

10-August-2010

Heifer Challenge

Heifer has just launched “[Heifer Challenge](#),” an exciting new program for fearless groups who want to change the world. Developed for congregational youth groups, schools, businesses and others, we hope this fundraising program will be a fun way to engage a growing number of new supporters.

<http://www.heifer.org/atf/cf/%7BE384D2DB-8638-47F3-A6DB-68BE45A16EDC%7D/Heifer%20Challenge%20Leader's%20Guide.pdf>

We're asking people to make a challenge that makes a difference. They think of something to challenge someone to do like shaving their head, kissing a pig, wearing a strange item; decide how much its worth to see it happen; find sponsors who will donate to Heifer if the challenge is completed; and have an event to watch pictures and videos of the challenges completed and to teach people about Heifer's work_

You can download the leaders guide at: <http://www.heifer.org/challenge>

Be sure to “like” the Facebook page

<http://www.facebook.com/pages/Heifer-Challenge/127998747233787?ref=ts> so you can watch over time the zany challenges and dares done to help Heifer fund its mission to lift people out of poverty.

If you have any questions about the program, please contact Tom Peterson at:



Tom Peterson

Senior Director of Innovation

T: 501.907.2846 | F: 501.907.2803

1 World Avenue | Little Rock, AR 72202 | USA

tom.peterson@heifer.org | www.heifer.org