

THE EDUDEO FUNDRAISING GUIDE FOR SCHOOLS





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DEAR EDUCATOR,

Thank you for partnering with EduDeo Ministries as a Christian School in North America!

Do you know the incredible role you will play in transforming lives? When you partner with EduDeo through support, prayers, and fundraising, you are laying foundations for future generations. For years to come, children in the majority world will attend the schools you are supporting, and those children will become tomorrow's leaders in the kingdom of God. That's incredible!

So, from the bottom of our hearts – thank you for joining us. Your time learning about, building relationships with, and fundraising for our international partners will allow you a special window into the lives of many people – their everyday challenges and joys. Whether this is your first, fifth, or twenty-fifth time working with EduDeo, we hope you and your students will learn something new about faith, God's kingdom, and cultures around the world.

Use this fundraising guide to help you successfully plan, execute, and follow-up on a fundraiser for EduDeo. It's comprehensive and has answers to 99% of the questions you'll have. But don't forget: we're here to support you, your fellow educators, and your entire school every step of the way, so don't be afraid to reach out.

Your and your school's partnership is incredibly valuable to EduDeo, and cherished by the children, teachers, and communities in our partner countries. May Christ continue to walk with you in this experience.

In Him,

The EduDeo Team

WHAT IS EDUDEO MINISTRIES ALL ABOUT?

We believe education rooted in the Gospel is the best way to bring about transformation for children and their communities.

Education can alleviate poverty, but only Christ can transform a heart. Without the Gospel, education cannot comprehensively address all the social, emotional, and spiritual effects of poverty. Without the Gospel, education itself is not enough.

Christ-centred education equips children as agents of transformation in their communities. Everything they learn in and out of the classroom teaches them to live as Christ and informs everything they do for the rest of their lives.

We believe education is more than what you know – it's what you come to believe. When you support EduDeo Ministries, you:

INVEST IN TEACHERS

Christ-centred teaching integrates the Gospel into every subject, lesson, and story. When teachers and leaders are invested in, students reap the benefits.

SHARE THE GOSPEL

Christ-centred education teaches children to learn to live as Christ – actively working out His justice and mercy in the world.

SHAPE COMMUNITIES

Christ-centred schools are more than just centres of learning – they're beacons of hope, shining Jesus' light to their communities.

HOW DO YOU FIT IN?

Why does EduDeo partner with schools in North America?

1. LEARNING

Education: EduDeo is the bridge between its international partners and schools here in North America. We want to walk alongside you and your students as you gain a deeper understanding of life in other countries, social issues, new cultures, and global Christ-centred education.

Relationships: We also love when North American students and teachers get to meet *(whether virtually or in-person)* students and teachers around the world. Hearing directly from each other, listening to testimonies, and developing relationships is one of the best ways to grow your understanding of the world and God's kingdom.

2. SUPPORT

Fundraising: Funds raised from North American schools is a crucial to ensuring projects can happen. The focus of our partnership with you is not centred on funds, but this is still an important part of implementing change.

Prayer: The prayers of EduDeo supporters is what keeps us going. Knowing we have people across an entire continent supporting us with prayer reminds us we are the body of Christ working together.

Advocacy: When you share with your family or community about EduDeo, you are spreading the word – and spreading impact. We want support for EduDeo to grow not so we can boast, but so that more children and communities around the world can come to experience a transformational Christ-centred education.





EXPECTATIONS + RESPONSIBILITIES

EDUDEO SCHOOL RELATIONSHIP MANAGER:

- Speak to your class or whole school about a variety of topics:** EduDeo and our work and partners, poverty around the world, the project you are supporting, and more
 - We can both travel and speak in person, or connect with you virtually*
- Act as the bridge / connection point between schools and EduDeo partners** – we will take care of email communication and setting up virtual meetings with our partners
- Provide you with this fundraising guide** and any other EduDeo resources you need for successful fundraising
- Brainstorm and consult** with you on ideas for fundraisers and awareness projects
- Provide guidance** on event planning and execution
- Provide tutorials and guidance** on EduDeo school programs
- Attend your fundraising event** (if able, depending on availability)
- Be your number one cheerleader!** We're here to see you succeed as an EduDeo fundraiser & advocate

EDUDEO DESIGN SPECIALIST:

