags* – for volunteers, participants, etc.
- *Letterhead* – to provide a consistent look for your Experience promotional pieces
- *PowerPoint Presentation Template* – a customizable presentation tool
- *Social Networking Icons* – can be used on Web pages, blogs, MySpace pages, etc., to direct your visitors to the Experience site
- *Photo Library* – World Vision images, thumbnails of which can be seen in the Marketing Guidelines, to use in your marketing efforts
- *E-mail Template* – an additional avenue to promote the Experience
- *T-shirt* – to help get the word out and to provide to volunteers
- *Preview DVD* – includes video trailers for each of the four stories in the Experience, an AIDS Fact Sheet, and more
- *Prayer Request Flyer* – suggested ways to pray for your Experience event, as well as for those affected by AIDS and those responding to the crisis
- *Pins* – for volunteers and youth to wear or hand out to friends, family, and classmates to promote the Experience

continued . . .



World Vision Experience: AIDS

how to use this toolkit

Effective Special Event Planning

Check out these resources and helpful tips to use when planning special events around the Experience.

Taking Action With Your Church

Review these opportunities for your congregation to stay engaged on the global AIDS crisis after the Experience has left your community.



World Vision Experience: AIDS

background to the Experience

About World Vision

This section provides some helpful background about World Vision. Feel free to share this information, especially if some of the members of your congregation are unfamiliar with our work.

Who we are . . .

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.

Who we serve . . .

World Vision provides hope and assistance to approximately 100 million people in nearly 100 countries. In communities around the world, we join with local people to find lasting ways to improve the lives of poor children and families.

Why we serve . . .

Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

What we're doing about the AIDS crisis . . .

- World Vision has been on the front lines of the AIDS crisis since 1990, when we launched our first AIDS-related work to help orphaned children in Rakai (pronounced "RA-kai"), Uganda—the location believed to be the epicenter for the spread of AIDS in Africa.
- Today, World Vision operates AIDS prevention and care programs in more than 60 countries.
- Last year World Vision helped thousands of AIDS-affected children and families across Africa, including:
 - **895,000 children** who received HIV-prevention training, including life-skills training based on biblical values.
 - **842,000 orphaned and vulnerable children** and **69,000 chronically ill adults** who received care and assistance.
 - **3,200 faith leaders** from **2,400 churches** across Africa who were equipped to provide additional HIV prevention and AIDS care in their communities.



World Vision Experience: AIDS

background to the Experience

AIDS Fact Sheet

A global pandemic

- About **33 million** people worldwide are living with HIV and AIDS.
- Last year, **2.5 million** people were newly infected with HIV.
- Every day, more than **5,700** people die because of AIDS—more than 2 million a year.

AIDS and children

- More than **2 million** children worldwide are living with HIV.
- More than **15 million** children have lost one or both parents because of AIDS.
- By 2010, the global number of children orphaned by AIDS is expected to surpass **20 million**.

AIDS in Africa

- Sub-Saharan Africa, home to just 12 percent of the world's population, accounts for **two out of every three** people living with HIV.
- Nearly **three in four** AIDS-related deaths occur in sub-Saharan Africa.
- At least **three of every four** children orphaned by AIDS live in sub-Saharan Africa.

World Vision's response in Africa

- **895,000 children** received HIV-prevention training last year, including values-based life-skills training.
- **842,000 orphaned and vulnerable children** and **69,000 chronically ill adults** received care and assistance.
- **3,200 faith leaders** from **2,400 churches** across Africa were equipped to provide additional HIV prevention and AIDS care in their communities.

Common questions and answers about AIDS

- **How does AIDS affect the poor?**

Rising child mortality rates and falling life expectancies due to AIDS mean that much of the progress made fighting poverty in recent decades is being lost.

For example, in the hardest-hit areas, an emerging middle class is being pushed below the poverty line by loss of income and exorbitant medical bills. Few of the poorest families can afford to see a doctor. Even fewer can afford AIDS medications.

When children lose parents to AIDS, grandparents often become guardians. If the grandparents are gone, older children are often forced to drop out of school to care for their younger siblings.

continued . . .



World Vision Experience: AIDS

background to the Experience

- **Where is the need the greatest?**

Sub-Saharan Africa. Nearly 25 million Africans are living with HIV. In Africa, the adult rate of infection is six times higher than it is in the rest of the world.

- **Who is most affected by AIDS?**

In sub-Saharan Africa, more than half of those living with HIV are women. In part because of cultural limitations on female rights and freedoms, more African women are infected than men.

There are also more than 2 million children under 15 living with HIV in Africa. In most cases, these children are either born with HIV or infected through breastfeeding.

- **Is it really possible to turn the tide on the AIDS crisis?**

AIDS has devastated millions of African families. But there are signs of hope. Uganda was the first country to report a decline in cases of infection. Since 1991, Uganda's infection rate has dropped from 15 percent to 6.7 percent.

Similar successes have been seen in Rwanda, Kenya, Senegal, and urban areas of Zimbabwe, as well as in countries in the Caribbean and Asia.

Through prevention training based on biblical values and community-based care, we can help turn the tide on AIDS.

For more ...

Encourage your congregation and community to learn more about the AIDS crisis by visiting the official Experience Web site, www.worldvisionexperience.org.

Sources: UNAIDS, AIDS Epidemic Update, New York, 2007; World Vision, 2008.



World Vision Experience: AIDS

background to the Experience

About the Experience

Everything you thought you knew about the AIDS pandemic is going to change.

