



Campaigner



Toolkit



We're changing the world through education.

Since its founding in 2008, Pencils of Promise (PoP) works to help create a world where students everywhere feel empowered through high-quality educational opportunities, adequate tools to promote good health, and school-based emotional and social support to self-actualize.

We identify communities with a high need for investment in school infrastructure.

PoP is a global community that believes everyone deserves access to quality education.

Watch our Documentary

I PROMISE YOU

Run time: 20 min



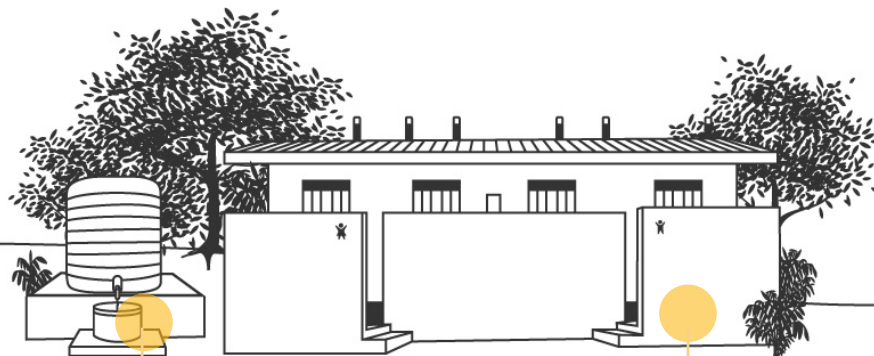
What We Do

STRUCTURE

We partner with local governments and work with entire communities to build high quality classrooms and schools.

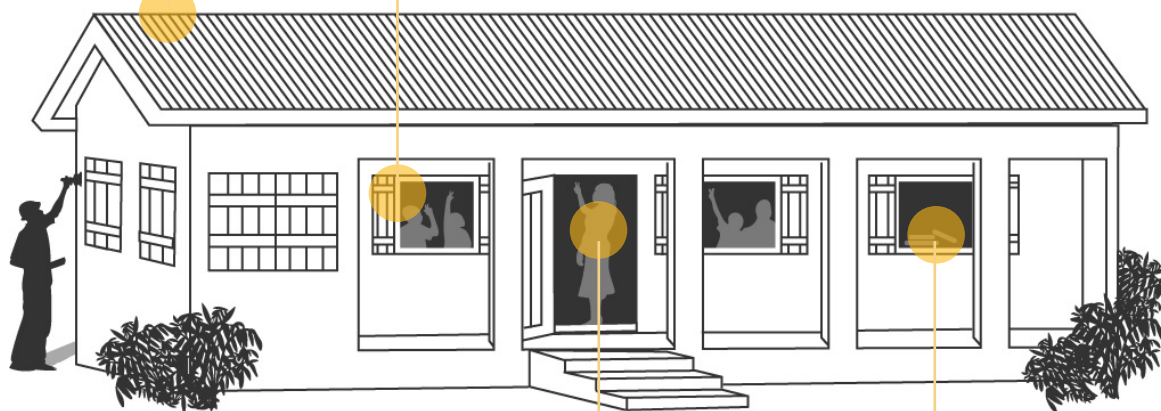
STUDENTS

We nurture students' love of learning and cultivate a deep connection with themselves, their communities and the world around them.



RESTROOMS

We build separate restrooms with closing doors for students and teachers to ensure these barriers will not keep students out of school.



TEACHERS

We provide Teachers Support to teachers including training, coaching, materials and ongoing support to increase their comfort and enhance their skills in the classroom so children receive high quality education.

RESOURCES

We provide learning materials and resources to create vibrant classrooms where learning is engaging and fun.

CLEAN WATER

As part of our Water, Sanitation, and Hygiene education programming (WASH), we provide water filters so while in school, students can drink fresh water from a safe source.

MENSTRUAL HYGIENE

As part of our WASH programming, we destigmatize menstruation through educational training for girls, boys, and community members as well as provide resources and lessons to create reusable menstrual products.

Let's Get Started

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.

Here are some campaign ideas to get you started:



SPECIAL OCCASIONS

Ask wedding, baby shower or graduation 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 for race day.



BIRTHDAYS

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



SCHOOL

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



CORPORATE

Rally your co-workers to raise money for the cause. Ask your company to match what you raise for double the impact.