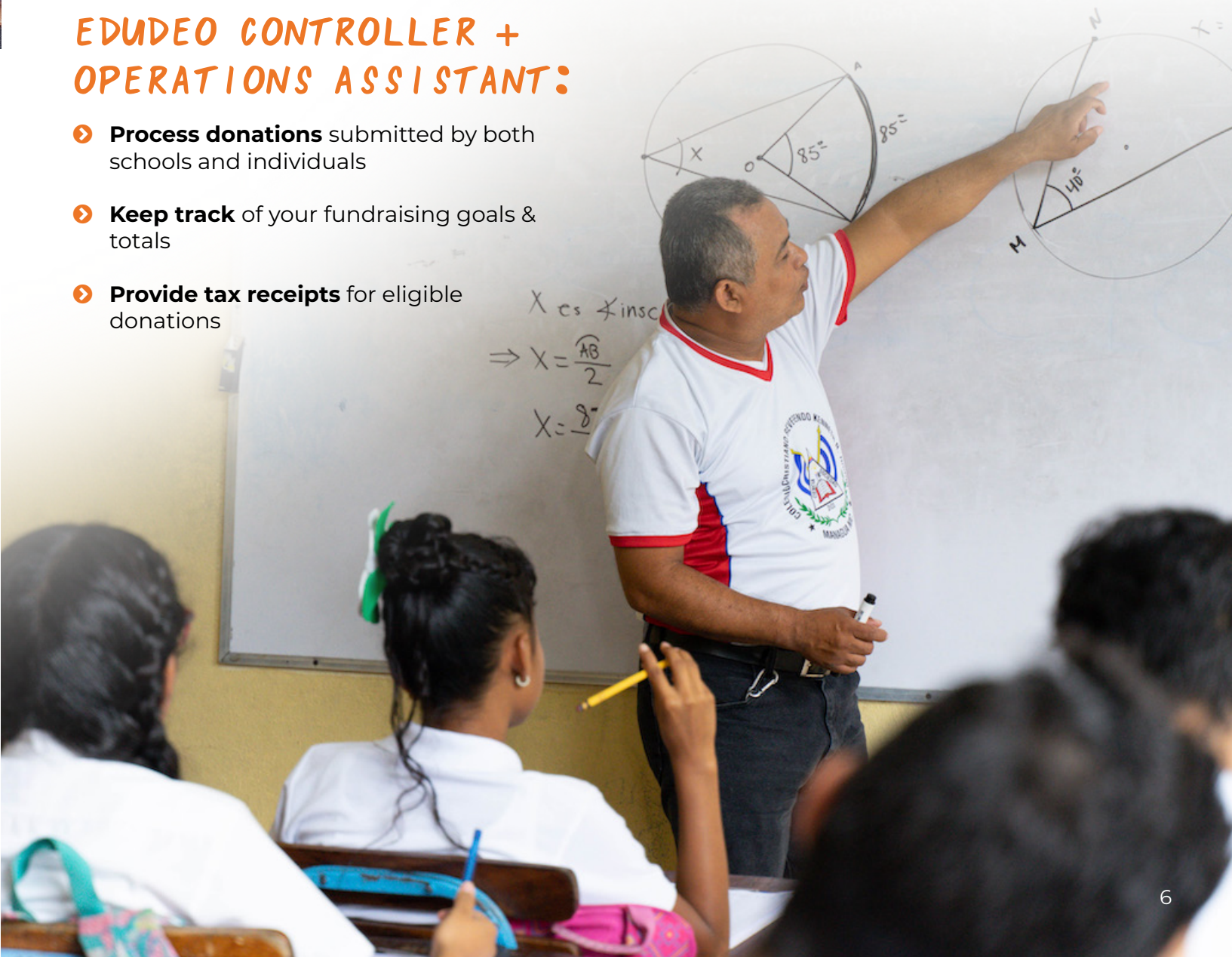
- Travel to your school to **take pictures and videos** of fundraising events (depends on availability & location)
- Provide key EduDeo brand assets** (logos, colours, fonts, etc.)
- Provide campaign specific EduDeo graphics** (for social media, posters, etc.)
- If necessary, **provide basic guidance on branding & marketing** (for business, marketing, etc. classes)
- Share stories of your fundraising events** on EduDeo's social media

EDUDEO CONTROLLER + OPERATIONS ASSISTANT:

- Process donations** submitted by both schools and individuals
- Keep track** of your fundraising goals & totals
- Provide tax receipts** for eligible donations

NORTH AMERICAN EDUCATORS + SCHOOLS:

- Take the lead** on brainstorming, planning, executing, and following up on fundraising events
- Promote fundraising events** in your schools and communities
- Provide the necessary donor information** (names, addresses, etc.) to EduDeo Controller
- Provide leadership and guidance** over your class/school's EduDeo GO: School Edition program (including signing up students, logging activities, creating goals, etc.)





01

HOW TO TALK ABOUT EDUDEO



WHO WE ARE + WHAT WE DO

OUR VISION

**Every community
transformed by
the Gospel.**

OUR MISSION

**To advance Christ-
centred education for
children worldwide.**

OUR TAGLINE

**Education + Gospel
= Transformation**

It's important to get the order of education + Gospel right. This was intentionally written because EduDeo takes the incredibly effective tool of education one extraordinary step further by integrating the Gospel.

THE ELEVATOR PITCH (This is the core of who we are)

EduDeo Ministries is an international development organization advancing quality Christ-centred education so children in the majority world learn to live as Christ.

WANT TO GO DEEPER? Here's more about how we work:

EduDeo Ministries partners with locally-led school associations and organizations in the majority world to invest in their teachers, schools, and students. EduDeo's partnerships start with workshops for teachers and leaders, then move towards school construction projects and vulnerable student support at the partner's request.

THE 3 PILLARS OF OUR WORK:

**Gospel-Driven
TEACHERS**

One-on-one mentoring, seminars, and workshops equip educational leaders and teachers with the skills they need to help students learn to live as Christ.

**Safe, Sufficient
CLASSROOMS**

From restoring old classrooms, to building on-campus dorms, to repairing playgrounds – school construction projects make room for students to learn and the Spirit to move.

**Care for
STUDENTS**

Practical supports like bursaries, desks, disability aides, and more ensure all children – no matter their situation – have access to a transformational education.*

These are the basics of EduDeo, but our School Relationship Manager will also happily attend your event or school gathering to talk about EduDeo for you.

Every time we start a new annual campaign, we'll equip you with materials specific to that campaign so you can talk more in depth about the EduDeo project(s) it is supporting. For example, if we're raising funds for water wells in Zambia, we would provide statistics about the global water crisis, information about EduDeo's partner in Zambia, and the impacts the wells will have for schools and communities.



KEY TERMS

Here are some key terms to help you when talking about EduDeo's work to people who may not have heard of or don't know a lot about us. Don't see a term on this list that you think should be added? Let us know!

Work with / alongside: Healthy international development works with people, and doesn't do the work for them.

Transformation: What does it mean for a person or a community to be transformed? They have experienced the holistic change in their hearts and lives that comes from knowing Christ and living as Him.

Transformation is never just material poverty reduction – it is change for the better in all the social, emotional, material, and spiritual aspects of life.

Support: We prefer to use 'support' over 'help' when referring to our work with international partners. It is more honouring and truer to the nature of our relationships.

(International) Development: We like Bryant Meyers' definition of development in his book *Walking With the Poor*: "positive material, social, and spiritual change."

Vulnerable: This is a word that holds a lot of weighty implications, but it also serves a purpose in succinct marketing. We don't discourage using this word completely, but encourage you to first think about what the word implies about our partners to your audience. Above all, use a word or phrase that honours the dignity and image-of-God-ness of partners, children, and communities.

Are you using 'vulnerable' in a way that

perpetuates us-and-them power dynamics or implies children or communities have 'deficiencies' and need 'saving'? If that's the case, consider using a different term, or consider using a phrase (ex: *'Our partners serve children who face many financial, social, and physical barriers to education'* vs. *'Our partners serve vulnerable children'*).

Majority World: This is the term our partners prefer to use because it recognizes that the majority of the world's population is outside of North America and Europe. Don't use terms like 'developing world' or 'third world.'

