

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Activist Toolkit

Table of Contents:

Get Started	2
Fundraising & Awareness-Building Ideas and Tips	3
Planning Guide	5
Event Planning Timeline	6
Advertising & Media Guide	8
Sample Press Release	10
Writing Letters to the Editor	11
Lobbying Guide	12
Guide to Partnering with Local Businesses	14
One-page Summary of Dollars for Darfur	15
Sample Sponsorship Proposal Letter	16
Additional Resources	17

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Get Your School Involved!

Quick Steps to Get Going:

Register online: Decide how much money you think you can raise and [create your campaign webpage](#). Put your school's address or your email on your webpage so others can get in touch with you.

Establish a small group: It is important to build a core group of fundraisers committed to the campaign and able to coordinate fundraising activities, events, and group meetings. Send us their email addresses so we can keep them up to date too!

Good communication: One-on-one conversations with classmates and teachers are extremely helpful.

Recruit an advisor: Find a faculty member that is willing to play an active role in your campaign.

Recruit volunteers: Find people to help you with short term projects such as events and fundraisers.

Raise awareness: Talk with peers and teachers, share the Dollars for Darfur PowerPoint presentation with your fellow students, pass out fliers in classrooms or create an awareness bulletin board display.

Build the network: Invite your friends to join the *Dollars for Darfur* groups on [Facebook](#) and [MySpace](#).

Fundraise: The possibilities are endless. Here are some ideas to get you started:

- Become a fan of Dollars for Darfur on Facebook and start your friend-a-thon fundraiser.
- Hold a change drive in your school.
- Sell wristbands and other merchandise to help raise money and awareness. [Click here to download our merchandise order form.](#)

Helpful Hints:

Be a Good Leader: Learn how you can inspire others and lead effectively [here](#).

Get Friends Involved: Read about ways to motivate your fellow students and community members and get them involved [here](#).

Find Other Groups & Events:

- [Darfur Event Central](#)
- [Find a local group](#)
- [National Darfur Activist Calendar](#)

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Fundraising & Awareness-Building Ideas:

- Join the Dollars for Darfur Friend-a-thon by becoming a fan of Dollars for Darfur and starting your own Facebook group!
- Do a poster campaign – post photos, statistics, definitions of conflict vocabulary, quotes from refugees, etc. around your school and community to build public consciousness.
- Project pictures from Darfur on giant screens on the school lawn or against the building's walls to raise awareness; pair this with a vigil or musical performance charging admission
- Charge \$1.00 more at every student event and that dollar will go to Dollars for Darfur. (example: If tickets to the dance cost \$5, charge \$6).
- Sell Save Darfur Coalition wristbands at a table that you set up in the main area of your school.
- Have a movie night, ask for contributions, and show a movie on Darfur or genocide in general. Examples include: "Darfur Diaries," "Hotel Rwanda," or "Voices from Darfur". Call 202-478-6155 or email dollarsfordarfur@savedarfur.org to get a free copy of "Voices from Darfur."
- Penny wars or a change drive
- Hold a candle light vigil in your town square or school quad.
- Hold a music festival or battle of the bands
- Hold a "Dress Down for Darfur" day. Students donate to buy a day without a uniform dress code.
- Have teachers volunteer for a dunk tank or to shave their beard; the highest earning teacher is the victim
- Work with local music groups such as city symphonies or children's choirs to host a performance with admission going to Dollars for Darfur; anti-apartheid songs from South Africa are great musical choices
- Talk to coaches and sports team advisors about dedicating a well-attended sporting event to raising awareness about Darfur.
- Hold a Dance-for-Darfur. For every person attending, charge an amount that will go to the Dollars for Darfur campaign.
- Organize a walk, run, dance-a-thon or radio-thon.
- Have a student-teacher arm wrestling competition and participants can donate money to your campaign as an entry fee.
- Ask local businesses to donate a gift certificate or other product for a raffle and then charge people \$1.00 each to put their name in the raffle.
- Go door to door in your neighborhood and ask your neighbors if they will donate to help you and your fellow students meet your fundraising goal.
- Ask your school to donate part of the proceeds from your school play to Dollars for Darfur.
- Host a "reminder meal." Turn off the vending machines at school and don't serve regular lunch. Serve plain rice, bread and water at lunch for free to remind students of those who do not have a full meal or lunch everyday. Ask students to donate the money they would have spent on lunch for the Dollars for Darfur campaign.
- Have a pie bake off to see which grade can make the best pies. Each class can pay a certain amount of money to enter a homemade pie to be judged on taste, decoration, and presentation. Auction off the pies to teachers.
- Have a car wash.