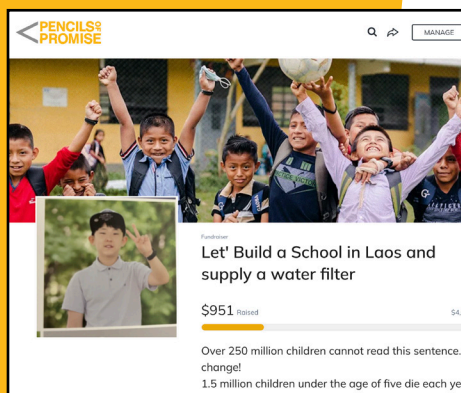
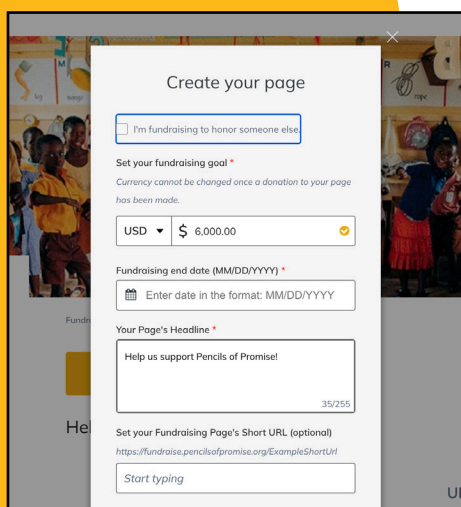
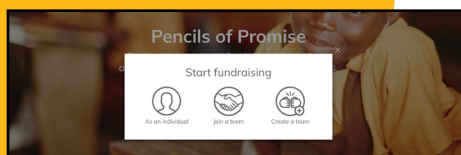
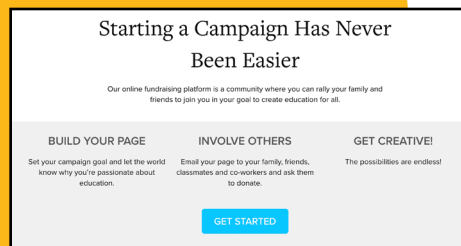
GET CREATIVE

Host an art show, collect change in your community or use your imagination to create your own out of the box campaign.

How to Start a Classy Fundraiser

Classy is PoP's go to campaigner tool. It's easy to use, easy to share and easy to customize. We think you'll love it as much as we do.

Follow these four steps to start a Classy fundraiser:



- 1. GET STARTED**
To create a fundraiser on Classy, visit pencils of promise.org/take-action/campaign and hit the "Get Started" button.
- 2. CREATE AN ACCOUNT**
Click "Become a Fundraiser" and select "As an Individual." You will then be prompted to create a classy account.
- 3. MAKE IT YOUR OWN**
Fill in basic information about your fundraiser such as how much you would like to raise and the impact goal. This is where you let friends and family know why you're raising funds for Pencils of Promise.

Then, you can add a cover photo and add as much information as you would like to help rally your community. You can edit later, as needed.
- 4. SHARE YOUR FUNDRAISER**
This is where you and your network come together to meet your fundraising goals.

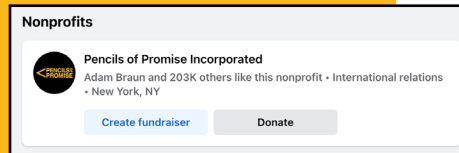
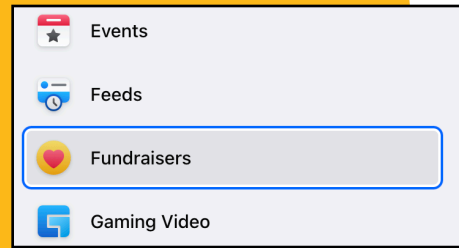
After your campaign has been established, be sure to share the link with your friends, family, classmates and coworkers for maximum impact.

How to Start a Facebook Fundraiser

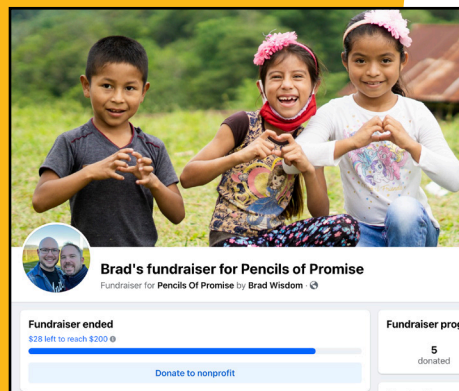
Starting a Facebook fundraiser has never been easier. With nearly 3 billion active monthly users, Facebook is a great place to raise money and make an impact.

In addition to its accessibility, this platform's larger user base means your campaign has the potential to reach a wider audience. You can easily share your fundraiser with your network of followers, who can then donate and share with their network and so on.

Follow these four steps to start a Facebook fundraiser:

A screenshot of the Facebook fundraiser creation form. The form includes the following fields:

- 'How much money do you want to raise?' with the value '2500'.
- 'Select currency' dropdown menu set to 'US Dollars (USD)'.
- 'When should your fundraiser end?' with the date 'Apr 24, 2024'.
- 'What's the title of your fundraiser?' with the text 'My fundraiser for Pencils of Promise'.
- 'Why are you raising money?' with the text 'Want to join me in supporting a good cause? I'm raising money for Pencils of Promise and your contribution will make...'.



1. LOG INTO FACEBOOK
To create a fundraiser on Facebook, visit facebook.com/fund/pencilsofpromise or, if already logged into Facebook, locate Fundraisers through the Menu.