Central America & the Caribbean: When referring to this region of our partnerships, always include '& the Caribbean.' Our partners in the Dominican Republic and Haiti intentionally refer to themselves as Caribbean countries, and we want to honour this.

Sub-Saharan Africa: Try to be specific about our African partners' regions (we want to avoid perpetuating the stereotype that Africa is just one single place or country). In general, you can use this term, but if you would like to be even more specific, use: West Africa (*Burkina Faso & Ghana*), Southern Africa (*Zambia*), Eastern Africa (*Rwanda & Ethiopia*).

South East Asia: Just as with Africa, we want to avoid perpetuating the stereotype that Asia is one single place, so be specific when referring to the region where Indonesia is.



02

FUND RAISING BASICS



CIRCLES OF INFLUENCE

You probably know more people than you think. And with this fundraising guide, you have the tools you need to confidently ask them for donations.

Here are some circles of influence you might belong to. Choose all that apply to you, and move on to the Fundraising Goals section (*there's a chart to fill in on page 14*).

- ☐ Your immediate family
- ☐ Your extended family
- ☐ Your close friends
- ☐ Your coworkers / professional networks
- ☐ Your small group / Bible study
- ☐ Your church
- ☐ Your book club
- ☐ Your exercise club (ex. sports team, running group, etc.)
- ☐ Your neighbours
- ☐ Your school / classmates
- ☐ Your community centre
- ☐ Local businesses

FUNDRAISING GOALS

Now that you've mapped out everyone you can connect with and ask for a donation: you can set your fundraising goal. Having a goal in fundraising is crucial because it gives you something to work towards, motivates you to keep going, and shows your impact.

Let's assume your class of 20 students wants to raise \$500.

Sound daunting? Break it down into smaller goals. Think of it this way: that's only \$25 from each student. Your students most likely know one or more people they can ask for a donation, making this a really attainable goal!

Give each one of your students a copy of the chart below. Here they can map out how many people they can contact to ask for support.

SOME THINGS TO REMEMBER HERE:

- ▶ Some of your contacts may be willing and able to give more. If some of your contacts have a larger giving capacity, encourage them to have a greater impact and give more than the minimum of what you're asking.
- ▶ Within your circles of influence, you may be more comfortable asking for donations from some people than others. That's what this guide is here to help with. Don't be afraid to start with a script or template (see *page 27*) when talking to your contacts.
- ▶ Start with the default fundraising goal and go from there. Fundraising studies shows that donors are more likely to donate to a cause if they see a large portion has already been raised (*they want to know they're part of a team of donors!*). So, the quicker you can get a significant portion raised, the more likely your donors are to keep donating past your goal. Start with the default, and if you meet it, you can always continue to make your goal higher!
- ▶ Get creative with how you break down your fundraising goal:
- ▶ **Example for EduDeo GO School Edition:** If your class wants to raise \$500 and will bike a collective 250KM, that's only \$2 per KM. Encourage your donors to sponsor per KM.
- ▶ **Example:** Raise funds on a day-by-day basis. If your event runs for 40 days and you're raising \$500, that's only \$12.50 per day. Encourage your donors to sponsor you for one or more days of the event.
- ▶ Including \$ values for tangible items (e.g. *\$10,000 for a water well*) helps students see how far their dollars can go and helps them determine what the goal should be.

[illegible]

TIPS FROM THE EXPERTS!

We asked five teachers (and one student!) with extensive experience fundraising for advice on designing, planning, and implementing great fundraisers in schools – and here's what they said!

1. BUILD TEACHER + STUDENT INVESTMENT

- ▶ **A great rule of thumb: have a teacher/leader direct fundraising & events, but ensure your students own it for themselves**
- ▶ Fundraising initiatives start with a teacher who is invested and passionate. Their energy is needed so that it can transfer to students and other teachers.
- ▶ Sometimes it's helpful for the teacher to have a basic idea of what they would like to do, but to leave enough space for students to have significant input about the details of the event.
- ▶ Just as students tend to do better when they have flexibility and choice in class assignments, allowing students to have a say in fundraising increases their investment and ownership and therefore their enjoyment and the success of the event.



2. DEVELOP A PERSONAL CONNECTION TO THE CAUSE

- ▶ **A great rule of thumb: why might someone choose to donate to one organization over another? Oftentimes, it's because they have a personal connection to one of them.**
- ▶ The key to getting students to buy into the cause they're raising money for is making the cause real for them. Building a personal connection helps students to build a relationship with organization and the cause.
- ▶ This can be done by having students share their experiences with the organization with their peers, having teachers share their experiences with their students, inviting organization representatives to share stories with the school, or using case studies from the organization. Stories and case studies are particularly effective when they incorporate real people who are the same age as the students.
- ▶ The idea itself needs to excite and resonate with the students. For example, if teenagers are selling products that even they wouldn't buy, it's unlikely they'll be excited about selling it to others.

3. USE STUDENT VOICES

- ▶ **A great rule of thumb: families and communities always want to hear from their kids.**
- ▶ Use the students' voices as much as possible in advertising and when asking for donations. Adults love hearing from young people who are excited about supporting a cause.
 - ▶ *Who doesn't get inspired when a Grade 2 student says they want to help kids their age go to school?*
- ▶ Using student voices could include

making their own videos or presentations or having them go door to door or make phone calls to talk to people directly.

- ▶ *Students need to be equipped to be able to bring a clear message to their donors and have the confidence to do so.*
- ▶ *Boil the message down into small, easily digestible parts that students can memorize and be ready to speak about at any time.*
- ▶ *Providing examples of scripts helps, especially when it comes to speaking with people they don't know. (We've got some for you on page 27!)*
- ▶ If you are an educator that is leading the charge for your whole school, be sure to prepare teachers (*not just students*). Provide a simplified overview of the cause and the event and be clear about what you want them to do.

4. INVOLVE THE COMMUNITY / ASK FOR HELP / DELEGATE

- ▶ **A great rule of thumb: your community is there to support you however they can.**
- ▶ The community can be used at every step of the process:
 - ▶ *Large corporations are often looking for worthy causes to donate to, but don't always have the time to research their options. Have students approach potential corporate donors and you may be surprised what they're willing to give, just because you asked!*
 - ▶ *Corporate sponsors can also donate money for event/logistical resources (cups, coffee, posters, flyers) or even the items themselves.*

- › Ask experts within the community to help you develop your ideas. Use a graphic designer to give feedback to students on their posters or a videographer to help students film a commercial.
- › Ask volunteers (board members, parents) to help manage the event itself.
- › Incorporating the community can reduce the teachers' workload and help students see how different people with different gifts are all important parts of the body of Christ.

