

Campus Club Toolkit



How You Can Help
Create Real and
Lasting Change



Save the Children®

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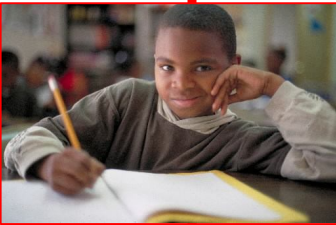
Michael Bisceglie



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Susan Warner

People committed to making a difference in the world are the lifeblood and energy of Save the Children. They are the catalyst for all we do today and the assurance that our work will continue to the future. Save the Children's supporters are critical in our efforts to maximize support and commitment to make a difference in the life of a child, as well as to succeed in accomplishing our mission.

Save the Children puts its resources and expertise to work in more than 50 countries including the United States. We serve more than 41 million children and 25 million others, including parents, community members, local organizations and government agencies.

As part of our efforts to create lasting change, Save the Children asks college students to become involved with issues that affect children in need around the world.

To learn more about **Save the Children**, turn to **pg. 3-4**

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Quick Facts for College Students



Mission

To create lasting, positive change in the lives of children in need in the United States and around the world.

Children are protected from harm through physical and psychosocial assistance

Children are entitled to safety from harm across the emergency-to-development continuum. To enhance children's general security, we develop models to mobilize community action for child protection, and will work with children and their communities to prepare for future emergencies such as disaster and chronic food shortages. Save the Children acts as a national and global advocate for promoting safe services such as safe school policies.

Children learn and develop with age-appropriate care and education

Some 77 million school-aged children do not have access to school, and in many communities the quality of education is so poor that children emerge unprepared for the demands of the modern world. Save the Children works with communities and governments to improve teaching and learning in and out of the classrooms, emphasizing locally relevant curricula, child participation, and mastery of basic literacy and life skills.

Children are healthy and well-nourished

Available precautions and prompt treatment of childhood illness and health risks- including HIV/AIDS and malnutrition- could eliminate two-thirds of all childhood deaths. Save the Children is a global leader in child health and nutrition and seeks to eliminate millions of these deaths. Save the Children delivers community-based interventions to improve health coverage, including immunization, malaria prevention and treatment, vitamin A supplementation and promotion of early and exclusive breastfeeding. In the United States our rural-based programs address the approximately 10 million children who are obese or at risk for becoming obese.

Children thrive in food-secure and economically viable households

Chronic food or livelihood insecurity can challenge many households' abilities to cope with negative events and ensure the well-being of children. Our food provisioning and safety nets programs help families protect their children in times of crisis, whether prolonged or acute. We help households diversify their incomes sustainably and commercialize production, ensuring that these efforts are based on the realities of local market opportunities. We help households gain access to financial and non-financial services they need to develop business or employment skills, and the financial stability needed for investment in the well-being of their children.

Save the Children's Programs: Facts and Figures

- Save the Children works in more than 50 countries, including the United States, and serves more than 41 million children and 25 million adults working to save and improve children's lives, including parents, community members, local organizations and government agencies.
- Since 1932, Save the Children has been working in some of the impoverished communities in Appalachia. Today we work in 13 states and reach thousands of children.
- Save the Children is a member of the International Save the Children Alliance, comprising 27 national Save the Children organizations working in more than 110 countries to ensure the well-being of children

Save the Children is proud to have played a role in some unprecedented global successes for children in recent decades.

Today ...

- Half as many children under age 5 die each year as compared to 1960.
- Immunization prevents 2 million child deaths a year.
- Most of the world is polio free.
- The number of children who can read and write has increased by nearly 50 percent.

But still, every day ...

- Each day 27,000 children under the age of 5 die from causes that can be treated or prevented., such as diarrhea, malaria, pneumonia and malnutrition.
- 77 million – the majority of them girls – are not attending school.
- More than 600,000 children in the developing world live in families that must survive on less than \$1 a day.
- 1 in 6 children in the United States lives in poverty.

Plus, new challenges threaten advances made so far ...

- HIV and AIDS have already jeopardized the well-being of tens of millions of children in the developing world and could reverse decades of progress in economic and social development.
- Millions of children live in places where wars and natural disasters force them to witness and endure unspeakable horrors. If children survive, they often suffer physical and emotional trauma that can haunt them the rest of their lives.

