



EDUDEEO GO

SCHOOL EDITION

HOW-TO
GUIDE



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DEAR GO: SCHOOL EDITION PARTICIPANTS,

Thank you for joining EDUDEO GO: SCHOOL EDITION!

Do you know the incredible role you will play in transforming lives? When you partner with EduDeo through the EduDeo GO: School Edition program, you are ensuring children can continue attending Christ-centred schools. And at those schools, they will be equipped with all the tools, wisdom, and guidance they need to lead lives of Christ-like service in their communities. That's incredible!

So, from the bottom of our hearts – thank you for joining us. We hope your time with EduDeo GO: School Edition will allow you to grow in knowledge of children's lives around the world – both their joys and challenges. We hope you will also grow in your understanding of what God is doing right now through Christ-centred schools, teachers, and leaders. They are equipping young hearts and minds with what they need to live as Christ lived, and love as He loved.

We also hope this program will be a fun time for you! EduDeo GO: School Edition is about a good cause, but also about having fun, getting active, and learning together as students and educators.

Your participation in EduDeo GO: School Edition is incredibly valuable to EduDeo, and is cherished by the children, families, schools, and communities your fundraising will impact. May Christ continue to walk with you in this experience.

In Him,

The EduDeo Team
Contact: schools@edudeo.com

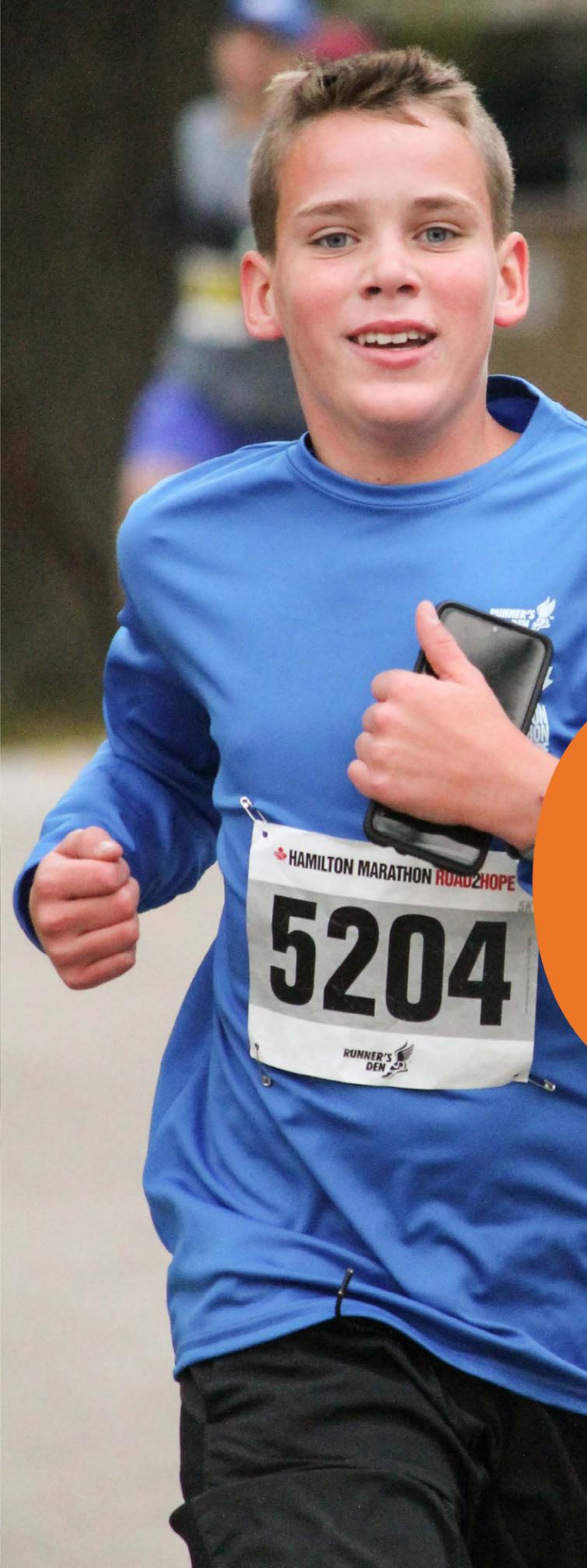
WHAT THIS GUIDE IS ALL ABOUT

Use this how-to guide to help you successfully plan, execute, and follow-up on your EduDeo GO: School Edition event. It's comprehensive and has answers to most of the questions you'll have.

The fundraising portion of this guide has a lot of overlap with "The EduDeo Fundraising Guide for Schools," but this guide is a little more specific to EduDeo GO: School Edition and the Annual Campaign.

As of 2021, EduDeo GO: School Edition is replacing the Road2Hope: School Edition program, so we're new to this with you! We're here to help you along through this experience and answer any questions you may have. And if you have suggestions for improvement, let us know! We're always learning and growing here at EduDeo.

So now that you're here with us... LET'S GO!



01

HOW TO RUN A GO:SE PROGRAM

THE BASICS

GET ACTIVE. CHANGE THE WORLD.

EduDeo GO: School Edition is a physical activity program for classes and schools in support of EduDeo Ministries. Students log their time doing any physical activity, collect donations from your community, and support Christ-centred education around the world.

HOW IT WORKS

Step 1: Sign Up

Join with a few students, your whole class, or as an entire school. Choose a team leader and email Laurie to sign up. Each team will have their own profile, even if there are multiple teams in the same school.