5. MAKE IT FUN

- › **A great rule of thumb: fundraisers can be a lot of work, but kids and their teachers won't mind if they're having fun doing it.**
- › Try to make even the mundane tasks enjoyable: meetings, brainstorming, setup, and cleanup.
- › Keep fun a priority when designing the fundraiser. Consider what your audience would enjoy – don't just assume they'll want to participate simply because of the cause you're supporting *(even though we'd love if it was that easy!)*
 - › *Even if some students participate just because they want to have fun, inevitably they will still learn something valuable.*
- › A bit of healthy competition usually increases participation and enjoyment.
- › If your fundraiser is a series of smaller events, not all of them need to be money makers: some are just for fun. For example, it's difficult to make a profit with t-shirt sales, but having students design the shirts themselves and wear them long after it's over has value itself.

6. BUILD A CULTURE OF GIVING IN YOUR SCHOOL + COMMUNITY

- › **A great rule of thumb: over time, you can help ensure your staff, students, and surrounding community work seamlessly together as fundraising champions.**
- › Building a culture of giving in your school can take time, but have patience.
- › If you start hosting regular fundraising events, supporting communities will learn to expect it and more easily get behind what you're doing.
- › Be okay with where your community is at and focus on growing a culture of giving from there.
- › Don't be disappointed if you try an idea that worked well in another school and it flops in your own. Learn from those experiences and work towards making adjustments that work better for your school community.

SPECIAL THANKS TO:

Hannah Van der Weir, *Dunnville Christian School, Dunnville, ON*

Melanie DeJonge, *Timothy Christian School, Hamilton, ON*

Carina Scott, *Guido de Bres Christian High School, Hamilton, ON*

Nadine Krikke, *Credo Christian Elementary School, Langley, BC*

Marjorie Sutherland + Mia Fluit, *Woodland Christian High School, Breslau, ON*



03

IDEAS FOR YOUR NEXT EVENT



IDEA	EDUDEO-THEMED EXAMPLE	SCOPE	
		LEVEL	
Read-A-Thon: Students get sponsors to donate for each book they read. Provide students with a list of books that reflect what you're raising money for.	Provide a reading list of books that involve water to raise money for wells in Zambia. Provide a reading list about girls education to raise money for girl students in Zambia and the DR	LEVEL	Class or school
		SCALE	Elementary
		LEVEL OF COMMITMENT	Low
Dance-A-Thon: Students get sponsors to donate for the amount of time they dance. This could include lessons on a certain type of dance. Choose a theme/genre of music that reflects who you're raising money for.	Students learn a traditional dance to raise money for projects within that country.	LEVEL	Middle - High School
		SCALE	School
		LEVEL OF COMMITMENT	Medium
Dress Up (or Down) Days: Especially effective in a school with uniforms! Have students pay a fee to participate. Choose a theme the reflects what you're raising money for.	Students wear clothes with the colours of the Zambian or DR flag to raise money for EduDeo's Annual Campaign (<i>promoting girls' education in these countries</i>)	LEVEL	All levels
		SCALE	School
		LEVEL OF COMMITMENT	Low
Scrap Metal Drive: Encourage your community to deliver their scrap metal to a central location. Use the money made from selling the scraps to support your chosen cause.	Give your fundraiser a creative title that reflects the cause, e.g. "Scrap the stigma" to raise money for period products for girls in the DR.	LEVEL	All levels
		SCALE	Class or school
		LEVEL OF COMMITMENT	Medium
Battle of the Bands: Student musicians pay a fee to participate in a musical competition. Could also include individuals, not just bands. Charge an entrance fee to attend the event and offer a grand prize to the winner.	In between sets, play music from various countries. Share the songs as a Spotify playlist for all the attendees.	LEVEL	Middle - High School
		SCALE	School
		LEVEL OF COMMITMENT	High

Balloon Raffle: Students purchase a raffle ticket, which is in a balloon. When it's time to pick the winner, they pop their balloon! Prizes can be donated.	Raise money for EduDeo's school campaign and use EduDeo merchandise from our online store as the prizes.	LEVEL	Elementary
		SCALE	Class or School
		LEVEL OF COMMITMENT	Low
Experiences Auction: Ask people in your community to contribute experiences to auction at an evening event or online. Examples: spa packages, piano lessons, yoga classes, restaurant vouchers, or cottages vacations.	If you host an evening, ask EduDeo to come and speak to share more about what they're raising money for.	LEVEL	Middle - High School
		SCALE	Class or School
		LEVEL OF COMMITMENT	High
Service Auction: Auction off services such as photography, car cleaning, lawn mowing, or swimming lessons at an evening event or online. Services can be provided by the students and/or community members.	If you host an evening, ask EduDeo to come and speak to share more about what they're raising money for.	LEVEL	All Levels
		SCALE	Class or School
		LEVEL OF COMMITMENT	High
Art Auction: Auction off student art or a artistic talent (e.g. a photoshoot). Choose a theme that reflects your chosen cause. Can be done online or display art in gallery-fashion.	Learn about and try out popular art styles from cultures around the world.	LEVEL	Middle - High School
		SCALE	Class or School
		LEVEL OF COMMITMENT	High
Video Challenge: Design a challenge similar to the Ice Bucket Challenge for ALS. Each participant makes a donation and challenges several other friends to do the same.	Give your fundraiser a creative title that reflects the cause, e.g. "Scrap the stigma" to raise money for period products for girls in the DR.	LEVEL	All levels
		SCALE	Class or school
		LEVEL OF COMMITMENT	Medium
Slime/Cream/Dunk/Shave a Teacher: Collect donations to get a certain teacher to do something exciting: get slimed, get a pie in the face, get dunked in a dunk tank, shave their beard, or dye their hair. Make it a competition between a few teachers: students "vote" with donations – the teacher who made the most money must do that activity.	In between sets, play music from various countries. Share the songs as a Spotify playlist for all the attendees.	LEVEL	Middle - High School
		SCALE	School
		LEVEL OF COMMITMENT	High
Car Wash: Traditional, but effective. Mix it up by having a costume theme. Could also include car detailing. Split students into teams with a time slot and make it a competition: how much \$ can each team make in an hour?	Raise money for EduDeo's school campaign and use EduDeo merchandise from our online store as the prizes.	LEVEL	Elementary
		SCALE	Class or School
		LEVEL OF COMMITMENT	Low

