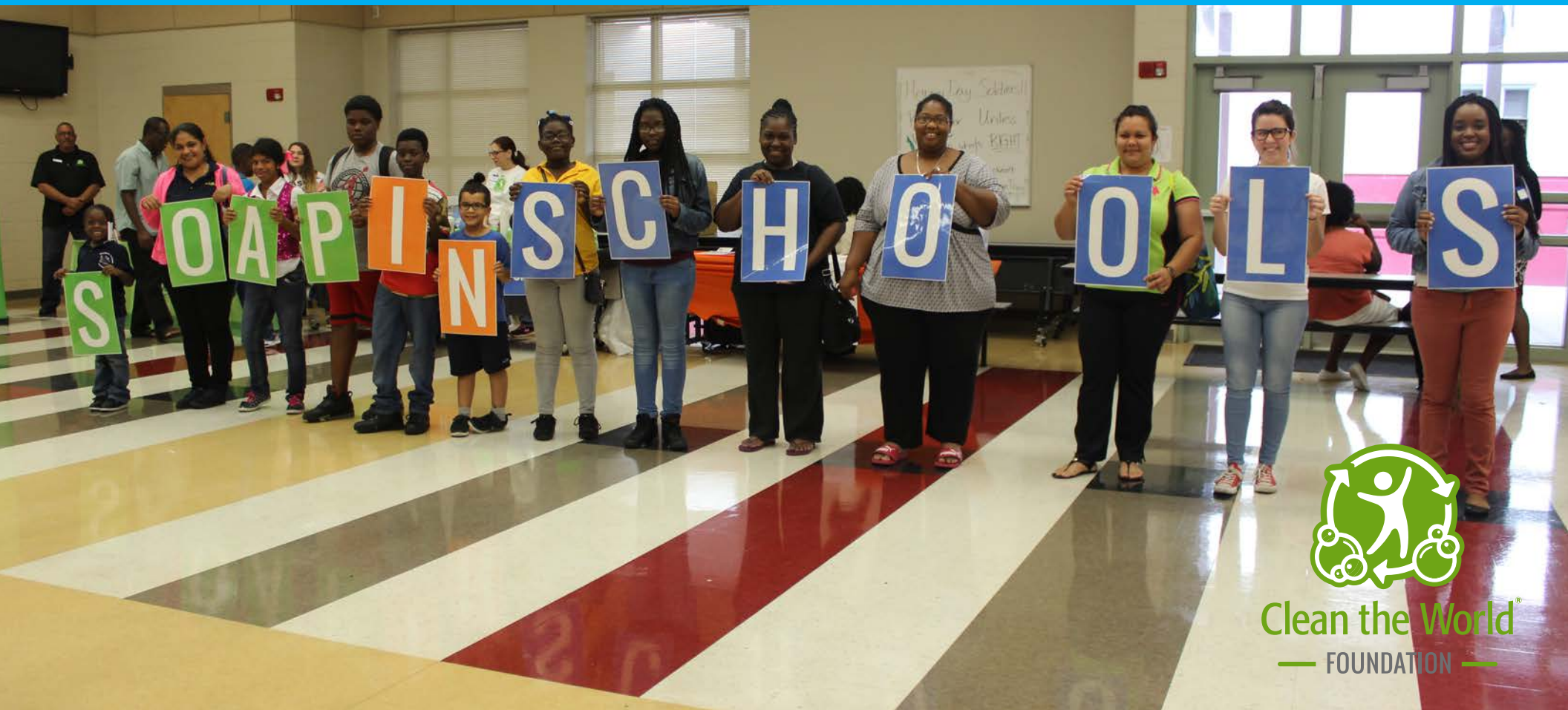


FUNDRAISING TOOLKIT

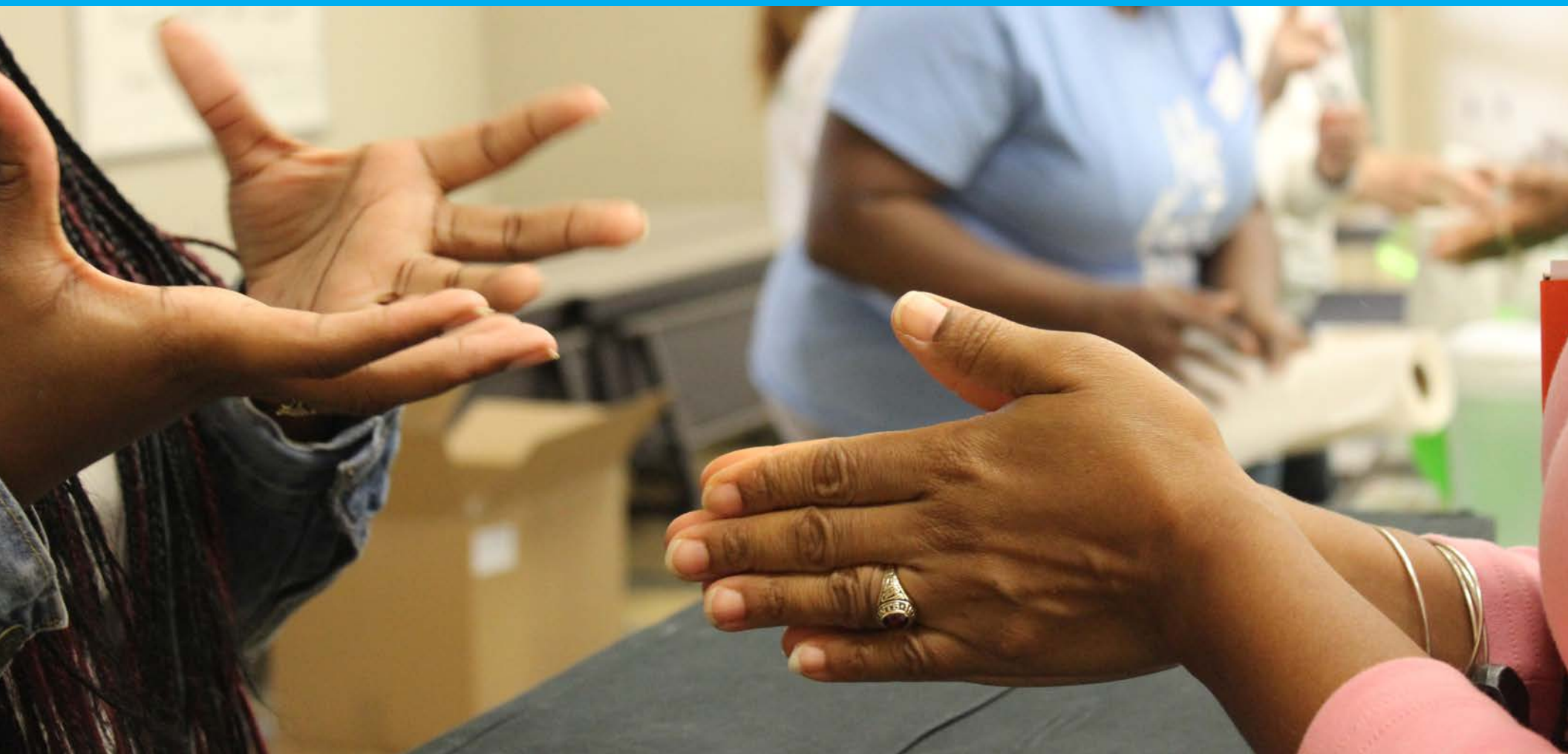


Clean the World[®]
— FOUNDATION —

THANK YOU

For your dedication to fundraise for Clean the World Foundation.
We are more than thankful for your support now it is your opportunity to give back to your community. Together we share a commitment to #Giveback and #GiveHygieneEducation with your help.

This is a step-by-step guide that will provide you with ideas and all the necessary resources to make your project fun and successful.
Thank you for being a Soap Hero!



WHAT IS SOAP IN SCHOOLS?



