

WORLD CONNECT

FUNDRAISING



Why Host a Fundraiser

A student-led fundraiser is valuable especially when it is paired with real education about a country and global issue. Through World Connect, students develop an understanding

of global complexities and challenges, realize their power as agents of change, and develop appreciation for core philanthropic principles. Students gain meaningful and hands-on experience by participating in World Connect's grant making process and project evaluation. We encourage students to focus on a specific project to learn about and connect with in order to bring daunting global concepts into a comprehensive lens, and to empower students to *take action*.

Designing fundraisers requires students to think both creatively and practically, structuring them instills responsibility and hones organizational and leadership skills, and completing them ignites a sense of purpose and a feeling that *everyone* can do something to make the world a better place.

HOW TO GET INVOLVED

Whether you are a student, teacher, administrator, parent or any combination, we encourage you host the type of fundraiser that best fits your goals and your environment. In most settings, a walk-a-thon or dance-a-thon is a great way to engage any number of students in a fun and team-focused fundraiser!

WALK-A-THON

Walk-a-thons take place around a track or field, on a trail, or across a city—it all depends on your environment and accessible resources! If your walk-a-thon takes place around a field or track, you will collect pledges by the lap, whereas if it takes place on a trail or across a city pledges should be made by distance (i.e. every .25 mile). The specifics are up to you; the important thing is to keep it simple, fun, and educational!

PLEDGES

First, Set a fundraising goal as a team or as a community. Then, in the month leading up to your walk-a-thon, instruct all the of participants to collect pledges from family and friends. Depending on the location of your walk-a-thon, the pledges are either collected by distance or by lap. Make sure to track all the people who pledge to donate so that you can collect their donations at the end of the event! Money can be compiled through a fundraising page, in cash, by check, Venmo, or PayPal. Team leaders can round up the money and then write a check to World Connect, or donors can give to World Connect directly.

Make sure that everyone knows about the project you are supporting and that **100% of money raised by students goes directly to projects!**

IDEAS BEGIN WITH YOU

...but we can help!



Make T-shirts for the whole community or for individual teams!

Think of a fun way to incentive the top three individual fundraisers or the team that raises the most

Ask local businesses (or individuals) for gift cards or items to raffle; enter the names of people who donate into the raffle; this will incentivize people to give and the raffle will add a fun element to your event!

If you decide to split into teams, make sure you meet as a team several times before the walk-a-thon to encourage participants to collect donations, pool resources/ideas, and have fun!

Partner with a local restaurant to sponsor your event

Encourage students to give presentations at the walk-a-thon about the project you are supporting, what they have learned, and why they care

Show a relevant documentary in the week before your event at a school or in a local community space

If your walk-a-thon takes place at a track, make sure to have music!