Instagrammable Breakfast: Hold a breakfast before school starts and give extra appeal by including an “instagrammable event” like cooking a massive pancake or serving rainbow-coloured waffles.	Research and cook popular foods from around the world.	LEVEL	All levels
		SCALE	School
		LEVEL OF COMMITMENT	High
Community Garage Sale: Hold a community garage sale. Either collect donated items and sell them as a school or invite the community members to buy a table and donate a portion of their profit. Perfect after spring cleaning!	Ask students to reflect on what it would be like if they had to choose between going to school and making money to support their family (ex. by selling items at a market similar to a garage sale).	LEVEL	All levels
		SCALE	School
		LEVEL OF COMMITMENT	High
Service Auction: Auction off services such as photography, car cleaning, lawn mowing, or swimming lessons at an evening event or online. Services can be provided by the students and/or community members.	If you host an evening, ask EduDeo to come and speak to share more about what they’re raising money for.	LEVEL	High School
		SCALE	School
		LEVEL OF COMMITMENT	High
Christmas Card Sale: Use art from students to design Christmas cards to sell to the community.	Sell cards in packages that also include a card designed by EduDeo.	LEVEL	High School
		SCALE	School
		LEVEL OF COMMITMENT	High
Restaurant Proceeds Night: Ask local restaurants to give a percentage of a night’s earnings back (not great for COVID).	Find a local restaurant that serves food from an EduDeo partner’s culture.	LEVEL	All levels
		SCALE	School
		LEVEL OF COMMITMENT	High
Games Tournament: Host a games evening, where participants pay an entrance fee to participate.	Research and learn cultural games from around the world.	LEVEL	All levels
		SCALE	School
		LEVEL OF COMMITMENT	Medium
Amazing Race: Students sign up in teams. Each team pays a fee to participate in an Amazing Race-style event. Activities chosen reflects what you’re raising money for.	Incorporate cultural traditions (games, dances) into the challenges that teams must complete.	LEVEL	Middle - High School
		SCALE	School
		LEVEL OF COMMITMENT	High
Movie Night: Sell tickets to a movie shown at the school. Sell snacks.	Raise money for schools in Ethiopia by showing a movie such as “The Boy Who Harnessed the Wind”.	LEVEL	Middle - High School
		SCALE	School
		LEVEL OF COMMITMENT	Medium



PAST SUCCESSFUL EVENTS

THE ANNUAL CAMPAIGN

The beauty of the annual campaign (ex. The Well Project, The Education Formula: Multiply Her Effect) is it gives schools a specific project and fundraising goal to strive for, without dictating how schools raise those funds.

We’ve seen a wide variety of schools participate with very different approaches over the last four campaigns. We are always so encouraged by their work and love seeing students get excited about supporting others! There are two schools in particular that have been instrumental in supporting EduDeo’s school campaigns:

Credo Christian Elementary School, Langley, BC

Nadine Krikke considers herself to be an ‘idea person’ but she’s also someone who can clearly share her vision with others and get them fired up about joining her in fundraising. After participating in EduDeo’s Discover & Learn trip to Zambia in 2019, she became passionate about supporting EduDeo’s work in her classroom. Her experiences have taught her tips and tricks for ensuring fundraising is effective and everyone involved is clear on what they can contribute, including the students.

This past winter, her Grade 6 class led a fundraiser in the school to raise money for this year’s annual campaign: The Education Formula: Multiply Her Effect. They incorporated some girls vs. boys competition and raised more than \$4,700 in a very short time. She values the team mentality and knows how important to delegate tasks, knowing everyone has something to contribute. Credo runs three awareness / fundraisers each year and their school community is highly supportive.

Providence Christian School, Dundas, ON

Carla Alblas' Grade 7 students have not only been able to design innovative and engaging events to raise an impressive amount of money for all of EduDeo's school campaigns, but they have also inspired many other schools to join them. In 2018, Carla's students designed an event called the Water Walk to raise funds for the Well Project campaign. They pitched their idea by showing a video they designed and speaking directly to teachers at a booth set up at a conference, inviting them to host their own water walkathons at their schools.

Together, the schools that participated in the Water Walk raised over \$100,000 for that campaign: an immense accomplishment. The fundraising projects are year-long learning experiences that heavily rely on student input. By partnering with EduDeo, students have been able to link their learning to understanding the difference they can tangibly make in the lives of children around the world.

ROAD2HOPE: SCHOOL EDITION

The Road2Hope: School Edition was a school fundraiser modeled after the larger Hamilton Marathon Road2Hope event. We have had many faithful schools run the event yearly, and one in particular has joined in for many consecutive years.

Dunnville Christian School, Dunnville, ON

Hannah Van der Weir is a Grade 7/8 teacher at DCS. She was instrumental in organizing the fall event with the support of her colleagues. To kick off the event, a chapel assembly was held where EduDeo came in to explain the event and what projects were being supported that year. Students were well equipped to be able to explain to the surrounding community about what they were doing. They were even encouraged to create their own "Why We Run" videos or design pamphlets to distribute as they ask for donations.

The student body is organized into "chapel families" that include students from all age groups, who learn and grow with each other for the entire year. These families also functioned as the teams for the Road2Hope event. In these teams, they made a flag and came up with a name. Prizes were awarded for the families with the most laps. Students were encouraged to remember that although participating is fun and winning prizes is exciting, helping children like themselves to receive a Christ-centred education is at the heart of why they participate.

We are so thankful for all the schools who have participated in Road2Hope: School Edition – whether it was once or year after year. We look forward to engaging even more schools in EduDeo GO: School Edition, which will replace Road2Hope: School Edition.



