



YOUTH FUNDRAISING PACKET



STAND #WITHMALALA: YOUTH FUNDRAISING PACKET



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FUNDRAISING PACKET

We're so excited you've decided to support the Malala Fund! Your fundraising efforts will give more girls the education they deserve and help others learn how to Stand #withMalala—like you!

In this packet, you'll find tools and ideas for fundraising. Let's get started!

Why host a fundraiser for the Malala Fund?

- 1 Because every girl deserves an education and the chance to fulfill her potential.
- 2 Today there are over 60 million girls globally who are denied their right to an education due to poverty, violence or tradition.
- 3 Fundraising will help us achieve Malala's dream of 12 years of free, quality, safe education for all girls around the world.

Education is a basic human right

Access to education should be the same for girls and boys around the world.

- If all girls had secondary education in sub-Saharan Africa and South and West Asia, child marriage would fall by 64%.
- If all girls in low and lower middle income countries completed secondary education, the under-5 mortality rate would fall by 49%—saving three million lives every year.

Girls need schooling free from fear

- No girl should drop out or be denied education because of fear of harassment or violence in or around school.
- Girls who are forced to flee their homes because of conflict must be able to continue their studies to restore a sense of normalcy in their lives.

“While basic education begins to unlock potential, it is secondary education that provides the wings that allow girls to fly.” — Malala Yousafzai

STAND UP. STAND NOW. STAND #withMalala

NEED SOME INSPIRATION?

Check out these superstar Malala Fund supporters!

T-SHIRT DESIGNER

Olivia, a high school student from a small town in Arkansas, put her artistic skills to good use, designing and printing t-shirts emblazoned with a drawing of Malala and her dream of “Education for all women.” She sold the shirts online, cleverly employing her Instagram account to advertise her product. In the end, she raised almost \$800 from t-shirt sales to donate to the Malala Fund!



READ-A-THON

Fourth graders at a school in Brooklyn wanted to raise money for girls’ education — but the traditional means of collecting donations, like a bake sale, didn’t seem quite right. So, they decided to stage a Read-a-Thon called “Girls Read for Girls,” where pledgers could back students based on how many pages he or she read. Not only did these young girls raise over \$15,000 for the Malala Fund in three years of organizing Girls Read for Girls Read-a-Thons, but they also showcased the power of girls’ education.

MORE INSPIRATION!



TRIATHLETE

A 10-year-old girl from New Zealand and budding activist competed in a Triathlon, asking friends and family to support her by donating to the Malala Fund. "Even though I am not a girl who loves school, it still makes me sad that girls and boys around the world are not living up to their potential and doing what they dream," she said. "I want to make a difference and make sure all children live their dreams!"



DANCERS

A group of girls from Cincinnati, Ohio, organized "Speak: For the Malala Fund," a dance show to help raise funds for girls' education around the world. "Malala Yousafzai proved that it only takes one voice to reach one million, and we want to join her movement to provide education to over 60 million women and girls," said the group of dancers. They raised around \$8,000 for Malala Fund in a nearly sold-out show.



GETTING STARTED

Thank you for supporting Malala’s dream of 12 years of free, quality, safe education for girls worldwide! Here’s what you’ll need to do to get started on your own fundraiser:



STEP 1

Pick a fundraising idea from this packet (or create your own!).



STEP 2

Do the fundraiser by yourself or with a group of friends.



STEP 3

Set up an online fundraising page at malala.org/fundraise or just collect donations in-person.



STEP 4

Send in all money raised to malala.org/proceeds.



STEP 5

Questions? E-mail giving@malalafund.org



STEP 6

Need some talking points on why you Stand #withMalala and want to help raise funds for girls’ education around the world? Check out our suggestions below >>





“One child, one teacher, one book and one pen can change the world.”

— Malala Yousafzai

MALALA FUND TALKING POINTS

ABOUT MALALA

- Malala Yousafzai is 18 years old. She was born in the Swat Valley in Pakistan, where she was shot in the head at age 15 by the Taliban for standing up for girls’ education.
- Malala is the youngest person to have ever received a Nobel Peace Prize for her dream of 12 years of safe and quality education for girls worldwide.
- Malala started the Malala Fund to bring awareness to the social and economic impact of girls’ education and to empower girls to raise their voices, to unlock their potential and to demand change.