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

- Have a card sale. Sell cards and candy that are delivered to the recipient in class. See if your local candy shop will donate the candy.
- Have your prom theme be helping the people in Darfur. Have people donate money as they come in, or sell their dresses afterward to a second-hand store and donate the money to Dollars for Darfur.
- Have a fashion show.
- Charge a small amount for participants in a spa day or henna tattoo day
- Hold a book sale
- Sponsor a garage sale or flea-market with donated items
- Host a formal dress resale with dresses, shoes, and purses before prom or homecoming dances
- Have a craft sale
- Raffle off memorabilia from local sports stars
- Charge a small fee to do a community yard work day
- Volunteer for a school clean-up and donate the money to Darfur
- Hold a men's "beauty" pageant
- Hold a video game tournament and pair with a local electronics store to get donations
- Work with area schools to host an artwork challenge about Darfur with a donated prize from a local merchant. Charge admission to view the artwork and get a local celebrity to judge and award the prize; this works well inside or out, but outside allows the freedom of 3-D artwork
- Darfur Festival—invite local children to learn about Africa in general and Darfur in particular. Keep the mood light and the information age-appropriate. Introduce children to the languages, art, and sounds of Darfur. Host on a Saturday morning and charge a babysitting fee for parents who can then get errands done in peace.
- Organize a snow clean-up in winter and accept payment to shovel snow off driveways and sidewalks for residents
- Sponsor a scavenger hunt where teams pay to register and win a donated prize. This can be combined with a holiday to make it theme-appropriate
- Sell flowers at a school play or other local arts event such as a dance performance or music concert. Ask for donated flowers from a local florist and use the proceeds to support Dollars for Darfur.

Tips for Choosing an Event or Fundraiser

- Keep the weather in mind, especially for outdoor events
- Make sure you have enough people to help out
- Be realistic about the time commitment and planning
- Tie it into the community by choosing something many types of people enjoy
- Keep the financial situation of your community in mind
- Raise awareness while you fundraise – people are more generous if they feel connected to the cause

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Planning Guide:

Event Planning Step 1: Pre-Planning

Goals and Mission:

When planning an event it is important to define your goal. What is the purpose of your event? Establishing a specific goal in the beginning stages of your planning will ensure a more focused and successful event. Also, discuss who you want to target with your event. Choosing your target audience can help narrow your mission and goal. Most Darfur-related events have one or more of these goals:

- Darfur Education: Educate those in your community about the genocide in Darfur and the history of the region.
- Fundraising: Raise money for Darfur advocacy and relief efforts.
- Advocacy: Push decision-makers (the President, UN Secretary General, members of Congress, local elected officials, etc) to take strong action to stop the genocide.
- Media Coverage: Get the media to cover the situation in Darfur.

Event Committee:

Running an event alone can be very difficult, so it's important to recruit others to help. Ask other students at school or a faculty advisor for assistance. Designate a chair person for the event who can be in charge of making executive decisions through the planning process.

TIP: As you plan and execute your event, look back at your goals to make sure that your event will meet those goals. If your goals need to be adjusted, discuss adjustments with your event committee.

TIP: Recruit as many people as possible to your event committee, but make sure that there is a core group of people responsible for the main planning components of the event.