Many schools have designed their own fundraising events and we love both hearing about and joining in the experiences. Designing your own fundraising event can be a lot of upfront work, but it's customizable nature is appealing to schools of any grade level. Here's one school's idea for fundraising:

Woodland Christian High School, Breslau, ON

Woodland Christian High School has built a culture where giving is fun. For many years, the student government has hosted a series of events during their "Special Emphasis Week" to raise funds for a local, national, or international organization. The week is packed with fun-filled events that engage students and help them see that supporting a good cause can be fun, too. Students learn about the cause they're supporting through presentations, customized daily devotions, and other classroom activities. "Learning and giving have to go together," says Marjorie Sutherland, teacher advisor for the student government. They expect to contribute through their fundraising, but also to learn from the partnerships they make.

Most events that are part of the Special Emphasis Week are repeated from year to year, with slight variations to keep things interesting. The week begins with a chapel assembly where a representative from the organization explains the cause. There is a lunch auction and a pancake breakfast. The "Big Kahuna" has students donate for one of a series of teachers: the teacher that amasses the most donations gets slimed or a pie in their face. T-shirts are designed and sold by students. At the end of the week, a dance is held which students pay to attend. Students even have an opportunity to participate in all the events at a reduced cost by purchasing the "VIP package." Many students look forward to these events and even save up their money for months to ensure they can purchase the best lunch at the auction or ensure their favourite teacher is the one who gets slimed.

In 2021, the student government went to great lengths to host COVID-friendly events. Even without being able to host a dance, they raised over \$11,000 to support school gardens and students in Burkina Faso. Given the challenges that came with hosting this year, they were thrilled with how their community rallied behind them to show immense support for the projects. EduDeo is so thankful for their continued partnership and heart for giving.

And those are just a few of many fundraising events we've seen over the years. Let us know how your school fundraises so we can share your ideas with other Canadian schools. We're here to support and cheer on each other!



04

ASSETS & TEMPLATES



SCRIPTS TO GET YOU TALKING

Asking people for money can feel awkward, but it doesn't have to be. When you ask someone for a donation – for a gift – you're inviting them to partner with you. Giving a donation is not just a one-time action, but a step on the journey of positively impacting communities around the world. No matter the cause you're supporting, your donors are an important part of enacting transformation for years to come.

HOW TO ASK FOR DONATIONS IN PERSON

Hi _____,

This year, my class *[OR SCHOOL]* and I have been learning all about girls' education around the world. We were shocked to find out that over 130 million girls around the world aren't currently in school. So, we wanted to do something about this and help – even in just a small way – more girls attend school. We've teamed up with EduDeo Ministries, a non-profit committed to advancing Christ-centred education for children worldwide.

To help support girls in the Dominican Republic and Zambia, we're holding a fundraiser:

[EVENT DESCRIPTION AND DETAILS]

_____, are you able to join us in supporting girls education? A gift of any size would go a long way to make a difference for girls in the Dominican Republic and Zambia.

[SHARE ABOUT HOW AND WHEN TO MAKE A DONATION. IF YOU ARE GOING DOOR TO DOOR, GIVE THEM A PAMPHLET WITH ALL THE IMPORTANT DONATION INFORMATION ON IT]

Thank you for considering supporting us. Fighting for equal access to education is a big project, but we're confident we can make a difference together!

Overall, when talking about your cause and asking for a donation, be clear and to the point. Speak authentically about why you're passionate about the cause. People give to people, and stories / testimonies are what motivate people to give from the heart.

HOW TO WRITE AN EMAIL (OR LETTER) ASKING FOR DONATIONS

- Email can be a great way to reach out to friends and family far away, or to reach out to a local business for support.
- This template is similar to the script for talking in person, but you can tailor this template to fit your project and fundraiser. It's a starting point, and if you and your students personalize it when you're sending it, your recipient can better relate to you.

Hi _____,

I hope you're doing well today!

This year, my class *[OR SCHOOL]* and I have been learning all about girls' education around the world. We were shocked to find out that over 130 million girls around the world aren't currently in school. So, we wanted to do something about this and help – even in just a small way – more girls attend school. We've teamed up with EduDeo Ministries, a non-profit committed to advancing Christ-centred education for children worldwide.

[STORY OR TESTIMONY FROM PERSON IMPACTED BY PROJECT]

To help more students like *[NAME FROM STORY]*, we're holding the following fundraiser:

[EVENT DESCRIPTION AND DETAILS]

_____, are you able to join us in supporting this important project? A gift of any size would go a long way to make a difference for girls in the Dominican Republic and Zambia.

You can make a donation online at *[LINK HERE]* or you can write a cheque to *[YOUR SCHOOL NAME]*. You can also make a donation at the event itself.

Thank you for considering. Fighting for equal access to education is a big project, but we're confident we can make a difference together.



