

Save the Children School Club Toolkit

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 students to become involved with issues that affect children in need around the world.



Photo by Usman Ghani



Who We Are

Background

The inspiration for Save the Children is rooted in the international children's rights movement begun in England in 1919 by Eglantyne Jebb, an activist who founded the Save the Children Fund to help Europe's children after World War I. In 1923, she drafted the Convention on the Rights of the Child which was adopted by the League of Nations in 1924 and subsequently ratified by the United Nations in 1959 as part of the UN Charter.



Save the Children United States

In 1932, the founders of Save the Children in the United States sought to improve the lives of desperately poor families in Appalachia during the Great Depression. Today, Save the Children is the leading independent organization creating lasting change in the lives of children in need. 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.

What We Do

Save the Children is a non-political and non-sectarian organization. We believe in involving children in issues and decisions that will directly influence their lives, as well as the communities in which they live. We uphold the United Nations Convention on the Rights of the Child.



Our mission remains constant – to bring lasting change to girls and boys in need in the United States and around the world. Whether in disaster areas, developing countries or pockets of entrenched rural poverty here in the U.S., Save the Children is committed to ensuring children's survival and well-being through our donor-driven programs in relief, protection, education, health, economic opportunities and, in the U.S., literacy, nutrition and physical activity as well as providing safe environments during emergencies.

Where We Are Headed

In the next five years, we intend to achieve the most ambitious goal in our history – to double the number of children we reach. Save the Children is dedicated to ensuring that children around the world are protected, learn and develop, are healthy and well-nourished and live in food-secure and economically viable households. Whether we're creating safe environments during emergencies, providing education and youth programs or health and nutritional initiatives, our aspirations are to make "Save the Children" a true global movement.



Quick Facts about Save the Children for 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.



Quick Facts about Save the Children for Students (continued)

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's 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.



Photo by Brent Stirton

Save the Children Campaigns

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, [please go to our website at www.savethechildren.org](http://www.savethechildren.org)

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. Students across the U.S. 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, [please go to our website at www.savethechildren.org](http://www.savethechildren.org).



Save the Children School Clubs

What is a Save the Children School Club? Save the Children School Clubs is a student club that is approved by the school administration and becomes one of the extracurricular activities that students can choose to get involved with at their school. These Clubs help increase awareness, educate, advocate 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 School Club?

1. Start with a few committed individuals.
2. Contact your school's Administration, Student Activities, or Guidance personnel and ask about what your school's procedure is to establish a Club. These procedures vary widely from school to school.

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, as follows:

1. Club Leadership: The Club should elect officers to manage the Club's activities. Officer positions include: President, Vice President, Treasurer, Membership Coordinator, and Fundraising and Publicity Coordinator.
2. Recruit New Members: Recruiting new members is crucial to the success of the Save the Children School 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 you will hold during the academic year. Events are important to raise both awareness and support of Save the Children's programs.

Meetings:

Each club should hold regular meetings. Your Club should decide when and how often they will 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 at your school or in your community.

Planning Events and Fundraising:

Fundraising for children in need can be truly rewarding. It is a great way to get your school and community involved and to help make positive change for children. These pages will help guide you in the basics of planning events and fundraising 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 talk to the school administration, student activities or guidance personnel to find out more information. 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 will need to be sure 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 fair amount of planning like a walkathon 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 it would also be great if you could help educate and create awareness about the state of children in the world and what Save the Children is doing to help. Each member of your group and anyone who is handing out information should learn about :the problems children face, Save the Children's programs (the solutions), and how your fundraiser is helping. Make sure that you know basic information about Save the Children to provide additional credibility. Information about Save the Children can be readily obtained from our website at www.savethechildren.org, or you can contact us at schoolandcommunity@savechildren.org.

Planning Events and Fundraising: (continued)

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. For specific ideas and suggestions, please read the next section of this toolkit on publicizing your events.

Hold Your Fundraiser:

After all the planning and publicity, have fun with your event. Whether it is a concert, a dance, a walkathon, or any other fundraiser you thought of, these events will ultimately help children in need around the world. Try to make your 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 to help them. Hopefully, many of the participants in your 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 Fundraising Event Name/Logo Permission form and fax or send it to Lynne LeBarron using the contact information found on the form.



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 Donations:

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

Save the Children
Lynne LeBarron
Associate Director, Schools and Community Campaigns
54 Wilton Road
Westport, CT 06880

All checks or money orders 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.

Planning Events and Fundraising:

Specific Examples and Key Planning Considerations/ Who to Contact:

Concert

- Battle of the Bands
- Venue
- Sound Equipment
- Band Choice
- Length of Concert
- Ticket Sales
- Publicity

A-Thons

- Walk-a-Thon
- Jog-a-Thon
- Dance-A-Thon
- Bowl-A-Thon
- Choose type of a-thon
- Publicity
- Pick a Venue
- Food and Drinks
- Sign-Up Procedures
- Local Officials if Using Public Area (road, sports track, etc).