Event Planning Step 2: Choosing Your Event

After defining your goal and mission, choose what type of event would help you accomplish your goal. Any event is about bringing people together. Remember that different events are different sizes, but when it comes to local action and building awareness, the more people the better. Below is a list of possible events that you could plan to help you achieve your goal.

Rallies and Marches:

These are great ways to unite your community around ending the genocide. They work best for larger crowds, but keep in mind that they almost always require permits—work with your local government to apply for permits and discuss any law enforcement presence.

TIP: When planning the events, make sure to:

- Recruit volunteers to help with information tables, set-up and take-down and crowd control at the event.
- Design the program well in advance, and make sure that event leaders, volunteers and any speakers know the program schedule.

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Educational Events:

Hold a teach-in, speaker event or multimedia presentation (including film showings) during your Darfur event to educate those in your community. These events are powerful ways to educate members of your community about the genocide on a deep and substantive level.

Lobbying Events:

Conduct a lobby day to teach students how to become activists. Schedule a meeting with your representative at their office, or ask your representatives to attend a public event on Darfur. Ask them to speak about the efforts they are making to stop the genocide, and then open the floor to questions.

Event Planning Timeline

Several Weeks Out - Event Pre-Planning

- Reach out to groups in the area and ask for a group representative to participate in the event-planning process
- Form your event committee and designate an event chair/point-person or steering committee
- Establish goals for your event, and discuss options for types of events. Consider the pros and cons for each option.
- Develop a list of potential speakers so you have options if one person can't make your date.

Several Weeks Out - Delegating Responsibility

Assign various event-planning roles to members of your event committee, including:

- Reserve the location (apply for any permits needed by calling the city or county).
- Draft an event budget. Include spending for logistics, publicity (flyers, ads), and program expenses (like speakers, films, candles for vigils, etc). Use the Campaign Tools section of the Dollars website to help keep costs down.
- Event Program Planning:
 - Rallies/Speaking Events: Contact speakers.
 - Educational events: Organize educational materials/multimedia.
 - Lobbying: Schedule lobby visits.
- Event Logistics Planning:
 - Brainstorm all logistical needs and establish timeline for getting them done, including location setup, staging (if any) and audio/visual (sound system, etc).
- Publicity:
 - Post event on Save Darfur website at <http://www.savedarfur.org/page/event/create>.
 - Draft publicity materials like flyers and handbills for print and online newsletters and bulletins.
 - Download printable flyers in the Campaign Tools section of the Dollars for Darfur website: www.savedarfur.org/page/content/dfd/resources/.

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

2-3 Weeks Before Event - Program and Outreach

- Outreach and Publicity:
 - Distribute publicity materials and event announcements to local organizations and members
 - Send emails out to friends and family directing them to your www.savedarfur.org/dollarsfordarfur webpage.
- Program:
 - Confirm speakers/films/etc. Draft and confirm a schedule, as well as event set-up and take-down.
- Logistics:
 - Buy/rent supplies and equipment needed and make signs for event.

Week Before Event - Final Preparation and Additional Publicity

Confirm the program and logistics and do additional outreach. REMEMBER: Most people will decide to attend your event the week before, so this is the time to get the word out!

- Logistics: Confirm preparations (and check-in with any vendors), recruit and confirm volunteers needed.
- Program: Confirm any speakers and give them guidelines (topics, speech length, program schedule).
- Publicity: Contact all local groups and ask them to announce the event again, re-send emails to friends and family. Also, post flyers locally around town.

Week of Event - Run Your Event!

- RECONFIRM: Confirm all details, volunteers, program elements and other aspects of the event again.
- Publicity: Same as Week Before Event.
- Run Your Event!

TIP: Need help planning your event? Contact dollarsfordarfur@savedarfur.org for advice.

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Advertising & Media Guide:

Post Your Event Online:

Post your event on the Save Darfur Coalition website at <http://www.savedarfur.org/page/event/create>. Once your event is posted, visitors to the website will be able to view it when they search for events in the area.

Email Invitations:

Write emails to friends and neighbors telling them about your event and directing them to your event's page on the Dollars for Darfur website.