Save the Children' strategic objective for the next five years is to double the number of children, who benefit from our programs so entire communities, regions and nations will feel the impact of change.

Please visit www.savethechildren.org/programs to learn more.

Campaigns



Michael Escoglie



Survive to 5 Global Campaign: Every year, almost 10 million children under the age of 5 die around the world—approximately 27,000 children a day. Incredibly, almost three-fourths of all deaths among children under 5 are caused by easily preventable and treatable illnesses: pneumonia, diarrhea, measles and malaria. The Survive to 5 Campaign helps provide basic health care services to millions of children who otherwise may not see their fifth birthday—often due to the lack of basic health care near home. College and university students have historically been agents of change in America and by getting involved with Save the Children's Survive to 5 Campaign, students are continuing that legacy. To learn more about Survive to 5, [click here](#).

Michael Escoglie



Rewrite the Future: The Rewrite the Future Campaign helps to bring education to children in conflict-affected areas, including countries like Afghanistan, Haiti and Sudan. Today, approximately 77 million children are not in school, and for half of these children, it is directly because of conflict and wars. College and university students truly understand the value of education and are lending their support to the Rewrite the Future campaign to assist those children who are struggling to receive an education in conflict affected areas around the world. To learn more about Rewrite the Future, [click here](#).

Jerry Matthews



Crisis in Darfur: Problems persist in Sudan's West Darfur where the security and basic needs of children and their families continue to be threatened by a conflict that has left more than 1.8 million children and adults displaced. Save the Children continues to provide ongoing support for approximately 500,000 children and families amidst trying circumstances that affects displaced populations and aid workers alike with unpredictable incidents of tension and violence. Many college and university students have already demonstrated their concern about the crisis in Darfur and are aware of the work that Save the Children is doing to provide food, clean water, education, health care, and protection to ensure the safety and well-being of children and women. To learn more about our work in Darfur, [click here](#).

Save the Children Campus Clubs



What is a Save the Children Campus Club? Save the Children Campus Clubs are self-governed student organizations on university and college campuses. These Clubs help increase awareness, influence public policy, educate and raise funds for Save the Children's programs. This is done through regular meetings and both fund raising and awareness raising events.

How do I start a Save the Children Campus Club?

1. Start with a few committed individuals.
2. Contact your school's Student Activities Office and ask about your school's procedure to establish a Club on campus. These procedures vary from campus to campus.
3. Your Save the Children College Liaison can provide your Club with Save the Children's Operating Principles and Compliance Rules. The Club President will be asked to sign a Statement of Purpose and accept our Operating Principles and Compliance Rules.

Getting Started: Following Club approval by your school and acknowledgment by Save the Children, there are a few things that you will need to do the following steps:

1. Club Leadership: The Club should elect officers to manage the Club's activities. Officer positions include: President, Treasurer, Membership Coordinator, and Fundraising and Publicity Coordinator.
 - a. Leadership of the club may be changed whenever the club deems appropriate. However, the leadership should serve a term of no less than one semester.
 - b. The Club President will serve as the Club's primary contact with the Save the Children College Liaison
2. Recruit New Members: Recruiting new members is crucial to the success of the Campus Club. New members will help you raise awareness and support events and ensure that the Club continues to grow and function as students graduate.
3. Plan events: Determine at the first meeting when and how often you will meet as a Club. The Club should also decide on what events your chapter will hold during the academic year. Events are important to raise both awareness and support of Save the Children's programs. Every year each club should hold at least one fundraising and one educational event.

Meetings: Each club should hold regular meetings. Your Club can decide when and how often they would like to meet. These meetings have a two-fold purpose. They provide members with the opportunity to learn more about the issues children in need face and how Save the Children addresses those needs. Also, the Club may discover that they have one or two specific areas of Save the Children's work that they are interested in and would like to become more engaged with. Secondly, these meetings should be used to plan Club hosted events on campus that raise awareness and financial support for Save the Children.

Publicity Guide



Publicity is vital to a college or university based fundraiser. Simply put, if you do not advertise your event it will not succeed. This guide is designed to provide suggestions on how to effectively publicize your Save the Children fundraising event.

Save the Children Logo: You will need prior approval to use Save the Children's name and logo in any publicity or promotional materials for your fundraiser. Please complete the Permission to Use Name and Logo form and fax or send it to Elle Russell, the College Liaison. We ask that you *do not* change or alter the logo in any way. Please never redraw our signature or alter the placement and size of its letters, alter the colors of the signature or logo, stylize the signature in any way, or change the signature in another typeface. These are all precautions taken so as to maintain Save the Children's national brand identity which in turn will help your own campaigns.

