

Make a world of difference with...



SCHOOL
THE WORLD

FUNDRAISING TOOLKIT

FAMILIES | TEACHERS | SCHOOLS | COMMUNITY



"The future of the world is in my classroom."
- Ivan Welton Fizwater



EMPOWERMENT BEGINS WITH EDUCATION

OUR MISSION School the World is a 501(c)3 non-profit organization committed to solving extreme poverty through the power of education.

Our work is made possible through the generous contributions and fundraising efforts of people like you!

We are thrilled that you are interested in partnering with us to change the lives of children living in extreme poverty!

THIS TOOLKIT is designed for Families, Teachers, Schools, and the wider Community, who are interested in helping us reach more children and empower more parents.

Although this toolkit is split up by Families, Teachers and Community, the majority of the fundraising ideas pertain to all "family friendly" events and fundraising - so please make sure to look through it all! :)

Whether that is through fundraising to build a school, or donating books to build a classroom library, all efforts are greatly appreciated and make a world of difference!

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SCHOOL
THE WORLD



WHAT YOU CAN FUNDRAISE FOR?

ADOPT OR SPONSOR A SCHOOL

The physical building is just the beginning! Our schools provide the stability that makes learning possible. It is often the first official school in the community, replacing makeshift structures in desperate need of repair. **Fundraising Goal: \$15,000**

TEACHER TRAINING

Our teachers receive two years of intensive training, focusing especially on child-centric teaching and developing early reading skills. We build a culture of professional pride, peer influence, and motivation. **Fundraising Goal: \$500**

BUILD A PLAYGROUND

We believe in providing young students a safe place to discover, imagine, and explore. On the playground, children develop social and cognitive life skills, mature emotionally, and gain self-confidence. **Fundraising Goal: \$5,000**

STOCK A CLASSROOM LIBRARY

Children can't learn to read without books. Fundraise for book stickers so we can fill each school with their own library. **Fundraising Goal: \$250**

SCHOOL SUPPLIES

The image of 12 students sharing a pencil in a Tanzanian classroom inspired our founder Kate Curran into action to begin School the World. Help provide our students with the tools they need to become world changers. **Fundraising Goal: \$100**

PARENT TRAINING

The majority of the parents we work with are illiterate, but they are determined to provide their children with the education they never had. We teach them about their rights as parents and the rights of their child, so they can hold teachers accountable. **Fundraising Goal: \$500**





STRATEGY & TIPS

When thinking of potential fundraising ideas, some will be more effective than others depending on who you are!

While going door to door and asking friends, neighbors, and businesses for donations is one option, in general, fundraising is most successful when done in group settings such as parties or school events.

These events get people emotionally invested in your cause. It also gives them the opportunity to get involved with your charity beyond their dollar donation.

THIS TOOLKIT WILL INCLUDE A NUMBER OF EVENT IDEAS FOR YOU TO TRY IN YOUR OWN COMMUNITY!

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 A CHALLENGING YET ATTAINABLE GOAL

2

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?

3

CREATE YOUR PITCH

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

4

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)

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

WE THANK YOU FOR HELPING US EDUCATE CHILDREN AROUND THE WORLD!

FAMILY



FAMILY

Ideas for your family to fundraise together:

TEACHING FINANCIAL LITERACY & GIVING

- Give your children the option of putting part of their money in a “spending account”, an “invest account”, or a “donate account”.
- Perhaps whenever they add to their “donate category”, the parents can match a percentage.
- **This teaches them to be wise with their money and also about the importance of giving back**

BIRTHDAYS:

- “Give up your birthdays” as a family for one year and instead of asking for presents ask for donations.
- Ask for our Birthday fundraising guide and we can help you create some social posts to share!



FAMILY HANDYMAN SERVICES

- As a family, sell tickets in your neighborhood for handyman services. Offer to rake leaves, mow lawns, or garden. This can be a fun activity for your family and for your neighbors!