QUICK FACTS

- Number of girls out of school around the world: **OVER 60 MILLION**
- Average time spent in school by the poorest girls: **3 YEARS**
- Where girls have faced violence for trying to go to school: **70 COUNTRIES**

ABOUT MALALA FUND

- The Malala Fund works to provide girls worldwide with quality secondary education, so they can achieve their potential and inspire positive change in their communities.
- The Malala Fund supports local education projects and global initiatives promoting girls’ secondary education. They support local education projects in six countries: Afghanistan, Jordan, Kenya, Lebanon, Pakistan and Nigeria.
- Just as Malala said in her 2014 Nobel Peace Prize speech, “*I am not a lone voice, I am many,*” the Malala Fund believes that anyone, no matter age, gender or location can create sustainable change locally and globally. We all have a role to play and every voice counts.



FUNDRAISING IDEAS

(OR MAKE YOUR OWN!)



DONATE CLOTHES THROUGH SCHOOLA

WHAT YOU'LL NEED:

- Clothes you don't wear or have outgrown that are in good condition. Accessories too!
- A postage-paid Schoola donation bag: request one at schoola.com/how-it-works.
- An afternoon to go through your closet and declutter

HELPFUL TIPS:

- Spread the word: share on social media with the hashtag #withMalala and ask your friends to request donation bags. Don't forget to link to Schoola.com/Malala.
- See a live tally of funds raised at Schoola.com/Malala.

WHAT YOU'LL DO:

- Donate your gently used clothing through Schoola on behalf of the Malala Fund by filling up your donation bag and dropping it in the mail. No additional postage needed. Learn more about how it works at schoola.com/how-it-works.
- Increase your impact by getting your whole school involved! Get permission from your teacher or school office and contact coach@schoola.com to get started—it's easy and it's free!
- Visit malala.org and sign up to stand #withMalala and get more information to use in sharing with others who are interested in donating.



BIRTHDAY DONATION

WHAT YOU'LL NEED:

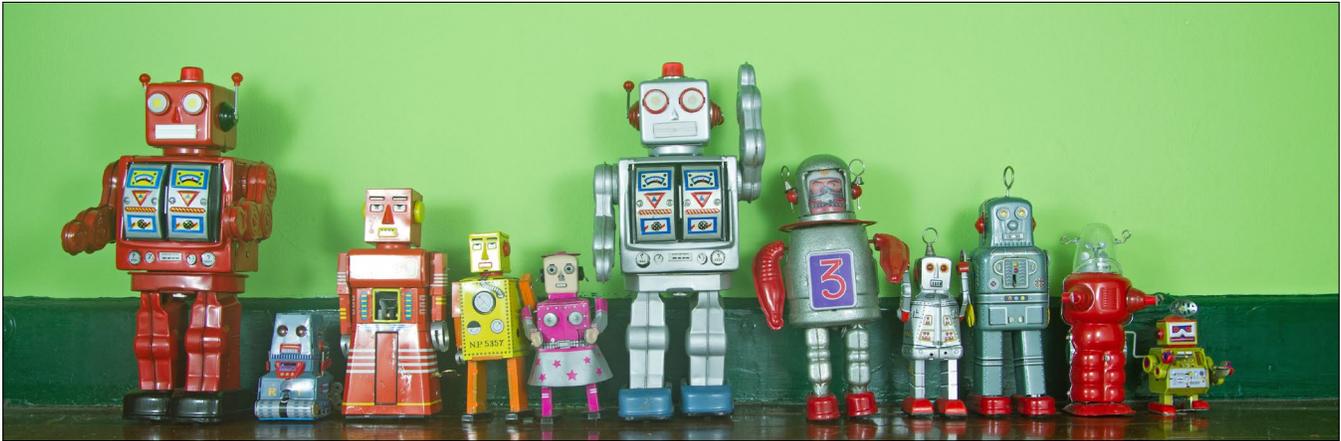
- Access to the Internet

WHAT YOU'LL DO:

- Set up a donation page on malala.org/fundraise.
- Post the link to your donation page on your Facebook, Twitter, Instagram, and Tumblr accounts and let friends and family know that you'll be taking donations for the Malala Fund in place of receiving birthday gifts this year.
- Update donors at milestones on how much has been raised during the fundraiser.
- Thank donors by making personalized thank you cards or sharing a creative video with them.
- Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- When promoting the link on social media, be sure to use the hashtag **#withMalala**, and let donors know where their money is going. You could say something like: *"This year instead of birthday presents, I want to help girls everywhere go to school! Please donate to my [classy.org](https://www.classy.org) page. All money will go directly to the @MalalaFund. Thanks for helping me stand #withMalala :)"*
- Add the malala.org link to the fundraising page so others can explore the organization as well!