AIDS is the greatest humanitarian crisis of our time. Millions die each year. Millions of children have been orphaned. Every 15 seconds, AIDS claims another life.

No part of our world has been affected more than Africa. Two out of every three people living with HIV are in Africa. Three-quarters of all AIDS-related deaths happen here—in a place that's home to little more than one-tenth of the world's population.

But beyond all the headlines and statistics are stories—the stories of individual lives.

AIDS is cutting its path of destruction one child at a time. And it's only when we walk in the steps of a child who has lost parents, who has lost his or her home and all that is safe and familiar—whose own life has been threatened—that we truly understand the scope of this pandemic.

And what we can do to stop it.

What is the Experience?

The World Vision Experience takes you on an unforgettable journey into Africa—and into the AIDS crisis, seen through the eyes of a child.

As guests walk through this interactive exhibit, they listen to the story of one of four real-life children. For a brief period of time, that child's story is *their* story. That child's world is *their* world. At the conclusion of the Experience, guests are invited to become part of the solution through prayer, advocacy, and giving to help turn the tide on AIDS.

Why the Experience?

Turning back AIDS will take more than the best efforts of governments and nonprofits. It will take the Church. Those affected by this pandemic need the hope and compassion the Church offers.

It's easy to shield our eyes from the devastating effects of AIDS. But as more and more churches rally to the cause of Christ in fighting this disease, lives are extended. Suffering is relieved. Hope is rekindled.

“I didn't expect the World Vision Experience: AIDS to impact me. After all, I'd been to Africa; my heart had already been broken by the reality of AIDS. But the exhibit so powerfully captured the tragic reality of what I'd seen that I walked out broken once again. The greatest challenge we face in engaging our churches globally is to bridge the geographical and cultural distance that separates us from our brothers and sisters in need. The Experience provides a necessary and effective bridge.”

— Lynne Hybels
Willow Creek Community Church

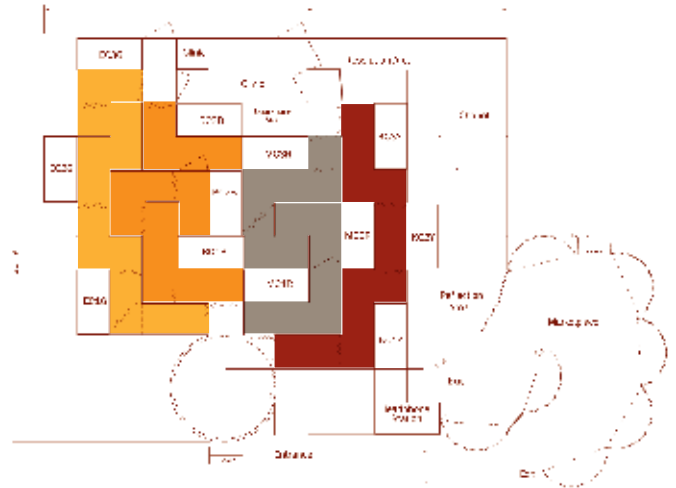


World Vision Experience: AIDS

background to the Experience

Layout of the Experience

Step into Africa and into an unforgettable journey that will challenge everything you thought you knew about the AIDS crisis. The 3,600-square-foot walk-through exhibit is fashioned after an African village. Visitors wear headphones and walk in the steps of a child affected by AIDS. At the end, visitors are invited to become a part of the solution through advocacy, prayer, and giving opportunities.



Visitors walk in the steps of Emmanuel, Babirye, Kombo, or Mathabo, listening to stirring audio and viewing captivating photography as they intimately engage in the child's life story.



The rooms in the exhibit provide visitors with a life-sized view into the world of an African child. Visitors can "step into" a fishing village in Uganda, a truck stop in Kenya, or the mountains of Lesotho, for example.



Detailed vignettes, such as this restaurant along the "AIDS highway" in Kenya, draw visitors into each child's story.



The chapel provides visitors with a space for prayer and reflection.



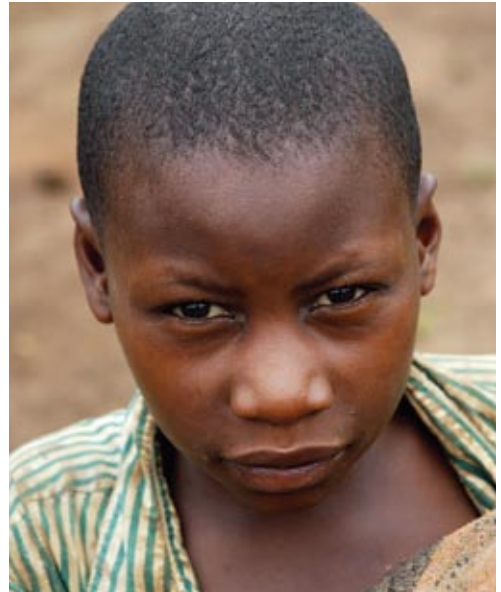
World Vision Experience: AIDS

background to the Experience

The Stories of the Experience



Babirye Enter the epicenter of AIDS in Africa, where a young girl watches her father die and her mother grow weak—and wonders if she'll be next.



Emmanuel Face survival in the wild, as a young boy and his brother care for themselves after losing their mother and their home in Uganda.



Kombo Avoid the big trucks and the big disease as they roll past one boy's home at a truck stop along the "AIDS highway."



