TMS GLOBAL

Love Global Ambassador Toolkit

"He said to them, 'The harvest is plentiful, but the laborers are few; therefore ask the Lord of the harvest to send out laborers into his harvest.'"
- Luke 10:2 (NRSV)

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Welcome, Love Global Ambassador!

Thank you for saying “yes” to helping us equip 150 disciple-makers through the Love Global campaign. You are stepping into an important role in the Great Commission: inviting your network to join you in sending workers who will carry the love and message of Jesus across cultures.

Thank you for stepping up to be both a storyteller and a multiplier: your voice will help more people hear about this mission and respond!

Contact for Questions

As an ambassador, you’re not alone! If you have any questions or ideas, we are happy to help.

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Table of Contents

Talking Points: Our Why, Strategy, Impact & Goal 4
Quick Start Guide 5
How do I find my unique link, share and edit my page? 5
Communication Templates
- Story Examples 7
- Social Media Handles 7
- Template #1: Campaign Launch 8
- Template #2: Midway Goal 9
- Template #3: Final Push 10

Creative Fundraising Ideas 11
Frequently Asked Questions
- What is crowdfunding? 12
- What is a Love Global Ambassador? 12
- Key Dates 12
- Can ambassadors earn incentives? 12
- How can I fundraise as part of a team? 12
- What is Givebutter? 12
- Who should I ask to give? 13
- Will donors get tax receipts? 13
- What if someone asks me detailed questions? 13
- How do people give? Can they give checks or cash? 13
- I haven’t heard back from some people. What should I do? 13

Talking Points & Impact

OUR WHY

- Mission to the least reached is increasingly complex.
- Our work takes place amidst a massive paradigm shift in global demographics, technology, migration, and Christian growth.
- That's why so many people around the world still have not experienced the gospel in a way they can truly understand or embrace.
- In fact, nearly 42% of the world has little or no access to the gospel.
- Reaching these least reached people almost always requires a cross-cultural approach.

OUR STRATEGY

- The complexity of mission to the least reached today requires a thoughtful, adaptive strategy that begins with deeper formation of disciple-makers.
- We form disciple-makers who understand that effective cross-cultural mission begins with listening, learning, and long-term relationships.
- We partner with the body of Christ around the world to live and share the gospel through words and actions in the context of deep, mutual friendships.
- We equip disciple-makers with the training, relationships, and whole-family support they need to serve fruitfully over the long-term in their unique contexts.
- Together, we help build Christ-centered communities where the least reached become more open to the gospel, making space for more people to encounter and follow Jesus.
- As people encounter Jesus, they flourish, grow as disciple-makers, and participate in God's mission locally and globally.
- Disciples making disciple-makers. A movement that multiplies.

OUR TRACK RECORD

- TMS Global has mobilized gospel leaders for over 40 years.
- We help more disciple-makers move from interest to action.
  - 29.7% of TMS inquiries become applications, compared with a 20% sector median.
- Our whole-family support helps our cross-cultural witnesses stay in the field longer.
  - 72% serve beyond five years, compared with a 52% average, and our 2.7% attrition rate is well below the 4.7% sector median.
- Our strategic guidance and support keep gospel workers highly engaged and healthy.
  - Our cross-cultural witnesses rank in the 94th percentile for engagement and organizational health.
- And the impact multiplies.
  - Last fiscal year, God used TMS Global to equip 2,210 disciple-makers.

THE LOVE GLOBAL CAMPAIGN GOAL

- From Nov 5 to December 1, we're rallying our community to equip 150 disciple-makers to share the love and message of Jesus across the globe.
- It takes approximately $1,200 ($100/month) to equip one disciple-maker for a year.
- Our goal is to fuel the next wave of gospel leaders by raising $90,000, combined with a $90,000 Leadership Match Fund, totaling $180,000 to equip 150 disciple-makers.
- Every gift will be doubled while matching funds last.

...and what you have heard from me through many witnesses entrust to faithful people who will be able to teach others as well.
- 2 Timothy 2:2 (NRSV)

Quick Start Guide

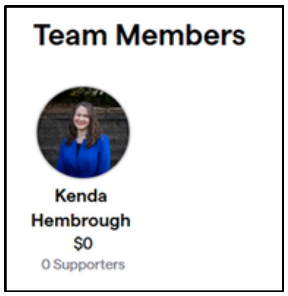
1. **Sign up by Nov 4** at: https://Givebutter.com/LoveGlobal2026/join.
2. **Set your fundraising goal.** Prayerfully consider raising enough money to fund one or more disciple-makers (e.g. $4,800; $3,600; $2,400 or $1,200). You know your network best - feel free to adjust up or down as you see fit. You can change your goal later if needed.
3. **Share your "story."** Just a few sentences to share why you care will go a long way. (See templates below.) You can write it or even record a video!
4. **Make your own gift** if possible, before you begin outreach. Even a small gift will move the thermometer and get some momentum going.
5. **Prayerfully consider your network.** Make a list of all the groups and people you know and love. Ask God to bring people to your mind. Do your best to list at least 20 people you can personally invite to join you in giving.
6. **Launch on Nov 5** by sharing your unique link (the one with your name in it) via text, email, and/or social media. It's easy with the pre-written communication templates found in this toolkit.

