



**SCHOOL**  
THE WORLD

# ***SPRING INTO PLAY***

## **FUNDRAISING TOOLKIT**

**FAMILIES | TEACHERS | COMMUNITY**

**“Play is our brain’s favorite way of learning.”**  
-Diane Ackerman







Schools in Central America have finally reopened after two years of being closed and PLAY is more important than ever before. These children have not been able to PLAY with their classmates since before the pandemic, many were even working throughout the pandemic.

It's time for them to play...

**We are thrilled that you have signed up to fundraise to provide a playground to a school in rural Central America!**

This toolkit is designed for individuals, families, teachers, schools, and the broader community, who are interested in funding a playground for a school in rural Central America!

The fundraising ideas in this toolkit are family friendly, easy to do AND of course FUN!



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# STRATEGY & TIPS

When thinking of potential fundraising ideas, some will be more effective than others depending on who you are! Of course, **social media** and **email outreach** is super effective. In addition to that outreach, we find that fundraising is as successful as the effort that you put into it. Group events, parties and celebrations often are great ways to reach your goal in a short amount of time. **These strategies get people emotionally invested in your cause. It also gives them the opportunity to get involved with School the World beyond their dollar donation.**

**THIS TOOLKIT INCLUDES A NUMBER OF EVENT IDEAS FOR YOU TO TRY IN YOUR OWN COMMUNITY! IT ALSO INCLUDES SOCIAL MEDIA & EMAIL TEMPLATES TO GET YOU STARTED!**

We also recognize that hosting and gatherings may not be for everyone. With this in mind, we've written several other fundraising ideas that can be done on an individual basis.

1

## SET UP YOUR PAGE

*Set up a fundraising page to begin your initial outreach & send to family & friends (contact STW staff to help you set it up)*

2

## CREATE YOUR PITCH

*Why are you passionate about PLAY and education? Be prepared to explain this to potential donors or attendees*

3

## START W/ SOCIAL & EMAIL

*Why are you passionate about education? Be prepared to explain this to potential donors or attendees*

4

## BRAINSTORM HOW YOU WILL REACH YOUR GOAL

*Fundraising events? Contests? Tabling at a community event? Who are you trying to gain support from? What's going to be the best way to reach them?*

5

## EXECUTE THE IDEA

*Plan your party, table, or fundraiser and make sure to do tons of advertising about the event or fundraiser via social media and email!*

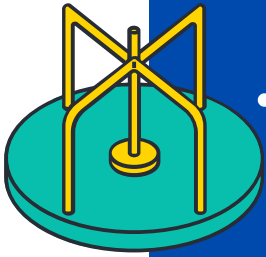
6

## THANK YOUR DONORS WITH A HANDWRITTEN LETTER & PICS OF YOUR PLAYGROUND!

**WE THANK YOU FOR HELPING US BRING PLAY TO CHILDREN IN RURAL EXTREME POVERTY!**

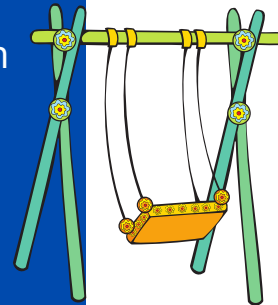


# BEST PRACTICES:



- For your fundraising page, make sure to write a personal note about **WHY** you are fundraising for a playground. That will help your friends and family know how important this cause is to you!
- **For Instagram posts, make sure you write LINK IN BIO** instead of including a link in your caption. Make sure to copy and paste your fundraising link to your Instagram profile! Let us know if you need help on this!
- **Have FUN with it!** Host a round robin soccer tournament, a lemonade stand with your friends, a bowling party in honor of your fundraiser, or a BBQ and ask people for donations. **This Spring is going to be all about getting together with friends and family and getting outside, so make sure to host some fun outdoor fundraising events!**
- Once you start fundraising, we can give you a list of each part of your playground and how much it costs so that your donors can feel like they are giving a tangible item towards your playground!
- [Click here](#) for School the World's top photos to use for your outreach!
- **Look through our social media & email templates. Make sure to personalize them if you have traveled with us before, share that experience in emails and social posts - people will be more likely to donate if they know your connection to the cause!**

**Link  
in  
Bio**





# FUNDRAISING IDEAS: STUDENTS, FAMILIES & INDIVIDUALS

## BIRTHDAYS & ANNIVERSARIES:

- "Give up your birthday or an anniversary" this Spring instead of asking for presents ask for donations.



