



EDUDEO 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 Christ,

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 EduDeo's annual school 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 (see page 9).

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. **Edit your online team profile** on the EduDeo website. Email Laurie (lkoning@edudeo.com) to sign up and she'll set up your account and give you administrator status to edit 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. **If you will be collecting cash and cheque donations, order donation envelopes from EduDeo by contacting Laurie.** Read about how to use these envelopes on page 8.

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. Please use the fundraising envelopes!
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.

COLLECTING FUNDS

OPTION 1: CASH + CHEQUES

- If you're collecting cash and/or cheques, **please use our donation envelopes.** Each donation goes in an individual envelope with the donor information printed neatly on the outside. This helps to ensure that what was given matches what is indicated on the envelope and that EduDeo has all the necessary personal information to issue tax receipts. **Contact EduDeo to order envelopes at least two weeks prior to the beginning of your fundraiser.**
- If your donors don't need tax receipts, cash and/or cheques *written out to your school* can be collected by your school and one cheque can be mailed to the EduDeo office or e transferred to etransfer@edudeo.com.



THANK YOU FOR SUPPORTING MY FUNDRAISER ON BEHALF OF EDUDEO MINISTRIES.


Please print clearly (in uppercase) and include your complete address details to receive a receipt. If you wish to remain anonymous, simply fill out the amount field only.

Tax receipts will be issued for amounts \$20 and over.

To donate online, visit DONATE.EDUDEO.COM and look for my school's name.

First Name: _____
Last Name: _____
☐ I am over 18 years old ☐ I am under 18 years old
Street Address: _____

City: _____
Province: _____ Postal Code: _____
Phone Number: _____
Email: _____
Amount: \$ _____ ☐ Cash ☐ Cheque
(If you are sending one cheque or cash on behalf of multiple donors, please include a note in the envelope with amounts, names and address information of all individual donors.)

 EduDeo Ministries • PO Box 47646 Hamilton, ON L8H 7S7 • 866.360.4274 • edudeo.com

OPTION 2: ONLINE

- Donating online is quick and easy! **If you would like to set up a donate page** that's specific to your fundraiser, contact EduDeo (schools@edudeo.com) and they'll get you set up. Then all you need to do is share the page link with your donors.
- Donors can also visit EduDeo's general donation page: www.edudeo.com/donate. **Make sure they include a note about what fundraiser they are supporting!**

SUBMITTING FUNDS

Donation envelopes containing cash and cheques can be mailed to:

**EduDeo Ministries
PO BOX 47646
Hamilton, ON
L8H 7S7
Canada**

A photograph of three young children, two girls and one boy, standing outdoors and holding hands. They are all wearing white short-sleeved button-down shirts and grey skirts or trousers. The boy is on the left, looking down. The girl in the middle is also looking down. The girl on the right is looking towards the camera. The background is a blurred outdoor setting with a fence and trees.

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



03

**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

MADE TO THRIVE

Where you learn is almost as important as what you learn. A positive, safe, aesthetically pleasing classroom can help students do better in school. Classrooms aren't just where the learning happens – they're part of the learning itself.

When there isn't enough space for students in a classroom, things can become pretty uncomfortable and that affects learning and growth. In Ethiopia, not having enough classroom space for students has severe consequences, too – the government can shut the school down completely.

We need you to help schools in Ethiopia stay open. Because staying open isn't just about going to school. It's about learning who Jesus is, loving your neighbours, achieving big dreams, and thriving.

So, what do you say? Will you join the Made to Thrive campaign? Join with schools across Canada to build nine classrooms and a dining hall and support student tuition bursaries. We want to raise \$65,000 this year, and know you can help us get there!

WHAT WILL THIS PROJECT ACCOMPLISH?

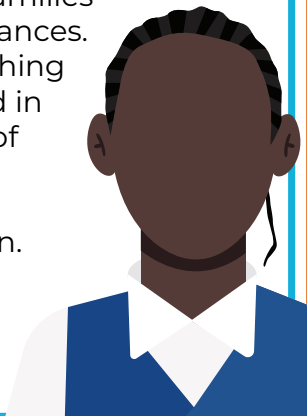
CLASSROOMS & A DINING HALL

Nine classrooms and a dining hall in Ethiopia will be constructed, ensuring students have enough space to learn well. The additional space will also help schools stay open.