HOT COCOA OR LEMONADE STAND

- Depending on the season put together a table with your family a couple of weekends out of the year in your local community and sell hot cocoa or lemonade.
- We are always available to help with posts, photos etc. - whatever you need to make your table and event a success!



GET THRIFTY

- Selling old clothes or toys is a terrific option to raise money and get that clutter out of your house! **Host a yard sale and advertise that the proceeds are going to School the World!** OR use apps such as ThredUp or Poshmark and send your proceeds to School the World (you can write a check and send to the office).



CHANGE JAR FOR A YEAR

- Designate a family change jar in your house where everyone's change will go at the end of each day!
- Bring your change to a coinstar in your local supermarket and voila!
- You'll be surprised with how much loose change adds up to!





FAMILIES, TEACHERS & CLASSROOMS



HOST A PARTY!

Holiday Parties

Host a BBQ



Movie Night

- Hang up a sheet in the back yard or your garage
- Spread out some blankets
- Throw some pillows
- Bring out the popcorn!

Culture Night

- Provide Latin American food & music
- Learn to Dance!
- Include fun trivia games

Give Back Night at a local restaurant

- Reach out to a local restaurants and partner with them for a night where a % of the proceeds goes towards your fundraising! Contact us for more details

Carnival

- Hang some fun streamers to look like a circus tent
- Face painting!
- Don't forget the popcorn and peanuts!



70's Rollerskating Party!

- Get your disco on

Host a Talent Show!



Roaring 20's

- Throw a party that could rival even the GREAT GATSBY!

Bowling Night

- Rent a couple of lanes out at your local bowling alley and make the night a competition where all the proceeds goes to charity!
- Make teams and have each member pay a certain amount to play.



- Sell Tickets
- Ask For Donations
- Raffle Gift Baskets
- Hold A Drive For school supplies at your party!
Book Stickers
School Supplies
Teacher Resources
Games & Toys
- Hold a contest at your party that your guests have to pay to enter

**TEACHERS
&
CLASSROOMS**

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 prize. Up the competition. Add dimes and quarters to other classes' jars

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



CAR WASH (WEATHER PERMITTING)

Take a car wash to the next level by planning it around a theme; for instance, superheroes or your local sports team. 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 – you'll need to lure in customers.



BAKESALE

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!



HOLIDAY GIVING DRIVE

Have students collect toys or school supplies or recess games to donate to schools in Latin America. Even if it isn't the holiday season you can still do a giving drive for any holiday! Valentine's Day, Literacy Day, MLK Day ... you name it!

SELL BOOK STICKERS

Have students sell book stamps to donate to help fill our school libraries! Much like how girl scouts sell girl scout cookies! Each signed sticker will be put in the actual book that is donated.

PAJAMA DAY

Students donate to a good cause for the excuse to show up at school in their jammies – especially fun during the colder months when you just want to be warm and cozy!

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.





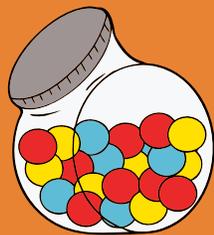
COMMUNITY OF TEACHERS

GET A GROUP OF FELLOW TEACHERS ON BOARD & FUNDRAISE TO EMPWOER TEACHERS & PARENTS IN GUATEMALA!

Collaborate with your colleagues to help give our teachers the quality teacher training they never had so that they can become quality educators for the next generation of world changers!

CANDY JAR COUNT:

A quick and easy fundraiser with low overhead but fun results. All you need is a large jar that you can fill up with candy and each teacher takes a shift selling tickets to other staff and students to take a guess at how many candies are in the jar. You can either offer the candy as the prize, or have different prizes depending on how close the guesses are!



BABYSITTING FOR THE PARENTS:

For those who work at elementary schools, play to the parental appeal by offering babysitting services at the school after hours. Raise funds by having parents pay for a few hours of child-minding while they go out in the evening and have a night to themselves. Be sure to have your babysitting teachers or students well stocked with games and snacks for the kids!