- Save Darfur website: Once you've created your event at the page above, use the tools provided to send email invitations. Ask people to RSVP for your event online at your event's page on the Save Darfur website and encourage them to look at your school's individual page on the Dollars for Darfur website.
- List-serves: Send event announcements out to list-serves in your area.
- FaceBook & MySpace: post your event using these online networking sites and invite all your friends.

Outreach in Your Community:

Ask your school, house of worship, and any other organization you are a part of to help you publicize your event. Here's how they can help:

- Bulletin and Newsletter Announcements: Ask the groups you are a member of to place an event announcement in all of their bulletins and newsletters, both online and print. The announcement should ask people to visit your Dollars for Darfur webpage and contact you with any questions. You can also ask to include an event flyer in any mailings the organization sends out.
- Verbal Announcements: Come to your groups' meetings and events and ask to make an announcement about your Darfur event. Also, ask the leader of the group (or the clergy at your house of worship) to announce your event to the entire organization.
- Post Flyers: Put flyers up at your groups' offices or buildings. You can also ask to set up a Darfur table with information about the genocide and about your events. Download printable flyers in the Campaign Tools section of the Dollars for Darfur website: www.savedarfur.org/page/content/dfd/resources/.

Outreach to Other Groups:

The key to a successful large event is getting others involved. Here's what to ask for from other organizations and groups in town:

- Event Announcements and Postings: Ask other groups to announce your event in their print and online newsletters and verbally at their gatherings. Also, post flyers in their buildings and offices.
- Appoint an Organizational Representative: Ask them to designate one person from their organization/campus to serve as their point-of-contact for the event. Invite that person to work with the event committee and involve them in the planning process.

Local Publicity and Advertising:

- Post event flyers and signs around your neighborhood, community or school. Download printable flyers in the Campaign Tools section of the Dollars for Darfur website: www.savedarfur.org/page/content/dfd/resources/.

DOLLARS FOR DAFUR

NATIONAL SCHOOL CHALLENGE

- Advertise in your local newspaper and on local radio stations to help spread the word! See the sample press release below.

Tips for reaching local media:

- Make it your own: Update the sample press release (below) with your school's information. Don't forget to add contact information.
- Send it out: Email and fax the release to local newspapers and radio stations two to three days before your event.
- Follow up, follow up, follow up: Call the news desk and ask to speak with a reporter who covers community events two days before the event. When you speak to a reporter introduce yourself, explain why your event is important, and make sure they received the release. It's best to call in the early afternoon between 2 and 3 pm.

If you're planning a big event, use ALL of these methods to get the word out. That way you'll reach more people. The more people hear about your event, the more likely they are to attend.

Planning a community-wide event? Then involve the whole community. Reach out to other groups in the community and ask them to be part of your event committee. Their members are much more likely to show up if their group participates in the planning process.

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

FOR IMMEDIATE RELEASE
[DATE]

Contact: [NAME]
[PHONE] / [EMAIL]

[NAME OF SCHOOL/ORGANIZATION] Teens Take Action to End the Crisis in Darfur

Students join Dollars for Darfur National School Challenge

[CITY, STATE] — Students at [ORGANIZATION/SCHOOL] are participating in *Dollars for Darfur*, a national school challenge to raise funds and awareness to end the genocide in Darfur. As part of *Dollars for Darfur*, [SCHOOL/ORGANIZATION] students are [BRIEFLY DESCRIBE ACTIVITIES IN ONE SENTENCE INCLUDING DATE & TIME OF EVENT].

Dollars for Darfur was co-founded by two Massachusetts high school students, Ana Slavin and Nick Anderson. Through social networking websites Facebook and MySpace, students from across the county have become involved in the campaign. In the first two years of the program, thousands of participating schools have raised over \$450,000. This year, the students hope to do even more.