## SPRING CLEANING

- Post around your neighborhood that you are fundraising for a playground and offering Spring cleaning services for donations: Mowing lawns, tidying up gardens or houses, etc. Even better, get your friends together and make a cleaning team!



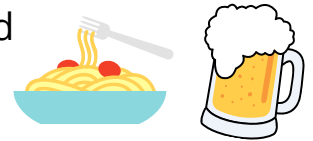
## HOST A WORKOUT FUNDRAISING CLASS

- Partner with your favorite workout class such as Soulcycle, Orange Theory, Barry's Bootcamp, you name it! Have your friends & family sign up and a % of the class's proceeds will go towards your fundraising!



## HOST A HAPPY HOUR OR GIVEBACK NIGHT AT A BAR OR RESTAURANT!

- Partner with your favorite bar to host a happy hour one night and have a % of the proceeds that night go towards your fundraiser. We can help you coordinate this with the bar or restaurant!



## ORGANIZE A SPORTING EVENT

- What's better than hosting a sporting even this Spring to fundraise for a playground and emphasize the importance of PLAY?! Get your family and friends together, make teams and host a round robin of soccer, tennis, basketball, you name it!



## LEMONADE STAND

- Set up a table with your friends & family this Spring and sell lemonade! If you add that it is for donations to build a playground, they will most likely give more!



## HOST A 5K, WALK-A-THON OR DANCE-A-THON!

- Bring family, friends and your community together by hosting an event around getting active this Spring. Who doesn't like to dance?!





# TEACHERS & CLASSROOMS

## PENNY WARS

Have each class collect as much change as they can and see who can collect the most. At the end, the winning class can get a prizes. Up the competition. Add dimes and quarters to other classes' jars

- Pennies +5 points
- Nickels +10 points
- Dimes -5 points
- Quarters -10 points



## CAR WASH

Take a car wash to the next level by planning it around a theme; for instance, superheroes. Your students can even wear costumes. Teams can participate in shifts, competing to see which group can raise the most money, turn around the most cars, or have the best sidewalk hustle. Don't forget the creative signs to lure in customers!



## BAKE SALE

Organize a bake sale where each student in your class has a responsibility to either bake something, work at the bake sale, or advertise the bake sale!



## PAJAMA DAY

Students donate to a good cause for the excuse to show up at school in their jammies!



## CREATE A CLASS COOKBOOK

Ask students, staff, and parents to contribute recipes to your community cookbook. There are a variety of low-cost online publishers that will take your digital document and turn it into a beautiful bound book that you can sell at a profit.







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# EMAIL TEMPLATES:

## Email 1:

**Subject:** Help me reach my goal!

**Body:**

Hi Friend (insert name),

This spring I am fundraising for School the World to provide a playground to a school in rural Central America. Schools just reopened after 2 years of being closed. Now more than ever these children need to PLAY. They have not been with their classmates in two years and most were even working during the pandemic. They need to feel like a child again, and you can help!

**If you don't know about School the World yet, you should and this is why!**

[School the World](#) is working hard to bring quality education to children living in extreme poverty. Throughout the last 2 years they have kept children learning while at home. Now, as schools reopen, they need help to fund 10 playgrounds so that all of their schools can provide quality group PLAY time for children.

***I am passionate about this cause because*** <Insert personal tie to School the World OR passion for education and helping children>.

My goal is to raise \$7,000 to build a playground for a rural community. Please help me reach my goal today so that children can still experience all the benefits of play!

Please consider a gift to my fundraising page: [<insert fundraising page link>](#)

Thank you so much for your support!

<Your Name>



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# EMAIL TEMPLATES:

## Email 2:

**Subject:** I am halfway there!!

**Body:**

Hi Friend (insert name),

Thanks to the support I have received thus far, I am halfway to reaching my goal to build a playground for children in rural Central America! I am so grateful.

However, I still need to raise \$2,500 to reach my goal of building a playground.

Please consider a donation today, or sharing this email to friends and family that might be interested! If we reach our goal, I will make sure to send you photo and video updates of the playground being built as well as the special School the World dedication ceremony so you can see the IMPACT behind your gift!

I am hoping to reach my goal by X date. Please consider a gift to my fundraising page: [\\_insert fundraising page link\\_](#)

Thank you so much for your support!