Step 2: Set Goals

Set physical activity goals as a group. You can walk, run, bike, swim, skip, dance, jump rope... anything active!

Step 3: Get Donations

Set a fundraising goal and ask your community for donations in support of The Education Formula (*girls' education*) campaign.

It's as simple as that!

MORE DETAILS

Who's in charge of setting up profiles and tracking progress?

Laurie will set up your team leader's account and give your team leader (*teacher, volunteer, or parent*) administrator status to finish setting things up. From there, you'll have all the control over your profiles and progress.

Where can an EduDeo GO: School Edition event be run? At school, at home, or both! Whether your classes are in-person, virtual, or a mix, you can run an event from wherever you and your students are.

Who can participate in the event? Any student or adult (*educators, volunteers, parents, etc.*), even if you have physical limitations.

How long can our event be? As long or as short as you want. Whether it's a day, week, month, or longer – it's totally up to you.



BEFORE, DURING, + AFTER

BEFORE: GENERAL

1. Determine how long your event will be & the dates of it. Some examples:

- **One Day:** teams participate in a variety of physical activities throughout one day (*or one period, one lunch hour...*). Think of this as like a Field Day for a good cause.
- **One Week:** teams participate in physical activities throughout the week (*Ex. during PE period for a week*).
- **One Month (or longer):** teams participate in physical activities throughout the month, both at school and on their own time.

2. Choose a location to hold the event. It could be in the school yard, in the gym, at a local park, at students homes (*if you're virtual or participating outside of school hours*), or anywhere that's suitable for your chosen physical activities.

3. Determine what physical activities will be part of your event. It's totally up to you!

4. Determine who will be participating (students, parents, teachers, volunteers, etc.).

➤ If multiple classes are participating: organize participants into teams. Each team will be required to have a team leader.

➤ If one class or group is participating: you will have only one team leader.

5. Send parents/guardians of participants the participation letter.

6. If multiple classes/groups or your whole school is participating, designate one contact between you and EduDeo.

➤ Once your school has decided to participate, have this contact let EduDeo know when you hope to hold the event and what your activities are.

7. Promote the event in your school and your community.

➤ Educate your students about what they'll be raising money for.

➤ Use the resources in this guide to promote the event and cause. You can also invite EduDeo to speak at an assembly for your event.



BEFORE: FOR TEAM LEADERS

1. **Assemble your team.** The “team” sizes vary: it could be a group within a class, an entire class, an entire grade or the entire school.
2. **Set up your team profile** on the EduDeo website as soon as the team is confirmed. Email Laurie to sign up and she’ll give you administrator status to set up your profile.
3. **With your team, decide what your activity goal is** (*measured in time duration or distance*) and their fundraising goal. These goals will be posted on your online team profile.
4. **As cash and cheque donations are collected, send them to EduDeo.** Once we have received these, we will update your fundraising total. Pledges can also be made directly on your team profile, and these will update your fundraising total automatically.

DURING

1. **Take photos!** Give your students (*and their families*) a way to remember this fun time together.
2. **See page 11 for ideas on how to incorporate learning into your GO event / activities.**
3. **Collect donations:** If your event is one day, you’ll collect your donations before the event. If your event is one week or longer, you’ll collect donations before and during the event.

AFTER

1. **After the event, your designated contact person should mail all cash / cheques to EduDeo.** We recommend this be done within a couple weeks after the event.
2. **Please send any photos or videos taken during the event to EduDeo so we can celebrate with you!** If you post them yourself, be sure to tag us.



SAMPLE PARTICIPATION LETTER

[Date]

Dear Parent(s) or Guardian(s),

Our school is excited to be hosting an **EduDeo GO: School Edition** event this year. This fundraising program from **EduDeo Ministries** culminates in a physical **event** hosted at our school and includes learning activities that will:

- ▶ Encourage physical fitness and activity.
- ▶ Engage our students in learning about other cultures and help them gain a greater understanding of the global Christian community.
- ▶ Boost school spirit and foster an attitude of sharing God’s love with others.
- ▶ Raise awareness and funds to help EduDeo Ministries share the blessing of Christ-centred education that we enjoy here at our school with other children and communities in majority world countries!

[We will begin this program with a Kick-Off Assembly after which each student will be given a pledge envelope and encouraged to raise funds in the weeks leading up to our Event Day.] We ask that you please assist your child(ren) in safely seeking donations from family, friends, and

neighbours. Tax receipts will be issued by EduDeo Ministries for all gifts \$20 and up, when clear contact information is provided.

[Please join us for our EduDeo GO: School Edition Kick-Off Assembly on _____]

Our EduDeo GO: School Edition Event [Day/Week/Month] will be: _____

Thank you in advance for helping us make this a successful event and raising funds to make an impact around the world through Christ-centred education!

Sincerely,

Event Coordinator

For more information about EduDeo Ministries, please visit: www.edudeo.com.

Adults are welcome to participate as well! If you would like to be involved as a Participant or Volunteer, please complete the form below.

First Name: _____ **Last Name:** _____ **Phone:** _____

- I'm interested in helping plan and prepare for the event.
- I'm able to help on the EduDeo GO: School Edition Event Day
[set-up, registration, student supervision, staffing a table, photography/video]
- I would like to participate in the activities.

