DONATE YOUR BIRTHDAY: DIGITAL TOOLKIT
Hi there,

If you're reading this, chances are you're interested in donating your birthday to support She's the First. Welcome to the movement—we're glad to have you here.

We support girls who will be the first in their families to graduate high school. Currently, we reach 7,200 girls in 11 low-income countries to pursue their education—and we're not slowing down any time soon.

As we head toward our 10th year, you can help us reach more girls than ever before. Turn your special day into one of impact, using this toolkit filled with suggestions and tips.

Thank you for supporting girls' education around the world—and of course, happy, happy birthday!

Best,
Team STF

She's the First
LET'S SET THAT GOAL

First things first: Pick a goal that feels exciting, impactful—and a little ambitious. You'll be surprised what your friends and family can accomplish!

See what your dollars can do for a group of girls:

$250 = A year's worth of school supplies
$500 = A year's worth of tutoring
$1,000 = A year's worth of mentorship and space

Now that you've seen your potential impact, see what opportunities already exist to smash your goal:

- Check if your employer (or a friend's) matches donations.
- Send a personalized email to friends & family.
- Host a birthday party that acts as a fundraiser! For example, host a #CheeseTheFirst and use the opportunity to share more in person about why this cause matters.
SET IT UP: FACEBOOK

We recommend setting up a Facebook fundraiser—it takes just a few seconds and instantly reaches your network. See below for the step-by-step.

**Not on Facebook? Skip ahead to page 5.**

< Head to facebook.com/fundraisers and click "Create Fundraiser." This box should pop up!

< Make sure you’re set to host!

< Search to find She’s the First.

< Update with your goal.

< Update with a date that falls after your birthday.

< Head to the next screen.
SET IT UP: FACEBOOK

It's your time to shine: Share your story and why your birthday wish is to give education.

Tell your story

What's the title of your fundraiser? She's the First's fundraiser for She's the First

Why are you raising money? Want to join me in supporting a good cause? I'm raising money for She's the First and your contribution will make an impact, whether you donate $5 or $500. Every little bit helps. Thank you for your support. I've included information about She's the First below.

She's the First fights gender inequality by supporting girls who will be the first in their families to graduate high school and by training students everywhere to be global citizens.

< Your story matters. Share away!

< Head to the last section. You're almost there.

Now, choose a photo for your fundraiser—feel free to use your own or one of ours. Click "Create," and you're all set! Spread the word by sharing/copying your Facebook link.
SET IT UP: GIVELIVELY

You can also host a birthday fundraiser for She's the First directly, with GiveLively. The platform is free to use and 100% of donations will support STF. Click here to sign up!

^ Choose "I want to fundraise for this" to set up a profile and fundraiser.
SPREAD THE WORD

Get your birthday crown (or cap) on—now’s the fun part.

Spread the word by posting on social media, shooting an email to your networks, or even letting your community know IRL. Shout out friends as they donate, update them on your progress, and keep the momentum going!

Need some inspiration for what to post? Click here! We've whipped up some social media posts, pre-made emails, and photos of STF Scholars.
HOSTING IRL?

Taking things offline? Host a birthday fundraiser—and we’ll help make it a smashing success.

Email info@sheshefirst.org with your name, birthdate, and mailing address. We'll send you a birthday toolkit filled with She's the First goodies you can use and share.

**Take things to the next level with these simple ideas:**

- Turn it into a #CheeseTheFirst with pizza, mozzarella sticks, and/or fondue.

- Host a #BakeAChange: Celebrate with sweet treats.

- Keep it casual, and then spend a few minutes sharing about your goal and potential impact.

- See if a family member or friend will match any donations you receive at your party!
YOU'VE GOT THIS

Whether your goal is $100 or $5,000, we know you're going to kill it. Be sure to tag us (@shesthefirst) so we can cheer you along!

Happy birthday again, and thank you for turning your birthday into a day of major impact.