Our Soap in Schools program provides hygiene education to students, families, and teachers in a fun and exciting manner. We use activities like trivia, songs, and games to establish an enjoyable educational experience around the importance of hand hygiene.

GETTING READY



BECOME AN EXPERT

Familiarize yourself with
our program
and our mission

SET A GOAL

How much money do
you want to raise for
#SoapinSchoolsUS?

CREATIVITY MODE ENGAGED

How will you raise money?

A man wearing a silver mask and a black cape with a silver collar is standing and addressing a group of children sitting on the floor. Two other men in brown masks are standing in the background. The room has a bulletin board, a clock, and a poster on the wall. A table with green bowls and soap dispensers is in the foreground.

WHY?

Why do you care about Soap in Schools US?
Make your fundraising personal. Your project will be
supported by your friends and family so share your
commitment and your enthusiasm!

CREATE YOUR ONLINE CAMPAIGN

GoFundme

- 5% of funds raised
- Processor fee 2.9% plus \$0.30 per transaction
- www.gofundme.com

YouCaring

- Platform fee \$0
- Processor fee 2.9% plus \$0.30 per transaction
- www.youcaring.com

Indiegogo

- 9% of funds raised if you reach your goal the company refunds 5%
- www.indiegogo.com

Facebook

- Fees for nonprofit donations range from 5% to 5.75%
- Clean the World Foundation will receive donations directly from Facebook

THE STRATEGY

1

Connect with your family

- Talk to your family and closest friends
- Email information about the program and why you are supporting Clean the World Foundation
- Share your campaign link/website

Your closest contacts
are the most
likely to donate

2

Connect with friends and others

- Send to as many friends as you can, like classmates, teachers, co-workers, friends of friends, distant relatives, and more.

3

Social Media

- Promote your campaign through all your social media platforms

TIP

People are more likely to donate if they see that you have raised money. That is why you share your campaign with your family and closest friends first and then on social media

SAMPLE POSTS

Facebook

As part of #GivingTuesday, I'm supporting Clean the World's Soap in Schools Program to bring hygiene education to children in schools across the US. Help me provide the resources for children to learn the importance of hand hygiene and to establish good hand washing habits. Give a gift of education and health. Every donation counts: (fundraising page link)

Proper hygiene education and access to soap is the most effective way to prevent common respiratory and diarrheal diseases which cause absenteeism in school children. When students have proper hygiene education and access to soap, they are sick less often and spend more time in the classroom. Learn more: (fundraising page link)

Twitter

Help me support Clean the World and provide hygiene education to students in US schools through their Soap in Schools program. Donate here: (fundraising page link)

I'm halfway to my goal for the @cleantheworld Soap in Schools fundraising campaign. Help educate students about the importance of hand hygiene by supporting my campaign (fundraising page link)

Instagram

Proper hand hygiene increases attendance, improves performance and helps students focus on learning. Help me reach my goal to empower students through Soap in Schools. Learn more: (fundraising link)

According to a study by Tata Institute of Social Sciences, 54 percent of students miss school due to illness in a single month, and 34 percent of students are unaware of the health benefits of washing their hands. Help bring hand hygiene education to these students: (fundraising page link)

- Share your campaign URL
- Share our hashtags
- Share Clean the World Foundation's website
- Try not to make every post an "ASK"
- If you have any personal anecdote share it with us!
- Give updates on the progress of your campaign
- Follow up - Thank your donors!



SAMPLE EMAIL

Hey (Name),

As a part of #GivingTuesday, I'm fundraising for Clean the World's Soap in Schools Program. The money raised will go towards the tools for providing hygiene education in schools across the US. I'm trying to raise (x amount of money) by (deadline of goal). Every donation counts and helps bring hygiene education to Title I schools that need this program. It's important for me to help these kids establish good hand hygiene practices and reduce instances of illness. When kids are taught proper hand washing habits they get sick less frequently, and miss less school. I hope you'll support me and these kids by making a gift at the link below. Thanks in advance!

Best,
(Your Name)

TIP

Don't feel like you have to stick to our sample email. You know your family and friends better than anyone does. Make it your own and be yourself.