Comments / Notes:



02

EDUDEO GO: SE & LEARNING



INTEGRATING GO ACTIVITIES INTO SUBJECTS

EduDeo GO: School Edition is completely customizable to you and your students – and any subject you choose. Here are some ideas to get you started – and let us know if you have more ideas so we can add them to the list!

DRAMA:

- Have students direct, create costumes for, and act in 80s-themed exercise videos

ENGLISH:

- Have students listen to an audio book version of a novel they're reading for class, while walking / run for GO! They can measure their progress in pages along with time

GEOGRAPHY:

- As students go on walks for GO:SE, they have to describe / take photos of the physical geography of their trips
- Have students follow a map and do certain activities along the way
- Use GPS trackers to track a walk and put it on a map, creating a picture with it! (Ex: [this](#) or [this](#))
- Choose a famous mountain (Ex. Everest) and have students run/hike the same distance that it would be to hike that mountain

KINESIOLOGY:

- Choose one set of muscles to work on per day for a week
- Set up station rotations that work one set of muscles each – do this once a day for a week

MATH:

- Have students take their distance and time travelled and calculate the speed at which they traveled; graph the results

MUSIC:

- Walk while playing music as a band (*marching band style!*)

PHYS-ED / HEALTH:

- Set a step goal (ex. 100,000 / week) for students to complete on their own time (*to encourage a healthy, active lifestyle*) and have them keep a fitness log
- Senior high school PE (*leadership component*): have students organize a GO event for younger students and they can choose the activities

SCIENCE:

- Have students calculate the amount of calories that were burned while doing various activities
- Have them measure their progress in terms of calories burned (*either instead of or along with time*)

VISUAL ARTS OR MEDIA STUDIES:

- Students design and create posters advertising the class/school's GO events and fundraising

INTEGRATING THE CAUSE INTO YOUR CLASSROOMS

When you participate in EduDeo GO: School Edition, you're raising funds for girls' education. Here are some ideas for helping your students learn and understand more about the cause.

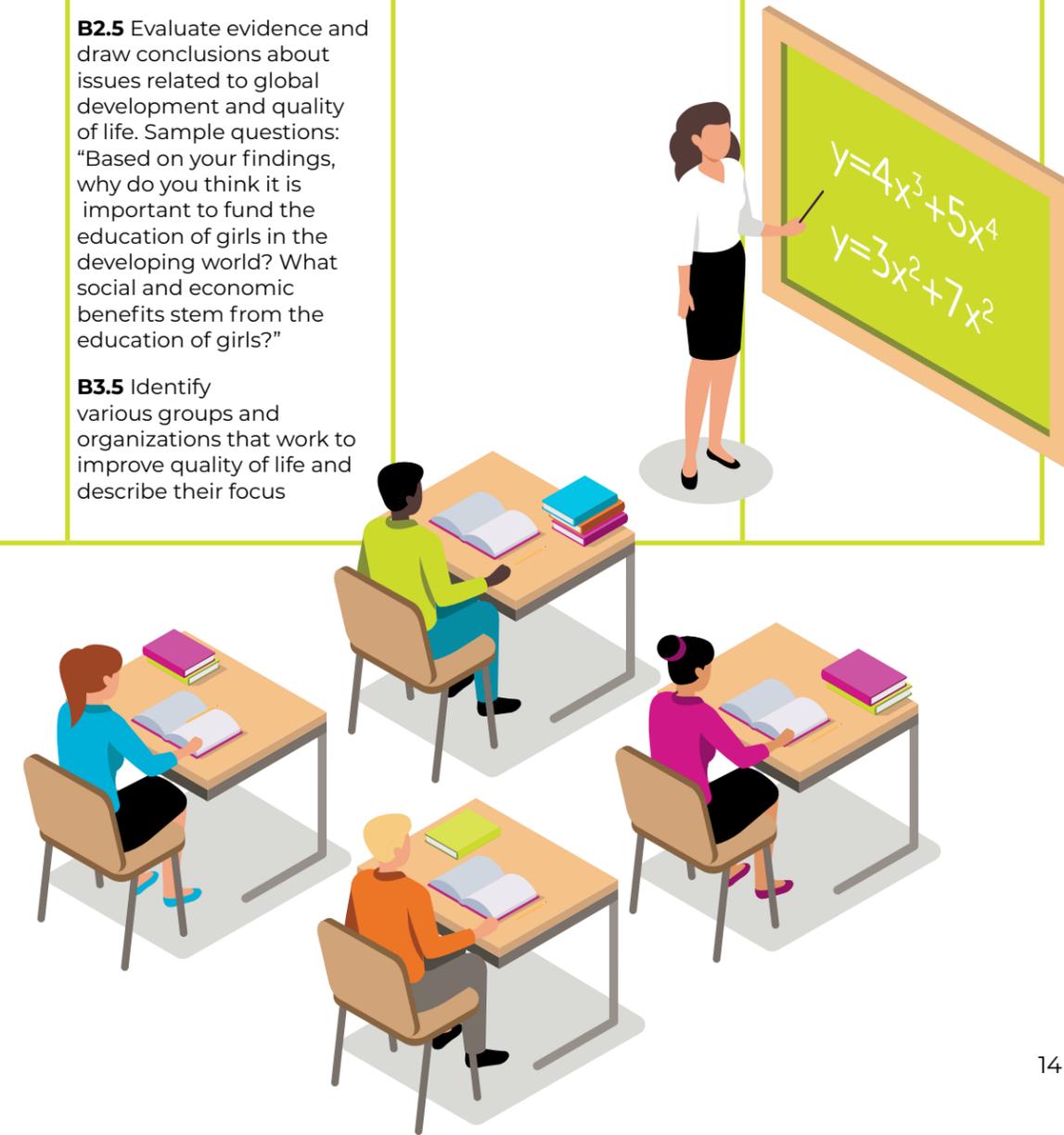
CURRICULUM INTEGRATIONS

This year's school campaign is called "The Education Formula: Multiply Her Effect" and focuses on girls' education. The video can be found [here](#). We encourage teachers of all grade levels to find ways to integrate the importance equal educational opportunities for both boys and girls into their lesson plans. Sample activities for various age levels are listed below.

