



THE **WORK** OF HIS **HANDS**



**GLOBAL
GIVING
DAY 2025**

2 April 2025

Advocates Pack

ifesworld.org/ggd



WHAT IS GLOBAL GIVING DAY?

Global Giving Day (GGD) is an annual 48-hour event spanning the entire globe. Students, staff, and supporters join in the joy of giving to support God's work on campuses around the world.

All year round our fundraising teams work hard to connect with those who have the vision and resources to support student ministry. But, once a year, we all come together to focus on a specific need.

WHY IS IT IMPORTANT?

That's why GGD is not just about raising money – although that is vital! At its heart, GGD is an act of fellowship. It represents an opportunity for everyone in the worldwide IFES family to come together and play a part.

Annette Arulrajah (IFES Associate General Secretary) puts it well:



"We taste the sweet bond of the gospel as we show sacrificial generosity to each other. I see Global Giving Day as a beacon that invites us up the pathway of global fellowship. It beckons us to learn from each other's stories and stand together in solidarity."

This vision for GGD also recognizes that you know your context and audiences best. IFES Global Communications will never have the kind of reach and connection that you have! You are best-placed to engage the people in your regional and ministry networks, and your family and friends.

WHAT WAS LAST YEAR'S IMPACT?

In 2024, **238** donors in **80** countries and territories raised **52,559 USD** so that students and staff can go ***"into all the world"*** with the gospel – to pioneer new groups or movements. You can still view the campaign page [here](#).

This year, we'd love that participation to grow. We're hoping to see support from at least 100 countries and territories.

WHAT ARE WE GIVING FOR THIS YEAR?

This year's campaign focuses on raising funds for **leadership development**.

This is a core component of [our work](#) and serves the current [strategic priorities](#) of 'Thriving in Whole-Life Commitment' and 'Thriving Into the Future'. Relevant language from Thriving Together includes:

"Students and graduates empowered to be agents of transformation in their sphere of influence."



Some current leadership development initiatives include:

- Regional training events for staff from national movements
- Graduate Impact ministry
- Spiritual formation programs for student leaders
- Global and regional mentoring networks for staff with strategic potential

As the campaign progresses, we will be highlighting stories and needs from different contexts.

HOW DOES OUR THEME EXPRESS THIS NEED?

This year's campaign title, *The work of his hands*, comes from Isaiah 64:8. The lead text for the campaign explains its significance for leadership:

Our world needs leaders shaped by God.

University students will be the leaders of tomorrow, shaping people and culture.

But who is shaping them?

You know a God who can put his hand on our easily misshapen lives and form us into beautiful vessels fit for service.

You, Lord, are our Father.

*We are the clay, you are the potter;
we are all the work of your hand.*

Isaiah 64:8

Here is our hope: leaders shaped by the Potter – each one crafted for context, yet all wholeheartedly acting with integrity, resolutely serving the interests of others, and prayerfully relying on him. In a world desperate for solid leadership, realising this vision is as urgent as ever.

Through Global Giving Day, you can partner with God by helping to shape an array of well-formed leaders.

Show your support for IFES students, staff, and graduates in leadership roles. **Your generosity will shape them** – through experienced mentors, biblical reflection on leadership, and supportive networks. As you join with God in moulding these leaders, they'll shape campuses, churches, and societies for generations to come.

But it must start today.

Act on your faithful longing for well-formed leaders: give so that student, staff, and graduate leaders across IFES can become the masterly work of God's hands – and shape people and culture for good.

WHERE & HOW WILL THE MONEY BE USED?

The stories used in the campaign merely illustrate what leadership development in IFES can look like – the funds raised from GGD will not necessarily go towards these projects. The money will go into the IFES leadership development fund and then be distributed for relevant projects across the fellowship as needed.

HOW CAN YOU GET INVOLVED & MOBILISE OTHERS?

Everyone can join in GGD by taking part in at least one of these:



DONATE

Global Giving Day 2025 is on 2 April, but gifts can be made at any time. There are three main ways to donate:

Give online via the IFES website

Use this [direct link](#) or visit the [Global Giving Day 2025 webpage](#).