[INSERT A QUOTE FROM A PARTICIPATING STUDENT]

“Every day more and more innocent people in Darfur are killed,” said [NAME, AGE, SCHOOL OF STUDENT]. “It’s time to take a stand in [LOCAL TOWN] and make a difference.”

[INCLUDE 2-3 SENTENCES ABOUT LOCAL *DOLLARS FOR DARFUR* ACTIVITIES USING DESCRIPTIVE LANGUAGE THAT WILL HELP REPORTERS VISUALIZE THE EVENT. BE SPECIFIC ABOUT THE NUMBER OF STUDENTS PARTICIPATING, HOW OLD THEY ARE, AND WHICH TOWNS OR SCHOOLS THEY REPRESENT.]

The *Dollars for Darfur National School Challenge* features fundraising and awareness events at schools all across the country. Schools will determine independently how to fundraise and increase awareness about the genocide in Darfur, such as organizing concerts, holding bake sales, writing letters to their senators and representatives, and holding assemblies with presentations and speakers.

When the challenge ends on April 30, 2009, half of the money raised will fund humanitarian efforts and half will fund the advocacy efforts of the Save Darfur Coalition. The schools that run the most effective and creative campaigns will be nationally recognized by the Save Darfur Coalition, and will win an all-expense-paid trip to Washington, DC for two students and a chaperone.

Since it began in February 2003, the genocide, sponsored by the Sudanese government and perpetrated by its *Janjaweed* militias, has claimed as many as 400,000 lives, displaced 2.5 million people and left more than 3.5 million men, women, and children struggling to survive amid violence and starvation.

For more information about the *Dollars for Darfur* events at [SCHOOL/ORGANIZATION], contact [CONTACT NAME AND PHONE NUMBER/E-MAIL]. For information on the national challenge, visit the *Dollars for Darfur* website at www.savedarfur.org/dollarsfordarfur.

###

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Writing Letters to the Editor

Letters to the Editor (LTEs) are a great way to raise awareness in your community and to push newspapers to increase their coverage of Darfur. The main objective of LTE's is to make readers aware of what is happening and prompt them to get involved. Though we have provided a sample LTE, you should use this only as a starting point, as your ability to tie a letter to your community will be the most critical factor in getting the letter printed.

Basic letter writing tips:

- Keep it brief and focused.
- Make your letter personal.
- When possible, cite any specific facts and figures you use.
- Include your contact information so that the paper can get in touch with you to verify the letter's authenticity.
- Don't send the same letter to multiple newspapers.
- Send the letter in the mail or the body of an email, not as an attachment.

Sample Letter to the Editor

VIA EMAIL
Letters Editor
NAME OF PAPER

RE: Darfur

Dear Editor:

[AUTHOR'S NAME]'s article, [INSERT ARTICLE TITLE, DATE], drew necessary attention to the genocide in Darfur, Sudan and to the awareness and fundraising efforts of students in [INSERT CITY] through the Dollars for Darfur National High School Challenge. One month into our campaign, the [INSERT SCHOOL] Dollars for Darfur committee has already raised [INSERT AMOUNT] through the generous support of our community. Our goal is to raise \$5,000 by the end of the school year and we are well on our way to meeting that goal. At [INSERT SCHOOL], we are honored to have the opportunity to help end the genocide in Darfur. So far this year, [XXX] students have contributed to the Dollars for Darfur campaign. It is safe to say that our community is very concerned about helping to end the suffering of the Darfuri people.

As high school students, it would be easy for our generation to dismiss the crisis in Darfur as something that we cannot affect one way or another. Instead, my peers at [INSERT SCHOOL] – along with thousands of other students and community groups across the country – have united for this important cause. I encourage you to continue to shine a spotlight on the ongoing atrocities in Darfur until this horrendous tragedy has ended. Together, the people of [INSERT CITY] can help end the genocide in Darfur.