OVERALL QUESTION / ACTIVITY	ONTARIO SPECIFIC EXPECTATIONS	BC CURRICULAR COMPETENCIES, CONTENT	ALBERTA SPECIFIC OUTCOMES
<p>QUESTION: How do people's day to day activities compare indifferent countries?</p> <p>ACTIVITY: Compare the activities of a day in the life of a young girl in the DR to their day.</p> <p>RESOURCE: Handout</p>	<p>GRADE TWO SOCIAL STUDIES</p> <p>People and Environments: Global Communities</p> <p>B1.1 Compare selected communities from around the world, including their own community, in terms of the lifestyles of people in those communities and some ways in which the people meet their needs</p> <p>B3.8 Describe similarities and differences between their community and a community in a different region in the world (e.g., with respect to food, clothing, housing, beliefs, climate, flora and fauna, recreation, agricultural practices)</p>	<p>GRADE TWO SOCIAL STUDIES</p> <p>Competencies</p> <p>Use Social Studies inquiry processes and skills to ask questions; gather, interpret, and analyze ideas</p> <p>Explain why places are significant to various individuals and groups</p> <p>Content</p> <p>Diverse characteristics of communities and cultures in Canada and around the world</p> <p>How people's needs and wants are met in communities</p>	<p>GRADE THREE SOCIAL STUDIES</p> <p>3.1 Communities of the World</p> <p>3.1.1 Appreciate similarities and differences among people and communities</p> <p>3.1.2 Examine the social, cultural characteristics that affect quality of life in communities in other parts of the world</p> <p>3.1.3 Examine the geographic characteristics that shape communities in other parts of the world</p> <p>3.1.4 Examine economic factors that shape communities in other parts of the world</p>

OVERALL QUESTION / ACTIVITY	ONTARIO SPECIFIC EXPECTATIONS	BC CURRICULAR COMPETENCIES, CONTENT	ALBERTA SPECIFIC OUTCOMES
<p>QUESTION: Is unequal access to education an infringement upon one's rights?</p> <p>ACTIVITY: Learn about the Declaration of Human Rights and what the Bible says about it.</p> <p>RESOURCE: Handout</p>	<p>GRADE FOUR SOCIAL STUDIES</p> <p><i>People and Environments: The Role of Government and Responsible Citizens</i></p> <p>B3.1 Describe the major rights and responsibilities associated with citizenship in Canada (e.g., rights: equal protection under the law, freedom of speech, freedom of religion, the right to vote; responsibilities: to respect the rights of others, to participate in the electoral process and political decision making, to improve their communities)</p>	<p>GRADE TWO SOCIAL STUDIES</p> <p><i>Competencies</i></p> <p>Use Social Studies inquiry processes and skills to ask questions; gather, interpret, and analyze ideas</p> <p><i>Content</i></p> <p>Roles and responsibilities of regional governments</p>	<p>GRADE THREE SOCIAL STUDIES</p> <p><i>3.2 Global Citizenship</i></p> <p>3.2.1 Appreciate the element of global citizenship – respect the equality of all human beings</p> <p>3.2.2 Explore the concept of global citizenship – how rights around the world compare to Canada</p>
<p>QUESTION: What are the barriers that are keeping girls from attending schools in the DR and Zambia? How will the campaign remove some of those barriers?</p> <p>ACTIVITY: Girls' Education Partner interviews video – discussion questions</p> <p>RESOURCE: Handout (includes YouTube link)</p>	<p>GRADE SIX SOCIAL STUDIES</p> <p><i>People and Environments: Canada's Interactions with the Global Community</i></p> <p>B3.3 Describe several groups or organizations through which Canada and Canadians are involved in global issues (e.g., NGOs)</p> <p>B3.5 Identify some interactions between Canada and other regions of the world, and describe some ways in which they affect these regions (e.g. change in the status of women as a result of education projects in developing region)</p>	<p>GRADE SIX SOCIAL STUDIES</p> <p><i>Competencies</i></p> <p>Take stakeholders' perspectives on issues, developments, or events by making inferences about their beliefs, values, and motivations</p> <p><i>Content</i></p> <p>Global poverty and inequality issues, including class structure and gender</p> <p>Roles of individuals, governmental organizations, and NGOs</p>	

OVERALL QUESTION / ACTIVITY	ONTARIO SPECIFIC EXPECTATIONS	BC CURRICULAR COMPETENCIES, CONTENT	ALBERTA SPECIFIC OUTCOMES
	<p>GRADE EIGHT GEOGRAPHY</p> <p><i>Global Inequalities: Economic Development and Quality of Life</i></p> <p>B1.1 Analyse some interrelationships among factors that can contribute to quality of life (e.g., a country that has equal access to education for all will have higher literacy rates, higher employment rates, and better maternal health)</p> <p>B2.5 Evaluate evidence and draw conclusions about issues related to global development and quality of life. Sample questions: "Based on your findings, why do you think it is important to fund the education of girls in the developing world? What social and economic benefits stem from the education of girls?"</p> <p>B3.5 Identify various groups and organizations that work to improve quality of life and describe their focus</p>		