BABYSIT

WHAT YOU'LL NEED:

- Willing neighbors and family friends
- A bag filled with toys, games, crafts or books

WHAT YOU'LL DO:

1. Advertise your babysitting services to family, friends or neighbors.
2. Meet the child and get to know them so they are comfortable around you.
3. Plan ahead. Think of fun activities to entertain the kids. Ideas for activities:
 - a. Arts and crafts
 - b. Dance party!
 - c. Outdoor games
 - d. Make a fort

HELPFUL TIPS:

- Spread the word on your Facebook, Instagram and Twitter accounts about being available to babysit! Remember to use the hashtag **#withMalala** on your posts!
- Let everyone know that you are babysitting to raise money for the Malala Fund. You could say something like: *"I'm raising money for the @MalalaFund by babysitting! All of the money will go to help the organization ensure every girl can achieve her dreams through education :) #withMalala"*
- To prepare talking points, please visit **malala.org** in case parents want to know where their donations will go.
- Keep all the money you earn in a safe place.
- Go to **malala.org/proceeds** to submit all funds.



BAKE SALE

WHAT YOU'LL NEED:

- Baked goods (brownies, cookies, cupcakes, muffins)
- A table
- Flyers
- Plates and napkins
- Paper and markers to make signs
- A moneybox
- Cash to make change
- Friends or family to help out!

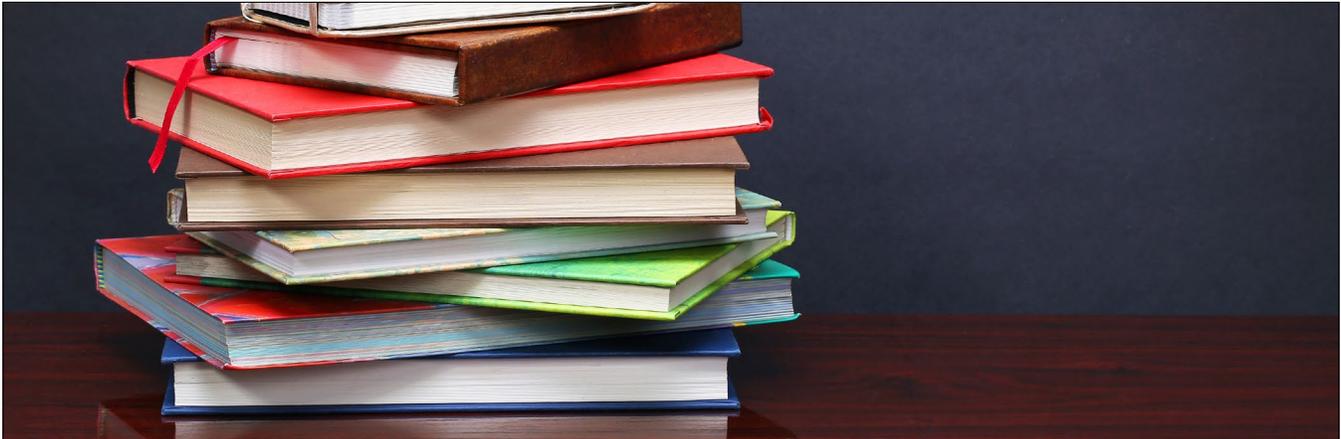
WHAT YOU'LL DO:

1. Place flyers around your neighborhood or school before the event.
2. Make the baked goods.
3. Set up your table in a busy area that people will see (ex. busy street corner, sidewalk or school area).

4. Make signs to hang and hold. Write, "All proceeds go to the Malala fund" on your signs.
5. Sell as many baked goods as you can!
6. Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- Check out **www.malala.org** to learn more about what the Malala Fund does, so you can tell your customers where their money is going.
- Call and email friends to let them know that you will be having a bake sale.
- Post photos of your bake sale on Facebook, Instagram, Twitter or Snapchat.
- Use the hashtag **#withMalala** to spread the word!
- Make sure to share the photos with a caption that tells friends you're raising money for the Malala Fund. You could say something like, *"Bake in front of school today! All the money I make will go to @MalalaFund to make sure every girl can achieve her dreams through education :) Come eat cookies and Stand #withMalala!"*



TUTOR

WHAT YOU'LL NEED:

- Knowledge on the subject you are teaching
- A pencil or pen
- Papers to demonstrate work on
- Flyers with contact information
- Teaching tools and strategies

WHAT YOU'LL DO:

1. Set a rate for your services.
2. Place flyers around your neighborhood or local schools to promote your tutoring services. Include contact information and specify that the money will go to the Malala Fund. Include the link, **malala.org**, so they can learn more.
3. Bring creative and interactive ways to teach:
 - a. Handouts
 - b. Educational games
4. As an addition, use the discussion guide and curriculum to educate your students about Malala.