Give via bank transfer

If you'd prefer to give via bank transfer, either in-person at your bank or using online banking, please email supporter.relations@ifesworld.org for instructions. Please specify for which currency account and in which language you would like the instructions (English, French, or Spanish).

You can make a transfer in a different currency but please be advised that your bank may charge a fee for exchanging the currency, either at the point of transfer or from the amount sent.

Give via regions and national movements

If you are unable to use our online giving platform, several IFES regions offer different giving methods that you can use instead. In all cases, make sure that you note the gift is for Global Giving Day 2025!

Many national movements can receive donations on behalf of IFES. Please contact your national movement to find out if this is an option. When you give to your national movement, please also drop us an email at supporter.relations@ifesworld.org so we can say 'thank you!'

Contact details for national movements are on [Our World](#).



SHARE

Be an advocate!

Tell your student group, national movement, church, or organisation about the joy of Global Giving Day 2025 and the need for good leadership.

Get them thinking: invite them to contribute to a word cloud (in January) showing what people value most in a good leader.

With these existing stories and examples, share about the impact made by IFES leadership development programs:

- [Student leaders shaped in East Asia](#)
- [Staff mentored in the South Pacific](#)
- [A student leader grows into a national leader in Francophone Africa](#)
- [IFES Global leaders take time to seek God's direction](#)
- [Staff from movements across Latin America receive hands-on training](#)

More stories will be added to the GGD webpage.

Perhaps you have your own story to tell of how IFES has helped you become a leader?

When the campaign design is finalised, you will be able to use ready-made assets – for print, web, email, and social media.



MOBILISE OTHERS

Take your commitment one step further!

Use your passion for God-shaped leaders to mobilise others to give.

Events

In some cultures, sponsored challenges, auctions, sales, and entry-fee events are an effective way of getting others involved in giving. They are often even more engaging when they're related to the theme of the appeal.

For example:

- Create, decorate, and sell clay pots.
- Organize a sponsored competition in which teams tackle "leadership challenges" such as topical debates, problem-solving, and trust exercises.
- Host a ticketed Q&A event with key leaders at your university or church.

If you're planning to organise an event as a national movement, why not schedule it for March? Then, you can transfer the funds you've raised in time for Global Giving Day. Get in touch with finance@ifesworld.org to discuss how and when to make the transfer.

Create a Personalised Version of the Campaign

Experience shows that people give when they know the person who's asking. Last year, individuals running personalised versions of the campaign through "crowdfunding" platforms proved highly effective in raising support.

So, what if you shared your longing for leaders formed by God with your social networks? Tell them how excited you are about the IFES leadership development initiatives that are making a difference in your region.

In early 2025, we will issue information on how to set up personalised campaigns through Facebook, SimplyGiving, and other similar platforms.



PRAY

Pray God is the master Potter!

So, we must be praying for his gracious hand on Global Giving Day – to move hearts and meet needs.

We also want to be praying for God's shaping of godly leaders. As part of the GGD webpage you will be able to add your petition to a special prayer wall.

USEFUL RESOURCES

RESOURCE	DESCRIPTION	TIMESCALE
<u>Webpage</u>	The main place to go to find out more about the campaign: the theme, its impact, and how to get involved.	Already live. Updates with more content expected mid-February and 25 March.
GGD general video	A very brief (30 second) introduction to GGD. It emphasizes a global fellowship working together.	Already available.
Stories	Stories to highlight the need for leadership development and show the impact that IFES initiatives have had.	Some existing examples already available on webpage (see list above). New stories will be added in February/March.
Design assets	Campaign graphics for print and digital use, banners for web, email, and social media, design elements you can use in your own custom-made publicity.	First slides and banners are available now, more coming in January.
GGD25 theme video	An inspiring introduction to this year's theme.	Watch for this in early March.
Guide to Crowdfunding	Simple guidance for setting up a crowdfunding site.	Watch for this in February.