Sincerely,
Name
Group Affiliation (if applicable)
City
Phone number

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Lobbying Your Elected Officials:

Lobbying your members of Congress in person, over the phone, or by email is one of the most effective things you can do to help the people of Darfur. While every elected official will tell you that they are against genocide, what really matters is whether they are willing to do something about it. Let your members of Congress know that you want them to do more to stop the genocide in Darfur. To contact your Representative or Senator, call the Capitol operator at (202) 224-3121 or go to www.house.gov and www.senate.gov to find their contact information online.

Meeting with your member of Congress in person can be difficult because of their full schedules. Please don't get discouraged if you are only able to set up a meeting with one of their aides. It is often equally as effective to meet with their aides because the staff has daily and direct contact with the member of Congress and will share your ideas and concerns with them.

Visiting Your Elected Official's Local Office

Your Congressperson or Senator has at least two offices – one in Washington DC on Capitol Hill and one in their home state. You can find out when your elected official is at their local office by calling the office and inquiring about when they will next be in town. You can also visit http://www.house.gov/house/House_Calendar.shtml to view the calendar for the House of Representatives. This will tell you when your Representative will be working in your district.

Before you go to your member of Congress's office, **practice, research** and **prepare** for your lobby meeting. Meet with everyone who will be participating in the meeting and review what you would like to emphasize. Visit <http://www.darfurscores.org/> to see if your Congressperson or Senator has been a strong supporter of ending the genocide in Darfur.

Create a **press kit** for your elected official and include:

- Contact information for your group with a list of members
- A brief statement of what your group is, what you have done, and what you plan to do
- Press clippings of any articles written about your organization or your events
- A copy of the Save Darfur Policy Packet (located under "newsroom" on the Save Darfur website)

Prepare an **agenda**. Here is a sample agenda structure:

1. **Introductions:** Everyone in the group should introduce themselves and offer some brief background on their connection to the issue.

2. **Thank them for past votes/Darfur efforts:** If your candidate has a good voting record on Darfur, thank them. If possible, it is always good to be specific. This lets them know that you're paying attention to how they vote.

3. **Overview of local grassroots efforts:** Tell your representative about specific events, invite them to local events, and share the numbers. For example: "We have 3,000 activists, we've held four events and we had 740 participants." This helps them to get a better idea of how many members of their constituency are actively engaged in issues relating to Darfur.

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

4. **Asks:** “Asks” are what you would like your representative to vote on and how you would like them to vote. Time with your elected official may be limited, so prioritize the “asks”. Tell your representative which bills you want them to support or co-sponsor and explain why they’re important. Some examples of what “asks” can focus on include:

Funding	Sanctions	China
United Nations	Resettlement	Divestment

* Specifically, ask “Will you vote for (insert specific bill title)?” Whether they say “yes” or “no” determines your next move:

A. If they’re responsive, ask that they do even more:

- Invite them to one of your upcoming events
- If they will vote for a bill, will they also co-sponsor it?
- Ask them to co-sign or write an op-ed piece in your local paper
- Ask them to facilitate and participate in meetings with community leaders

B. If they’re unresponsive:

- Pressure them to give specific reasons for their failure to support Darfur legislation
- Urge them to support Darfur legislation in the future
- Communicate your disappointment by being assertive but respectful

5. **Follow up:** After your meeting, call or e-mail the person you met with directly. First, thank them for meeting with you. Second, ask if and when they will do what you asked — and continue to contact this person until they have done what you asked. Also, if the elected official asked for further information, be sure you get back to them with more information or materials. Remember that one objective of your meeting is to establish an ongoing relationship with your elected official and establish yourself as a reliable source of information.

Other ways to advocate:

- Phone banking – get as many people together as you can and call your elected officials repeatedly to ask them to act for Darfur.
- Gathering petition signatures – send copies of signed petitions to your Congressmen and –women. You can download petitions from the [Campaign Tools](#) section of the Dollars for Darfur website.
- Letter-writing campaigns – get as many people as possible to send a personal letter to your elected officials. Be sure the letters all ask the official for the same thing.
-

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Partnering with Local Business Sponsors:

Approaching potential sponsors:

Before you sit down with a potential sponsor, **practice**, **research** and **prepare** for your meeting. Meet with everyone who will be participating in the meeting and review what you would like to emphasize.

