ESTABLISHING AN EFAC S2S CHAPTER

A STEP-BY-STEP TOOLKIT FOR THE IMPLEMENTATION OF AN EDUCATION FOR ALL CHILDREN STUDENT-TO-STUDENT CHAPTER

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HTTPS://EDUCATIONFORALLCHILDREN.ORG/STUDENT-TO-STUDENT
Education for All Children, Student-to-Student Chapter Implementation Toolkit

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Welcome!

Thank you for your interest in EFAC S2S! Starting a new chapter is a guided process that can change the lives of individual families and communities.

Our mission is to support the education of Kenyan students, inform our communities about educational inequalities, connect Kenyan and American students, and foster leadership among American students.

EFAC S2S was founded in January, 2016 by a group of students in Portsmouth, NH. We refer to this original chapter as the 'Flagship chapter'. We have greatly expanded over the past few years. Our Flagship chapter is composed of a board of nine students and a membership group of over 50 students. In addition to each chapter's regional work, the members of all EFAC S2S chapters meet together virtually four times a year to collaborate and learn from each other.

This EFAC S2S toolkit will describe our organization operations and provide insights into the process of implementing an EFAC S2S chapter.

If you are interested in establishing your own chapter, please contact us at s2s@educationforallchildren.org, to schedule a meeting and discuss plans. We are here to answer any questions and provide additional information. Please reach out if we can assist in any way. We look forward to collaborating soon!

All the best,

Lilia Potter-Schwartz
Founder and Chair of Education For All Children, Student-to-Student
**WHY SUPPORT EFAC S2S?**

Did you know that only 40% of Kenyan students have the opportunity to pursue an education past primary school? We are working to increase this statistic!

Secondary education is critical to supporting impoverished communities around the world. The Kenyan students that EFAC S2S sponsor live in extreme poverty in urban and rural Kenya. Receiving a secondary education does not only impact the student, but has a profound impact on their families and communities. Educated students break through barriers. They are mentors and changemakers and they are likely to support the education of future generations.

It is also vital to our mission that in addition to sponsoring Kenyan students through secondary school and university, we are able to educate our local communities about global educational inequalities, creating a ripple effect. **EFAC S2S is guided by four priorities:**

1. **Raise Money**
   Raise money to sponsor Kenyan students through secondary (high) school and university. The sponsorships are administered through the organization, Education For All Children (EFAC).

2. **Create Awareness**
   Through outreach and community events, EFAC S2S creates awareness and informs our communities about global educational inequalities. By educating students of all ages, EFAC S2S is committed to organizing events catered towards multiple age groups.

3. **Connect Students**
   EFAC S2S connects American and Kenyan students, in school and beyond. Through Pen Pal correspondence (letters), Zoom meetings, and in-person events, EFAC S2S bridges the 8,000 mile geographic gap between the United States and Kenya.

4. **Foster Leadership**
   EFAC S2S creates an avenue for American middle and high school students to make a difference in their global community. Board and membership students lead both their EFAC S2S chapter and all initiatives.
RECRUITING MEMBERS AND APPLICATIONS

We suggest that once your chapter has identified a board of five to nine students, you begin recruiting members for your membership committee. With a commitment to organizing events for students of all ages, it is helpful to have members who are in both middle school and high school. Furthermore, engaging students from a younger age allows for a smooth transition as students graduate high school and ensures the longevity of your chapter. Applications are not intended to exclude students, but rather present perspective members with expectations for their commitment.

The following are some suggestions for recruiting members:
- Organize outreach events to share the mission of EFAC S2S with fellow students. You could organize a table with information about the chapter at your local middle or high schools, a fair, a festival, or a farmers market.
- Email your teachers or principals, asking them to share the applications with their students. Also reach out to existing organizations or clubs, such as a middle school student council, to share information about your new chapter with different audiences.
- Reach out to friends and family members who may know of students that are interested in joining your EFAC S2S chapter.
- Post the application and your chapter's information on social media.

Below are links to sample applications. If you would like access to the documents to make a copy of your own, please email us at s2s@educationforallchildren.org.