5. Ask if they would like to set up another time to meet.
6. Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- See if your school has a tutoring center. They can help you with tutoring tips, materials, and clients.
- Spread the word through Facebook, Instagram and/or Twitter.
- In the caption, let your friends know that you are tutoring to raise money for the Malala Fund. You could say something like: *"I'm raising money for the @MalalaFund by tutoring! All the money will go to help the organization make sure every girl can achieve her dreams through education :) #withMalala"*
- Visit **malala.org** to learn more about what the Malala Fund does and to explain to people where their money will be going.



CAR WASH

WHAT YOU'LL NEED:

- Lots of helpful, fun friends
- Buckets
- Sponges
- Hoses
- Soap
- Towels
- Paper and markers to make signs
- Money collection container

WHAT YOU'LL DO:

1. Pick a date, time, and location for your car wash in advance. Make sure you clear your location with the people who own the space. The best locations are in big parking lots on busy streets.
2. Make posters to advertise your event. They can say things like "Car Wash for Malala," "Stand #with Malala," or "Car Wash for Girl's Education," along with the time, date and location. Post around town a week in advance so people know it will be happening.

3. On the day of your car wash, split up your team. Some volunteers should hold up signs on streets nearby, others should coordinate the flow of cars through the car wash, and others should be washing and drying the vehicles.
4. Have fun!
5. Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- Have a clear route for cars to follow through the car wash. There should be a money station, a washing station, and a drying station to ensure an efficient flow of cars through the event.
- Social media can be super effective in getting your classmates, family, and friends to visit your car wash. Post pictures of your event on social media to get more people to drive through. You could say something like, "Car wash today in front of the high school! All proceeds will go to the @MalalaFund so every girl can achieve her dreams through education :) Stand #withMalala"



DOG SITTING

WHAT YOU'LL NEED:

- Neighbors and friends who have dogs
- References who can vouch for you
- Detailed instructions from the homeowner
- An emergency contact sheet
- Homework, books, iPod
- Patience and a good attitude!

WHAT YOU'LL DO:

1. Ask friends and neighbors if they need a house/dog sitter. Advertise yourself on social media and around the neighborhood with informational fliers.
2. Visit the house beforehand to get familiar with it and to meet any pet(s) the owner has.
3. House/dog sit for as long as the owner needs.
4. Bring homework and books to keep yourself entertained and occupied while on the job.

5. Follow instructions from the homeowners. Itinerary may include:

- Feeding and playing with pet(s)
- Getting the mail

6. Leave the home clean and lock up before you leave.
7. Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- Be sure to advertise yourself on your Facebook, Twitter, and Instagram using the hashtag #withMalala, and let potential customers know that their money is going to the Malala Fund. You could say something like: *"I'm raising money for @MalalaFund by starting a house and dog sitting business. If you or someone you know needs a sitter, please contact me. All money will go directly to the Malala Fund to help every girl achieve their dreams through education :) Help us stand #withMalala"*
- Visit **malala.org** to learn more about the Malala Fund so you can share what you've learned with those interested in your business.



DOG WALKING

WHAT YOU'LL NEED:

- Willing dog owners
- Dog treats
- Poop bags
- Comfortable walking shoes
- A safe walking route

WHAT YOU'LL DO:

- Ask friends, family, and neighbors to walk their dogs for a fee.
- Meet the dog.
- Walk the dog for 30 minutes, an hour or another agreed upon time, around your neighborhood.
- After the walk is over, ask the owner if they would like to schedule another walk!
- Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- To explain to the dog owners where their money will be going, visit malala.org.
- Post a photo of you walking a dog on Facebook, Instagram and/or Twitter—and be sure to use the hashtag **#withMalala**.
- In the caption, let your followers know you are walking dogs to raise money for the Malala Fund. You could say something like: *"I am raising money for the @MalalaFund by walking dogs around my neighborhood! All the money I make will go to help this organization make sure every girl can achieve her dreams through education :) #withMalala"*