Rules and Regulations: Each campus has different policies about advertising and publicity. Go to your school's office of Student Activities or campus events to learn more about them. You can also check online at your school's website. Some schools impose fines if you do not abide by these rules so it is important to know your campus or university's policies.

Create a Theme: The best advertising and publicity campaigns have a unified theme that people can quickly and easily understand and identify with. Think of any major chain store. Most have a tag line or a simple, compelling theme that is synonymous with their brand. The same should be true of your advertising campaign. For example, use the same tag line for your event on all of your posters and other materials. Be consistent and use your theme across all promotional materials. Please also ensure that your theme is consistent with the mission of Save the Children.

Running a Publicity Campaign: The fundamental principle behind any publicity campaign is to get the word out about your event to as many people as quickly as possible. For example, if you plan to host a dance party you can advertise via posters, announcements in class, quarter sheet handouts, college radio announcements, etc. Ultimately, the more people who hear and know about your event, the more successful it will be.

Timeline: All events require planning in order to be successful. Brainstorm the logistical needs of your event and plan a timeline for when each element should be accomplished. Your timeline will help you determine the best time to publicize your event. Breaking down the event's logistical needs will also help you to understand what items you need to provide for in the budget.

Determine your budget: Advertising can be very expensive if you are not careful. Once you determine your budget for advertising, then you can begin to plan for how you want to publicize your event. You will also want to decide the types of advertisements that will most effectively work on your campus.

Know your audience: Focus on creating advertising/publicity aimed to attract the desired target group. If you keep your audience in mind each time you advertise your event, then the publicity will be much more effective. Furthermore, try and target a variety of groups that might be interested in your event.

Educate: Remember to educate your audience about the state of children in the world today and how Save the Children is creating positive change. The more informed people are about the needs of children around the world, the more likely they are to want to help.

Ideas for Publicity: Be creative and figure out the best way to advertise to reach the people who are most likely to want to attend your event. Here are some ideas to help you get started:

| | |
|-------------------------------------|---|
| Posters | Locate your posters in high traffic areas. Be sure to obtain approval from your university |
| Fliers/ Quarter sheets | Distribute fliers and quarter sheets on campus. |
| Announcements/ Presentations | Ask professors if you can make an announcement before class. Make a short presentation to like minded clubs on your campus |
| Information Tables | Hand out fliers and information about your event here. Make it the 'home base' for advertising your event. Also, most colleges have an information desk for students and visitors. Ask if you can put materials out for people to take and learn more about your event. |
| Forums | Ask professors, graduate students, or qualified individuals to present at a forum on the campaign or focus area you are supporting. This may tie into a professor's curriculum or area of study. At the end of the presentation, ask people to come to your fundraiser! |
| Public display | Create a public display on your quad or campus center. Station volunteers near the display to discuss the issues you are focusing on. |
| Dorms/ Housing | Many RA's have to plan floor activities as part of Housing and Dining requirements. Offer to make a presentation as part of the RA's floor program. |
| Dining Halls | Ask the coordinator of your dining hall to hand out flyers during peak meal times, leave publicity on the tables, or set up an information table by the swipe counter. |
| Online Groups | Create a facebook event or post on you're My Space account advertising your event |
| Campus Intranet | Send a school wide message via your school's intranet |
| College Radio/ Newspapers | Ask to speak on a campus radio show or write an article for a newspaper |

Fundraising Guide



Fundraising for children in need can be truly rewarding. It is a great way to get your campus and community involved and to help make positive change for children. This document will help guide you in the basics of raising funds on campus and will also give you some ideas for how you can make any event a successful one.

Guidelines:

Before you begin to raise money, it is important to know your school's policy on fundraising. Your first step should be to call the student organization office or search for information and policies on fundraising on your college or university's website. For example, you may discover that you have to fill out a form stating what you are doing, what the money will go towards, and when your fundraiser will be held. Additionally, charitable fundraising is a regulated activity in many states, and you are responsible for ensuring that you are in compliance with federal, state, and local regulations. We recommend that you contact your local police department before undertaking your fundraising event to make sure that you have any necessary permits or authorizations.