Mathabo Feel the sting of abandonment as one girl faces hunger, assault, and disease—alone in the highlands of Lesotho.



planning for the Experience

Sample Experience Week Schedule

In addition to the exhibit open hours, there are a number of special events that can add momentum, excitement, and involvement to your Experience week. Below is a sample schedule that includes exhibit open hours and some special events that the host church has planned. Later, a detailed, hour-by-hour event schedule for the week will be worked out between the host church project manager and the World Vision event coordinator. Hours designated for affinity groups (e.g., youth groups) may also allow some general admittance.

Tear-down date and time will vary depending on distance to the next church on the tour schedule, and will be determined by the World Vision representative and host church project manager.

Thursday

All day Tour management company sets up exhibit with volunteers

Friday

Morning Local pastors' breakfast and walk-through

VIP and media walk-through

Mid-day Open hours

Evening Youth group walk-through (can be late)

Open hours

Saturday

Morning through day Open hours

Evening Friends of World Vision/donor appreciation dinner and walk-through

College group walk-through

Open hours

Sunday

All day Open hours (congregants going to any service can visit the Experience before or after their service)

Sermon tie-in during services

Evening Open hours

Concert

Monday

Morning Business leaders' breakfast and walk-through

Mid-morning Women's group walk-through

Mid-day and evening Open hours/exhibit tear-down (TBD)

Tuesday

All day Open hours/exhibit tear-down (TBD)



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Sample Planning Timeline

This timeline provides a summary of what needs to be done, and when, as you prepare to partner in hosting the Experience. The event start date below is for illustrative purposes only. Be sure to adjust your own due dates as needed—particularly to account for weekends and holidays.

Event start date: 08/09/07

Action Item	Days Until Event	Suggested Due Date	Responsibility
Determine marketing and communication strategy	100	05/01/07	Marketing
Establish budget	100	05/01/07	Budget
Print save-the-date cards	90	05/11/07	Marketing
Collect save-the-date card addresses	90	05/11/07	Marketing
Send save-the-date cards	90	05/11/07	Marketing
Secure print advertising placement	90	05/11/07	Marketing
Complete and submit print advertising design	80	05/21/07	Marketing
Determine dates of church bulletin inserts	75	05/26/07	Marketing
Order signs and posters	75	05/26/07	Special Events
Begin volunteer recruiting	60	06/10/07	Vol. Recruiter
Post Web banner ads	45	06/25/07	Marketing
E-mail area partners, churches, community about event	30	07/10/07	Marketing
Distribute print advertisements	15	07/25/07	Marketing
Print signage	14	07/26/07	Special Events
Send time slot confirmation e-mail to volunteers	3	08/06/07	World Vision



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Roles and Responsibilities Chart

Executing an amazing and transforming week takes an amazing team of people. Below is a recommended list of roles and responsibilities for the partner church team. One person may be able to take on more than one role.

Main Stakeholder

Has authority to approve participation in event and make other major decisions

Name: _____ Contact Info: _____

Project Coordinator

Main person communicating with host church; coordinates host team; plans team meetings; handles or delegates additional responsibilities not falling under other team members' roles

Name: _____ Contact Info: _____

Marketing/Communication Director

Organizes all church-side marketing efforts, including Web, radio, and print; manages any design and printing projects for marketing efforts

Name: _____ Contact Info: _____

Prayer Coordinator

Organizes pre-event prayer; distributes prayer request flyers

Name: _____ Contact Info: _____

Volunteer Recruiter

Works with host church contact to recruit and schedule volunteers; works with host church contact as requested to organize volunteer hospitality (i.e., water, snacks)

Name: _____ Contact Info: _____



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Introduction for Prayer Coordinator

Thank you so much for offering to mobilize prayer for the World Vision Experience.

As someone who knows the power of prayer, you've experienced what it's like to feel God's presence as He listens with delight to the prayers of His children. We believe God will answer your prayers for the Experience—transforming hearts and changing children's lives in AIDS-affected communities across Africa.

The Experience invites people on an unforgettable journey that will challenge everything they thought they knew about the AIDS crisis. It features a stirring audio tour combined with captivating photography, transporting visitors into the heart of Africa, where they'll walk in the steps of a child affected by AIDS.

Your church, hearing God's call to "look after orphans and widows in their distress" (James 1:27), has partnered to bring the Experience to your community. Our prayer is that through this experiential opportunity, thousands will respond to the greatest humanitarian crisis of our time: AIDS.

The prayer request flyer we've provided can be found at www.worldvisionexperience.org (username: **toolkits**, password: **tour0708**). Here are some ideas of where you can distribute this flyer:

- Small groups and Bible studies
- E-mail prayer groups
- Youth and college groups that are planning to visit the Experience
- Church staff and elders

Thank you again for your commitment to pray for the Experience—and for the children whose lives will be touched as a result.



