

# BA Referral Toolkit

Invite Your People into Our Shared Mission

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# How to Use This Toolkit

**First, thank you.** As a Business Affiliate or volunteer with Partners Worldwide, your time, talents, and dedication are vital to building partnerships that create jobs and lift communities out of poverty. Your commitment is making a real difference—and we're deeply grateful.

Beyond your hands-on work, **your voice carries real influence.** As someone already invested in this mission, you have the unique opportunity to inspire others to get involved through volunteering, giving, or prayerfully following our work.

Inside this toolkit, you'll find simple, ready-to-use messages and resources that make it easier to share your passion for this work with others—whether in conversations with friends, appeals at church, emails to your network, or posts on social media.

Use what fits your voice and context, adapt what you need, and feel free to make it your own. **Your story of partnership is powerful** and can draw more people into this movement.

## Boilerplate

*A boilerplate is a short, standardized paragraph that describes our organization and work. You might use this in a church bulletin, as an introduction before an event, or anywhere you need a general description of our work.*

Partners Worldwide (PW) is a faith-driven global network that strengthens communities through business. They partner PW partners with locally led organizations that serve entrepreneurs and connect them with business leaders who volunteer their skills to support business growth and job creation. These partnerships focus on practical support, shared learning, and long-term commitment that help expand opportunity in places facing high unemployment.

Since 1997, Partners Worldwide has worked across Africa, Asia, and the Americas to support local leaders and entrepreneurs building resilient and thriving communities.

## Informal “We” Version

Partners Worldwide is a faith-driven global network that strengthens communities through business. We partner with locally led organizations that serve entrepreneurs and connect them with business leaders who volunteer their skills to support business growth and job creation. These partnerships focus on practical support, shared learning, and long-term commitment that help expand opportunity in places facing high unemployment.

Since 1997, Partners Worldwide has worked across Africa, Asia, and the Americas to support local leaders and entrepreneurs building resilient and thriving communities.

## Elevator Pitches

*An elevator pitch is a short, clear, and compelling way to explain who you are, what you do with PW, and why it matters—in about 30–60 seconds, or the time it takes to ride an elevator. Think of it as your personal invitation to someone: “Here’s why I’m involved with Partners Worldwide—and why you might want to be too.”*

*Here are some scripts to get you started.*

### Elevator Pitch to Potential Volunteer

I volunteer with Partners Worldwide, a global, faith-driven network that fights poverty through business. We partner with local leaders to help entrepreneurs build redemptive businesses and create jobs. And we’re on track to serve 1 million business owners to create 3 million people that lift 15 million out of poverty by 2030.

We are always looking for businesspeople to volunteer, so if you’re interested or you know someone, let me know!

### Elevator Pitch to Potential Donor

I volunteer with Partners Worldwide, a global Christian network that uses business to fight poverty. We team up with local leaders to equip entrepreneurs with the tools, training, and support they need to grow businesses, create jobs, and spread hope in their communities. Every donation helps launch or grow a business and create jobs where they're needed most. Join us—give today at [partnersworldwide.org](https://partnersworldwide.org) and unlock the potential of redemptive entrepreneurs around the world.

## Elevator Pitch to Donor with Faith Focus

I volunteer with Partners Worldwide because I believe in the power of faith-driven entrepreneurs to lift their communities out of poverty. We team up with local leaders to equip entrepreneurs with the tools, training, and support they need to grow businesses, create jobs, and spread hope in their communities. Every donation is a chance to join God's work of renewal through business. Give today at [partnersworldwide.org](https://partnersworldwide.org) and help equip redemptive entrepreneurs around the world.

## Church Appeal

*You may have an opportunity to share your volunteer experience with your church during a service or event. Here's a template to help you share about Partners Worldwide, our core beliefs, and your specific involvement.*

Hi everyone, my name is [Your Name], and I'm a Business Affiliate volunteer with an organization called Partners Worldwide. They work with local organizations around the world to fight poverty through business.

As a volunteer, I work with a local partner called [local partner name] to support entrepreneurs in [Country or Region]—helping them [what they do/create jobs and transform their community through redemptive business.]

[Specific partner update if time]

We believe that God desires everyone to flourish and that businesspeople have a holy calling to use their skills in God's mission. So, if that sounds like something you want to be a part of, you can donate directly to support this work at [partnersworldwide.org](https://partnersworldwide.org). Or come

talk with me about getting involved as a volunteer. I'd love to tell you more about this partnership that is transforming lives in [\[Country or Region\]](#).