Choose a Fundraising Idea:

Get creative! Take a look at our fundraising appendix for some ideas to get you started.

Planning:

Any fundraising event takes planning. There are three main planning tools that any fundraising event should use:

- Create a timeline
- Create a budget
- Create tasks and positions for the people involved.
-

If your event is something that can take a lot of planning like a marathon or concert, make sure to give yourself plenty of time to prepare. Set some group goals, create a timeline, finalize a budget, and assign some positions to each of the members in your group, so that there are clearly identified roles and tasks for each person.

At every event you should be handing out information about the state of children in the world and what Save the Children is doing to help. Educate yourself, your group, and anyone who is handing out information on the problems, Save the Children's programs (the solutions), and how your fundraiser is helping. Make sure that you know the basic information on Save the Children to provide additional credibility.

Publicity:

The key to any campus fundraiser is publicity. No matter how much you plan or how good the event is, if there isn't strong advertising for the event few will come. Be sure to promote your event heavily. Here are some ideas:

| Dining Hall | Residence Life | Professor | Internet | Campus Life |
|--|--|---------------------------------------|---|---|
| Hand out flyers during peak meal times. | Post-Flyers Around Dorm | Ask to Make Announcement Before Class | Create a facebook, Myspace, or Zanga Group to send information about event. | Make brief announcements at other Club Meetings on your Campus |
| Ask to show Save the Children video during dinner. | Ask Resident Assistants to make announcements to their hall. | Hold a Forum with your Professors | Send emails to Campus club Presidents to forward to their group members. | Reserve information tables to display information and advertisements. |
| Place flyers on dining room tables. | | | | Show Save the Children Video loop in area with heavy foot traffic. |

Hold Your Fundraiser:

After all the planning and publicity, have fun with your event. Whether it is a concert, a dance, a marathon, or any other fundraiser you could think of, these events will ultimately help children in need around the world. Try to make these events fun but use the opportunity to educate your peers about the state of children around the world and what Save the Children is doing about it. Hopefully, the participants of the fundraiser will become excited about the cause as well!

Save the Children Logo

You will need prior approval to use Save the Children's name and logo in any publicity or promotional materials for your fundraiser. Please complete the Permission to Use Name and Logo form and fax or send it to Elle Russell (address below). We ask that you *do not* change or alter the logo in any way. *Please never* redraw our signature or alter the placement and size of its letters, alter the colors of the signature or logo, stylize the signature in any way, or change the signature in another typeface. These are all precautions taken so as to maintain Save the Children's national brand identity which in turn will help your own campaigns.

Checks and Collection of Money:

All proceeds from your fundraiser and a completed donation form should be sent to:

Save the Children
Elle Russell, College Liaison
2000 L Street NW
Washington, D.C. 20036

All checks or money order should be made out to "Save the Children."

Follow-Up:

One of the most important aspects to a successful fundraiser is follow-up. Make sure that you keep in contact with people who attended the event or gave money, write thank you notes, and publicize how well your event did. Make sure to engage people even after the event has finished.

Fundraising Appendix



| | Specific Examples | Key Planning Considerations | Who to Contact |
|--------------------------|--|---|---|
| Concert | <ul style="list-style-type: none"> - Battle of the Bands | <ul style="list-style-type: none"> - Venue - Sound Equipment - Band Choice - Length of Concert - Ticket Sales - Publicity | <ul style="list-style-type: none"> - Student Events Coordinator |
| A-Thons | <ul style="list-style-type: none"> - Walk-a-Thon - Jog-a-Thon - Dance-A-Thon - Bowl-A-Thon | <ul style="list-style-type: none"> - Choose type of a-thon - Publicity - Pick a Venue - Food and Drinks - Sign-Up Procedures | <ul style="list-style-type: none"> - Student Events Coordinator - Local Officials if Using Public Area (road, sports track, etc). |
| Dance | <ul style="list-style-type: none"> - Dance - Social - Dance Competition | <ul style="list-style-type: none"> - Choose a Venue - Locate and Find a DJ - Ticket Sales - Publicity - Consider partnering with other Student Organizations | <ul style="list-style-type: none"> - Student Events Coordinator - Presidents of Other Large Clubs on Campus |
| Sports Tournament | <ul style="list-style-type: none"> - Competition between intramurals - Donation of percentage of sports tickets proceeds | <ul style="list-style-type: none"> - Consider using pre-existing sporting events - Publicity - Consider incorporating the Greek System - Choose Incentive or Prize | <ul style="list-style-type: none"> - Student Events Coordinator - Presidents of other Large Clubs on Campus |
| Swipefest | | <ul style="list-style-type: none"> - Designate time when students can donate meals - Advertise and choose publicity in advance | <ul style="list-style-type: none"> - Dining Hall Coordinator - Student Events Coordinator |