“MAKE-A-CHANGE” BANK

WHAT YOU’LL NEED:

- Mason Jar
- Colored Paper, stickers, paint, pens
- Sharp Scissors or an X-acto knife
- Ruler/Straight Edge
- Cardboard

WHAT YOU’LL DO:

- Decorate a clean Mason Jar with paper, stickers, paint, or however you want! You are the artist.
- To make the money slot lid, trace the metal insert of the mason jar lid onto a piece of cardboard. Trace the cardboard cutout onto scrapbooking paper, cut it out and tape it to the top of the cardboard. Use the straight edge to cut a slot in the middle. Now, place the cardboard circle on top of the jar and screw on the metal ring.
- Now that you have the jar finished, keep it some where in your house so you and your family can put change in it as much as possible. When your jar is full, donate the money to the Malala Fund at malala.org/proceeds.

HELPFUL TIPS:

- Spread the word about your Make-A-Change bank by posting a photo of it on social media and let your friends know you are raising money for the Malala Fund. You could say something like: *“I am raising money for the @MalalaFund by saving money in my Make-A-Change bank or Join me and Stand #withMalala to Make-A-Change for girls’ education.”*
- You can also offer to create and sell Make-A-Change banks for your friend and family, and donate the money you make to the Malala Fund! Go to malala.org to find out more.



LEMONADE STAND

WHAT YOU'LL NEED:

- Lemonade (or ingredients to make it)
- A serving pitcher
- Ice
- A table
- Paper and markers to make signs
- Paper cups
- Some cash to make change
- A moneybox
- A smile

WHAT YOU'LL DO:

1. Make the lemonade. You can buy lemonade, or you can make it using powder or lemons and sugar. Pour it into your serving pitcher.
2. Choose a street corner or a patch of sidewalk near home that gets a lot of foot traffic.
3. Set up your lemonade stand. Place your lemonade, cups, and moneybox with cash inside on a table in your chosen location. Make signs to hang and hold. The more decorations, the better! You can write, "All proceeds go to the Malala Fund" on your signs.
4. Wait for people to walk and drive by. When they stop, tell them about the Malala Fund and why you're raising money. Sell as much lemonade as you can!
5. Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- Check out malala.org to learn more about what the Malala Fund does. That way, you'll be able to talk to people about where their money is going.
- Post pictures of your stand on Facebook, Instagram, Twitter and/or Snapchat. Make sure you share the photos with a caption and use the hashtag **#withMalala**. You could use a caption like this: "I've set up a lemonade stand to raise money for the @MalalaFund! All of the donations will go towards this amazing organization's fight to ensure that all girls can achieve their dreams through education. Stop by to enjoy some refreshments and to Stand #withMalala."



RUN FOR A CAUSE SPONSORSHIP

WHAT YOU'LL NEED:

- A local race (i.e. 5K, Turkey Trot, marathon, etc.)
- Athletic clothes and running shoes

WHAT YOU'LL DO:

- Set up a donation page on malala.org/fundraise.
- Advertise on social media, email and through word of mouth about your cause and race, linking them to the donation page.
- Update donors on milestones when reached.
- Inform them of the date and time of the race so they can come out and support you.
- Wear a shirt that creatively displays "The Malala Fund" or "#RunwithMalala" to let everyone know what cause you're supporting.
- Share a photo of yourself at the race online to thank everyone for their support.
- Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- Train and prepare yourself for the race - make sure you stretch and hydrate!
- Put a link to the Malala website (malala.org) in the description of your online fundraising site so customers can learn more about the organization.
- Advertise the event and your fundraiser page by uploading posts and photos to your Facebook, Twitter, Instagram and Snapchat accounts. Be sure to use the hashtag **#withMalala** with your posts. You could caption the photos with something like this: *"I'll be participating in the _____ race/run to raise money for the @MalalaFund. If you'd like to sponsor me, please go to [insert link to Classy donation page] to make your pledge. All of your donations will go directly to this amazing organization, to help ensure that all girls are given the chance to achieve their dreams through education. Help me run for a cause and Stand #withMalala :)"*



MEET WITH YOUR STUDENT GOVERNMENT

WHAT YOU'LL NEED:

- Knowledge of the Malala Fund and Malala's story
- Ideas about how to spread the word about girls' education on campus
- Ideas about how to activate your campus to care about and donate to the Malala Fund

WHAT YOU'LL DO:

1. Contact your student government officers on campus. If you don't know how to reach them, ask your teachers or check your school's website.
2. Schedule a time to meet with them to discuss your ideas.
3. Prepare, prepare, prepare! Check out **malala.org** to learn about Malala's story and brainstorm how to share it with your school. You can make a presentation to share with the student government leaders or just have lots of ideas.
4. Have a meeting. Go into it with the goal of creating fundraising events on campus, raising awareness about Malala on campus, and creating advocates for girls' education. See what you can accomplish as a team!