World Vision Experience: AIDS

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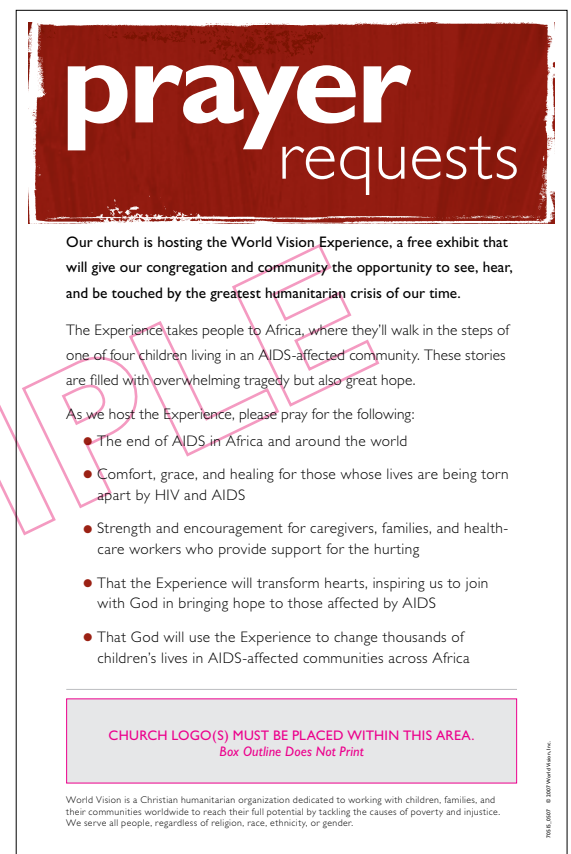
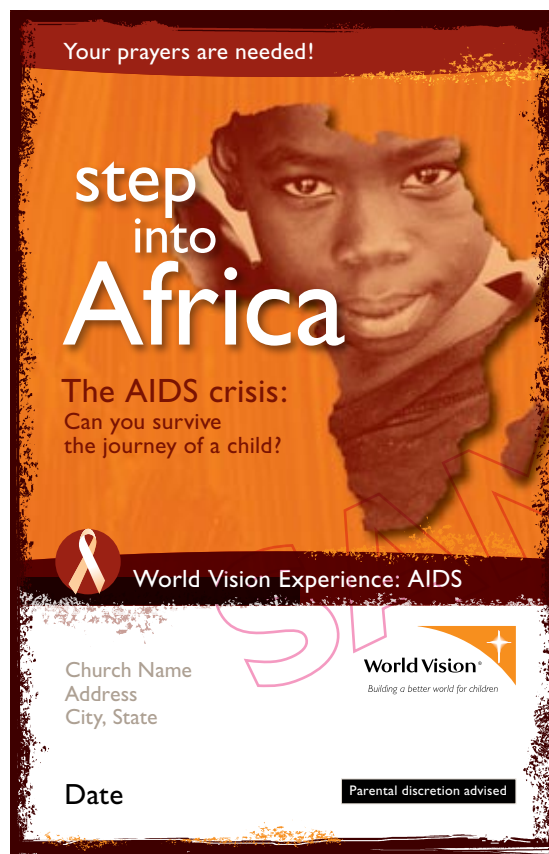
Prayer Request Flyer

Distribution ideas:

- Bulletin inserts
- Advertisements for your event

Specs:

- Size: 5.5" x 8.5", full bleed
- Color: 4 color / 4 color





planning for the Experience

Introduction for Volunteer Recruiter

Thank you so much for your willingness to assist in mobilizing volunteers for the World Vision Experience.

This groundbreaking exhibit continues to travel the country, helping transform hearts and change children's lives. Visitors to the exhibit are taken on a "virtual journey" to Africa, where they walk in the steps of a child living in an AIDS-affected community. The children's stories of tragedy and triumph serve to educate, inspire, and move people to respond to the greatest humanitarian crisis of our time: AIDS.

Volunteers bring the Experience to life, and are an essential part of the change that takes place. As they spend time in the Experience, they are given the opportunity to engage, encourage, and serve the visitors. Pastor Greg Wenhold from Good Shepherd Lutheran Church, one of the first sites the Experience visited, said, ***"This was the first event I have ever experienced in which all the volunteers that served during the week came up to me and thanked me for allowing them to serve."***

In assisting the host church, you have the opportunity to help bring this amazing opportunity for growth and change to many people. As you recruit volunteers, be creative and keep in mind that this can be more than just another event for your volunteers—it can be a life-altering experience. This can also serve as a groundbreaking experience to build community between participating churches.

We're confident that God will bless you and your volunteers as we work together to give others a glimpse of the challenges facing so many children, families, and communities affected by AIDS.

In this Toolkit, you will find the following:

- Volunteer recruiter overview
- Why should I volunteer?
- What to expect (with photos)
- Volunteer roles
- Volunteer sign-up sheet
- Volunteer recruitment flyer

Thank you again for your commitment to help make the Experience a success!



planning for the Experience

Volunteer Recruiter Overview

Shifts

The Experience requires the following volunteer staffing:

- 12 volunteers during all 8 to 10 hours of exhibit set-up
- 12 volunteers during all 6 to 8 hours of exhibit tear-down
- 14 volunteers for exhibit management during all exhibit open hours

Depending on the open hours of the exhibit, a total of 250 to 400 volunteers will need to be recruited. Shift lengths range from 3 to 5 hours and are generated by World Vision upon receipt of the host church's Experience Week Schedule. The shifts are entered into a document called a production schedule, which will be sent to the host church for approval. Once the production schedule is approved, the volunteer Web site (see below) will be updated and become available for volunteers to use to sign up.

Recruitment

Volunteers are key to the smooth operation of the Experience and the creation of an environment that appropriately engages and impacts visitors. It is beneficial to encourage, educate, and instruct volunteers prior to their shift so that they are prepared and empowered for their time serving in the Experience. Although the majority of the responsibility for volunteer recruiting belongs to the host and partner churches, World Vision assists in these efforts by contacting our local Child Ambassadors, donors, friends and family of staff, and other churches already engaged with World Vision.