| | | | |
|-----------------------------------|--|--|--|
| Local Business Sponsorship | <ul style="list-style-type: none"> - Save the Children Night at a local restaurant -A local business catering a fundraising event at your campus | <ul style="list-style-type: none"> - Decide on a fundraiser - Find business to partner with | <ul style="list-style-type: none"> - Student Events Coordinator - Local Businesses |
| Penny Wars | | <ul style="list-style-type: none"> - Choose sign-up procedure - Advertise to majority of campus clubs, Residence Life, and Greek Life. - Clearly explain goal | <ul style="list-style-type: none"> - Student Events Coordinator - Campus Club Presidents |
| Textbook Fundraiser | <ul style="list-style-type: none"> - Donate a percentage of the sales to Save the Children in exchange for advertising. | <ul style="list-style-type: none"> - Choose a Date - Publicity | <ul style="list-style-type: none"> - Student Events Coordinator - University or College Book Store |
| Silent Auctions | <ul style="list-style-type: none"> - Auctioning off unwanted gifts or donated items. | <ul style="list-style-type: none"> - Pick a Date - Choose a Venue - Publicity - Ticket Sales | <ul style="list-style-type: none"> - Student Events Coordinator |
| Art Show | | <ul style="list-style-type: none"> - Pick a Date - Choose a Venue - Publicity - Organize Catering at Event (if applicable) - Ticket Sales | <ul style="list-style-type: none"> - Art Department - Student Events Coordinator |
| Letter Writing Campaign | | <ul style="list-style-type: none"> - Be well-informed of topic issue - Obtain sample letters - Compile list of friends and family to ask for donations. | <ul style="list-style-type: none"> - Friends who will be participating in letter writing. |



Save the Children®

**Thank you for supporting Save the Children's
Work in the U.S and Around the World**

Campus Club Donation Form

Save the Children is the leading independent organization creating lasting change in the lives of children in need in the United States and around the world. Recognized for our commitment to accountability, innovation and collaboration, our work takes us into the heart of communities, where we help children and families help themselves.

Campus Club: _____

Date: _____

President's Name _____ **Phone:** _____

Treasurer's Name: _____ **Phone:** _____

Address:

City: _____ **State:** _____ **Zip:** _____

Special Instructions _____

Date of Donation: _____ **Amount of Donation: \$** _____

Donation Method: _____ Credit Card _____ Check *(make checks payable to Save the Children)*

Credit Card Type: _____ Visa _____ MasterCard _____ American Express _____ Discover

Credit Card #: _____ **Exp. Date (Month/Year)** _____ / _____

Name of Card Holder: _____

Signature of Card Holder: _____

Save the Children may contact you by email, telephone or postal mail. We may also share a selected portion of our mailing list with other organizations. Please visit our www.savethechildren.org/privacy or call 1-800-728-3843 to change how we manage your information or obtain a copy of our Privacy Statement

Mail Completed Form to:

Elle Russell
Save the Children College Liaison
2000 L Street, NW
Suite 500
Washington, DC 20036



Save the Children®

Campus Club Request Form

Name of University:

Location of University (Town, State, Zip Code):

Founding Date of Chapter:

Name of President:

Email:

Phone:

Year of School (Senior, etc.)

Thank you for creating a Save the Children Campus Club at your school! Your help will contribute to creating lasting change for children in need around the world. Please send this campus charter form to:

Elle Russell
Save the Children
2000 L Street NW
Suite 500
Washington DC, 20036

___ Yes, I give Save the Children permission to send me e-mail

My e-mail address is _____

E-mail preferences:

___ Emergency Crisis Alerts

___ Save the Children Gift Shop promotions and specials

___ Monthly e-newsletter and ways to help

___ Information about my on-going support (Sponsorship, eProject, recurring giving)

___ Advocacy newsletter and action alerts

___ e-mails from other non-profits and commercial organizations

Review Save the Children's privacy policy, at <http://www.savethechildren.org/privacy>