5. Once you've got student government officers engaged, don't stop there! Schedule another meeting to put your plans into action.
6. Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- Think about social media when you're planning ways to activate your campus. The hashtag **#withMalala** is a great way to connect your social media posts to the larger campaign! Post to your Facebook, Twitter, Instagram, Tumblr and Snapchat accounts to inform other students. You could say something like: *"I'm working with our campus' student gov. to raise awareness about the @MalalaFund and the 60 million girls who are currently denied access to education."* or *"Our school is working to ensure that every girl is given the chance to achieve her dreams through education. Help our campus Stand #withMalala :)"*



RESTAURANT FUNDRAISER

WHAT YOU'LL NEED:

- Willing local restaurant, café or store
- Palm-sized flyers with summarized Malala fundraising info

WHAT YOU'LL DO:

- Negotiate the percentage of funds to go towards the Malala Fund with the owner.
- Stand at the entrance of the business and handout palm flyers to the customers who enter.
- Ask them to hand the flyer to the cashier in order to have a small percentage of their payment go to the Malala Fund.
- Inform them about the Malala Fund and the state of girls' education if they are unaware of it in order to spark their interest in helping.
- Reuse flyers that the cashier has collected in order to use less paper.
- Recycle flyers once the fundraiser is over.

- Advertise on social media where you'll be and for what hours to have your friends come and make a purchase and support the cause.
- Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- If the owner is not immediately willing, send them to the Malala Fund website at **malala.org** so they can learn more about the movement.
- Be prepared to be there for a couple of hours for maximum reach. If you'd like, ask your friends to help out and take half-hour shifts during the time.
- Create a digital flyer that can be emailed to friends and family in the area.
- Post on Facebook, Twitter, Instagram, and Snapchat about the event. You could say something like, "Come to _____ today and ___% of your purchase will go to the @MalalaFund to helping this amazing organization make sure every girl can achieve her dreams through education :) Join me and Stand #withMalala"



SELL FRIENDSHIP BRACELETS

WHAT YOU'LL NEED:

- Embroidery thread/floss
- Bracelet patterns
(can be found on friendship-bracelets.net)
- Location to sell
- Optional: Online webstore (i.e. Etsy)

WHAT YOU'LL DO:

- Weave together colored friendship bracelets using the embroidery thread and various patterns discovered online.
- Advertise through social media, email, and by word of mouth that you are selling them to support the Malala Fund.
- If you'd like, you can sell the bracelets at an event or setup a stand or create a shop on etsy.com to display the various bracelets that you've made so they can be purchased.
- Update purchasers when milestones have been reached and inform them at the end of how much has been raised for the fund.
- Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- Post on Facebook, Twitter, Instagram, and Snapchat about your friendship bracelets to help spread the word. You could post a photo of one of the bracelets you have made and say, *"I am making and selling friendship bracelets to support girls' education. All the money I make will go to the @MalalaFund and to helping this amazing organization make sure every girl can achieve her dreams through education :) Join me and Stand #withMalala"*



YARD WORK

WHAT YOU'LL NEED:

- Willing home/property owners
- Comfortable work clothing
- Sun protection (ex: hat, sunscreen)
- Yard tools (depending on what kind of work is requested):
 - Gloves
 - Clippers
 - Shovel
 - *If you don't have your own, ask the homeowner if you can borrow their tools.*

WHAT YOU'LL DO:

- Ask friends, family, and neighbors to do their yard work for a fee.
- Explain to them you will be donating all of the proceeds to the Malala Fund.
- Examples of work you might do: mow the lawn, trim bushes and trees, rake leaves, etc.

- Once you have finished the yard work, ask them if they would like to schedule a date for you to come back to do more, or if they know anyone who would be interested in having you do yard work for them too.