How do I find my unique link, share and edit my page?

▪ Go to our main campaign page: Givebutter.com/LoveGlobal2026

▪ Click on your icon under "Team Members."

▪ Scroll down and select "Share and Manage."



▪ A window called "My Fundraising Page" will appear where you can find your unique fundraising link to share with friends and family, view your supporters, and edit the details of your page at any time. More information about how to manage your page is provided in this **How-To-Guide by Givebutter.**

Communication Templates

Use these ready-to-go messages to write your story and invite people to give...

> **Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you. And remember, I am with you always, to the end of the age.**
>
> **- Matthew 28:19–20 (NRSV)**

Story Examples

Ask yourself why you care about the Great Commission, and why you support TMS Global. Then share your story to encourage others to join you. Use these as templates as inspiration:

- "I am forever grateful for the way God used a faithful witness in my life—someone who patiently discipled me and, when the time was right, simply asked if I wanted to follow Jesus. When I said yes and prayed with her, my life changed forever! But the reality is that 42% of people around the world don't have access to someone like that; someone who can walk with them toward Christ. That's why I'm fundraising for TMS Global. Every gift helps raise up and equip disciple-makers to cross cultural lines with humility and Spirit-led adaptability, so more people can experience the transforming love of Jesus."

- "Every $1,200 equips one disciple-maker to share the love and message of Jesus across cultures with humility and Spirit-led adaptabilty—and right now every gift is matched 1:1, while funds last. That means your gift can go twice as far! I've set a goal of raising [X], and I'd love for you to help me reach it so more people can experience the hope of Christ."

- "Jesus said, 'The harvest is plentiful, but the workers are few' (Luke 10:2). I'm serving as a Love Global Ambassador to help answer that prayer—equipping disciple-makers to go into the harvest. Will you join me by giving today?"

Social Media Sharing

- When you share our social media posts, our reach explodes. Please find a Love Global post you like on Facebook or Instagram, like it, comment on it, and share it along with your unique Love Global link.
- Please note that the social media handle for TMS Global on Facebook is **@TMSGlobl without the a.**
- The social media handle on YouTube and Instagram is **@TMSGlobal with the a.**

> **How beautiful upon the mountains are the feet of the messenger who announces peace, who brings good news, who announces salvation, who says to Zion, 'Your God reigns.'**
>
> **- Isaiah 52:7 (NRSV)**

Template #1: Campaign Launch

Send: On Nov. 5 or as soon as you can after that date.

EMAIL

Subject: FIRSTNAME, can you help me send hope across cultures?
Dear [NAME],

I'm excited to share that I'm participating in Love Global, TMS Global's fall campaign to equip 150 disciple-makers to share the love and message of Jesus across cultures. This is a mission close to my heart as a [VOLUNTEER, CCW, STAFF, BOARD MEMBER, etc.], because I've seen firsthand how God uses everyday believers to make an eternal impact. [OPTIONAL: INSERT A SHORT STORY OR BIBLE VERSE ABOUT WHY THIS MATTERS TO YOU—e.g., a person who discipled you, a mission trip experience, or why cross-cultural witness is important to you.]

My personal goal is to raise [$GOAL AMOUNT] by December 1 (#GivingTuesday). Every $1,200 raised equips one disciple-maker for a full year—and during this campaign, every gift is matched 1:1 while funds last, so your generosity can go twice as far.

Here's how you can help:
- Donate: Please visit my fundraising page at [YOUR LINK] and make a gift of any size today. Every dollar makes a difference!
- Share: Forward this email or share my link with your friends and family to help spread the word.

Together, we can ensure more people around the world have the chance to hear and respond to the good news of Jesus. Thank you in advance for your prayers, generosity, and support.

With gratitude,
[YOUR NAME]

SOCIAL MEDIA

There's no one like Jesus! But 42% of people around the world have no access to someone who can walk with them towards Christ. That's why I've signed on as a Love Global Ambassador with @TMSGlobl to equip disciple-makers to share the love and message of Jesus across cultures. Help me reach my $___ goal by donating at [YOUR LINK]. Every gift is matched 1:1 while funds last, so your impact could be doubled! Together, we can equip 150 disciple-makers this fall! #LoveGlobal

TEXT

Hi [NAME], Any chance you might help me spread the love and message of Jesus? 42% of people around the world have no access to someone who can walk with them toward Christ. That's why I've signed on as a Love Global Ambassador to raise [$GOAL AMOUNT] to equip disciple-makers around the world through TMS Global. Every dollar you give is doubled during this campaign while matching funds last! Will you help me reach my goal? Give here: [YOUR LINK]

Template #2: Midway Goal

Send: When you're halfway to meeting your fundraising goal.

