



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)



**linktr.ee/
wearetmsglobal**



Welcome, Love Global Ambassador!

Thank you for saying “yes” to helping us equip 100 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,
I am 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

Our Why

- Nearly 42% of people worldwide still have little or no access to the gospel.
- Very few believers (less than one thousandth of one percent) carry the gospel to places where the need is greatest—places that lack a local body of believers with the resources to multiply and share the Good News of Jesus.
- 48% of mission workers leave the field within 5 years, and 71% leave for preventable reasons—showing the urgent need for training, care, and sustainability.
- Many churches in the U.S. face a leadership crisis: 38% of pastors have considered leaving ministry in the past year, resulting in leaders who are too fatigued to cast vision for the church.

Our Strategy

- TMS Global equips everyday believers to join Jesus in His mission—locally and globally—especially among the least reached.
- We awaken churches, individuals, and indigenous leaders to discover and live out their unique missional calling.
- We train disciple-makers, pastors, lay leaders, young adults, small groups, and cross-cultural witnesses to share the gospel in highly relational ways. Our trainings emphasize the importance of humility, integrity and Spirit-led adaptability when sharing Jesus with the least reached.
- We serve global workers and Third Culture Kids through holistic care, strategic coaching, and long-term support.
- We equip pastors to thrive in life and ministry by addressing key indicators of burnout using the Harvard Flourishing Assessment to improve work/life harmony and reduce ministry attrition.

Our Track Record

- TMS Global has mobilized gospel leaders for over 40 years.
- Across the globe, in Fiscal Year 2025:
 - 3,112 disciple-makers were equipped to serve least reached people groups through our Train-Mobilize-Serve pathway.
 - We provided holistic care and training in 29 countries to 124 cross-cultural witnesses and their families including 89 Third Culture Kids.
- Across the United States, over the last 25 years:
 - We have equipped 140+ churches and 180+ pastors for missional engagement.
- Our training and care helps sustain long-term workers—raising the percentage who serve beyond five years from a national average of 52% to 72% with TMS Global.

The Love Global Campaign Goal

- This fall, we are rallying our community to equip 100 disciple-makers.
- It takes \$1,200 to equip one disciple-maker—and once we secure a matching gift, every donation can be doubled dollar-for-dollar.
- Together, we aim to raise \$60,000, matched to \$120,000, to fuel the next wave of gospel leaders.



...and what you have heard from me through many witnesses
entrust to faithful people who will be able to teach others as well.

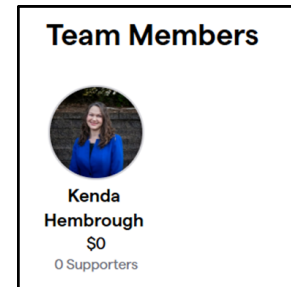
- 2 Timothy 2:2 (NRSV)

Quick Start Guide

1. **Sign up by Nov 5** at: <https://givebutter.com/LoveGlobal2025/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, by November 6. 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 invite to join you in giving.
6. **Launch on Nov 7** 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/LoveGlobal2025
- 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 disciplined 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 adaptability—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 Handles

- 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.**
- When you copy templates below, please make changes as necessary.

“

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 November 7th 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 100 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 2 (#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 me reach my goal:

- 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 100 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 100 disciple-makers by December 2. 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!

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 100 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 2nd?”
- **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 7–December 2 (culminating on #GivingTuesday).

- November 5 – Ambassadors sign up by this date
- November 6 – Set your goal, write your “story” and make your gift.
- November 7 – Launch your campaign by sharing your unique link.
- December 2 – 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 and Ziyada goods as tokens of our appreciation.

- Recruit 5+ donors OR raise \$500+
 - You choose either a TMS Global sticker pack or Ziyada hot pad
- Recruit 10+ donors OR raise \$1,200+
 - You choose either a TMS Global tote bag or a Ziyada holiday tea towel set
- Recruit 20+ donors OR raise \$2,400+
 - You choose either a TMS Global hoodie or a Ziyada holiday bundle (ornament, tea towel set, oven mit and hot pad)

How can I fundraising 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:

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

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.