Givology Chapter Guidebook

*This document provides chapter guidelines and activity suggestions to help chapters make an impact and understand the diverse roles they can play. Your chapter coordinator will guide you through the process of setting up a chapter, recruiting members, and figuring out an annual action plan. If you have suggestions for activities we can add or other ways in which we can make this document more useful, please email us at* [*info@givology.org*](mailto:info@givology.org)*.*

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# Introduction and Getting Started

We’re excited that you are interested in starting a chapter! Our chapters are **volunteer-run, volunteer -led organizations**, often taking the form of student clubs on high school and college campuses or regional chapters comprised of working professionals. Critical to our impact, Givology chapters recruit volunteers, establish their annual goals, hold fundraising and awareness building events in their local community, and serve as ambassadors of Givology. Our chapters are core to our strength – we rely on our chapters to raise funding through events, spread awareness about our education causes, brainstorm and execute creative campaigns, and help us connect with more people. Starting a Givology chapter is a powerful way to make an impact and inspire your community to act!

Main functions of a Givology chapter include:

* **Fundraising:** Chapters plan creative fundraising events to support Givology-sponsored education initiatives and student scholarships. We’ve had so many terrific chapter-led events over the years, from open bar nights and dance-a-thons to international food nights, silent auctions, and penny drives. In our fundraising section below, we’ve listed only a few ideas to help you get started!
* **Marketing and Outreach (Education Advocacy):** Chapters help us spread awareness by holding donor registration drives, educational speaker events on issues related to education in the developing world, recruitment of chapter members and volunteers, social media campaigns to inform their local communities, among other activities to mobilize and educate others. Chapters also participate in Givology-wide campaigns such as our “Meaning of Giving” initiative and our letters campaign for students, as well as film YouTube videos, write blog posts, and hold events related to our mission.
* **Blogging and Community:** Our chapters re-cap their meetings, events, and overall impact through blogging. In addition, chapter members actively blog about their experiences and research related to education in the developing world, which gets aggregated into our central blog. Each chapter has their own Giving Team which allows them to track their impact over time!
* **Identification of Partnerships**: Chapters find and recommend high-impact grassroots partner organizations that we should bring into our network
* **Research**: Chapters research issues related to education systems in the developing world and the most effective ways to improve attendance and effectiveness of education dollars.
* **Recruitment**: Chapters recruit for future members and spread the word about Givology internships and volunteer opportunities.

Givology chapters have the opportunity to engage in cross-cultural discussion by sharing ideas with the Givology leadership team, our partner organizations, and chapters throughout the world! Our Givology chapters work closely with our team to raise awareness and funding in their local communities by holding meetings after school or work. In addition, through regular conference calls, Givology chapter leaders collaborate with each other as well as our team to plan coordinated events and campaigns, exchange ideas, and learn from each other. Givology chapter members and leaders have the opportunity to **educate, inspire and motivate** others to improve access and the quality of education to students in the developing world. This guidebook is intended to help you **get started**.

## Chapter Formation

The first step is to register as an official Givology chapter. Below is a helpful checklist to get started:

1. **Find at least 5 students to get a Chapter initiated:** The most successful Givology chapters have a strong and active member base. For helpful tips about recruiting, see our section on finding and retaining members.
2. **Organize and elect leaders**: To facilitate communication, we require that each chapter elects a President, Vice President, and Treasurer. Forming additional leadership roles is also highly recommended. We’ve detailed a few suggested roles below!
   1. **President (Mandatory)**: Main liaison between the Givology team and the chapter, oversees the leadership team of the chapter, guides the strategic direction and activities of the campus chapter, acts as the Givology ambassador on campus and in the community
   2. **Treasurer (Mandatory)**: Manages the chapter budget and the flow of funds from fundraising activities
   3. **Vice-President** **(Mandatory)**: Supports the President, manages outreach and recruiting events, mobilize students and lead chapter initiatives
   4. **Fundraising Coordinator (Mandatory)**: Holds creative fundraising events on campus in support of Givology’s supported students and projects
   5. **Marketing / Outreach Coordinator (Suggested**): Leads awareness building activities on campus in getting students registered as donors, as well as reaching out to the local community and high school, middle school, and elementary school students about Givology. Manages the chapter’s social media presence
   6. **Research Coordinator (Suggested)**: Leads a team of students to research education challenges in the developing world and post blog posts. Organizes volunteer trips to villages in need of education support
3. **Fill out the Chapter application form**, and send the completed application to us at [info@givology.org](mailto:info@givology.org). One of our team members will reach out to the chapter leadership for a discussion about your goals and how we can help!
4. **Our chapters coordinator will serve as your mentor** by providing support, feedback, and resources for your activities. Your chapter mentor will work closely with your chapter to brainstorm ideas and implement events and campaigns. Your chapter mentor will be the first point of contact if you have any questions or concerns.
5. Once confirmed, **register online as a “Giving Team”** (your chapter mentor will explain), participate in regular **conference calls** with other chapters and the Givology leadership team, and **begin chapter activities**! Your chapter mentor will connect you to coordinated campaigns, and keep you informed of great opportunities to be involved!

