



Fundraising Toolkit

By starting your own fundraiser, you are making a BIG impact on School the World and the and the kids we help - THANK YOU!

We hope this guide will provide ideas and helpful fundraising tips to reach your goal and make a difference from the comfort of your own home.

Starting a campaign is a piece of cake.

[Click here](#) to set up your fundraising page in minutes!

Fundraising Ideas:

IT'S TIME TO CELEBRATE!



Whether it's for a dog's half birthday or a human's wedding anniversary, everyone needs something to celebrate these days! **Create a fundraising page to honor a special occasion and, instead of gifts, ask for donations to School the World.** You will be surprised with how many people in your network respond knowing all proceeds go directly to helping impoverished children get through this global crisis!

Want to go one step further? Invite your friends & family to a **ZOOM birthday party or happy hour** and have each attendee donate to your page - a gift that is sure to make your big day (or your festive weekend) EXTRA special!



CRAFTING FOR GOOD!

Newfound hobbies are ALL the rage these days! **Start a creative project of your own** and let your friends and family know that you're tie-dying shirts, beading bracelets, or needlepointing for School the World. People can donate on your fundraising page or Venmo you directly. Take special color requests or make cool custom designs - a fun and colorful way to help our kids in Central America!



CHALLENGE ACCEPTED!

Set a fundraising goal and commit to a challenge! Cut your hair, grow a beard, polar plunge, complete 50 pushups, or do something **cRaZy**... Decide on a challenge, spread the word and let friends & family know that it will happen once you reach your fundraising goal! **Record & upload a video of you completing your challenge and tag your donors and us (@schooltheworld), so we can share your success!**



VIRTUAL GIVE-BACK GAME NIGHT

Spice up your next virtual hang out by making it more meaningful! Play trivia or perform a few songs on Zoom and encourage guests to donate their "entry fee" (even just \$5) to your fundraising page before the night begins!



GET MOVING FOR KIDS

Host a virtual or *socially distant* **walk/run/ride** for School the World. Ask friends & family to join in on a group effort to get moving on a designated day coming up, or simply make a donation to your fundraising page! Share your efforts and tag @schooltheworld with hashtags like #STWFamilyFunRun or #STWBikeRide2020!



SMALL CONTRIBUTIONS ADD UP!

Ask your network to donate the cost of their:


- Morning pick-me-up coffee
- Daily commute
- Friday night cocktail



Social & Email Templates:



Make Post | Photo/Video Album | Live Video



Hi everyone! Now more than ever, making sure students have access to education is crucial, whether in-person or virtually. That's why I'm fundraising for @schooltheworld, an organization ensuring access to education for rural communities in Central America. Please check out my fundraising link to learn more and donate! Link: [fundraising page link](#)



This year, instead of gifts, I am asking you to help me **celebrate my birthday with School the World**, an amazing organization that's mission is very close to heart. School the World brings education to the world's poorest children, please help me reach my fundraising goal by making a donation here: [fundraising page link](#)



Hi Friends & Family! (can be email or text!) This weekend, the Smith family is hosting a virtual trivia night that not only will be a BLAST, but will also go directly towards helping the world's poorest children get through this global crisis. Donations are optional to participate in our game night, but if you are able to, please help us reach our fundraising goal for an organization close to our heart, [School the World](#). All donations mean the world to us - can't wait to see you!
To donate click: Insert donation page link
Zoom link for trivia night: Insert Link



Update Everyone:

Hi Everyone! Thank you SO much to all of you who have already donated to my fundraising campaign for School the World! We are HALFWAY there, only \$500 more to go! Please help me reach my goal this weekend! Any amount makes a difference in the lives of these children. We can do this!!

Have questions or need help?

Email: ali.rouatt@schooltheworld.org for assistance!

HAPPY FUNDRAISING! 😊