Create a **packet** for the sponsor and include:

- Contact information for you or your group with a list of members
- The one-page summary of the Dollars for Darfur campaign (see below)
- The press release launching the 2007-8 campaign (see below)
- Press clippings of any articles written about your organization or your events
- Sponsorship proposal letter (see sample below)

Prepare an **agenda**. Time for your meeting may be limited, so prioritize the “asks” (what you would like your potential sponsor to do) and why they should do it.

1. **Introductions:** Everyone in the group should introduce themselves with a brief background on their connection to the issue.

2. **Thank them for their participation in similar efforts:** If the sponsor has helped other charitable or student groups in the past, especially for Darfur, then thank them. If possible, it is always good to be specific. This lets them know that you’re paying attention to their activity.

3. **Overview of local grassroots efforts:** Give specifics. Tell the sponsor about specific events, invite them to local events, and relay the numbers. For example: “We have 3,000 activists, we’ve held four events and we had 740 participants.”

4. **Asks:** Tell the sponsor how you’d like them to help and explain why being involved is both important and good for their company. For example, if your sponsor is a restaurant, explain that you’ll increase their business by advertising for them and encouraging people to eat there for your event.

5. **Follow up:** Getting in touch after the meeting is sometimes even more important than the meeting itself. After your meeting, please **call or e-mail the person you spoke with**. First, thank that person for the meeting. Second, ask if they are willing to do what you asked. Also, if they asked for more information, be sure you get back to them with the information or materials. Establishing yourself as a reliable contact will go a long way!

Thank them afterward. After your event, be sure to send the sponsor a thank-you note. This will let them know you appreciate their help and will make them more likely to work with you again in the future.



<http://www.savedarfur.org/dollarsfordarfur>

Dollars for Darfur: National School Challenge

What is it?

The Dollars for Darfur National School Challenge is a nationwide fundraising and advocacy competition for high school and middle school students. The program, now in its third year, gives students the opportunity to raise money and awareness to help end the suffering in Darfur.

Last year, participants recruited thousands of their peers to the challenge using emerging technologies and social networking sites such as *Facebook* and *MySpace*.

How does it work?

High schools and middle schools register online and participate in a competition to raise money for and awareness about the situation in Darfur. They recruit family, friends, and teachers to take part in events and fundraisers. Students plan fundraising and awareness-building activities with the help of Save Darfur Coalition and serve as ambassadors to their communities, giving a voice to the victims in Darfur. An important part of the program is engaging in direct advocacy activities such as phone banking, letter writing, lobbying elected officials.

How much say do students have?

Dollars for Darfur was founded by Nick Anderson and Ana Slavin, two high school students. Now a National Student Advisory Board, made up of the most successful and engaged students from the previous year, works with the Save Darfur Coalition to direct and improve the program and its resources.

Where does the money go?

Half the money raised goes to humanitarian efforts for Darfuri refugees and the other half goes to the advocacy efforts of the Save Darfur Coalition to put political pressure on world leaders. The National Student Advisory Board decides which humanitarian aid organization(s) to award, and chose in both 2006-7 and 2007-8 to divide the funds between Oxfam America and the International Rescue Committee.

For more information, contact:

Catherine Wagner, Student Outreach Coordinator

Save Darfur Coalition

Email: dollarsfordarfur@savedarfur.org

Tel.: 202.478.6155

Web: <http://www.savedarfur.org/dollarsfordarfur>

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

[DATE]

Dear [NAME OF CONTACT PERSON],

We write in the hope of working with [BUSINESS / ORGANIZATION] for the success of a Darfur event in our community. The students at [ORGANIZATION/SCHOOL] are participating in *Dollars for Darfur*, a national student-led campaign to help end the genocide in Darfur. As part of *Dollars for Darfur*, [SCHOOL/ORGANIZATION] students are [BRIEFLY DESCRIBE ACTIVITIES IN ONE SENTENCE].