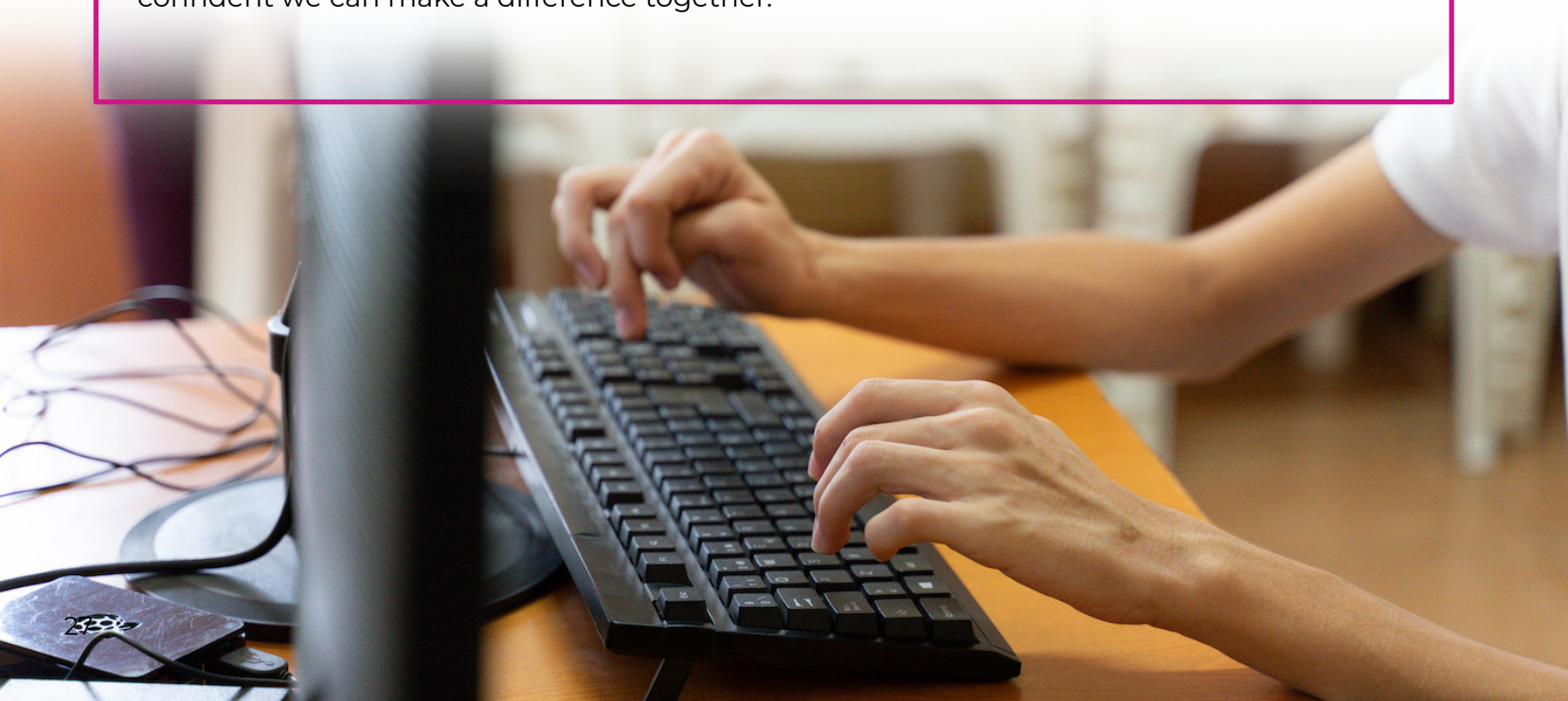
SAMPLE SOCIAL MEDIA CAPTIONS

Did you know: over 130 million girls worldwide are not currently in school? *[YOUR SCHOOL NAME]* is standing up to say 'that's not okay!' We're hosting *[YOUR EVENT HERE]* to raise money for girls education in the Dominican Republic and Zambia with @edudeo_ministries. Will you join us? Contact us for all the event details and help us keep girls in school!

An estimated 790 million people around the world don't have access to clean water. That's 1,364 times the population of Hamilton. *[YOU CAN CHANGE THIS MATH TO FIT YOUR CITY / TOWN]*. Will you help *[YOU SCHOOL NAME]* and @edudeo_ministries change this statistic? We're raising money for water wells at 8 schools in Zambia and we need your help. Join our *[FUNDRAISING EVENT]* or send a donation to the school. Together lets make a lifelong change for communities in Zambia!

Don't forget! All next week, we're holding *[YOUR FUNDRAISING EVENT]* to raise money for new classrooms in Ethiopia with @edudeo_ministries. We'll be *[EVENT ACTIVITIES]* and collecting donations to support the project. You can make a donation out to the school, join us for the activities, and ensure more children can attend school!

Our students and teachers had a blast at *[YOUR FUNDRAISING EVENT]* last week! *[EXPLAIN THE ACTIVITIES HERE]*. We were raising money for school gardens in Burkina Faso with @edudeo_ministries and it's not too late for you to join us! Make your donation out to *[YOUR SCHOOL NAME]* and help us work towards sustainable change for Burkinabe communities.



HOW TO WRITE A SPEECH FOR A PRESENTATION TO A GROUP (LIKE YOUR SCHOOL, CHURCH, COMMUNITY CENTRE, ETC.)

- Start with the problem your fundraiser is addressing. If you're raising money for water wells, the problem is dirty drinking water and waterborne diseases. If you're raising money for girls' education, the problem is unequal access to education and cultural factors keeping girls out of school.
 - Find statistics to support the problem. How many people in Zambia don't have clean water? How many girls around the world are not in school?
 - Try not to speak in extremes. Instead of saying "All people in Zambia don't have clean drinking water" say "Many people" or the specific statistic number.
- Then bring in the solution. Who are you working with to bring about a solution? What is the solution itself?
- What about this project makes you and your students excited? Why is this project meaningful for you?
- Explain your fundraiser and any events you'll be holding. Give any necessary details (*date, time, registration, etc.*)
- Thank your audience for their time and leave them with a story or testimony from someone who will be impacted by the project. Remind your audience they can join you in making a difference.

THANKING YOUR DONORS

Your donors (*whether family, friends, businesses, or community members*) might be supporting you because they care about the cause or because they care about you. Regardless of the reasons they supported your fundraiser, thanking your donors is a crucial part of your fundraiser.

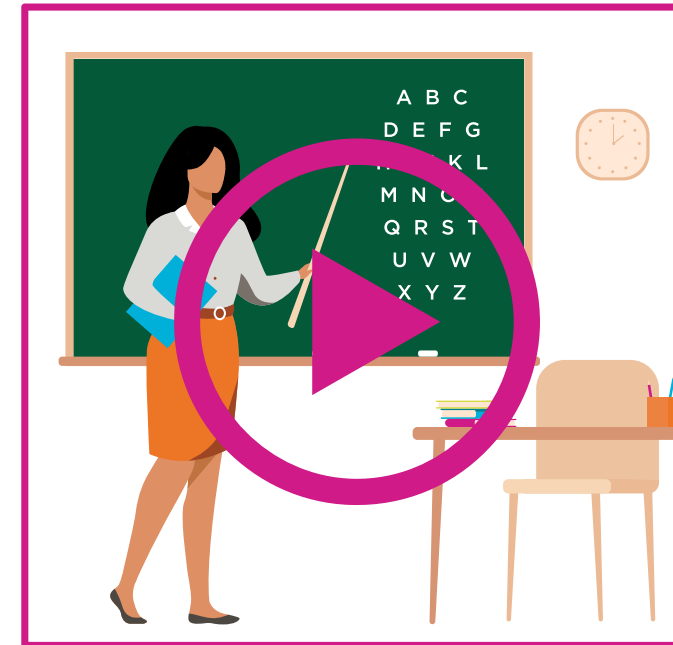
Thank donors for their gifts with sincerity. What may not seem like a large gift to you may be a lot to someone else, so always thank people for their generosity. After your initial thanks, go one step further by showing them how their gift will make a difference. Be specific about how many students, schools, or communities / counties (*depending on the project*) will receive support from the project, and how the project will advance positive change for them. EduDeo can provide you with stories and testimonies from individuals who will benefit or have already benefitted from the project that will help your donors see just how meaningful their gift will be.