OTHER RESOURCES ON GIRL'S EDUCATION:

Publications:

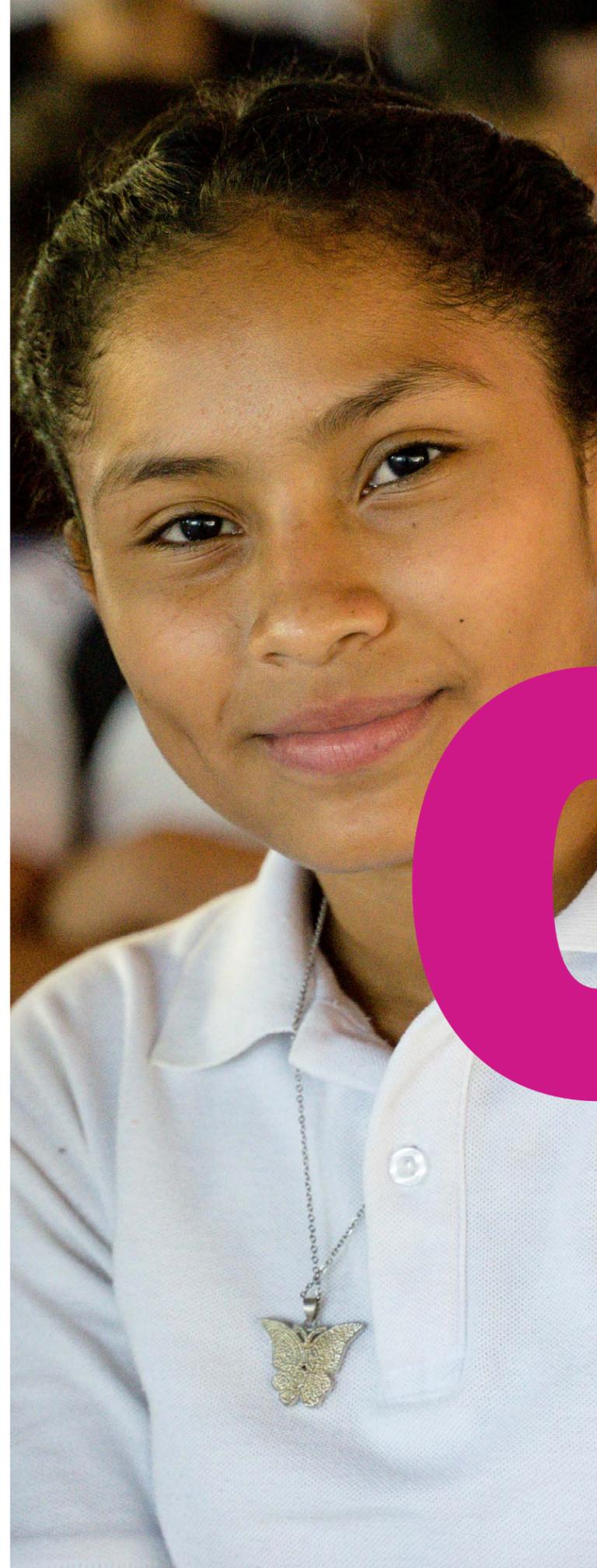
- › [Child Marriage and Education: An Information Sheet](#) (Girls, Not Brides)
- › [One in Five Children, Adolescents and Youth is Out of School](#) (UNESCO)
- › [The High Cost of Not Educating Girls](#) (The World Bank)
- › [The Multiplier Effect of Education Girls](#) (UNICEF)
- › [12 Year to Break Down the Barriers to Girls' Education](#) (Global Partnership)

Websites:

- › <https://plancanada.ca/>
- › <https://malala.org/>
- › <https://thepadproject.org/period-end-of-sentence/>
- › <https://www.globalpartnership.org/>
- › <https://www.girleffect.org/>

Videos:

- › [The Education Formula: Multiply Her Effect](#) (EduDeo)
- › [Girls: Education Changes Everything](#) (Wellspring Foundation, an EduDeo partner!)
- › [The Girl Effect: The Clock is Ticking](#) (girleffect)
- › [Girl Rising: Educate Girls, Change the World](#) (CARE)
- › [Because I am a Girl – I'll take it from here](#) (Plan International)
- › [Period. End of Sentence.](#) (Netflix documentary, also on YouTube)
- › [EduDeo's Virtual November Series - The Education Formula, Webinar #2](#) (EduDeo)
- › <https://girlrising.org/the-film> - trailer



**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.



YOUR IMPACT: THE ANNUAL CAMPAIGN

THE EDUCATION FORMULA: MULTIPLY HER EFFECT

When a girl receives an education, it's not just her that's impacted. She positively impacts her family, her community, and even her entire country.

But around the world, approximately 130 million girls are not currently in school, and 15 million of them probably won't even set foot in a classroom in their lifetime.

We need Canadian Christian Schools to help us change this.

Together with our partner in Zambia, we want to build on-campus dorms and washrooms for the female students.

WHAT WILL THIS PROJECT ACCOMPLISH?