Adequate volunteer numbers

Fully staffed shifts are essential to the successful operation of the Experience. If adequate volunteer numbers are not acquired, the host church can supply paid temporary workers to help with set-up and tear-down and/or exhibit open hours may be shortened. The host church and World Vision will discuss these options if necessary.

Volunteer Web site

Since volunteers are being drawn from a number of different sources, World Vision has created a volunteer Web site to track and manage all sign-ups. This enables consistent communication with all volunteers, including the dissemination of information such as safety-related guidelines (e.g., appropriate ages, attire, scheduling, and needed positions). It also allows the host church and World Vision to maintain an accurate look at volunteer acquisition.

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planning for the Experience

Sharing information

World Vision is responsible for managing and maintaining the volunteer Web site and all personal information within it. World Vision is only permitted to share this information with the host church and partner churches. The following clause, posted on the volunteer Web site, outlines this permission: ***“By becoming a volunteer at the World Vision Experience: AIDS, you agree to have your contact information shared with participating churches.”*** This clause must also be posted on any other form that allows volunteers to sign up for shifts. Volunteer rosters with the shift information, names, phone numbers, and e-mail addresses of all volunteers will be shared with the host church every Monday, Wednesday, and Friday as soon as the site is populated. This information may not, under any circumstances, be shared with any other outside party. Reports will also be provided to the church three times a week showing how many visitors and volunteers have signed up for each shift time.

Inputting information

A variety of means may be used to recruit volunteers, some of which do not direct volunteers immediately to the site. Any party who recruits volunteers through a means other than the Web site agrees to collect and input the volunteers' information into the site within 48 to 72 hours. Sign-ups on the Web site indicate to World Vision and the host church where recruitment efforts need to be focused. Each shift slot must be filled by an individual; shifts may not be blocked out by groups. If a group would like to volunteer for an entire shift, each individual in the group must provide his or her name and contact information.

Communication

Volunteers will receive two e-mails and one phone call confirming their shift information and educating them about the World Vision Experience: AIDS Tour, the host church, and World Vision. The e-mails are automatically generated by the volunteer Web site; the first is sent immediately after a volunteer signs up for a shift, the second is sent three days before their shift. A phone call will need to be made to all volunteers five to seven days before their shift. These calls are the responsibility of the volunteer recruiter at the host church.

On-Site Training

All shifts include an hour of training, during which volunteers will be educated about World Vision, the Experience, and instructions for their specific roles. Volunteers will also have the opportunity to walk through the Experience on their own. To accommodate this, all volunteer shifts will overlap by one hour so that the new shift of volunteers will have an opportunity to be trained and obtain help from the previous shift's volunteers. This hour of training is required regardless of any other volunteer events held before the Experience opens. Individuals committing to multiple shifts will be asked to attend training every time.

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World Vision Experience: AIDS

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Appreciation

Upon arriving for their shift, all volunteers will be asked to check in. The tour staff will keep track of all volunteers who do not fulfill their shift appointments as well as any volunteers who were not signed up. The information generated from the Web site will be updated to reflect these changes and an e-mail will be generated on the last day of the Experience thanking all volunteers for their time and service. An updated volunteer roster will be created and provided to the host church.

Contact

If you have any questions regarding volunteers, please contact the volunteer coordinator from your host church.



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Why Should I Volunteer?

In order for the Experience to be open and functioning at its highest potential, a total of 250 to 400 volunteers are required at each site. Each of these volunteers brings life to the exhibit and gives visitors an opportunity to talk through their experiences and respond as they are led.

The question “why should I volunteer at the Experience?” is frequently asked and can be answered through a variety of different methods, including testimonials, pictures, and your knowledge of the benefits of volunteering. Each method serves a dual purpose as it encourages volunteers to serve and sparks excitement and curiosity about the Experience. You are encouraged to use as many of these methods as possible when recruiting your volunteers.

Working at the Experience not only allows volunteers to take a virtual trip to Africa, it also allows them to become more educated and empowered than the average visitor. Through the hour of training they’ll receive prior to their shift, each volunteer will have the opportunity to learn important information about the AIDS pandemic, how it has affected sub-Saharan Africa, and what they can do to join the ongoing battle against AIDS.

Volunteers at the Experience can choose from a variety of different roles. Strength and enthusiasm are needed for set-up and tear-down, while serving in the Experience offers the opportunity to greet visitors, teach them how to operate the audio players, talk with them about ways to respond to the AIDS crisis, and much more!

“This was the first event I have ever experienced in which all the volunteers that served during the week came up to me and thanked me for allowing them to serve.”

— Pastor Greg Wenhold, Good Shepherd Lutheran Church

Testimonials

“As a church, [World Vision’s Experience: AIDS] was exactly what we wanted and needed. As a church, we have owned Acts 1:8 as our vision pulse. We want to impact our area, our region and the world. By God’s grace and with the help of World Vision, we believe we are impacting all the three areas. May God continue to bless World Vision and the Experience as it reaches God’s world. From the moment World Vision came on the campus to the moment they left, I was very impressed. At Faith Church, we have what we call the ‘WOW’ factor. Whenever something this amazing happens, we say ‘WOW!’ I give World Vision a WOW. Great job!”

