WELCOME!

We're going to help you launch your campaign, hit your fundraising goal and make a huge impact on students in developing countries. We can't wait to get started! This step-by-step guide will help coach you to success, but remember, we're always here to support you too. Email us if you have questions.

TABLE OF CONTENTS

- Getting Started
- Communicating Your Cause
- Finishing Strong
- Our Promise, Your Impact
WRITE YOUR STORY

Express Your Purpose: Decide on a Campaign Theme

SPECIAL OCCASIONS
Ask guests to donate to your fund in lieu of your celebration i.e., Wedding, Baby Shower,

ENDURANCE
Race, bike or run to support HFE. Ask for donations per mile or to donate to your campaign for race day.

CREATIVE
Host an art show, collect change in your community or get imaginative and create your own campaign.

BIRTHDAY
One of our most Popular campaigns. Instead of receiving gifts, ask family and friends to give to your campaign instead.

SEASON OF GIVING
Fundraise with us during our holiday campaign Season of Giving. Last year’s goal was to fund one new school for 2018.

SCHOOL
Start a campaign at your school with students and teachers; maybe make it a competition between classes.
HOW OUR CAMPAIGN WORKS

You can start your campaign on our fundraising page, **Givebutter:**

https://givebutter.com/humansforeducation

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 children receive education.

**You Can Do Anything To Raise Money!**

**Avery Keller**
handmade Jewlery

**Sing for Education**

**Play Pickleball**

https://givebutter.com/humansforeducation
GETTING STARTED

SET YOUR GOAL
Pick Your Impact

WASH Program
1 handwashing station = $5
1 reusable pad that lasts 3 years for 1 girl = $10
1 water filter = $320
1 water tank = $600

$4,000 fully funds an ENTIRE SCHOOL'S WASH PROGRAM
*Based on 250 girls and 2 water tanks

Revenue Generating Program
$200 buys 1 COW which supplements ONGOING SCHOOL INCOME

The cost for an ENTIRE school
$10,000 fully funds a self-sustainability project for an ENTIRE SCHOOL for a lifetime

Student Scholarship
$230 provides one ANNUAL SCHOLARSHIP
includes uniforms, a pair of shoes, socks, food, school supplies, tuition, and textbooks for one child

$7,000 fully funds an annual scholarship program that sponsors ABOUT 30 STUDENTS

100% of the donations raised in your campaign will go directly to HFE programs - every dollar raised is meaningful.
COMMUNICATION PLAN

Launch Your Page

- Refine your message and be sure to PERSONALIZE your fundraising page with photos.

- DONATE to your own campaign to show your commitment and inspire others.

- Start with your CLOSE CONTACTS. Reach out to 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they'll make a meaningful gift.

Dear [Name],

“250 million children worldwide lack basic reading, writing and math skills. Together, we can change that.

Help me raise money for education by donating to my Humans for Education campaign. Humans for Education builds schools and creates programs that provide educational opportunities for children in the developing world. [Link to fundraising page].

All children deserve access to quality education, no matter where they were born or what resources they have.

Every donation can make a difference. Thank you for your support! Your Name
COMMUNICATING YOUR CAUSE

SOCIAL SUPPORT

Announce Your Campaign

Once you've demonstrated your personal commitment and gotten your closest contacts involved, officially launch your campaign on SOCIAL MEDIA.

“250 million kids can’t read this. Together, we can change that. Join my campaign: [Insert a Link to your campaign page]”

“I'm halfway to my fundraising goal! Support students around the world by donating to my campaign: [Insert a link to your campaign page]”

“Help me celebrate my birthday by supporting my @Humans_for_Education campaign here: [Insert a Link to your campaign page]”

KEEP YOUR NETWORK UPDATED. Post on social once a week, but vary your content. Rotate between thanking donors, updating them on the progress you've made, talking about your passion for education and asking them to get involved.
FOLLOW UP

CONTINUE updating your network and following up with potential donors.

Dear friend,

As you know, I've been raising money to provide students in the developing world with a quality education. Many of you have already donated to my campaign and I'm so incredibly grateful for your support.

To check out my fundraising progress or to make a donation, click here: [Link to fundraising page].

100% of online donations go directly toward Humans for Education work to bring education to students in Kenya.

In case you need some more inspiration, check out one of Human for Educations videos from the eld. Thanks,

Your Name

TELL A STORY

FACEBOOK COVER PHOTOS
LOGOS
TWITTER BACKGROUNDS
ANNUAL REPORT
ONE LAST CHANCE

Keep Your Community Updated

+ Let your social media community know the PROGRESS you've made and be sure to thank people who have already donated.

"Thanks to everyone who donated to my @Humans_for_Education campaign! Check out the progress on my fundraising page: [Link to fundraising page]"

Reaching Out

SEND A REMINDER to your contacts who have not yet donated. Let them know time is running out and remind them of our 100% Promise!

Dear friend,
My Humans for Education campaign is ending soon and I'm asking for your help to reach my fundraising goal!

250 million children worldwide lack basic reading and writing skills. Together, we can change that. Every little bit helps - you can make a difference by donating to my campaign: [Link to fundraising page]

Just a few days to go!
Thanks for joining me,
Your Name
FINISHING STRONG

SAY THANKS
The Final Push

Tweet, post, and share across your SOCIAL NETWORK that time is running out in your campaign!

My @Humans_for_Education fundraising campaign is almost over! Help me bring education to children who need it most: [Link to fundraising page]

SEND AN EMAIL to each donor that gave to your campaign.

Dear friend,

Thank you for donating to my Humans for Education campaign. 100% of our money will help provide students in schools across Kenya with educational opportunities.

This has been an incredibly rewarding experience and I've learned so much about the impact of a quality education, which leads to higher income, improved health, gender equality and a better future.

I encourage you to get more involved with Humans for Education by starting your own fundraising campaign or exploring other Humans for Education opportunities like the Humans for Education Experience that gives you exclusive access to Humans for Education’s work and the chance to truly transform a child’s life.

250 million children worldwide lack basic reading, writing and math skills. Together, we can change that.

Your Name
AFTER YOUR CAMPAIGN

OUR PROMISE
After your campaign is over, we'll send 100% of your donation to our programs abroad. Then, we'll report back to you with info about HFE's programming that your campaign made possible.

YOUR IMPACT REPORT
If you raise $25K, you'll receive a comprehensive impact report about the HFE school you funded, along with photos and stories from the field as well as a dedication plaque.

THANK YOU
Thank you for joining us in our mission to provide quality education for all. With your support, Humans for Education is reshaping the landscape of education in the developing world.
Have questions?

Our support doesn't stop with this toolkit. The Humans for Education team is here to help and to answer any questions you have.

Daphne Pariser  
*Humans for Education, President/Founder*  
daphne@humansforeducation.org  

Max Friedman  
*Givebuter, President/Co-Founder*  
max@givebuter.com  
(202) 888-8722