## Terms and Conditions

To maintain the quality and strength of Givology chapters throughout the world, all chapters must abide by our terms and conditions. If a chapter has difficulty meeting some of these standards, please contact us at [info@givology.org](mailto:info@givology.org) to discuss alternatives.

**Requirements**:

1. **Official registration** as a chapter through the submission of the Givology chapter application form
2. Chapter representation on our **periodic chapter conference calls** (at least one member from the Chapter must be present). The periodic conference call is great opportunity for Chapter leaders to collaborate, share best practices, coordinate campaigns together, exchange ideas, meet new people, engage with other leaders, and check-in regarding your progress!
3. Submission of an **annual action plan**

Each year, the Chapter must submit an action plan that details concrete objectives for the next year, as well as a review of the activities conducted the prior year.

1. Actively **holding events and initiatives** in support of Givology’s mission

Givology Chapters are bound by a commitment to actively work towards Givology’s mission of mobilizing small-dollar donations and leveraging volunteer hours to improve access and quality of education in the developing world. As such, each Chapter must be accountable for holding at least:

* 1. Two **fundraising** events
  2. One **mobilization** initiative (recruiting, holding a seminar on issues in education to promote awareness, etc.)
  3. One **outreach** event (getting students registered as donors, reaching out to the local community about Givology, etc.)
  4. Regular **partnerships** and **research** activities by contributing blog posts to our online community and identifying new partnerships

1. **Financial accountability** – All money raised by Givology Chapters in the name of Givology must be submitted to Givology. In light of the reporting requirements for non-profit organizations, money raised through fundraising events should be transferred in a timely basis and reported transparently. If you ever had any troubles or concerns, please don’t hesitate to contact us! We’re here to make the logistics side as easy as possible!
2. Maintenance of at least **30 points** on the “Chapter Project Checklist.” Chapters are considered provisional until they have gained at least 30 points. Prizes will be awarded based on number of points earned!

# Marketing and Outreach

## Getting Acquainted with Givology

Contact your Givology Chapter Coordinator to receive the most updated marketing materials we have available. These include email templates, brochures, fact cards, PowerPoint decks, and more. These materials also provide a good starting point for understanding how Givology works, and will allow you to introduce others to Givology. Your Chapter Coordinator can answer any questions you have about Givology and its functions.

## Recruiting Volunteers

Below are some helpful tips for recruiting new members:

1. Research and contact other organizations on campus or in the community with a social/volunteer mission, and ask if they would be willing to send out a recruiting message on your behalf.

1. Contact peers who you think would be interested in Givology. Consider the following:
   * Interest in volunteer and non-profit work
   * Passion for education
   * Sufficient time and commitment to the chapter longer time
2. Send Givology emails to potential volunteers, including an introductory letter about Givology, as well as the Givology fact card and brochure.
3. Set up an information session and recruit members of the Givology chapters

* Gather volunteer position descriptions
* Gauge availability and interest level of potential volunteers
* Organize meeting times and goals, and get started!

## Setting Objectives and Targets

Each year, we encourage our chapters to set quantitative and qualitative goals. We’ve discovered that goals help motivate everyone and keep track of projects.

* Donors registered as a result of the chapters’ awareness building initiatives
* Number of increased “followers” of @Givology on Twitter and Facebook as a result of the chapter’s initiatives
* Dollars raised by the chapter
* Turnout at chapter events
* Level of awareness about Givology in the community
* Level of awareness about issues regarding education in the developing world

## Potential Marketing and Advocacy Initiatives

Be creative! Here are some potential ideas for marketing and outreach:

**Online**

* Send out e-mails, Facebook, and Twitter messages to your network (@Givology)
* Write newsletter articles about Givology for your school and community
* Add Givology to your signature on your outgoing e-mails
* Encourage friends at other schools to start Givology chapters
* Write blog posts about Givology on your personal blog, social media pages, and on your Giving Team’s Page
* Engage with us on social media @Givology – tell us your ideas and start the dialogue! Retweet or re-post the articles, youtube videos, and facts that we post!