50/50 RAFFLE

A 50/50 draw is a simple lottery system (the monetary prize is 50% of how much money is raised) that can work as a standalone fundraiser or as something supplementary to another event. The more people that participate, the more money that gets raised for charity – plus the jackpot becomes even higher.



POLAR PLUNGE OR ANOTHER CHALLENGE IF YOU MEET YOUR GOAL

Welcome students back to campus after Christmas with a cold plunge to raise money for charity! Or - if it is not the holiday season set up another reward such as a dunk tank or slime bucket that will be poured over the principal or fellow teachers head's in front of the entire school if your goal is met (with their permission of course!).



START A FUNDRAISING CAMPAIGN

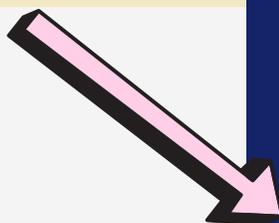
Use our website to begin a campaign of your own!

1) Hover over the "Take Action" button from any page on the STW website and select "Fundraise"

2) On this page, select "Become a Fundraiser"



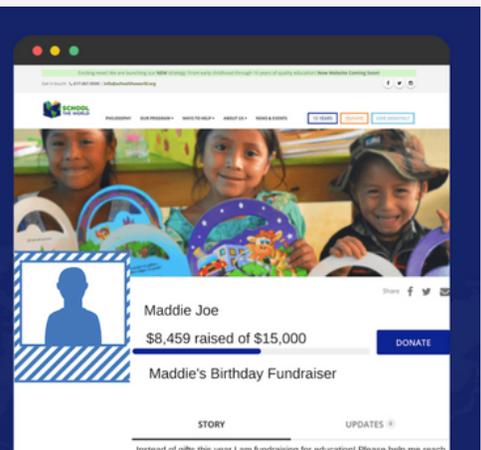
3) Scroll down and select "Create Your Campaign"



Step 1:
See that 617 million children who are in school are not learning the basics, and decide to help.

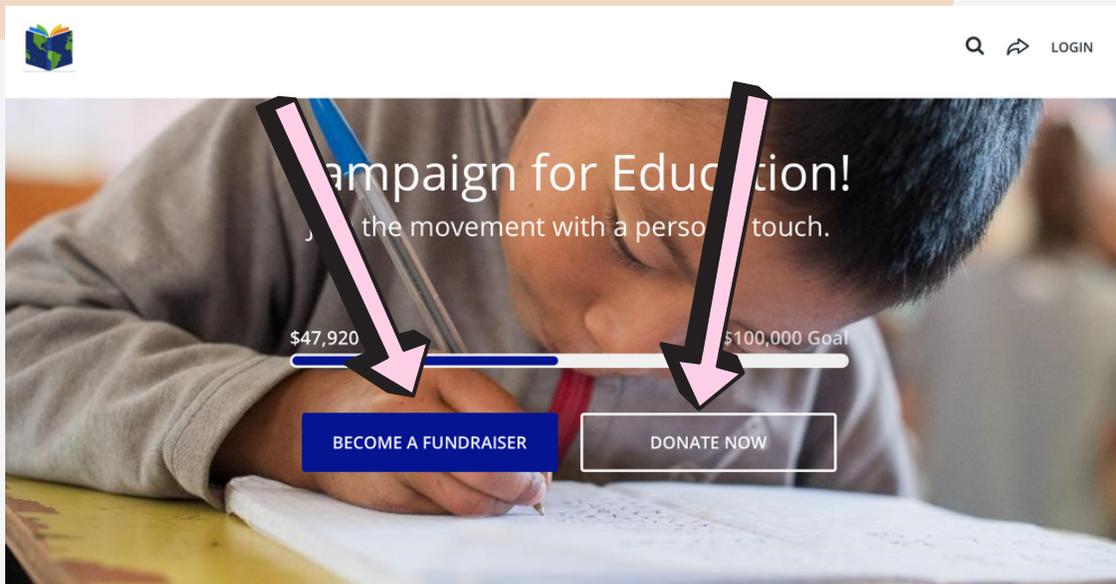
It only takes a minute to set up a campaign. Decide what to do. Pick a name. Pick a photo. And just like that, you'll be ready to start raising money to help bring quality education to children living in extreme poverty.