EMAIL

Subject: We're halfway there—let's finish strong!

Dear [NAME],
I have some exciting news to share—thanks to everyone's incredible generosity and support, I've already reached 50% of my fundraising goal for the Love Global campaign! These gifts are helping equip disciple-makers through TMS Global to cross cultures with humility and Spirit-led adaptability, so more people around the world can experience the love and message of Jesus.

But we're not finished yet. There's still time to make a difference, and I would love your help in reaching the finish line. Remember, during this campaign every gift is matched 1:1 while funds last, which means your donation today can be doubled—equipping even more disciple-makers to serve where the gospel is needed most.

Here's how you can help:
▪ Donate: Please visit my page at [YOUR LINK] and make a gift of any amount. Every dollar counts!
▪ Share: Pass along my link to a friend or two who might be excited to support this mission.

Together, we can help TMS Global reach its vision of equipping 150 disciple-makers by December 1. Thank you for your continued prayers, encouragement, and generosity—it means so much to me and to those we're serving around the world.

With gratitude,

SOCIAL MEDIA

Great news! I'm already halfway to my goal for the Love Global campaign with @TMSGlobl 🎉. Together we're equipping disciple-makers to share Jesus across cultures. Every gift is matched 1:1 while funds last, so your impact can be doubled! Help me cross the finish line by donating here: [YOUR LINK] #LoveGlobal #GreatCommission

TEXT

Hi [NAME], I've reached 50% of my goal for the Love Global campaign with @TMSGlobl! Every gift equips disciple-makers—every dollar is doubled while matching funds last. Will you help me finish strong? Donate here: [YOUR LINK]

Template #3: Final Push

EMAIL
Subject: FIRSTNAME, just hours left

Dear [NAME],
The Love Global campaign ends tomorrow, and I am only [$DOLLAR AMOUNT] away from my goal!

42% of the world has little or no access to the gospel, and mission to the least reached is increasingly complex.

But your gift to Love Global will help form disciple-makers who begin with a **humble learning posture** and build **long-term relationships** so that more people can encounter and follow Jesus.

If you've been considering making a gift, now is the perfect time. Every dollar you give is matched 1:1 while funds last, doubling your impact to equip disciple-makers who will share the love and message of Jesus across cultures.

If you've already donated—thank you! Would you consider one more simple way to help? Share this link [YOUR LINK] with your friends and family so we can harness the power of community to finish strong.

Every gift counts, and together we can help TMS Global reach the vision of equipping 150 disciple-makers this fall.

With gratitude,
[YOUR NAME]

SOCIAL MEDIA
I'm only [$DOLLAR AMOUNT] away from my goal for the Love Global campaign with @TMSGlobl 🙌. Every gift is doubled while matching funds last and tomorrow is the last day! Will you help me cross the finish line? Donate today: [YOUR LINK] #LoveGlobal #GreatCommission

TEXT
Hi [NAME], I'm only [$DOLLAR AMOUNT] away from my goal for the Love Global campaign! Every dollar is doubled while matching funds last, and tomorrow is the last day. Will you help me cross the finish line? Donate here: [YOUR LINK]

Creative Fundraising Ideas

- Passion-Centered Goal
  - Set your goal based on what the dollar amount can accomplish, something you are passionate about, and focus your story around that. For example, "I know what it's like to feel like no one understands me as a Third Culture Kid (aka child on the mission field who doesn't identify with the culture of their friends, parents or passport). That's why I'm raising $1,008 to provide one TCK with a year of training, holistic care and discipleship. TCKs are amazing and can really benefit from the expertise and guidance that TMS offers. Can you help with a gift before December 1st?"
- Host a Mission-Centered Gathering
  - Consider inviting folks over for coffee, brunch, lunch, dinner or a potluck. Use the Kingdom Stories Salon Dinner toolkit, complete with inspiring videos, as a guide to center your conversation around the Great Commission. Share your unique link to the Love Global campaign at the end.
- Prayer Walk
  - Facilitate a short twilight prayer walk (20–30 min) followed by soup/bread together.
  - Put the giving prompt at the meal: "Tonight we prayed together; if you feel led to support the mission we've been praying for, here's how."
- "Meals-In, Mission-Out" Challenge
  - Commit to cook at home X nights this month; donate the saved eating-out dollars.
  - Raise $: Ambassadors post weekly meal pics + a short prayer; friends "match a meal."
- 5K "Steps for Senders" with Prayer Stations
  - A casual walk/run with four short reflection/prayer stops along the route.
  - Raise $: $25 registration; teams recruit sponsors per kilometer.
- Tech-Connect Tutoring
  - Teach neighbors/seniors how to video call, use group texts, or join church livestreams.
  - Raise $: "Give-what-you-can" donations instead of a fee; invite them to pray with you for workers.
- Photo Scavenger Hunt: "Seek & Serve"
  - Teams snap pics doing simple service (pick up litter, thank a bus driver, pray at a map).
  - Raise $: Team entry + per-task pledges
- Fellowship Field Day
  - Host a fun day with group-oriented activities, such as a volleyball tournament, tug-of-war competition, or bag toss/corn-hole competition. You could include other activities, such as a wing-eating contest. Ask friends, neighbors, family, peers, and co-workers to participate and bring fun games.
  - Raise $: "Give-what-you-can" donations instead of a fee; invite them to pray with you for workers.