— Bob Bouwer, Senior Pastor, Faith Church, Dyer, IN

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planning for the Experience

“My experience with [this exhibit] was incredibly moving. By putting a face and a story behind the truth of this global problem, I was able to really feel a connection and a call to action. I truly felt the impact of AIDS on a young boy. As I walked through and experienced the life of Kombo, I was saddened by the loss of my family and the treatment of my peers and community that came with living in a family affected by AIDS. At that moment there was no distinction between Kombo and [me]. I was Kombo. As I walked through the chapel and the prayer wall, my heart was moved for these people. These are God’s children who are sick and dying, and whatsoever we do to the least of His people, that we do unto Him. How can I not do something, when there is such real suffering? I really feel God working through this organization and this exhibit. I felt encouraged to share God’s love by supporting and praying for those impacted by AIDS in Africa.”

— Lisa, volunteer, Grove City, PA

“Having been [to Africa] four times, I felt as though I was there again each time I went through the exhibit. It breaks my heart to think about these children and families—their incredible need and our incredible abundance accompanied by indifference and a lack of passion. The exhibit is a fully sensory opportunity to learn and respond. It is so well done and so well structured.”

— Steve, Grove City, PA

“Our family [sponsored] a child after a church presentation by World Vision. [This exhibit] made the experience of [sponsoring] our little girl hit home and our monthly giving more joyful. The experience has helped our family learn what is happening to other children in other areas of the world. I am going to let all my friends and family know of the journey we have taken today.”

— Lisa, Lancaster, PA



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What to Expect



The Experience truck will arrive on set-up day.



The Experience travels in a 53-foot tractor-trailer.



Set-up day requires lifting, moving, and a team of energetic people.



Set-up is a great opportunity for volunteer teamwork.



It's amazing to see the Experience come together!



Overhead shot of the completed Experience



Visitors will be given audio players to guide them through the Experience.



Visitors will have the opportunity to respond to their experience in a variety of ways.



World Vision Experience: AIDS

planning for the Experience

Volunteer Roles

Build and tear-down of Experience

Position	Number	Description
Build/tear-down assistant	12	Assists tour staff with build and tear-down of Experience
Total	12	

Serving in Experience

Position	Number	Description
Greeter/traffic	2	Helps greet people, directs traffic in exhibit vicinity, maintains line order
Headphone distributor	1	Hands out headphones
Headphone collector	1	Collects headphones
Headphone attendant	1	Untangles headphone cords, cleans headphones, supports the headphone collector and headphone distributor
Health clinic attendant	1	Stamps hands, counts visitors
Marketplace representative	3	Talks visitors through various methods of response
Check-out assistant	2	Receives monetary donations and picture folder response devices
HopeChild Sponsorship representative	3	Answers questions about HopeChild sponsorships and walks through the process of sponsoring a child/engages visitors appropriately with opportunities
Total	14	



World Vision Experience: AIDS

planning for the Experience

Volunteer Sign-Up Sheet

This printable sheet can be customized for your church. Find it at www.worldvisionexperience.org (username: **toolkits**, password: **tour0708**).

The following shifts are in need of volunteers (14 people per shift):

Thursday 11.29.08	Saturday 12.1.08	Sunday 12.2.08	Monday 12.3.08	Tuesday 12.4.08
8 a.m. - 12 p.m.	N/A	8 a.m. - 12 p.m.	8 a.m. - 1 p.m.	8 a.m. - 12 p.m.
11 a.m. - 3 p.m.	N/A	N/A	12 p.m. - 5 p.m.	11 p.m. - 3 p.m.
2 p.m. - 6 p.m.	N/A	N/A	N/A	N/A
5 p.m. - 9:30 p.m.	4 p.m. - 10:30 p.m.	N/A	N/A	N/A

Choosing from the above opportunities, please provide your contact information along with the day and time you would like to help. You will receive an e-mail confirming this information.

Name	Phone	E-mail	Shift day	Shift time

By becoming a volunteer at the World Vision Experience: AIDS, you agree to have your contact information shared with participating churches.



World Vision Experience: AIDS

planning for the Experience

Volunteer Recruitment Flyer

This printable sheet can be customized for your church. Find it at www.worldvisionexperience.org (username: **toolkits**, password: **tour0708**).



To receive immediate confirmation of your volunteer shift, please sign up at www.worldvisionexperience.org. Otherwise, complete the information below, and you will receive an e-mail confirmation of your scheduled volunteer shift.

First and Last Name: _____

E-mail: _____ Phone: _____

Please circle the time(s) that you would like to serve:

Date	Times available			
Thurs 12/6	-----	-----	-----	6:30pm-9:30
Fri 12/7	8am-1pm	12pm-5pm	4pm-9pm	-----
Sat 12/8	8am-12:30	11:30-4pm	3pm-7:30	6:30-10:30
Sun 12/9	8am-1pm	12pm-5pm	4pm-9:30	-----
Mon 12/10	8am-1pm	12pm-5pm	4pm-8:30	-----

Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress... James 1:27

By becoming a volunteer at the World Vision Experience: AIDS, you agree to have your contact information shared with participating churches.

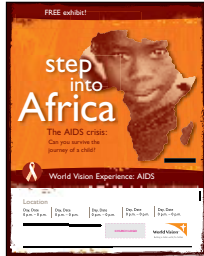




World Vision Experience: AIDS

promoting the Experience

Top 5 Promotional Pieces



Poster

Use this poster to promote the Experience in common areas of your facility, on doors, and on bulletin boards. Also great to post in community venues such as theaters, grocery stores, libraries, and high schools. Remember to get permission from the owners of these locations before posting. Available in either 22"x28" or 11"x14".