2. SEARCH FOR A NONPROFIT
Click 'Select nonprofit' and search for Pencils of Promise.

3. MAKE IT YOUR OWN
First, add a title for your fundraiser.

Next, fill in basic information about your fundraiser. This is where you let friends and family know why you're raising funds for Pencils of Promise.

Then, you can add a cover photo. Be sure to preview the details of your fundraiser and make sure all information is correct before publishing. That said, you can edit later, as needed.

4. SHARE YOUR FUNDRAISER
This is where you and your network come together to meet your fundraising goals. After your campaign has been established, be sure to:

- Invite Facebook friends
- Share on your newsfeed and in group Facebook pages
- Share a link to your fundraiser page on other social media channels

Communicating Your PoP Fundraiser

SHARE IT ON SOCIAL MEDIA

Share your journey via socials - take your community along throughout your experience and ask them to support along the way. Be sure to include a link to your fundraising page that is easily accessible for those that want to contribute.

BE AUTHENTIC

Share your passion for PoP's mission and what connects you to the impact when sharing your fundraising efforts with your community.

SPREAD THE WORD

Encourage your community to share your story and fundraising efforts with those in their network.

PUT IT EVERYWHERE

Add the link to your email signature, your dating profile, your church bulletin, wherever you think people might see it.

BE CONSISTENT

Promote your PoP fundraiser often so you can reach more people. Persistence with your fundraising efforts will not only remind your community to donate but will also show your passion for the cause.

SAY THANK YOU

Be sure to thank your supporters with a personalized note and send a follow up to all those that contributed to your efforts.

Fundraising Tips and Strategies



MAKE IT PERSONAL

Personalizing your campaign page with messages behind why you're fundraising for PoP and quality education.



BE COMMITTED

Donate to your fundraising page to show your commitment and inspire others.



GET CREATIVE

Leverage your hobbies as a way to increase your fundraising efforts (host a game night, teach a class, dedicate your birthday or another personal milestone, challenge your community to donate X dollars for every mile you run, etc.).



ENCOURAGE YOUR COMMUNITY TO DOUBLE THEIR DONATION

Does your company offer a matching gift opportunity? Additionally, encourage your community to find out if they do so their donation can create double the impact.

Sample Messaging

EMAIL COPY:

Dear Friend,

I'm excited to share that this year, I have decided to start a fundraiser to support global education. I'm raising money for Pencils of Promise (PoP), an organization that empowers communities through education and believes that every child should have access to a quality education. This is important to me because _____.

Together with PoP, I'm supporting safe and healthy learning environments for students in Ghana, Guatemala, and Laos. I invite you to join me in supporting students around the globe!

Please consider donating to my fundraiser today ([link page here](#)). I look forward to the incredible impact we can have on the students and communities that PoP serves. Every contribution can make a difference, and I appreciate your support in this endeavor.

Thank you for your support!

Best regards,

[Your name]



SOCIAL COPY:

I'm raising money to create quality education opportunities for students and communities across the globe with Pencils of Promise - please consider supporting my fundraising campaign today! ([link page here](#))



I'm halfway to my fundraising goal! Support Pencils of Promise's investment in quality education by donating to my campaign: ([link page here](#))



The end of my fundraiser is just [X] weeks away and I still need your help to support safe and healthy learning environments for students in Ghana, Guatemala, and Laos. Please consider donating to Pencils of Promise via my fundraiser link today ([link page here](#)).



The Impact of Your Campaign



\$500

Provides water, sanitation and hygiene workshops to 120 students



\$1,000

Provide four school teachers with proper training resources, impacting 130 students



\$2,500

Provides water filters to one school, impacting over 500 students



\$5,000

Provide furniture for one classroom impacting about 500 students over the lifetime of the classroom



\$10,000

Educate and implement healthy behaviors in students and communities by providing a handwashing station to one school, impacting approximately 580 students



\$20,000

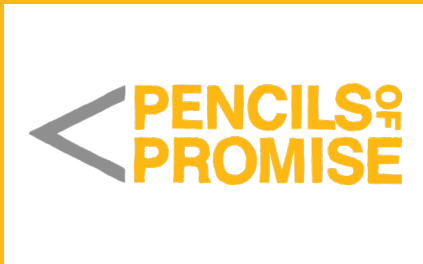
Partner with one community to build a safe classroom structure, impacting 230 students over the lifetime of a classroom build



\$50,000

Partner with one community to support a school build project, impacting 580 students over the lifetime of the school build

Helpful Links



POP LOGOS

[Download Here >](#)



SOCIAL COVER PHOTOS

[Download Here >](#)



POP IMAGES

[Download Here >](#)



PENCILS OF PROMISE

Contact Us

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

CONTACT US

Carly at cmortensen@pencilsofpromise.org

FOLLOW US

pencilsofpromise.org

 [@pencilsofpromise](https://www.instagram.com/pencilsofpromise)

 [/pencilsofpromise](https://www.facebook.com/pencilsofpromise)

 [pencilsofpromise](https://www.linkedin.com/company/pencilsofpromise)

 **PENCILS OF
PROMISE**