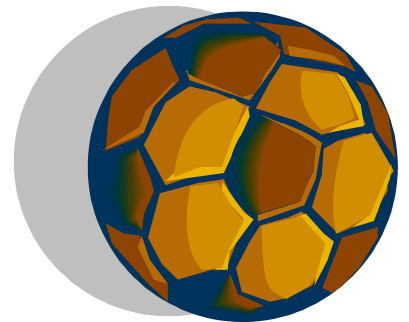
Dance

- Dance Competition
- Choose a Venue
- Locate and Find a DJ
- Ticket Sales
- Publicity

Sports

Tournament

- Competition between intramurals or local schools
- Donation of percentage of sports tickets proceeds
- Consider using pre-existing sporting events
- Publicity
- Choose Incentive or Prize



Planning Events and Fundraising: (continued)

Specific Examples and Key Planning Considerations/ Who to Contact:

Local Business Sponsorship

- Save the Children Night at a local restaurant
- A local business catering a fundraising event at your school
- Decide on a fundraiser
- Find business to partner with



Penny Wars

- Choose sign-up procedure
- Advertise to all classes and students at school, perhaps encourage a competition between two local schools
- Clearly explain goal



Silent Auctions

- Auctioning off donated items.
- Pick a Date
- Choose a Venue
- Publicity
- Ticket Sales



Art Show

- Pick a Date
- Choose a Venue
- Publicity
- Organize Catering at Event (if applicable)
- Ticket Sales



Publicizing Your Events:

Publicity is vital to any event. Simply put, if you do not advertise your event it will not attract people or encourage them to attend or participate.

Below you will find some suggestions on how to effectively publicize your Save the Children 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 event. Please complete the Fundraising Event & Name/Logo Permission form and fax or send it to Lynne LeBarron whose contact information can be found on the form.

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: Every school has different policies about advertising and publicity. Check with your school's administration, student activities' or guidance personnel to learn more about them.

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 the publicity/ advertising campaign for your event. For example, be consistent and use your theme and the same tag line for your event on all of your posters and other communication/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, handouts, local radio or newspaper announcements, etc. Ultimately, the more people who hear and know about your event, the more successful it will be.

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

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.

Publicizing Your Events: (continued)

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 school and at any other locations you place the posters.

Fliers/ Handouts after you have obtained permission, distribute fliers and handouts at your school and other prominent locations.

Announcements/ Presentations Ask your school's administration and teachers if you can make an announcement before class., or ask to make a short presentation to the members of other clubs/ activities at your school.

Information Tables **Ask permission to be able to set up an information table at your school or at other locations in your community and** Hand out fliers and information about your event. You can also ask if you can put materials out for people to take and learn more about your event.

Public display **Ask permission and then** create a public display on a hallway board or in a convenient location (i.e. cafeteria, lobby entrance to the school, etc.) If it is allowed, you can also station volunteers near the display to discuss the event or awareness issues you are focusing on.

Online Groups **Ask permission from your school and then** Create a Facebook event or post on you're My Space account information about your event

School or Local Radio/ Newspapers Ask permission to speak on your school or local radio show or write an article for your school or local newspaper about your event.

Save the Children School 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.

Name of Save the Children School 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:

Lynne LeBarron
Director, Schools and Community Campaigns
Save the Children
54 Wilton Road
Westport, Ct 06880

Mo Code 88924

Save the Children School Club Form

Name of School:

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

Founding Date of Save the Children Club:

Name of President:

Email:

Phone:

Year in School (Junior, Senior, etc.):

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

Lynne LeBarron
Director, Schools and Community Groups
Save the Children
54 Wilton Road
Westport, CT 06880

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>

Save the Children Fundraising Event & Name/Logo Permission Form

Thank you for thinking of Save the Children. We greatly appreciate your interest and desire to organize a *fundraising event to raise contributions* (hereinafter referred to as “Fundraiser”). In connection with the Fundraiser and in benefit to Save the Children, you may use Save the Children’s name and logo, subject to the terms and conditions of this Permission.

It is our understanding that you will collect contributions from the Fundraiser and deliver them to Save the Children. We also understand that you intend to use our name and logo only in connection with the marketing and promotion of the Fundraiser to the general public.

You may use the name and logo in the United States, its territories and possessions, during the dates indicated below or for a period of up to 90 days in accordance with the terms of this Permission, unless Save the Children, in its sole discretion, and exercising reasonable judgment, determines that your use of our name and logo is inconsistent with this Permission, outside the scope of this permission, or otherwise jeopardizes Save the Children’s ownership and/or rights in and to the name and logo or Save the Children’s reputation or ability to conduct its business.

Again, thank you for supporting Save the Children. Your generosity is greatly appreciated.