HELPFUL TIPS:

- Post a before and after picture of the yard work you finished on Facebook, Instagram, Twitter and/or Snapchat.
- In the caption, let your friends know you are doing yard work to raise money for the Malala Fund. You could say something like: *"I'm raising money for the @MalalaFund by doing yard work around my neighborhood! Come join me or start doing yard work for your family, friends, and neighbors to raise money! All the money will go to help the organization make sure every girl can achieve her dreams through education :) #withMalala"*
- Get a friend to do the work with you! It will make the work easier and you can raise more money.
- Visit **malala.org** to learn more about the Malala Fund and to explain to people where their donations will go.



REFEREE

WHAT YOU'LL NEED:

- A referee certification
- Transportation to sports games
- Sunscreen
- Water to stay hydrated!
- Proper equipment and clothing:
 - Uniforms
 - Running shoes
 - Flags/cards
 - Whistles
 - A watch

WHAT YOU'LL DO:

1. Choose a sport that you're interested in refereeing for.
2. Learn the rules of the sport and how to apply them to ensure a safe and fun game.
3. Attend the required courses to become an officially certified referee. This may include a small fee.
4. Contact your local sports official association to get assigned to games.

5. Referee as many games as you can/want!
6. Keep a written record of all games you refereed for.
7. Donate all or a portion of your paycheck to the Malala Fund at malala.org/proceeds.
8. Pass out fliers about the Malala Fund to parents and kids at the sports games and tell them how they can get involved in the campaign.

HELPFUL TIPS:

- Post photos of yourself refereeing on your Facebook, Twitter, and Instagram accounts using the hashtag **#withMalala**, and let your friends and family know where your paycheck is going! You could say something like: *"I'm refereeing to raise money for @MalalaFund. All the money will go towards helping the organization make sure every girl can achieve her dreams through education. #withMalala."*
- Prepare talking points by visiting malala.org in case anyone wants to know more about the organization.



GIFT WRAPPING

WHAT YOU'LL NEED:

- Wrapping paper
- Ribbons and bows
- Gift tags
- Scissors
- Tape
- A flat surface

WHAT YOU'LL DO:

1. When it's getting close to the holiday season, start talking to friends, family, classmates, and neighbors about gift-wrapping. Tell them you'd like to offer a gift-wrapping service in exchange for monetary donations for the Malala Fund. Collect the names and contact information of interested friends and send them over to the Malala Fund website at malala.org so they can learn more.
2. Schedule a time to collect gifts, wrap them, and return them. If you can, try to pick a date and time that everyone can drop off gifts to you. That way, you can get them all done at once.

3. Recruit friends to help!
4. Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- Have a variety of wrapping paper options for customers to choose from.
- Advertise your services a few weeks before the holidays. Post on Instagram, Twitter, Snapchat and Facebook to let people know you're willing to wrap their presents for donations! You can say something like this: *"I want to take the chore of wrapping presents off your hands for a good cause! For a small donation, I'll wrap all your gifts for you—just contact me! All proceeds go to the @malalafund. Help me stand #withMalala this holiday season :)"*
- Use the hashtag **#withMalala** on all your social media posts to promote the cause.



HALLOWEEN TRICK-OR-TREAT FOR THE MALALA FUND

WHAT YOU'LL NEED:

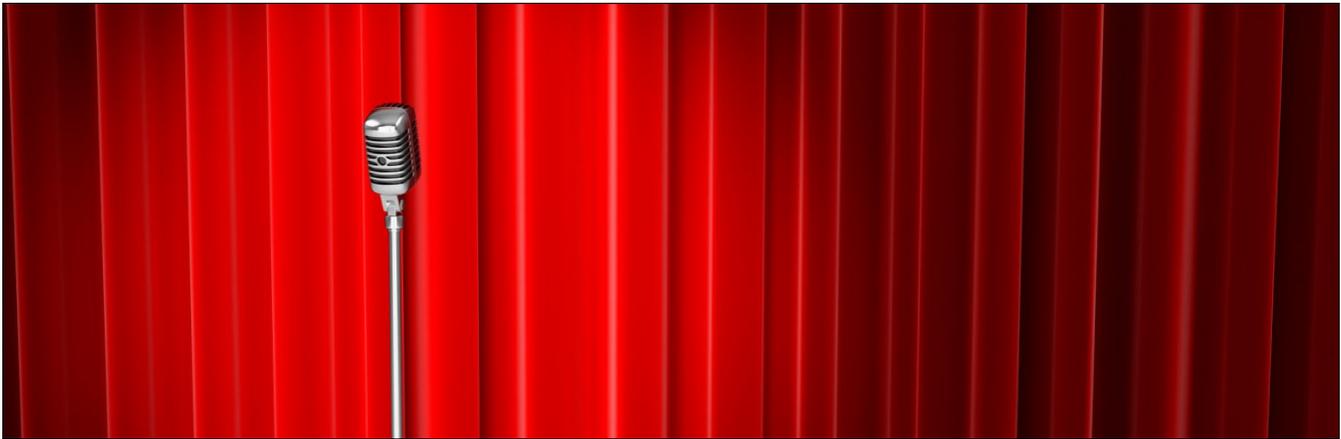
- Halloween costume
- A friend (or a few!)
- Small buckets or containers that can hold spare change
- Art supplies to decorate your change containers