DONATION LEVELS

\$100

Design, print, and deliver
1 set of Educational Flashcards
4 posters for restrooms
6 posters for classrooms

\$50

Buy the supplies to make Soap in
Schools possible, such as tables,
paper towels, plastic bowls, black
lights, collateral material.

\$25

Provide hygiene kits for five
kids to take home and share
with their families,
providing essential supplies
that last several weeks



FUNDRAISING IDEAS



Donate your birthday



Donate your holiday



Donate your expertise



Donate your lunch



Donate your sport event



Donate your turkey



Donate your Cyber Monday



Donate your Black Friday

SOAP HERO PACKAGE



GERM FACTS

What has more germs?

Cellphone 	OR	Toilet 
--	----	---

What kills more germs?

Soap 	OR	Hand Sanitizer 
--	----	--

How far can your sneeze travel?

20 FEET	
200 FEET	

#GIVINGTUESDAYS

Let's play some TRIVIA!

This is our limited edition Germ Facts Trivia Game made especially for you and your campaign. Use the Germ Facts to teach your community, friends, and family about the importance of handwashing with soap. This is a fun and engaging way to learn about germs, health, and hygiene.

You will also get the Quick Facts Guide with instructions on how to play trivia and a script with additional facts.

CONTACT

For more information please email
info@cleantheworld.org

Clean the World Foundation website
www.cleantheworld.org/foundation/

Soap in Schools landing page
www.cleantheworld.org/

Facebook
Clean the World

Twitter
@CleantheWorld

Instagram
clean_the_world

GERM FACTS

What has more germs?

Cellphone



Toilet



OR

What kills more germs?

Soap



OR

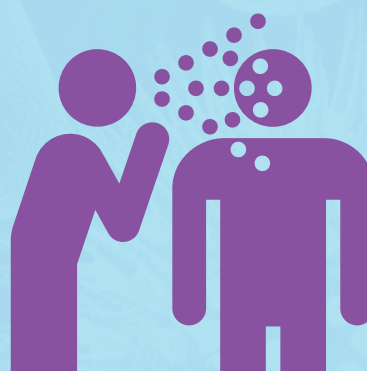
Hand
Sanitizer



How far can your sneeze travel?

20 FEET

200 FEET



#GIVINGTUESDAYS

QUICK FACTS GUIDE

TRIVIA ANSWERS

Cellphones carry more bacteria than a toilet seat.

- Cellphones and other commonly handled objects – like remote controls— are often left out of the cleaning routine.
- "When was the last time you cleaned your cellphone?"

Soap kills more germs

- Hand sanitizers can reduce the number of germs on hands in some situations, but sanitizers do not eliminate all types of germs.
- Sanitizer can't cut through the grime left on your hands after touching unsanitary and dirty surfaces.
- Alcohol-based hand sanitizers can be used "in addition to" hand washing, but should not be used as a substitute for washing with soap and water.
- For proper hand washing, all you need is 20 seconds and some soap and water.

A sneeze can travel 200 feet

- The sneeze particles travel nearly 100 meters through the air when they are then absorbed into ventilations systems, allowing the sneeze particles to travel 200 feet.
- The next time you feel a sneeze coming on, raise your elbow to cover up

QUICK FACTS GUIDE

A FEW THINGS TO REMEMBER

- Hands are the most exposed part of the body to germs.
- Germs are hiding everywhere and you cannot see them because they are microscopic.
- Germs are tough and you must use force to get them off thoroughly.
- People can become very ill and illnesses have an effect on you and your family. For example, if you become sick with the flu or cold you are unable to go to school and learn. School may not always seem fun, but when you go to school, and you are healthy you are able to get smart and succeed!
- A person has more bacteria on their body than there are people in the United States. Touching your eyes, mouth, nose or food transfers the germs into the body.
- Viruses can survive on any surface for up to two hours after the surface has been contaminated. Even scarier, bacteria doubles every 20 minutes! Its for this reason we want to wash our hands properly and for a full 20 seconds!