On-Campus Dorms

On-campus dorms at one school in Zambia will be constructed, ensuring girls have a clean, safe place to stay while they're focussing on education.



Girls Washrooms

Girls at six schools in Zambia will have safe and sanitary washroom facilities -- allowing girls to stay healthy while they attend school.

Equality for All

Equal access to a quality, Christ-centred education means both boys and girls can impact their communities for generations to come.



WHO BENEFITS WHEN A GIRL RECEIVES AN EDUCATION?

(Source: unicef.org/education/girls-education)



The Girl

Educated girls are less likely to marry young, more likely to take care of their health, and more likely to live longer.

Her Family

Educated girls earn higher incomes, participate in family decisions, and see lower infant mortality rates.



Her Community & Country

Countries with higher women's education rates see stronger economies and better overall gender equality.

TESTIMONIES

from girls and leaders who have experienced firsthand the transformation that comes from receiving a Christ-centred education:



TAONGA, **Zambian student**

"I am the sixth born in the family, only one elder brother has completed school in our family. The rest have failed to complete secondary school because of money. The situation at home and the help by CCAP has made me to stop misbehaving and to concentrate on school so that I can have a good life in future. To fight poverty that is in my family I need to concentrate on my education."



COLLINS, **Zambian educational leader**

"Over the years, girls' rights have been stepped on in Africa, and specifically in Zambia. So, we believe that when a girl is educated she will be able to stand up for her rights. And these same girls, when they are educated, then they will be role models for other girls to be educated and they will be able to stand up for their rights. Girls here in Zambia have been vulnerable and they've been looked down upon to be more inferior to men. But when they are educated, they will know their rights and they will be able to stand up for their rights."

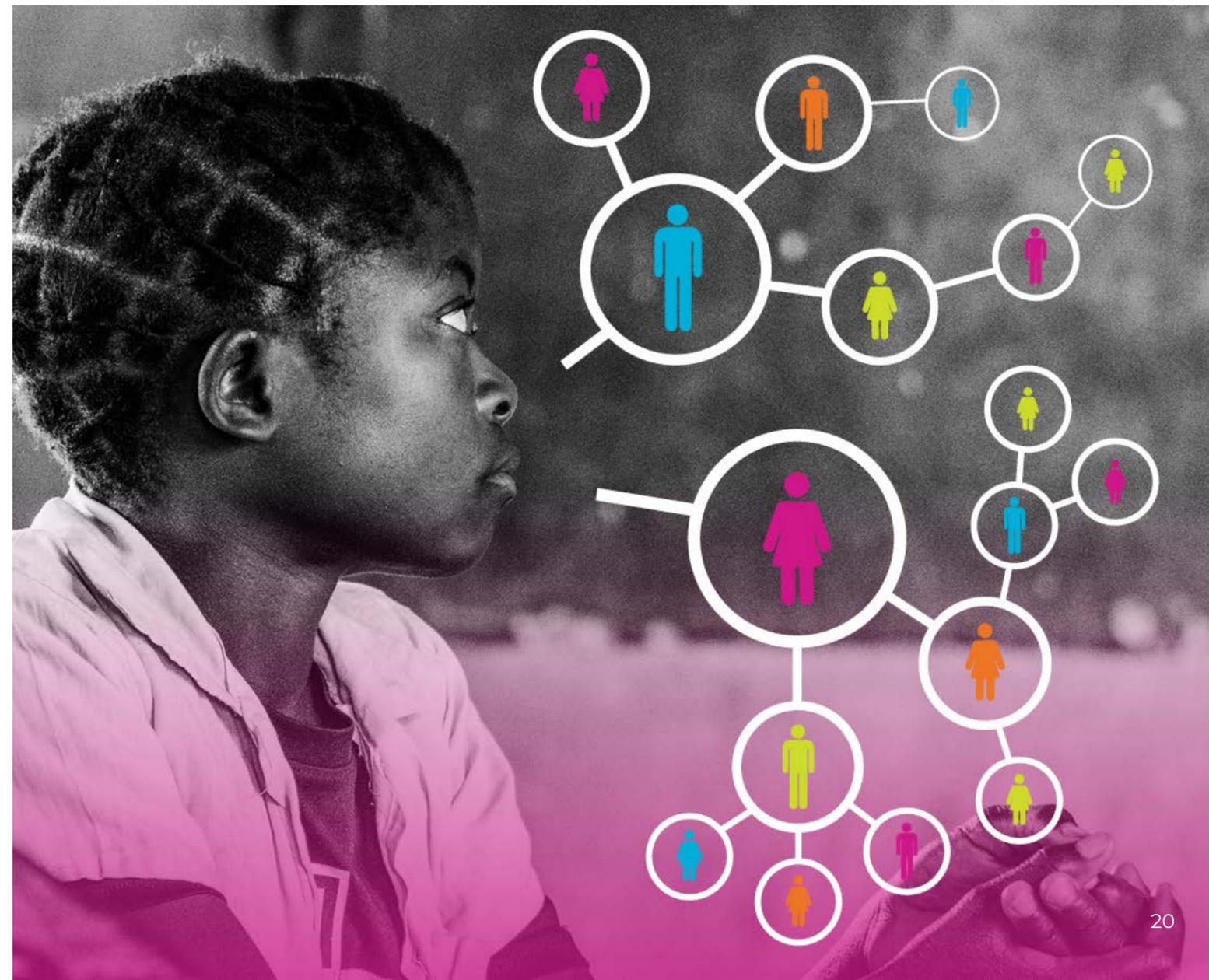


MARTHA, **Zambian student**

"I have seen the hand of God working in my life through education. I don't know how to thank CCAP for helping me with school fees, only God knows how to bless them for me. I am confident I will complete my secondary education with their help. To me, this will be my greatest achievement because I never imagined I would reach this far. My greatest responsibility as at now is to study hard so that I complete my secondary school education and see what the future holds for me."