<Your Name>





# EMAIL TEMPLATES:

## Email 3:

**Subject:** I am so close to reaching my goal!

**Body:**

Hi Friend (insert name),

Do you know the benefits of PLAY? To name a few:

- PLAY helps children manage stress and recover from trauma.
- It builds imagination and creativity
- It fosters cognitive growth and improves social-emotional learning
- It helps to break down gender barriers

As you know, this spring I am fundraising to build a playground for children in rural extreme poverty with [School the World](#). I have raised \$X/\$7,000 and I know that with a donation today, YOU can help me get closer to reaching my goal! :)

\$X provides X

\$X provides X

\$X provides X

\$X provides X

I am hoping to reach my goal by X date. Please consider a gift to my fundraising page: [<insert fundraising page link>](#)

Thank you so much for your support!

<Your Name>



# SOCIAL TEMPLATES:

## Post 1:

Schools in rural Central America just reopened after 2 years of being closed. These students have not seen their classmates in two years, and some were even working during the pandemic. Now more than ever these children NEED to play together. Which is why this spring I am fundraising to provide a playground to children in rural extreme poverty. Please consider making a donation to my personal fundraising page **<insert link>** to help me reach my goal of \$5K!



Tip:  
Need pictures to  
post with your  
captions?  
[Click here](#) for  
School the World's  
top photos!

## Post 2:

Organized PLAY has many benefits for children. To name a few, PLAY helps children manage stress and recover from trauma. It builds imagination and creativity. It fosters cognitive growth and improves social-emotional learning and it helps to break down gender barriers! This spring, help me fundraise to build a playground in rural Central America: **<insert fundraising link> @schooltheworld**

## Post 3:

This spring I am fundraising to build a playground with School the World. What is so great about this organization is that all proceeds go directly to building a playground for children in rural extreme poverty. I have \$X left to go. Help me reach my goal today! Thank you in advance!! : **<insert fundraising link> @schooltheworld**



# SOCIAL TEMPLATES:



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## Post 4: Halfway there!

This week marks the halfway in my fundraising campaign to build a playground! Thank you to all who have donated already. I know that we can reach this goal to help the world's poorest children PLAY! Please consider making a gift today to my fundraising page: **<insert fundraising link>** @schooltheworld



## Post 5:

I am SO close to reaching my goal! Please consider a gift today so that we can reach our goal of \$7,000 and build a playground for some of the world's poorest children with School the World! **<insert fundraising link>** @schooltheworld

## Post 6: Final Push

I am SO close to reaching my fundraising goal. Today YOU can help me build a playground in rural Central America so that children who have lost 2 years of school, and most even worked during that time, can feel like kids again. All proceeds go directly to building a School the World playground in rural Central America! **@schooltheworld** **<Insert link>**

**Tip:**  
**Celebrating a birthday, anniversary or big milestone this summer?! Ask for donations instead of gifts!**

## Post 7: Once you reach your goal!

A huge thank you to everyone who supported my fundraising efforts this spring! I can't wait to share updates on the playground and I am so grateful for your support! These children will be SO happy!! And please check out @schooltheworld and the Important work that they are doing!

# SOCIAL TEMPLATES:



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## Post 7:

I am so grateful for the support I have received this summer for School the World's Together Rising Challenge! I just need to raise **\$X** more or receive **X amount of donations** in order to win a service trip to Central America and witness the impact we have made this summer! Please consider making a gift to my page to help me win: <insert fundraising link> @schooltheworld



**Tip:**  
**Post about your  
passion for  
education or  
personal tie to  
School the World!**

## Post 8: Last Week!

We are in the LAST DAYS of School the World's Together Rising Challenge! I am SO close to winning a service trip to Central America! Please help me support children living in rural extreme poverty who have lost more school than any other children globally by making a donation to my page: <insert fundraising link> @schooltheworld

## Post 9: After Challenge Ends

A huge thank you to everyone who supported my fundraising efforts this summer! We raised \$X to keep children living in rural extreme poverty learning and in school! Please check out @schooltheworld and the Important work that they are doing!



# CONTACT US:

For help fundraising, brainstorming or setting up your page please email Ali, Communications Manager, at [ali.doremus@schooltheworld.org](mailto:ali.doremus@schooltheworld.org)

Make sure you're following all of School the World's social channels for updates! @schooltheworld



For more information visit [schooltheworld.org](http://schooltheworld.org)



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