**On campus and/or in your community:**

* Participate in Givology global campaigns (talk to your chapters coordinator about our most recent social media initiatives)
* Distribute brochures and other publicity materials on behalf of Givology
* Create a video in support of Givology and post it on YouTube – film videos relevant to our 60 seconds campaign (talk to your chapters coordinator about this campaign)
* Write to your local newspaper or magazine about Givology and your chapter’s events and initiatives
* Promote Givology merchandise and online competitions (e.g., encourage students to submit entries for our periodic essay competitions)
* Hold a Givology “talk” – contact your Chapter Coordinator to schedule an event on campus in which a partner or founder of Givology can speak on campus, or find your own guest speaker with knowledge about education in the developing world
* Encourage students to write letters to the students and projects they have donated to
* Create an “awareness week” in which experts on education in the developing world speak[[1]](#footnote-1)
* Represent Givology at your university’s career or volunteer opportunities fair
* Start a donor registration campaign on campus
* Participate as a representative of Givology in discussions and debates held on campus by other organizations
* Visit local middle or high schools to talk about education in the developing world
* Launch a photography, art, or essay contest based on a theme relevant to Givology
* Organize a Givology open forum and invite young community leaders and social entrepreneurs to showcase their work in a collaborative setting

# Fundraising

Fundraising for Givology has direct and immediate effects on the lives of students around the world. Our chapters are essential in helping us sustain our longer-term commitments to our partner organizations by ensuring no student or project goes under-funded for too long. Online funding can often be unpredictable in terms of timing and allocation, so we depend on you to help us smooth the gaps!

## Getting Started

Fundraising may seem daunting at first, but it can be a very fun way to engage your community and leverage social networks. Below are some tips to help you get started.

1. **Brainstorm fundraising ideas** that would be popular with students and members of the local community. Think of past fundraiser events run by other student and community groups that were successful.
2. **Select who you are fundraising for:** all projects and students listed on Givology are eligible. Your chapter may have a particular cause or geographic region of the world that resonates with your members, or your chapter may choose to give discretion to Givology. Regardless, talk to your chapter coordinator about the causes that you are passionate about. We can provide suggestions of high impact projects worthwhile to support, as well as connect to you to more information and/or introductions to the beneficiaries or project managers of your cause to develop a personal connection. Some of our chapters choose to focus on one particular partner, while others prefer to rotate thematically. Regardless, reach out to your chapter coordinator – we’re here to help and make sure that your **chapter knows exactly where the funding is going** and the difference it makes! Transparency and personal engagement are core tenets to our mission and we want you to be absolutely confident and fully aware of the impact of your contribution.
3. Create a **list of all potential funding sources** (University’s student council, individual college student councils, community sponsorship sources, etc.) and apply to these small-scale grants on behalf of Givology. Reach out to your Chapter Coordinator for help submitting grant applications in support of Givology
4. Share your ideas on the **Givology chapters call** with other Chapter leaders and the Givology leadership team, or contact your chapter coordinator directly for initial feedback.
5. **Find a venue** for a fundraising event (if necessary)
6. **Organize volunteers** for the fundraising event by reaching out to chapter members, family, friends, and members of other campus organizations
7. **Gather supplies** for the fundraising event. Ask local businesses or stores to donate goods and funding. Reach out to your Chapter Coordinator to request a small working capital infusion to support the fundraising initiative
8. **Publicize the event.** The more people you reach out to, the more effective the event will be. Actively market the event by sending e-mails, posting flyers, using social networking sites (blogs, Facebook, etc.), and making announcements in classrooms
9. **Implement!** Have a back-up plan and plenty of volunteers on site. Make sure to highlight Givology’s overarching mission and educate all attendees about Givology’s mission and vision. Carefully document all donations and expenditures to report to the Givology core team.
10. **Close out the logistics**: Your chapter coordinator will send you all the details for the financial transfer. The impact of the donation will be credited to your giving team so you can track your impact over time, with special prizes for effective chapters!
11. Assess the **efficacy of the fundraising event**. What was successful? What could be improved in the future? During the chapter calls and follow-up session with your Chapter Coordinator, share your ideas and insights about what worked and what didn’t.