STUDENT BURSARIES

Bursaries ensure all students can attend school, regardless of their families' circumstances. Now, nothing will stand in the way of Christ-centred education.



THRIVING STUDENTS & SCHOOLS

More space and more access mean more opportunities for schools and students to thrive, both now and for years to come.





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4

**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 students and schools in Ethiopia! We believe no matter where in the world we live, we all deserve to thrive. We're partnering with EduDeo Ministries to ensure students and schools in Ethiopia can access Christ-centred education – and thrive as a result! We're raising funds to build new classrooms & a dining hall, as well as support student bursaries.

We need you to help make this happen! Will you join us in supporting our friends in Ethiopia? 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.

- ☐ 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!

SOME THINGS TO REMEMBER HERE:

- 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. If you're not sure how to structure your message, check out the prompts on page 22-23.
- 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.
- 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

**PROMO-
TIONAL
TOOLS**



HOW TO STRUCTURE YOUR MESSAGE

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.

Whether you're writing an email, giving a presentation, or talking to someone in person, you can frame your message into three basic sections.

Describe the ISSUE

Briefly describe what problem you are trying to solve. You can incorporate statistics or testimonies from someone who will be impacted by the project you're supporting.

Hi *[NAME OF DONOR]*,

I hope you're doing well today!

This year, my class has 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. Girls like Mary, a Grade 11 student from Zambia, who has difficulty paying school fees after losing both of her parents.

Offer a SOLUTION

Explain what EduDeo and its partners are doing to solve this problem and what your school or class is doing to support those projects.

We've teamed up with EduDeo Ministries, a non-profit organization committed to advancing Christ-centred education for children worldwide, who wants to help schools in Zambia build dormitories and washrooms for girls.

We're holding a fundraiser to make space for students to hear key voices about the importance of girls' education (organizations, school leaders, and students) by spending an entire school day in silence.

We're calling our event *Heard Without A Word* and we want you to help us make it a success.

Extend a CALL TO ACTION

Provide information about how your donor can support your fundraiser. Giving them options helps! End by thanking them.

[NAME OF DONOR], are you able to join us in supporting this 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 EduDeo Ministries.

Thank you for considering. 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.

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.

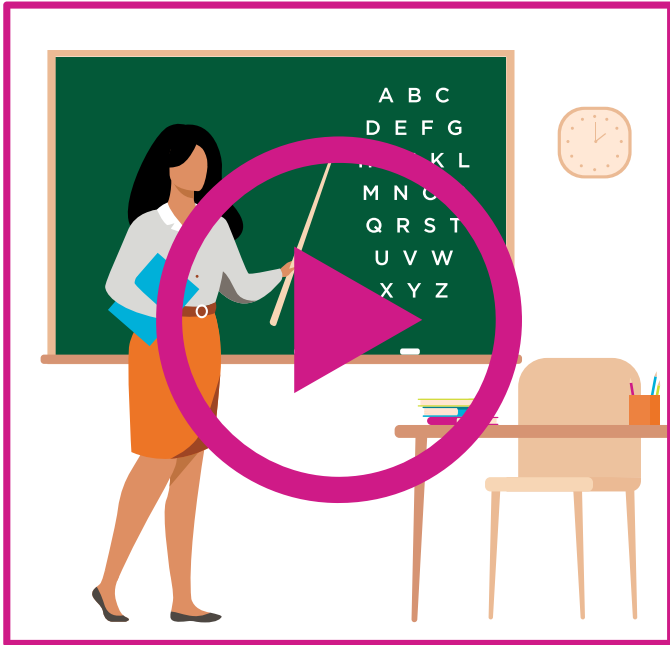
When you do a good job of thanking your donors, they are more likely to continue supporting you from year to year, and you may move them to become a passionate advocate alongside you.

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 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



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