Want to learn more about THE EDUCATION FORMULA?

Laurie will happily come talk with your class or school and share all about what EduDeo and its partners are doing for girls' education.





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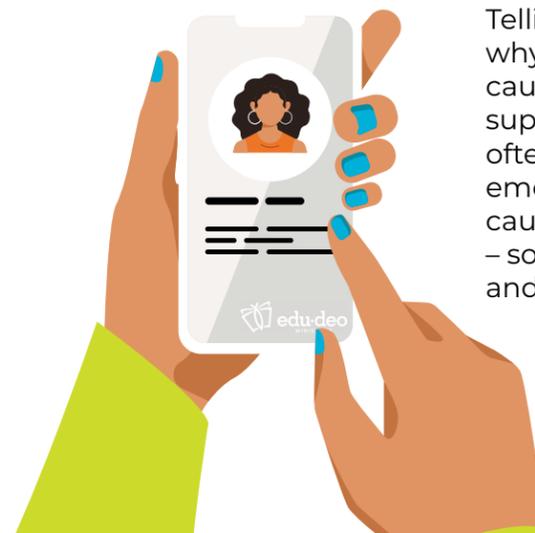
FUND RAISING BASICS

YOUR PROFILE PAGE + BIO

THIS IS THE DEFAULT BIO ON YOUR EDUDEO GO: SCHOOL EDITION PROFILE PAGE:

This year, we're GO-ing for girls' education in Zambia because we believe nothing should stand in the way of a girl going to school. EduDeo and its partners are passionate about ensuring both boys and girls can access all the opportunities of a quality, Christ-centred education - and we're joining them by raising funds with EduDeo GO: School Edition. Will you help us support girls and their communities? Consider giving a gift towards our goal today!

BUT WE ENCOURAGE YOU TO MAKE IT YOUR OWN! Tell your supporters why you're participating in EduDeo GO: School Edition, what you hope to learn from it, and what it means to you and your students.



Telling your supporters why you care about a cause will inspire them to support you. Donors most often give with their emotions and because a cause or story moves them – so tell your story honestly and sincerely.





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 25*).

- 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 26*) 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:** If you're raising \$500 and looking to bike 250KM together as a class, that's only \$2 per KM. Encourage your donors to sponsor per KM.
- **Example:** Divide your fundraising goal by the number of days of your event. Encourage your donors to sponsor you for one or more days of activity.
- **Example:** Children in Zambia walk, on average, 6KM to school every day (*one way!*). Ask your donors to donate every time you reach 6KM (*running, biking, walking, anything*).





05

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.

These templates can be used (*and adapted*) by you or your students, depending on how you choose to fundraise.

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.

We're participating in their program, EduDeo GO: School Edition, to *[DESCRIPTION OF YOUR PHYSICAL ACTIVITIES AND GOALS HERE]*.

To help support girls in Zambia, we have a fundraising goal of *[YOUR FUNDRAISING GOAL HERE]*.

_____, 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 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 INFO 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.

AN EMAIL (OR LETTER) ASKING FOR DONATIONS:

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 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.



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

[START WITH YOUR GREETINGS TO THE GROUP]

Today, we want to talk with you about a global crisis. Over 130 million school-aged girls around the world aren't in school, and 15 million of them probably won't even set foot in a classroom in their lifetime. This is happening for many reasons: long and dangerous trips to school, the preference to send boys to school, inadequate health facilities at school, child marriage and teen pregnancy, and much more. That's not okay, and we're passionate about changing this number.

Our *[CLASS OR SCHOOL]* is raising funds for girls' education in Zambia through the program EduDeo GO: School Edition. EduDeo Ministries – the organization we're partnering with – is passionate about ensuring transformation, Christ-centred education is accessible to both boys and girls.

From *[EVENT DATES HERE]*, we'll be *[INSERT YOUR ACTIVITY GOALS]*. We also have a goal to raise *[INSERT YOUR FUNDRAISING GOAL]*.

Will you consider giving a gift towards our goal?

Your gift will ensure girls can continue accessing a transformational, Christ-centred education, as well as impact their families and communities. In order for lasting transformation to take place, both boys and girls need access to education.

You can give directly on our fundraiser here: *[INSERT YOUR PROFILE URL HERE]* or make a cheque out to *[YOUR SCHOOL NAME HERE]*.

Once again, thank you for considering. Together I know we can have a positive impact on girls, boys, families, and entire communities for generations to come.



HOW TO PROMOTE YOURSELF ON SOCIAL MEDIA

Sharing about your GO Goals on social media can be daunting: where do you start, how many details do you give, how often do you post... Don't worry! We've got you covered. You can copy and paste these captions directly to your personal or your school's social media or use them as starting points and make them your own.

You can use these captions on their own, with a picture of you and your students doing an activity, or with an [EduDeo GO: School Edition graphic](#).