WHAT YOU'LL DO:

1. Spend Halloween night trick-or-treating around your neighborhood, just like you would any other year.
2. Every time people answer the door, tell them you're trick-or-treating for the Malala Fund. Ask them if they have any spare change that they'd like to donate to the cause and to visit **malala.org** for more information.
3. Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- Decorate your change containers with the hashtag **#withMalala** or with pictures of Malala so people know the cause you're fundraising for right away.
- Try to get as many of your friends as you can to trick-or-treat for the Malala Fund. Use word of mouth and social media to share about it with your friends before Halloween night. You can post on Facebook, Twitter, Instagram and/or Snapchat about your plans to convince other people to join in. You could say something like this: *"This year, I'm going to do more with Halloween night. I'm going to stand #withMalala and trick-or-treat for the @malalafund! Join me in raising money for girls' education—it's such an important cause!"*



HOST A SPOKEN WORD OR OPEN MIC NIGHT

WHAT YOU'LL NEED:

- A room or auditorium on your school or college campus.
- Microphones
- Seats for audience members
- Tickets to sell
- A table with a money box
- A host. You can host the event or find a friend who wants to do it!
- Volunteers to sell tickets and collect money
- Talent. You'll need people that want to volunteer to sing, perform, and read poetry.

WHAT YOU'LL DO:

- Schedule and plan the event a month or two in advance. Talk to school administrators to reserve the room.
- Start recruiting talent to perform. You can post flyers on campus, make announcements over the intercom at your school or reach out to friends on social media to get them involved.

- Once you have a list of performers, start selling tickets! Make an event on Facebook and invite all your friends. Spread the word in other ways, too—on Instagram, Twitter, Snapchat and through flyers and announcements in class.
- Put on the event! Make sure you have recruited volunteers to help you run the event smoothly.
- Enjoy the talent of your classmates while you raise money for the Malala Fund.
- Go to malala.org/proceeds to submit all funds.

HELPFUL TIPS:

- If you want, have the entire night center around the theme of education. Tell the audience to visit malala.org to learn how they can support girls' education.
- To raise more money, host a bake sale at the event with desserts and refreshments for guests to enjoy.
- Post pictures and videos of the performances on social media with the hashtag **#withMalala** to promote the cause!



IT SERVICES FUNDRAISING

WHAT YOU'LL NEED:

- Basic skills with computers, tablets, music players
- Knowledge of social media sites like Facebook, Twitter, Instagram, etc.
- Ability and patience to teach

WHAT YOU'LL DO:

- Put up flyers around town (community centers, malls, etc.) that explain you're providing IT services for a small fee to raise money for the Malala Fund.
- Meet at an agreed upon time and location (make sure they bring their technology!)
- Assist in explanations and teaching of the technology or websites that the client would like, answering any questions they may have in regards to things such as actions on Facebook, how to use Skype, attaching photos to emails, and more.
- Go to **malala.org/proceeds** to submit all funds.

HELPFUL TIPS:

- Make a quick notes sheet for various sites or programs to give to the clients so they can have a reference for the future.
- Promote your services on your Facebook, Twitter and Instagram accounts! Be sure to use the hashtag **#withMalala** on your posts. You could say something like: *"I'm raising money for the @MalalaFund by providing IT services for a small donation. If you have any computer or technology questions, please contact me! All money raised will go towards helping this amazing organization ensure that every girl can achieve her dreams through education :) Together we can Stand #withMalala"*
- Show the client the Malala website (**malala.org**) while you're assisting them so that they can see what you're raising funds for.



THANK YOU FOR STANDING

#withMalala

Learn more and take action at malala.org