Application for Chapter Board Members: https://forms.gle/NHEhDyTt6XorywRP7

Application for Chapter Members: https://forms.gle/1ntTv9QQg7mvHyRs8
EFAC S2S chapters are generally composed of a board including five to nine students and a membership group of as many students as you can recruit (anywhere between 10-100). Monthly board meetings are usually the Wednesday night before a Thursday night membership meeting.

**Chapter Board**

**Positions:** Depending on the size (five to nine), each chapter board should consist of a chair, vice chair, secretary and treasurer. The remaining board members are members-at-large. The chair schedules and leads meetings with assistance from the vice chair, and frequently communicates with other EFAC S2S chapter chairs. The secretary takes notes at all meetings while the treasurer manages the chapter's budget.

**Board Expectations/Commitment:**
- Attend monthly board meetings held in a public place, such as a library or school (or virtually as needed).
- Attend at least three monthly membership meetings.
- Attend at least six EFAC S2S events or lead and organize one fundraiser every six months.

**Chapter Membership Group**

**Positions:** The membership group consists of students who help brainstorm, organize, and recruit students to attend events. Membership meetings consist of an update from three board members and time to brainstorm and organize future events.

**Member Expectations/Commitment:**
- Attend monthly after school membership meetings held in a public place, such as a library or school (or virtually).
- Attend at least three EFAC S2S events or lead and organize one fundraiser every six months.

To share upcoming meetings, events, and information with your chapter's membership group, we suggest using the free app [Remind](#).
DEVELOPING A SPONSORSHIP AND FUNDRAISING PLAN

Prior to organizing events for your chapter, it is helpful to determine a fundraising goal. All EFAC S2S funds raised go directly to support Kenyan students through our parent organization Education For All Children. As a chapter, you should choose how many student(s) you plan to sponsor.

Sponsoring your own student(s) requires confidence in the longevity of your chapter! Sponsorship of one Kenyan student through secondary school is $4,000 (or $1,000/year over four years). Ideally, once the student completes secondary school, the chapter will support the student's university tuition, which costs $4,400 (or $1,100/year). You may choose to sponsor multiple students in a year, paying $8,400 over eight years for each student.

Please don't let the numbers above deter you. Although it may seem intimidating at first, a small fundraiser can help you get started by raising sufficient funds to sponsor a Kenyan student through their first year of secondary school. To provide context, an election day bake sale can raise over $1,000 and organizing a family-fun race can gross between $7,000 - $10,000.

When determining your goal, here are some questions to consider:

How many fundraisers will you organize over the course of one year? Consider at least one fundraiser and one outreach event each month.

What is one major annual fundraiser your chapter can plan to organize? (e.g. running race, triathlon, concert, gala, large-scale carnival)

How much money do you expect your chapter to raise from the major fundraiser and smaller-scale fundraisers throughout the year? Be sure to account for costs to put on these events.

Once you have determined your estimated annual profit, decide how many students you will plan on sponsoring. Please reach out for more information and guidance on setting your chapter's financial goals.
**FUNDRAISERS**

As mentioned on the previous page, it is suggested that each chapter chooses one large annual fundraiser in addition to monthly small-scale fundraisers. Perhaps aim to organize at least one fundraiser and one outreach event each month. The frequency of events allows the chapter to raise sufficient funds to meet their goals and continually engage their membership group. While most events are developed by board members, general members are encouraged to develop and organize their own fundraisers with the assistance of board members. Smaller committees are frequently formed to help organize a fundraiser.

**Possible Larger-Scale Major Annual Fundraisers:**
- A Triathlon (Race to Educate), Running or Biking Race, Concert, Gala, Carnival, Athletic Tournament

**Possible Smaller-Scale Fundraisers:**
- Beach Bonfire, Restaurant or Athletic Club Collaboration Fundraiser, Date-Night Raffle, Bake Sale, Tie-Dye Fundraiser, Winter Carnival, Spring Dance, Merchandise Sale (eg. stickers, sweatshirts)

**Keep in Mind:**
- Prior to organizing an event, draft a predicted budget including expenses and proceeds.
- Create a flyer and written advertisement to share the fundraiser with local schools and organizations in addition to your membership and social media.
- Reach out to us with any questions or for specific details about the fundraisers listed above.
- Ask local companies to be an event/corporate sponsor or to donate smaller items.
OUTREACH EVENTS AND BUILDING AWARENESS

To create awareness and maintain a strong membership group and presence in your community, we suggest that each chapter aims to organize at least one outreach event each month in addition to their monthly fundraiser.