Founded by high school students and administered by the Save Darfur Coalition, the *Dollars for Darfur* National School Challenge encourages youth in advocacy, awareness-building and fundraising activities for Darfur. Middle and high school students across the United States and Canada compete to raise the most money and reach out most creatively in their communities, and the winners will receive an all-expense-paid trip to Washington, DC to lobby their representatives. Half of the money raised will fund humanitarian efforts through Oxfam America and the International Rescue Committee, and half will fund the advocacy efforts of the Save Darfur Coalition. Last year over 2,000 schools participated and raised an incredible \$306,000.

We are interested in partnering with [BUSINESS / ORGANIZATION] on a [BRIEFLY DESCRIBE EVENT, INCLUDING PROPOSED DATE & TIME]. We hope that you will [BRIEFLY DESCRIBE SPECIFIC “ASKS”]. Working with us on this event would increase your [“business and” if applicable] visibility through advertising and positive publicity. It will also support student-led activism and promote a sense of social conscience.

With as many as 400,000 people killed, 2.5 million forced from their homes and five years of devastation behind us, speaking out for Darfur is vital. Your involvement would help us reach out to more people in the community, exposing them to this crisis and encouraging them to act. Please contact me about the possibility of collaborating in this endeavor.

Sincerely,

[NAME OF POINT-OF-CONTACT PERSON]
[DOLLARS FOR DARFUR GROUP NAME]
[SCHOOL/ORGANIZATION NAME]
[PHONE NUMBER]
[EMAIL ADDRESS]

[LIST OTHER GROUP MEMBERS, INCLUDING ADVISOR]

DOLLARS FOR DARFUR

NATIONAL SCHOOL CHALLENGE

Additional Resources:

Background Info:

Visit <http://www.savedarfur.org/page/content/dfd/resources/> for an activist toolkit, a Power Point presentation, ideas for poster campaigns, fliers, and other advertising materials.

Speaker Info:

Visit the U.S. Holocaust Memorial Museum's Speaker Directory for genocide prevention at http://online.ushmm.org/speakers/genocide_prevention. If there are no speakers in your area, we will work with you to find a solution.

Multimedia:

- Download printable flyers in the Campaign Tools section of the Dollars for Darfur website: www.savedarfur.org/page/content/dfd/resources/.
- For a free copy of the *Voices from Darfur* DVD, email dollarsfordarfur@savedarfur.org or call 202-478-6155.
- For info on photo exhibits, films and other multimedia, visit: <http://www.savedarfur.org/pages/resources>.

Faith-Based Humanitarian Relief Groups:

- American Jewish World Services - www.ajws.org
- Bread for the World - www.bread.org
- Catholic Relief Services - www.crs.org
- Islamic Relief - www.irw.org
- Lutheran World Relief - www.lwr.org
- Mennonite Central Committee - www.mcc.org/
- Presbyterian World Service & Development - www.presbycan.ca/pwsd/
- United Methodist Committee on Relief - <http://gbgm-umc.org/umcor/>

Information and News Sites:

- Sign up for the Save Darfur Coalition weekly news update at www.SaveDarfur.org
- Africa Action - www.AfricaAction.org
- Dear Sudan – www.dearsudan.org
- Doctors Without Borders – www.doctorswithoutborders.org
- Human Rights Watch - www.hrw.org
- International Crisis Group - www.CrisisGroup.org
- Students Taking Action Now: Darfur - www.STANDarfur.org
- Sudan Divestment Task Force – www.sudandivestment.org
- Sudan Church Materials - www.sudanchurchmaterials.com

Contact Your Representatives

- Senators - www.senate.gov or 202-224-3121
- Representatives - www.house.gov or 202-224-3121
- President Bush - www.whitehouse.gov or 202-456-1111

For more information on Dollars for Darfur activities or support, contact dollarsfordarfur@savedarfur.org.

<http://www.savedarfur.org/dollarsfordarfur>