Create Your Campaign



START A FUNDRAISING CAMPAIGN (CONTINUED)

4) Select "Become a Fundraiser" to begin a campaign or your own, or select "Donate Now" to make a one time donation



OR



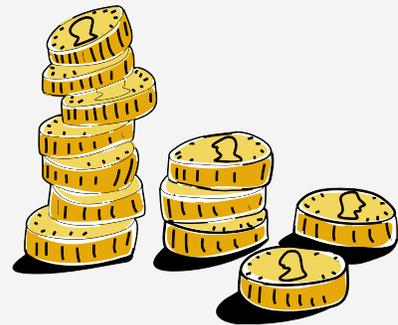
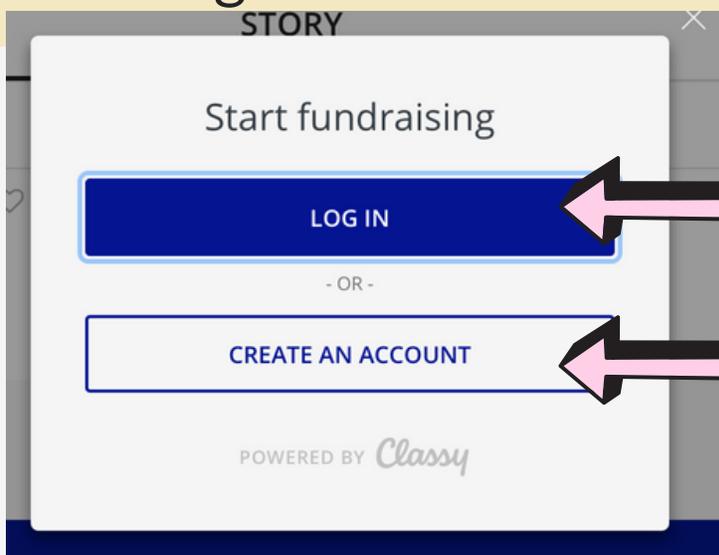
5) Pick a specific area to fundraise for

Start Your Campaign Today!

 <p>Build a classroom library! \$250</p> <p>Every classroom in each one of our schools is provided a library of books to help improve the learning (and teaching) process.</p> <p>FUNDRAISE</p>	 <p>Train a teacher! \$500</p> <p>Quality education comes with quality resources, such as teachers! Each teacher is provided with additional training programs so that they can be the best educators.</p> <p>FUNDRAISE</p>	 <p>Build a playground! \$5,000</p> <p>PLAY is an essential part of childhood development and forms skills that cannot be taught in the classroom. Our goal is to have a playground at each of our schools!</p> <p>FUNDRAISE</p>	 <p>Build a school! \$12,500</p> <p>The first step to our program is infrastructure, building a safe learning environment. Your efforts can provide a three-room school building and provide an entire community with hope!</p> <p>FUNDRAISE</p>
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START A FUNDRAISING CAMPAIGN (CONTINUED)

6) However you chose to fundraise, you will need to either make an account on Classy.org or log into an existing account



7) From here, begin to design your fundraising page or team page by personalizing your bio, adding a photo, and describing what the funds will be used for. Send out the link to your fundraising page to friends and family, and share on social media to expand your reach.

WE'RE HERE TO HELP!

If you have any questions, feel free to contact us and we'll help you with your fundraising planning!

Email: ali.rouatt@schooltheworld.org
Office Phone: (617) 867-9500

We also have more resources and information on our website

schooltheworld.org

THANK YOU FOR
MAKING A WORLD OF
DIFFERENCE AND
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FURTHER OUR MISSION

