We’re going to help you launch your campaign, hit your fund-raising goal and make a huge impact on students in Nepal. We can’t wait to get started! This step-by-step guide will help coach you to success, but remember, we’re always here to support you too. Email us if you have questions.
## WHAT’S INSIDE THE TOOLKIT

### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Getting Started</td>
</tr>
<tr>
<td>6</td>
<td>Communicating Your Cause</td>
</tr>
<tr>
<td>9</td>
<td>Finishing Strong</td>
</tr>
<tr>
<td>11</td>
<td>Our Promise, Your Impact</td>
</tr>
</tbody>
</table>

“Example (Copy, Paste and Edit these for your own campaign)"

- Clickable Link
- Click to Tweet
WRITE YOUR STORY

Express Your Purpose: Decide on a Campaign Theme

SPECIAL OCCASIONS
Ask wedding guests to donate to your Diyalo campaign in lieu of gifts.

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

CREATIVE
Host an art show, collect change in your community or get imaginative and create your own campaign.

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

SEASON OF CHANGE
Fundraise with us during our holiday campaign as we finish the year off by growing our impact around the world.

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

Express your purpose for launching a campaign and your commitment to making this a success.
100% of the donations raised in your campaign will go directly to Diyalo’s programs - every dollar raised is meaningful. Here are some general Diyalo program costs to help you set your fundraising goals:

- **$25** provides educational opportunities for 1 student
- **$6000** sponsors a tech-integrated Diyalo classroom
- **$10,000** provides clean water, bathrooms, gardens and playgrounds for an entire school.
- **$25,000** Fund training and personal libraries for two Diyalo Schools for 3 years
- **$35,000** Builds a Diyalo School
COMMUNICATION PLAN

Launch Your Page 🎉

Refine 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 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they’ll make a meaningful gift.

"Dear friend,

250 million children worldwide lack basic reading, writing, and math skills. Together we can change that.

Help me raise money for education by donating to my Diyalo Campaign. Diyalo Foundation builds schools and creates programs that provide educational opportunities for children in Nepal. [Link to fundraising page]

Every little bit will help provide educational opportunities for children, no matter where they were born or what resources they have.

Thank you for your support!

Your Name"
SOCIAL SUPPORT

Announce your campaign

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

“250 million children worldwide lack basic reading, writing or math skills. We can change that. Join my campaign: [Insert a Link to your campaign page]

I’m halfway to my fundraising goal! Support students around the world by donating to my campaign: [Insert a Link to your campaign page]

Help me celebrate my birthday by supporting my @diyalofdn campaign here: [Insert a Link to your campaign page]

KEEP YOUR NETWORK UPDATED. Post on social once a week, 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.
KEEP GOING

Follow-Up

CONTINUE updating your network and following up with potential donors.

Dear friend,

As you know, I have been raising money to provide students in the developing world with a quality education. Many of you have already donated to my campaign and am so incredibly grateful for your support.

To check out my fundraising goal or to make a donation, click here.

100% of our money is about to help bring access to quality education to students in Nepal.

In case you need some more inspiration, check out one of Diyalo’s videos from the field.

Thanks, Your Name

Tell a story

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

FACEBOOK COVER PHOTOS  LOGOS  TWITTER BACKGROUNDS  ANNUAL REPORT
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 @diyalofdn 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 time is running out and remind them of our 100% impact!

Dear friend,

My Diyalo campaign is ending soon. So many people have helped me get this far, but I still need your help to reach my fundraising goal!

Watch this cool video to see how education changes everything for people living in developing countries.

Every little bit helps, and 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
The Final Push

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

“My @diyalofdn fundraising campaign is almost over! Help me bring education to children who need it most: [Link to fundraising page]”

Reaching out

**SEND AN EMAIL** to each donor that gave to your campaign.

“Dear friend,

I really can’t thank you enough for donating to my campaign. 100% of our money is about to help bring access to quality education to students in Nepal.

This experience has been challenging, but really rewarding.

I encourage you to get more involved with Diyalo Foundation, by starting your own fundraising campaign or exploring Diyalo Explorer Program, a monthly giving program that gives you exclusive access to Diyalo’s work and the chance to truly transform a child’s life.

250 million children worldwide lack basic reading, writing or math skills. Together, we can change that. You’re awesome!

Your Name

THANK your social network.

“THANK YOU to everyone who donated to my @diyalofdn campaign, helping bring education to children that need it most #EveryoneHasPromise [Link to fundraising page]”
AFTER YOUR CAMPAIGN

100% Direct Giving

After your campaign is over, we’ll send 100% of your donation to our programs abroad. Then, we’ll report back to you with info about Diyalo’s programming that your campaign made possible.

Your Impact Report

If you raise $35K, you’ll receive a comprehensive impact report about the Diyalo school you funded, along with photos and stories from the field as well as a dedication plaque.

Thank You

Thank you for joining us in our mission to provide quality education for all. With your support, Diyalo Foundation is reshaping the landscape of education in the developing world.
CONTACT US

Together, we’ll bring quality education to Nepal, one mind at a time

Have Questions?

Our support doesn’t stop with this toolkit. The Diyalo team is here to help and to answer any questions you have.

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