FAQ

What is crowdfunding?

Crowdfunding is raising money online by inviting many people to give smaller gifts toward one goal. Think of GoFundMe—but instead of personal needs, TMS Global is using the Love Global campaign page to equip disciple-makers. Ambassadors join, share their unique link, and together, small gifts make a big impact.

What is a Love Global Ambassador?

A Love Global Ambassador is someone who invites their network to invest in the Great Commission through TMS Global. Simply create your personal fundraising page, set your goal, make your own gift, and then invite people in your network to give. You can join a team or create your own to rally others.

Key Dates

The public phase is November 5–December 1 (culminating on #GivingTuesday).

- Nov 4 – Ambassadors sign up by this date
- Nov 4 - Set your goal, write your "story" and make your gift.
- Nov 5 – Launch your campaign by sharing your unique link.
- December 1 – Campaign ends (#GivingTuesday).

Can Love Global Ambassadors earn incentives?

Absolutely! To thank Ambassadors for their valuable work, we are offering some limited edition TMS Global merchandise as tokens of our appreciation.

- Recruit 5+ donors OR raise $500+
  - You win a TMS Global hat
- Recruit 10+ donors OR raise $1,200+
  - You win a TMS Global tote bag
- Recruit 20+ donors OR raise $2,400+
  - You win a TMS Global hoodie

How can I fundraise as part of a Team?

Fundraising is even more fun when we do it together! Joining a Love Global Team lets you pool your efforts, cheer each other on, and create a little friendly competition along the way. Whether it's your department, church group, small group, or a circle of friends, teams help multiply impact while keeping things lighthearted and community-driven.

Ways to join or create a Team:

- Click the "Be an ambassador" button on the main campaign page and select Join a Team or Create a Team
- Receive an email invitation from the campaign organizer
- Follow a direct link shared by the campaign organizer

What is Givebutter?

Givebutter is the platform we are using for this campaign which offers great features like a giving thermometer, leaderboards, and easy sharing options. All gifts made through this platform are securely encrypted for safety.

Who should I ask?

Don't underestimate how many people want to support something you're passionate about. Pray for God to bring names to your mind as you think through all the natural connections you have.

- Your spouse/partner
- Family members you can count on to support you (great opportunity for out-of-town relatives!)
- Friends (local & out-of-state!)
- Neighbors
- People you know from an activity or hobby (sports teams, clubs, volunteering, etc.)
- People you know from church / small group
- People you know from your hometown or a place you used to live
- Coworkers and other professional contacts

Will donors get tax receipts?

Yes, every online gift through Givebutter receives an immediate email receipt from TMS Global. If someone gives through their Donor Advised Fund, they will not receive a tax receipt because they received one when they contributed to their DAF. However, we'll send them an acknowledgment to thank them for their support.

What if someone asks me detailed questions about TMS Global?

You don't need to be an expert on all things TMS Global to be a Love Global Ambassador! Draw from your personal connection to our mission and the talking points included in this toolkit to address any questions you receive. You can also connect folks to Kenda Hembrough, VP for Advancement at khembrough@tms-global.org for more information.

How do people give? Can they give checks or cash?

Once your Givebutter page is set up with your fundraising goal and personalized message, you can share your unique link with your network. In just a few clicks, they will be able to view your page and make a donation securely online through the Givebutter platform.

If someone in your network would prefer to give in another way (cash, check, Donor Advised Fund, etc.), please email the details to khembrough@tms-global.org. We'll make sure the gift is entered as an offline donation in Givebutter so it counts toward your total fundraising goal.

I haven't heard back from some people I've reached out to. What should I do?

There's no need to worry if your initial messages don't get an immediate response or large influx of donations. People get busy and your message might have slipped their mind. Please follow up with them a week or two later. If you don't get a response via email, you could try reaching out via text, social media, or a good old-fashioned phone call instead.