Please provide the following background information:

Name:

Address:

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

Telephone: _____ **Email:** _____

Describe yourself:

Student Retired
 Teacher/school employee Organization member of _____
 Employed as _____
 Other: _____

Type of Fundraiser:

Auction Sporting or theatre event
 Concert Tag sale
 Fashion show Walk-a-thon
 Other:

Group/School Name involved as host or sponsor (if applicable):

Date(s) of Event: _____

Location of Event:

Expected Attendance: _____

Estimated Donation to Save the Children: _____

Expected date for submission of contributions: _____

(Please note that sending contributions within 30 days of your fundraiser is ideal.)

Please let us know how you want us to communicate with you:

Please don't send me any mail from Save the Children.

Please don't call me with requests for help.

Please don't send me any email from Save the Children.

On a selective basis, Save the Children may make a portion of its mailing list available to other charities and companies with whom we do business. Please check here if you prefer that your name be omitted from this list.

Email preferences:

I would like to receive general email communications

In addition, I would like to receive:

Advocacy e-newsletter and action alerts

Save the Children Gift Shop promotions

Information about my ongoing support (sponsorship, eProject, recurring giving)

Emails from other non-profits and commercial organizations

To obtain a copy of our Privacy Statement, please visit us at savethechildren.org/privacy or call us at 800-728-3843.

I have read and agree to the terms and conditions stated within and to those outlined in the Community Fundraising Policy.

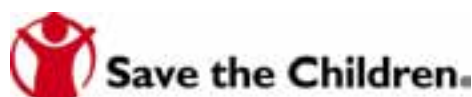
[Name of Organizer]

[Signature]

_____ (Date)

Please return this completed form to Lynne LeBarron, Director of Schools, Community Campaigns and Organizations, via fax at 203-221-3713 or by mail to Save the Children, 54 Wilton Road, Westport, CT 06880.

Information concerning **Save the Children Federation, Inc.**, including financial, licensing or charitable purposes may be obtained, **without cost**, by writing to Save the Children Federation, Inc., Assistant Corporate Secretary, 54 Wilton Road, Westport, Connecticut 06880, or by calling 1-800-728-3843.



School Fundraising Ideas:

- Have a Hat Day at School-Most schools have a “no hats” policy; ask school administrators to select a day where students can give a donation to be able to wear a hat to school.
- Conduct a “Change for Children” week or month long event- use empty jugs or containers to collect the change of both students and school staff try to get local business partners or organizations to match the donation
- Ice Cream Social
- Host a Read-a-Thon where students collect donations for each minute they read during the Read-a-Thon
- Collect bottles and cans that have a redemption value and donate the money redeemed
- Host a Walk-a-Thon where students raise money for each set distance they walk
- Collect no longer needed books from families, school libraries or classrooms and hold a used book fair to raise money
- Have a school wide dress down day-students and faculty can dress down for a fee
- Jump-a-thon- jump rope contest
- Make and sell craft items- string bracelets, tissue papers flowers, items from clay, bookmarks, etc.
- Students sign up to do extra chores at home to raise money
- Wacky Tacky Day- Students and staff pay a fee to wear their wackiest clothes to school
- Challenge other schools to match or beat the donations your school raises
- Host a silent auction, contact local businesses to donate items to sell
- Schedule and run a school wide Family Bingo night
- Lollipop sale
- Library- put a donation box in your school’s library and encourage students to borrow from the library rather than buy from a bookstore. Then donate the savings!
- Host a school wide student art show/sale or auction- where the artwork of students is sold directly for a given price or auctioned off to the highest bidder, could be held during open house or a PTA meeting.

School Fundraising Ideas:

- Host a sports event-soccer, basketball, volleyball etc. and collect donations based on the number of points or goals scored by the team
- School-wide talent show
- Host a Dance-a Thon, Sing-a Thon or charge an admission fee or add a dollar to the price of admission to school events like plays, concerts, sporting events, etc.
- Skip-a-lunch day- with posters promote the idea that many children around the world are hungry each day. Ask students to bring a lunch and donate the amount they would have spent to Save the Children. The class with the most participants could win a privilege (ie. No homework day, extra recess time, etc.) or a prize
- Hold a karaoke night and charge an entry fee to participate
- Host a Flower sale- great for Valentine's Day or Mother's Day. Contact a wholesale florist. The students can make small gift cards to go with the flowers. Flowers can then be sold by the piece or by the bunch, maybe at a table that is set up in the lunch room or outside during recess times..
- Singing Telegrams- great for High Schoolers, or band and chorus members. A small ad is placed in the local newspaper, school website and weekly newsletters home. For a nominal fee, members of the community, parents, students or faculty can purchase a singing telegram. They can also make note cards or blow up balloons that can be purchased for additional cost. Perfect for birthday's or any other special occasions.
- Hold a Fashion Show. Ask local stores and designers to donate clothes and charge entry.