

Campaign toolkit

Your campaign can make a difference

[Join Us Here](#)

MATHS



Let's do this together

We are going to help you launch your campaign, hit your fundraising goal and make a huge impact in the lives of children in need across Africa. We celebrate you and commit to joining you to curate a memorable and impactful event, not only for you, but for thousands of children across underserved communities in Africa.



Write Your Story

Express Your Purpose: Decide on a Campaign Theme



SPECIAL OCCASIONS

Ask guests to donate to your Campaign in lieu of gifts at your graduation, wedding, or special ceremony

BIRTHDAY

One of our most popular campaigns. Instead of receiving gifts, ask family and friends to give to your campaign instead



EDURANCE

Race, bike or run to support your campaign. Ask for donations per mile or to donate to your campaign



CREATIVE

Host an art show, bake sale, raise funds in your community or get imaginative and create your own campaign



GLOBAL CAMPAIGN FOR EDUCATION

Host a fundraising activity during our GCE campaign to champion the cause of education



BE OUR SUPERHERO

Become a Superhero by fundraising with us during our annual Superhero campaign. This goal is to support 10,000,000 children for 2032



SCHOOL

Start a campaign at your school with student and teachers; maybe make it a competition between classes



HOW IT WORKS

MAKE THE PLEDGE



It all begins with a commitment to make a long term impact in the lives of these children through education.

SET A GOAL

There is no goal that is unattainable. Setting ambitious goals inspires you and others to make it a reality.



SHARE YOUR VISION

Giving your friends an opportunity to be a part of your vision brings them more fulfillment and helps you achieve your goals quicker.



FUND EDUCATION

Your birthday can directly support the education of children who are out-of-school or sustain children at risk of dropping out.



TRANSFORM A GENERATION

Bring Hope, Love and Education to brilliant children from underserved communities and lift their families out of poverty.



GET INSPIRED

You can take on any challenge to make a difference



CATHERINE BICKERSTETH PARTICIPATED IN THE WORLD LARGEST VIRTUAL RUN TO CREATE AWARENESS AND RAISE FUNDS FOR EDUCATION.



HERBERT WIGWE PLEDGED HIS BIRTHDAY TO SUPPORT SLUM2SCHOOL INCLUDING DONATING LAPTOPS FOR LEARNERS.



DOMINO'S PIZZA, COLDSTONE CREAMERY AND PINKBERRY YOGHURT DONATED 30 CENTS FOR BOXES OF PIZZA, CUPS OF ICECREAM AND YOGHURT SOLD, TO SUPPORT THE EDUCATION OF 1,000 CHILDREN



WALE GOT HIS FRIENDS IN SCHOOL TO DONATE TO SUPPORT THE EDUCATION OF CHILDREN IN NEED

GET INSPIRED

You can take on any challenge to make a difference



SIMBO OLATOREGUN CLIMBED THE PEAK OF MT. KILIMANJARO TO RAISE FUNDS TO RENOVATE CLASSROOMS



TOYOSI PLEDGED HER WEDDING EVENT TO RAISE FUNDS FOR OUR LEARNERS



A GROUP OF 30 VOLUNTEERS CYCLED FOR 5 HOURS TO RAISE FUNDS TO SUPPORT THE EDUCATION OF 500 CHILDREN



CHEF FREGZ COOKED AND HOSTED A DINNER TO RAISE FUNDS TO SUPPORT 100 CHILDREN FOR HIS 30TH BIRTHDAY

COMMUNICATION PLAN

Launch your page

Create your message and be sure to **PERSONALIZE** your fundraising page with photos.

- **DONATE** to your own campaign to show your commitment and inspire others.
- **Start with your close contacts.** Reach out to people who you know are supportive of your goals. The more personal your message is, the more likely they'll make a meaningful gift.



Dear friend,

98 million children in sub-Saharan Africa lack access to the education they need. Together, we can change that.

This is a special invitation to join me to raise funds to bring hope, love and education to vulnerable children across Africa, by donating to my [Campaign name] campaign.

Slum2School provides educational, health, psychosocial and technological support to children, refurbishes and builds learning centers, and provides teacher support.

Your donation can make a difference in the lives of children in need. [Link to fundraising page].

I would be honored to have you join me on this campaign and I look forward to your feedback and suggestions.

Thank you for your support!

