

A young boy with dark hair, wearing a white short-sleeved button-down shirt, stands outdoors on a dirt path. He is smiling and looking towards the camera. His hands are clasped in front of him. In the background, other people are blurred.

**CAMPAIGN
TOOLKIT**

WELCOME



We're going to help you launch your campaign, hit your fundraising goal and make a huge impact on students in Ghana, Guatemala and Laos. 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.

WHAT'S INSIDE THE TOOLKIT



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GUIDE



Example (Copy, Paste and Edit these for your own campaign)



Clickable Link



Click to Tweet

WRITE YOUR STORY

Express Your Purpose: Decide on a Campaign Theme



SPECIAL OCCASIONS

Ask wedding guests to donate to your PoP campaign in lieu of gifts.



ENDURANCE

Race, bike or run to support PoP. 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 PROMISE

Fundraise with us during our holiday campaign Season of Promise. This year's goal is to fund 30 new schools for 2016.



SCHOOL

Start a campaign at your school with students and teachers; maybe make it a competition between classes.

Express your purpose for launching a campaign and your commitment to making this a success.

GET INSPIRED

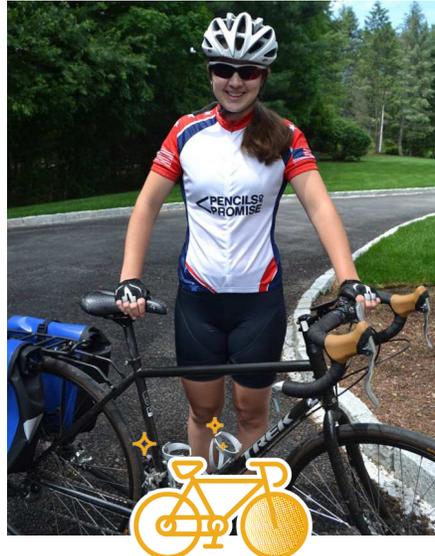
You Can Do Anything to Raise Money

ERIC + BRITTNY KNIGHT



Requested donations in place of wedding gifts to educate children around the world.

NIAMH ARGYLE



Niamh Argyle biked more than 3,000 miles across the country for six weeks straight to raise money for education.

QUARTER MILE OF QUARTERS



Raised \$5,923 in all quarters to support Pencils of Promise's mission around the world.

JONATHAN LAZATIN



Jonathan crushed his goal of raising \$2,500 in 25 days for his 25th birthday.

LEXINGTON, KENTUCKY



The community rallied together to support a school build in Ghana last holiday season.

CARMEL MIDDLE SCHOOL



Carmel Middle School's PoP Club, led by Anna Tobias, plans fundraising events throughout the year to support PoP.

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 friend,

“ 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 Pencils of Promise campaign. PoP 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



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 @pencilsofpromis 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 progress you've made, talking about your passion for education and asking them to get involved.



KEEP GOING

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 PoP’s work to bring education to students in Ghana, Guatemala and Laos.

In case you need some more inspiration, check out one of PoP’s videos from the field.

Thanks,

Your Name



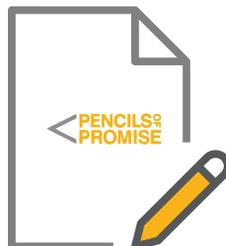
”

Tell a Story

+ It’s important that not every message you communicate about your campaign is an ask for dollars. Tell a story about why PoP is important to you. Remind people why you’ve chosen to become a PoP Ambassador. Here are some **RESOURCES** you may want to use.



**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 @PencilsOfPromis 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 Pencils of Promise campaign is ending soon and I'm asking for your help to reach my fundraising goal!

Watch this video to see Olivia, a PoP student in Ghana, talk about how education is the key to a better future.

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: [\[Link to fundraising page\]](#)

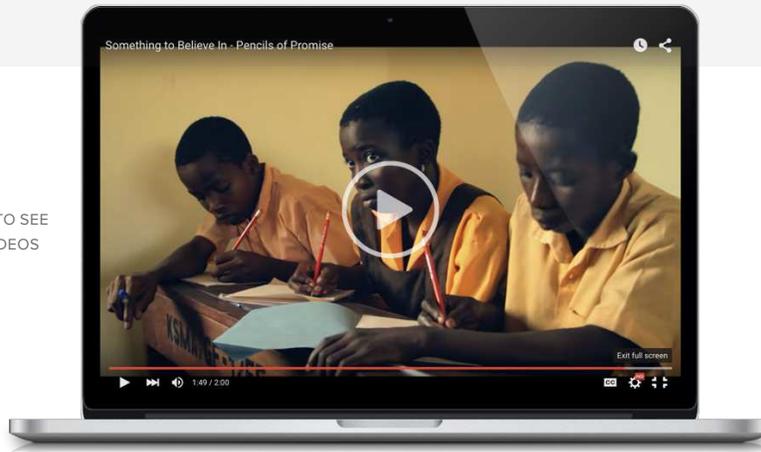
Just a few days to go!

Thanks for joining me,

Your Name



CLICK HERE TO SEE
THE POP VIDEOS



SAY THANKS

The Final Push



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

“

My @PencilsOfPromis 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 Pencils of Promise campaign. 100% of our money will help provide students in Ghana, Guatemala and Laos 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 quality and a better future.

I encourage you to get more involved with Pencils of Promise by starting your own fundraising campaign or exploring PASSPORT, a monthly giving program that gives you exclusive access to PoP'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

+ **THANK** your social network.

“

THANK YOU to those who donated to my @PencilsOfPromis campaign, we helped bring education to kids that need it most [[Link to campaign page](#)]



”



AFTER YOUR CAMPAIGN

Our 100% 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 PoP's programming that your campaign made possible.



Thank You!



Thank you for joining us in our mission to provide quality education for all. With your support, Pencils of Promise is reshaping the landscape of education in the developing world.

CONTACT US

*Together, we'll unlock the promise of students
in classrooms around the world.*



Have questions?

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

Contact Us

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