## PowerPoint Slides

*Are you presenting in front of a group about Partners Worldwide and your experience as a volunteer? Do you need slides to go with your church appeal? Use these slides to talk about our model and approach, then customize to tell your story of partnership.*

[Find PowerPoint slides in Dropbox](#)

## Volunteer Invitation Email

*Here's an email template you can use to invite someone to consider volunteering with PW.*

**Subject line:** Your business skills can help fight poverty

Hi [\[Name\]](#),

I hope you're doing well! I wanted to reach out about an opportunity where I think your skills in [\[insert skills or experience\]](#) could make a real impact.

I volunteer with Partners Worldwide, a global network of Christian businesspeople fighting poverty through business. Through local partnerships, we equip entrepreneurs with the tools they need—training, mentoring, investing, and network-building—to grow sustainable businesses and create lasting jobs in their communities. (Learn more at [www.partnersworldwide.org](http://www.partnersworldwide.org)).

I've seen how this work transforms lives and communities—and we're looking for more volunteers. I immediately thought of you.

Would you be open to a quick conversation to learn more? I'd love to talk with you about how your gifts could contribute to this work.

Warmly,  
[Sign off]

## Donation Email

*As a BA or volunteer, you play a vital role in helping raise funds for your partnerships. Here's an email template to invite your community to give.*

**Subject line:** Support Entrepreneurs with Me — Every Gift Helps

Hi [Name]

I hope you are well. I wanted to share something that's close to my heart.

All over the world, millions of people live in poverty—not because they lack talent or drive, but because they don't have access to the tools, training, or networks to grow a business or secure a good job.

That's where **Partners Worldwide** comes in—and why I volunteer with them. Partners Worldwide equips local entrepreneurs with training, coaching, investing, and network-building so they can create jobs and build lasting change in their communities.

I've seen the impact firsthand, and it's powerful. [optional info about specific partner] [I'm all in on this mission](#)—and I'd love for you to be part of it, too. Would you consider donating to help launch more businesses and create more jobs where they're needed most?

Every dollar helps an entrepreneur start or grow a business, support their family, and create opportunities in their community.

You can give today at [partnersworldwide.org/donate](https://partnersworldwide.org/donate). [or link to fundraising page for specific partnership]

Thanks for reading—and for caring about something that matters so much.

With gratitude,  
[Sign off]

## Social Media

### Post #1: Donate

I volunteer with @PartnersWorldwide because I believe business can be a force for good. We're equipping entrepreneurs around the world to grow redemptive businesses, create dignified jobs, and break the cycle of poverty.

Join me in making an impact—one job, one business at a time.  
Give today at [partnersworldwide.org/donate](https://partnersworldwide.org/donate) [or link to fundraising page for specific partnership]

### Post #2: Donate

People facing poverty don't lack talent—they often lack access.  
That's why I'm proud to volunteer with @PartnersWorldwide, supporting local business leaders as they grow their enterprises and create lasting change.

When we invest in local entrepreneurs, we help unlock opportunity—not just for individuals, but for entire communities.

Join me in partnering for impact. Give today at [partnersworldwide.org/donate](https://partnersworldwide.org/donate) [or link to fundraising page for specific partnership]

### Post #3: Volunteer - “Your skills can fight poverty.”

Businesspeople—you don't have to change careers to change lives. Your business skills can help fight poverty.

I volunteer with @PartnersWorldwide—a global network of Christian businesspeople working to end poverty through business. Together, we're coaching, training, and investing

in local entrepreneurs around the world—so they can grow businesses and create jobs where they're needed most.

And we need more people like you. People with:

- ✓ Business experience
- ✓ Active listening skills
- ✓ A heart to serve

I'd love to tell you more about how your talents could make a real difference.

Interested? Let's have a quick conversation. Just comment below or DM me.

## Post #4: Volunteer - "This is business with purpose."

Your business skills can change lives. I believe business is one of the most powerful ways to fight poverty—and I've seen it firsthand.

I volunteer with @PartnersWorldwide, joining local leaders to build solutions so entrepreneurs can create jobs and transform their communities.

It's not charity. It's business with purpose.

Want to use your business skills for real impact? Shoot me a message—let's talk.

## Additional Resources

### [The Essentials of Being a BA \(click to access\)](#)

This is a one-page resource that addresses the basics of being a BA and some common questions. It also explains the BA's role in a partnership and how to be a successful BA.

### [Introduction to Partners Worldwide Booklet \(click to access\)](#)

This resource provides an introduction to Partners Worldwide, including our core beliefs, approach through partnership, our model, what we do, and ways to get involved.

### [2025 Annual Report \(click to access\)](#)



This report showcases our shared impact in the past year. It features stories, highlights from each region, impact metrics, financials, and plans for the next year.

**[Additional PowerPoint Template Slides \(click here to access\)](#)**

These slides offer additional layouts in our brand colors and fonts which you can customize with your content and photos.