Your Name



SOCIAL MEDIA SUPPORT

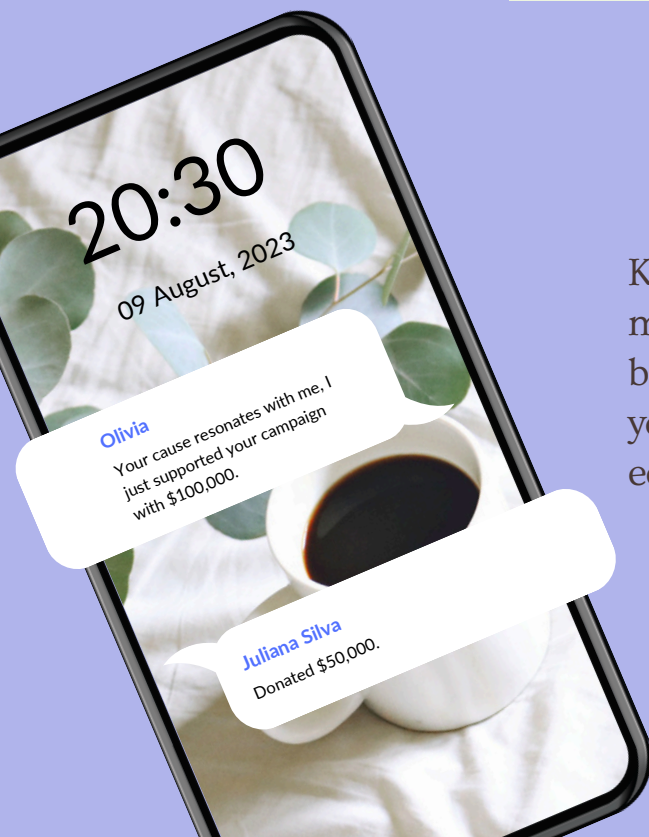
Announce Your Campaign

Once you have demonstrated your personal commitment and gotten your closest contacts involved, officially launch your campaign on SOCIAL MEDIA

“
Join me to spread Hope, Love and Education to children in need across Africa: [Insert a Link to your campaign page]”
”

“
I am halfway to my fundraising goal! Support children in need across Africa by donating to my campaign: [Insert a link to your campaign page]
”

“
Help me achieve my goal by supporting my [campaign name] campaign here: [Insert a Link to your campaign page]
”



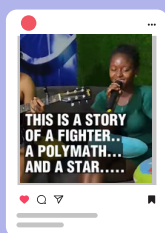
KEEP YOUR NETWORK UPDATED. Post on social media regularly, but vary your content. Rotate between thanking donors, updating them on progress you've made, talking about your passion for education and asking them to get involved.

SOCIAL MEDIA SUPPORT

Keep Your Community Updated

Tell a Story

It's important that not every message you communicate is about your campaign is an ask for dollars. Tell a story about why Slum2School is important to you. Remind people why you've chosen to become a Slum2School Ambassador. Here are some [RESOURCES](#) you may want to use.



INSTAGRAM
POSTS



TWITTER
POSTS

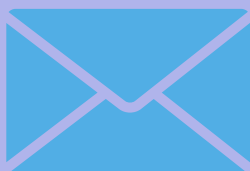


YOUTUBE
POSTS



FLICKR
PICTURES

Follow Up



CONTINUE updating your network and following up with potential donors.



Dear xxxxxxx,

I am excited to let you know that I am raising funds to support the education of [number of children] children in need and I would be honoured to have you support one or more children.

Your support will provide academic scholarships to children and will cover their tuition, uniforms, books, teacher provision, infrastructural, and psychosocial needs. 100% of your donation will go directly toward Slum2School's work to bring education to children across communities in Africa.

Your support will also make you a Superhero and part of Slum2School Africa's most prestigious league of champions.

I look forward to your feedback and sharing more information that you might need.

Thank you.

Your Name



SOCIAL MEDIA SUPPORT

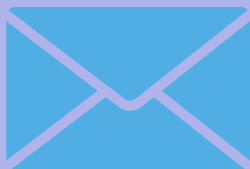
Keep Your Community Updated



Let your social media community know the **PROGRESS** you've made and be sure to thank people who have already donated.

“ **Thanks to everyone who donated to my [campaign name] campaign! Check out the progress on my fundraising page: [Link to fundraising page]** ”

Reaching Out



SEND A REMINDER to your contacts who have not yet donated. Let them know its never too late to make a donation.

“ **Dear xxxxxx,**

My [campaign name] campaign is ending soon and I am asking for your help to reach my fundraising goal!

Watch this video to see Aisha, an IDP in Wassa Community Abuja, [share an inspiring story - talk about how education is the key to a better future for these children]

Every dollar counts - you can make a difference by donating to my campaign: [Link to fundraising page] Just a few days to go!

Thanks for joining me,

Your Name ”

SAY THANK

Send a message to each donor that gave to your campaign

“Dear xxxxxx,

Thank you for donating to my [campaign name] campaign. 100% of our money will help provide students in Nigeria, Kenya & Ghana with educational opportunities.

This has been an incredibly rewarding experience and I am inspired by the opportunities my campaign has created for children to have access to a quality education, improved health, and a better future.

I encourage you to get more involved with [campaign name] campaign by starting your own fundraising campaign or exploring other ways to give back to the society and create the chance to truly transform a child's life.

You can make a difference in the lives of children who need it most.

Your Name

”

Thank you social media network



“THANK YOU to those who donated to my [campaign name], we helped bring education to [number of children] children that need it most [Link to campaign page]

”

Contact Us

**YOUR GENEROSITY AND COMMITMENT HELPS US SPREAD HOPE,
LOVE AND EDUCATION TO DESERVING CHILDREN ACROSS AFRICA.**



Have questions? Our support team is here to help and to answer any questions you have.

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