When you do a good job of thanking your donors, they are more likely to continue supporting you from year to year, and you may move them to become a passionate advocate alongside you.

Remember: many donors want to remain private or anonymous in their community and EduDeo never publishes or releases the names of our donors. If you want to thank a donor publicly (*ex. in your school newsletter or on your school's social media pages*), always ask first, and respect if they don't want their name released.

HOW TO MAKE CREATE PROMO MATERIAL

VIDEOS



- Keep it short.** Less than 2 minutes is best (*or even less than 1 minute for platforms like Instagram and TikTok*)
- Identify your target audience** and base the tone of the video on them
- Have a clear call to action:** what is the video asking your audience to do?
- Use the power of emotions:** if you can prompt your audience to feel deeply about your topic (*whether happy, sad, angry, or however you want them to feel*), then they are more likely to reply to your call to action.
- Align video cuts to the background music** to bring your video to the next level!
- Film in a welllit area with minimal background noise.**
- Do multiple takes** (3+) and pick the best ones to use for the final product.

SOCIAL MEDIA POSTS

- Tailor your posts for each platform:** Ex. posts with long text are more suitable for Facebook, posts with eye-catching images may be better for Instagram, posts with a clever, snappy phrase are best for Twitter.
- Consider each platform's restrictions** on image sizes, number of characters, and length of videos.
- Use hashtags to make your content searchable.** Hashtags can help increase traffic to your posts from audiences who are new to you.
- Upload multiple pictures to your post.** On Instagram, for example, posts with multiple images perform better than single image posts.
- Mention relevant users (like EduDeo!).** If you're partnering with another school, organization, or individual, tag them in the post to widen your audience.

BULLETINS / NEWSPAPER ADS

- Keep it short,** as if you were Tweeting. Get only the most important information across. Don't make it longer than one paragraph
- Have a clear call to action.** Let your audience know right away what you want them to do, and tell them clearly how to do it. (*Ex. direct them to a link to sign up, an email to contact, or next steps for an event*).
- Know your audience.** Announcements typically don't need flashy or overly clever language, but make sure your tone is appropriate for your audience.

POSTERS + BROCHURES



Composition & White Space

- ▶ Less is more! Let the material give just enough information to capture their attention – only tell them what they really need to know. You can direct your reader to a website if they need more information.
- ▶ **For posters:** pick one image or piece of text that you want to be your focal point. This is the spot where a person's eyes will first be drawn. Don't let all parts of the poster fight for attention.
- ▶ If needed, use a grid to help you layout all the elements of a poster
- ▶ Don't fill your poster or brochure up to the brim with content, but leave white space (*ie. space that doesn't have any images or text on it*).
- ▶ **In a brochure**, don't put your content to the edge of the page, but leave margins

Typography & Text

- ▶ Try not to use more than two fonts: one for the headlines, and one for the copy. This will keep the text differentiated so the reader knows that to look for.
- ▶ If you need further differentiation between sections of text, use the same font, but different weights (*ex. regular vs. bold*)
- ▶ Don't put dark text on dark backgrounds or light text on light backgrounds. Ensure your text and its background have enough contrast for people to easily read.
- ▶ **For posters:** ensure your text is large enough to be read in passing
- ▶ **For brochures:** use short, clear sentences or bullet points to get your message across easily.

Audience

- ▶ Are parents and other adults going to be reading it? Or just other students? Maybe both? Your audience will determine the tone and feel of the poster / brochure (*ex. serious and thoughtful vs. light and playful*).

Images & Colour

- ▶ Use images & colour to catch people's eye (*they'll see an image first before they read a block of text*).
- ▶ Consult the colour wheel to use complementary colours (*you don't want clashing colours to take away from the poster/brochure's appeal*).
- ▶ Don't use too many colours: choose a maximum of four
- ▶ Keep in mind where you are going to print it (*and if your printer will be able to print all your colours in good quality*)

Where to Place a Poster

- ▶ If your poster is in a hallway or a place where people move quickly by, you want minimal text and a design that will grab their attention.
- ▶ If your poster is in a waiting room, bathroom, or somewhere people sit, stay, or pause, you can have more text because they will naturally have more time to read the poster



05

HOW TO
SUPPORT
WITHOUT
FUND
RAISING

IT'S NOT *JUST* ABOUT THE MONEY

When you partner with EduDeo as an educator or school (*or even as a whole school association*), we're not just here to get a cheque and then say goodbye. We're here for a long-term relationship with you, to grow together, learn from each other, and bless each other.

Yes, we are thrilled when you tell us you want to support teachers, students, and schools around the world with your financial gifts. But we are also thrilled when you say, 'We're listening and we want to learn more.'

So how can you support us without sending a cheque?

1. PRAY

We wouldn't be able to continue on in our work without the constant support of prayers around the world. Raise celebration for all the children being taught in Christ-centred schools. Plead for the needs of vulnerable communities. Give thanks for all those supporting us. No matter what, never stop praying for EduDeo and its partners.

2. COMMIT TO ONGOING LEARNING

We believe education + Gospel can enact real positive change in communities – and that includes communities here in North America. **Educate yourself and your students about global issues like material poverty, lack of access to education, systemic racism, political instability, lack of access to healthcare, and more.**

You can also take the time to learn about how other cultures and people groups live, their customs, traditions, and ways of life.

Feel overwhelmed by the amount of information out there? Start small with one topic or one country. (*And remember, we at EduDeo are still learning too*).

3. SPREAD AWARENESS

Start small and share what you've learned with your class. Then go bigger and share with your whole school. **Reach out to your family and friends and neighbours and church members about how they can join you in learning about global issues.**

4. ADVOCATE FOR EDUDEO

We want to keep telling the story of Education + Gospel to anyone who will listen. We're advocating for our partners and amplifying their voices so more people support their work. And we need your help to do all that. **If you aren't able to give, consider sharing and advocating and spreading the word.**