Bookmark

With its convenient size, this bookmark not only helps mark your place in your book, but also serves as a successful handout. A great way for church members and youth groups to spread the word about the Experience to friends, families, and neighbors. Available in 2.5"x7.5".



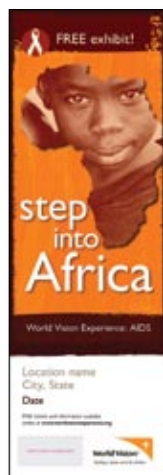
Promotional Flyer

This flyer includes space for detailed information about the Experience, including location, times, and dates. Works as a bulletin insert, program insert, or flyer. Available in 5.5"x8.5".



Info Sheet/One-Pager

This informational sheet is a great way to share with families, friends, and co-workers about the four stories in the Experience, as well as event details (location, times, dates). Use as a flyer, poster, or handout to invite others to the Experience. Available in 8.5"x11".



Wall Banner

This large banner is a wonderful tool to advertise the Experience in the lobby or foyer of your church, decorate your event space, or hang outside your church. Available in 96"x288".



promoting the Experience

Other Marketing and Promotional Materials

To access the promotional and marketing materials noted below, visit www.worldvisionexperience.org and log on (at the upper right of the page) with the username **toolkits** and password **tour0708**.

- **Marketing Guidelines** – a style guide to use in marketing the Experience to your church and community
- **Save-the-Date Card** – a postcard-size promotional piece
- **Print Ads** – a variety of sizes that can be used in different publications
- **Floor Banner** – designed to hang from floor stands
- **Door Hanger** – to help raise visibility in your community
- **Nametags** – for volunteers, participants, etc.
- **Letterhead** – to provide a consistent look for your Experience promotional pieces
- **PowerPoint Presentation Template** – a customizable presentation tool
- **Social Networking Icons** – can be used on Web pages, blogs, MySpace pages, etc., to direct your visitors to the Experience site
- **Photo Library** – World Vision images, thumbnails of which can be seen in the Marketing Guidelines, to use in your marketing efforts
- **E-mail Template** – an additional avenue to promote the Experience
- **T-shirt** – to help get the word out and to provide to volunteers
- **Preview DVD** – includes video trailers for each of the four stories in the Experience, an AIDS Fact Sheet, and more
- **Prayer Request Flyer** – suggested ways to pray for your Experience event, as well as for those affected by AIDS and those responding to the crisis
- **Pins** – for volunteers and youth to wear or hand out to friends, family, and classmates to promote the Experience



promoting the Experience

Effective Special Event Planning

Should you choose to host special events to help promote the Experience in your area, the following resources may be helpful to your event coordinator.

While most programs have similar planning requirements, special events have some unique requirements. How do special events differ from standard program planning? Special events are:

- Typically one-time events
- Focused on a unique or specific purpose with specific outcomes
- Are often more “intense” or “dramatic,” designed to attract attention and educate attendees and members of the press

The critical elements of successfully planning a special event include the choice of the planning team; event goals, strategies, and outcomes; event planning tools; and logistics.

Planning Team

Planning special events requires teams that work toward the bigger picture of the event along with smaller, specialized groups. Teams need diverse input, broad competencies, varied representation, and membership both internal and external to the organization. If event attendees have been identified in initial discussions, planning teams should include representation from these groups as well.

Goals, Strategies, and Outcomes

Although it may seem obvious, the special event needs to support the mission of the sponsoring organization, and the planning team should be able to articulate how the event contributes to the organization’s mission and goals. This should extend to the design of event goals and strategies and even be integrated into the event public relations.

The following should be established for each event:

- A summary statement, paragraph, or “sound bite” describing what the event is and how it relates to the organization’s mission
- Goals for event, team, and subgroups (including goals before, during, and after the event)
- Desired outcomes for event, team, and subgroups (including intended outcomes before, during, and after the event)
- Job description for each team and subgroup role (covering their roles before, during, and after the event)
- Job descriptions for team leaders (covering their roles before, during, and after the event)
- Job descriptions for supporting roles such as resource experts (covering their roles before, during, and after the event)

continued . . .



promoting the Experience

Planning Tools

Timeline

Timelines should include an extensive period of time prior to the event, as well as during and after the event. Timelines should be created with the input of all group members. Individual timelines should be created for all subgroups and event functions.

Benchmark/Supporting Content

Supporting content should include benchmark data as well as examples of difficult event experiences that can be used as “teachable moments.” Content outlining and research of other successful events should be done prior to the first meeting to help generate ideas. Afterward, group members and subgroups should continue to gather ideas as needed. All ideas should be measured against the specific goals of the special event.

Checklists

Checklists should be used throughout the process to keep group and subgroup members informed and to keep track of activities. Checklists should be designed to match timelines (see above). All checklists should be retained for evaluation. While checklists are typically used for team business, “to do” lists might be created by individual team leaders and members as tools to prepare for and work through team meetings and event activities—for example, a checklist of what to cover in meetings with the photographer or food caterer.

Budget

Budgets should include funds available (both actual and in-kind); money generated by the event (if applicable); and expenses before, during, and after the event. Prior to the event, an initial draft of the budget should be presented to the team. Subgroups should create their own budgets for activity areas. A budget report should be included on each meeting agenda.