BASIC INTRODUCTION POST:

Hi Everyone! I'm excited to share that my class and I are participating in EduDeo GO: School Edition, a physical fitness challenge with EduDeo Ministries. The challenge supports girls' education in Zambia, and it's our goal to raise *[YOUR FUNDRAISING GOAL]*. From *[YOUR EVEN DATES HERE]*, we'll be *[INSERT YOUR ACTIVITIES AND GOALS HERE]*, and you can follow along with us as we meet our goals! Will you consider giving a gift to support us? Your gift will ensure more girls can receive a transformational Christ-centred education. *[INSERT YOUR PROFILE URL HERE]*

FOLLOW UP POST:

Have you heard my class and I are participating in EduDeo GO: School Edition? It's a physical fitness challenge to support girls' education in Zambia. Together with EduDeo Ministries, we believe nothing should stand in the way of a girl going to school – so we're GO-ing to make sure they get there! If you can, please give a gift toward our fundraising goal of *[INSERT YOUR FUNDRAISING GOAL HERE]* and help us impact girls and their families. *[INSERT YOUR PROFILE URL HERE]*

POST EXPLAINING WHO EDUDEO IS:

You've heard and seen that we're participating in EduDeo GO: School Edition – but maybe you're wondering who EduDeo is and what they do. EduDeo Ministries is an international development organization advancing Christ-centred education for children in the majority world. They partner with local organizations to support workshops for teachers, school construction projects, and supports for students. I'm excited about the work EduDeo and its partners are doing – and I can see the transformation happening for students, families, and communities around the world. Join us as we support EduDeo – and specifically girls' education – in our EduDeo GO: School Edition campaign: *[INSERT YOUR PROFILE URL HERE]*

ACTIVITY GOAL UPDATE:

We just passed our EduDeo GO: School Edition goal to *[INSERT YOUR ACTIVITY GOAL HERE]*! It's been great to get outside and get active, and we're excited for the impact our fundraising will have on girls in Zambia. We still have *[REMAINDER OF YOUR FUNDRAISING GOAL]* left to raise, so will you help us get there? *[INSERT YOUR PROFILE URL HERE]*

FUNDRAISING GOAL UPDATE:

WOW! We just passed our initial fundraising goal of *[YOUR FUNDRAISING GOAL HERE]* for EduDeo GO: School Edition! Thank you to everyone who has donated so far! We've set a new goal to raise *[INSERT NEW FUNDRAISING GOAL HERE]* and I know we can get there together. Thanks for considering giving a gift! *[INSERT YOUR PROFILE URL HERE]*

POSTS FOR THE CAUSE:

Education reduces poverty, but only Christ transforms a heart. Both happen in Christ-centred schools. We're participating in EduDeo GO: School Edition and raising funds to help more girls access Christ-centred education. Help us reach our goal of *[INSERT YOUR FUNDRAISING GOAL HERE]* and consider donating: *[INSERT YOUR PROFILE URL HERE]*

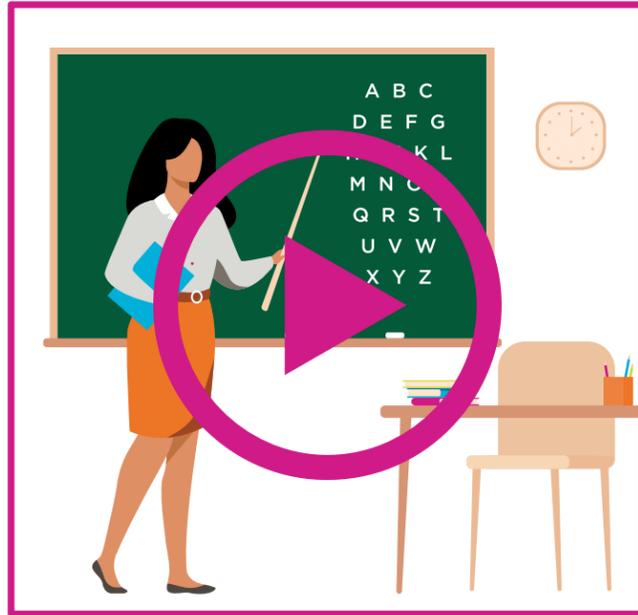
Did you know: better-educated parents are more likely to raise healthier and more educated children? That's why I'm participating in EduDeo GO and raising funds for girls education. Will you help us reach our goal of *[YOUR FUNDRAISING GOAL HERE]*? Consider giving a donation: *[YOUR PROFILE URL HERE]*

Did you know: the longer a child stays in school, the greater chance they have of living longer and making positive life choices (like voting, avoiding crime, and taking care of their health)? That's why we're participating in EduDeo GO: School Edition and raising funds for girls' education. Will you help us reach our goal of *[YOUR FUNDRAISING GOAL HERE]*? Consider giving a donation: *[YOUR PROFILE URL HERE]*

Roughly 130 million girls are not in school worldwide. That's too many, so we're participating in EduDeo GO: School Edition to raise funds for girls' education in Zambia. Nothing should stand in the way of girls going to school – especially a Christ-centred school! – so we're *[INSERT YOUR ACTIVITIES HERE]* to help break down barriers. Will you give a gift towards our campaign? *[INSERT YOUR PROFILE URL HERE]*

HOW TO MAKE GREAT 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



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, or both. 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. See pages 19-20 for testimonies from students and families who have been impacted by tuition bursaries – you can share all of these with your donors as examples of the impact their gift will have.

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 even 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.

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THANKING YOUR DONORS