**Letter-writing campaigns** are an important aspect of EFAC S2S as they allow American students of all ages to connect and form meaningful relationships with Kenyan EFAC S2S scholars. This educational opportunity enables students to learn from their pen-pals and grasp a greater understanding of education around the world. Letters can be exchanged three times per year to align with the Kenyan school schedule. We suggest organizing these letter writing campaigns in public spaces, such as a library. The coordination of letters is handled between your chapter's chair and EFAC staff.

**Other possible outreach and educational events:**
- Virtual Zoom Meetings with EFAC S2S Scholars, In-Person Discussions with visiting EFAC S2S scholars, Social Media Challenges, Virtual or In-Person Peer Tutoring, Informational Presentations at Local Schools

**Note:** Many of your chapter's outreach events and fundraisers may overlap, meaning a fundraiser may engage a new audience, or an outreach event may raise money. Although it is sometimes difficult to decipher whether your chapter's event should be classified as a 'fundraiser' or as an 'outreach event', it is most important to organize at least two monthly events that engage a specific audience and raise money to sponsor Kenyan students.
Chapter leaders will receive Instagram and Facebook account login information to share their chapter's upcoming events on the two platforms. Frequent posts and active Instagram stories both engage EFAC S2S members and provide an accessible way to reach a greater audience. We encourage all EFAC S2S chapter members to follow the organization on Instagram and Facebook in order to stay up to date and gain inspiration for future fundraisers and outreach events.

Our website provides an overview of EFAC S2S chapters, leaders, goals, current projects, and additional resources. Frequent communication between chapter leaders enables the website to display an accurate depiction of current, ongoing, and future events.

When developing flyers, Instagram/Facebook posts, and outreach materials, we strongly suggest using the website Canva.Com and work together to share templates for flyers and social media posts. With existing templates and easy implementation, this website can assist chapter leaders to recruit members and participants for their events.
If you are interested in establishing your own EFAC S2S chapter, below are the next steps. As always, we are happy to answer any questions and offer as much guidance as needed. Fostering leadership is essential to EFAC S2S, and we encourage you to become leaders within your local and global community as you implement an EFAC S2S chapter.

- **Identify a small group of people (2-5)** who can help you lead and establish your new chapter. This core group of students can act as your board and shape your new membership group and initial events. We strongly suggest diversifying your board in terms of age and gender to ensure your membership group can engage many students from the surrounding area.

- **Reach out to us** by emailing s2s@educationforallchildren.org to gain access to resources and accounts that will assist in the preliminary set-up of your chapter. Frequent communication will enable a speedy formation of your new EFAC S2S chapter.

- **Have your board join our Chapter Startup Team** to meet periodically throughout the first three months to support your chapter's efforts.

- **Begin recruiting members** for your chapter by spreading the word and sharing your membership application. The application is not intended to exclude students from the chapter, but rather present prospective members with expectations for their EFAC S2S commitment.

- **Your chapter's board should determine multiple short and long term goals.** These may include 3-month, 6-month, 1, 3, and 5-year goals that outline the chapter's financial success (number of Kenyan scholars sponsored), number of students engaged, number of fundraising and outreach events organized, and overall level of awareness that has spread through your community.

- **Once your chapter has determined multiple goals,** develop a tentative plan on how you will achieve each goal. For example, for your goal that addresses how many students your chapter will sponsor, determine the number of larger scale fundraisers and the number of smaller scale fundraisers that will need to be held in order to raise sufficient funds.

- **As mentioned previously, please reach out with any questions or to seek guidance.** We look forward to working together!