Communication List

Communication elements include standardized agendas, note-taking forms, budget forms, letterhead and letters, e-mails, and public relations content. Communication lists should be created for everyone involved in and contacted throughout the process. Audience members should be listed as well—when appropriate, this list may include audience representatives and communication venues to reach your audience, such as electronic lists, organizational newsletters, etc.

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promoting the Experience

Logistics

The basic logistical elements involved in completing your event profile may include:

1. Event name, theme, and type (for example, a rally, fundraiser, celebration, parade, fair, or athletic event)
2. Event description
3. Event speaker(s) (including keynote speaker)
4. Alternate speaker(s) (including alternate keynote speaker)
5. Event date
6. Alternate date (for example, a rain date, if needed)
7. Event time
8. Event location
9. Location use and structural details (for example, size of space or building)
10. Location support, electricity, other utilities, and equipment (for example, tables, chairs, tents, etc.)
11. Event support, security, safety, and health
 - Police
 - Fire
 - Portable toilets
 - Parking
 - Signage
 - Emergency plans
 - Health-care professionals (for example, EMS, nurses, etc.)
 - Cleanup (during and after the event)
12. Audience profile and special needs
13. Anticipated attendance (both daily and cumulative for multi-day events)
14. Event planners—primary contact people
15. Event planners—secondary contact people
16. Special issues
17. Special forms
18. Special permits
 - Permission to hold the event
 - Location permission
 - Transportation
 - Insurance
 - Food and beverages
 - Waste



World Vision Experience: AIDS

taking action with your church

There are many ways your church can take action in conjunction with the exhibit. Contact your local World Vision representative to learn more about how you can use the following resources to maximize the impact of your Experience event.

HopeChild Sponsorship

HopeChild Sponsorship will be featured at every exhibit location, providing those who go through the Experience a powerful opportunity to transform the life of a child affected by AIDS. For just \$35 a month, people can sponsor a child in a country devastated by this pandemic. HopeChild sponsors are helping turn the tide on AIDS by providing access to things like:

- clean water
- nutritious food
- health care
- education
- HIV-prevention training based on biblical values
- spiritual nurturing
- care for sick or dying parents
- counseling

For more about HopeChild Sponsorship, please visit www.worldvision.org/hopechild.

Caregiver Kits

Local caregivers in Africa, Asia, and Latin America—nearly 60,000 strong and growing—are helping families affected by AIDS. But too often, these courageous volunteers lack simple items they need to care for others. World Vision Caregiver Kits provide basic resources—such as cotton balls, latex gloves, soap, and antifungal cream—to help caregivers comfort the sick and prolong lives.

By holding a Caregiver Kit Event, churches can come alongside caregivers in a hands-on way, equipping them with the practical materials they need in the fight against AIDS. To learn more, please visit www.worldvision.org/caregiverkits.

Group Giving Kit

Join together with friends, family, clubs, classrooms, and Sunday school groups to bring hope to those affected by the AIDS crisis. World Vision's Group Giving Kit offers the perfect chance for you to provide lasting change for people in need. The kit includes inspirational videos, fundraising ideas, and a copy of the World Vision Experience Gift Catalog. Encourage family members to choose gifts for you and/or each other from the kit. Raise money as a school class or service project. At work, pool your company resources and select a gift as a donation or to honor a customer. Or, think of your own creative way to make a difference!

To order a free kit today, please visit www.worldvision.org/groupgivingkit.

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World Vision Experience: AIDS

taking action with your church

C2C (Senior Pastors Vision Trip)

World Vision's C2C program connects U.S. churches to children, communities, and congregations in AIDS-affected regions around the world. Pastors can join a Vision Trip to Africa, where they will see firsthand the impact of AIDS, visit a World Vision project community, observe AIDS ministries in action, and connect with local pastors, congregations, and communities. Trips are led by experienced World Vision staff from the United States and supported by our field staff.

Discover how your church can partner with one community in Africa to bring hope and express Christ's love in the midst of this crisis. Upcoming trip dates, locations, costs, and an application can be downloaded at www.worldvision.org/C2C. For more information, call the Pastors Vision Trip line at **1.800.270.5629**.

Acting on AIDS

All over the country, college students are banding together to change the world—putting their faith into action and doing something about AIDS, poverty, and injustice. Acting on AIDS is a national movement—started by students and supported by World Vision—to create awareness and promote activism on the global AIDS pandemic. Students at more than 170 college and university campuses are changing hearts as they advocate for those affected by the global AIDS pandemic.

To learn more about one of the fastest-growing campus movements in the nation, please visit www.actingonaids.org.

Step Into Africa Curriculum

World Vision has partnered with Fuller Seminary's Center for Youth and Family Ministry to create a four-session study to prepare church groups for the World Vision Experience. Each study consists of three parts:

- **"Now,"** a look at present reality for those affected by AIDS
- **"New,"** an exploration of the biblical basis for responding to the AIDS crisis
- **"How,"** which suggests practical ways to address the issue

To download this free curriculum, please visit www.worldvisionexperience.org and go to "downloads."

30 Hour Famine

World Vision's 30 Hour Famine is an international youth movement to fight hunger. In the U.S., the Famine has been uniting youth groups since 1992 to feed hungry children, grow closer to God and each other, and change the world. Every year, more than 1 million teens around the world do the Famine to provide food and care for children in need.

Participating students get financial sponsors, then go 30 hours without food while having a blast with things like community service projects, World Vision's innovative and educational TRIBE game, and more.

For more information, call **1.800.7.FAMINE** or visit www.30hourfamine.org.