



 **PENCILS ^{of} PROMISE** **TEAM**

Marathon

Fundraising Toolkit



We're changing the world through education.

Since its founding in 2008, Pencils of Promise (PoP) works to help create a world where people 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



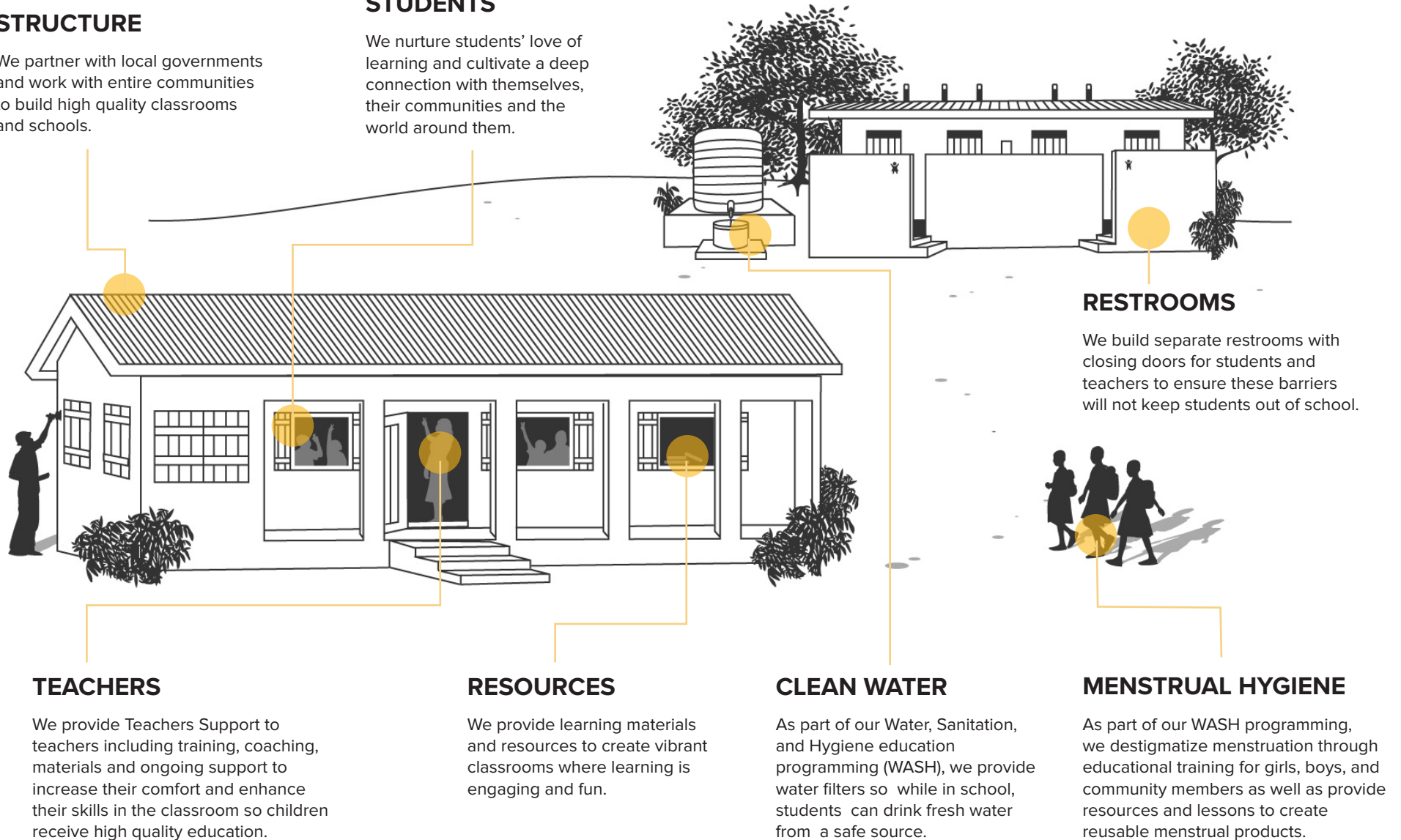
What We Do

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.



Fundraising Tips and Strategies



MAKE IT PERSONAL

Personalizing your campaign page with photos and your why behind running for PoP and quality education



BE COMMITTED

Donating 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'll be running, 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

Communicating Your Marathon Fundraiser

SHARE IT ON SOCIAL MEDIA

Share your journey via socials - take your community along throughout your training 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

PUT IT EVERYWHERE

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

BE AUTHENTIC

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

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 after you complete the marathon, be sure to include photos if you can)

SPREAD THE WORD

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



Sample Messaging

EMAIL COPY:

Dear Friend,

I'm excited to share that this year, I have decided to participate in the [X] marathon to support global education. I am joining Pencil of Promise's (PoP) marathon team, an organization that empowers communities through education and believes that every child should have access to a quality education.

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 and follow along on my journey to race day!

Please consider donating to my marathon fundraising today ([link page here](#)). As I push myself to complete the race, 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 running the [X] marathon to create quality education opportunities for students and communities across the globe with Pencils of Promise - please consider supporting my marathon fundraising today! (link page here)



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



The [X] Marathon is just [#] 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 marathon fundraiser today (link page here).

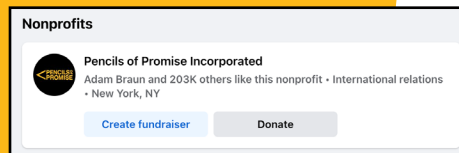
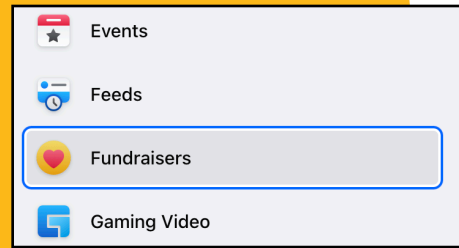
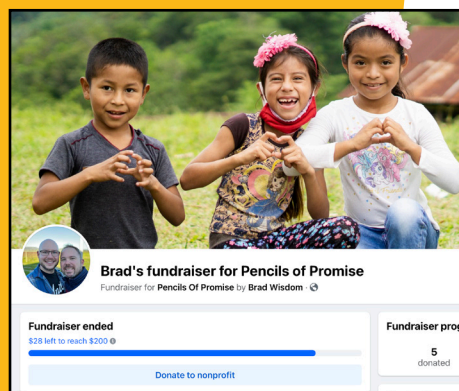


How to Start a Facebook Fundraiser

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. It contains several input fields: 'How much money do you want to raise?' with the value '2500'; 'Select currency' with a dropdown menu showing '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'; and '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

The Impact of Your Donation



\$25

Provides toothbrushes & toothpaste to 41 students



\$50

Provides Water, Sanitation & Hygiene workshops to 12 students



\$100

Provides Social Emotional Learning manuals to four classrooms, impacting 121 students



\$500

Provides water filters to 110 students



\$1,000

Provides handwashing stations to one school, impacting 170 students



\$2,500

Provides teaching and learning materials to 1 school, impacting 11 teachers and 347 students

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

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