## Potential Fundraising Initiatives

To get you started, we’ve provided a list of potential ideas. Remember that the most successful initiatives are tailored to the interests of your fellow students! Your Chapter Coordinator will be happy to discuss potential fundraising initiatives for your campus. Fundraising is a great way to hold fun social events while making a difference!

* **Auction of Promises**: Try to get people to donate a gift, the promise of their time, or use of their belongings (<http://www.auctionofpromises.com/>)
* **Bake sale** or a **bake-off competition**
* **International food night:** Solicit in-kind donations from local restaurants
* Set up a **table for donations** **at a sporting event**
* **Race in support of Givology**: Organize a race or walkathon, asking for either per lap or flat pledges
* **Benefit concert** or a **battle of the bands competition**: Contact local bands to play at a concert in support of Givology’s cause
* **Singing competition or karaoke competition**
* Organize an **international night** with international food, dance, and entertainment
* Givology **car wash**
* Givology **dinner and dance party,** or **banquet** at a local restaurant
* Charity **barbecue**
* Givology **Book Sale** at the start or end of the academic year: Turn old books into hard cash by holding a book sale of all those old holiday page turners and unread classics gathering dust on your shelves
* In time for Halloween, Thanksgiving, Easter, and Christmas, hold a themed **Givology auction or holiday party** (EX: costume party, Halloween ball, egg hunt, Christmas arts and crafts, etc.)
* **Ice skating** in support of Givology
* **Ice cream eating competition**
* **Movie showing**: Selecting a documentary with a message complimentary to that of Givology
* **Charity golf match**
* **Jumble sale**: Sell off donated dorm items and miscellaneous items
* **Murder mystery evening:** Create your own themed murder mystery dinner and themed event (<http://www.great-murder-mystery-games.com/fund-raiser-ideas.html>)
* **Match the pet to the owner competition**: Ask your friends to bring in one photo of themselves and one of their pet. Charge $1 for submissions for a prize!
* **Masked ball event**: Everyone wears a mask of his or her choice. Have a competition to guess who's who
* **Photography competition**: Invite your friends to get their baby photos out and pay $1.00 a go to 'guess the baby'
* **Quiz Nights**: Always a favorite whether it is at home at work, in a club or in your local. Charge people to take part
* **Sponsored Events**: Bike Ride, walk, silence, swim, slim, headshave
* **Treasure Hunt throughout the city**: A challenge event for people, and a fun way to raise big money
* **Tombola**: Get some raffle tickets and persuade your friends and colleagues to donate prizes
* **Variety / Talent Show**: Round up your talented friends and tread the boards, charging for admission
* **Wine Tasting:** Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds to charity
* **Project Runway:** Organize a fashion event, with Givology merchandise featured
* **Sports Tournament** or **Field Day**: Start organizing teams that compete in fun field day events
* **Trash pick-up**: Raise money in return for cleaning up public space
* **Wear something funny for money**: Wear crazy clothing and ask for donations
* **Comedy night**: Swap jokes and comedic acts
* **Sell fair trade goods and arts and crafts**
* **Sponsored “give it up”:** Why not give something up to raise a few bob? Chocolate, shaving, talking, driving, Facebook…
* **Jailbreak**: Preferably dressed as prisoners, sponsored teams set off from a real jail and are dropped off at a mystery destination without money or a mobile phone. They must then find their way back whilst getting the public to hand over some cash
* **Home-cooked meals**: Use your best cooking skills to hold a fundraising meal at home. Or if you know a local restaurateur, ask them to provide a simple menu for you for $10 and sell tickets for $15 to $20 to family and friends
* **Fancy dress party**: Fairies and gnomes, animals and birds, heroes and heroines, country and western. Fancy dress is a long-standing favorite and ideas for themes, and the fun you can have when dressed-up, are endless
* **Tug of war**: Old vs. young. Women vs. men. Dunkers vs. non-dunkers. Marmite lovers vs. Marmite haters. Whatever the division, a game of tug of war will decide who is best
* **Caption competition**: Choose a funny photo from your last party and hold a caption competition. Entrants pay per caption and the winner receives the framed photo to display on their desk or notice board
* **Easter egg hunt**: Hide some chocolate and charge friends, family or colleagues to hunt for it. Be inventive with your hiding as well, and there’s no need to wait for Easter
* **Bonfire Night**: An explosion of fundraising potential. Sell hot dogs, baked potatoes, and mulled wine
* **Spelling Bee**: Hold a fun spelling bee
* **Art Sale**: Get in touch with local artists and ask them to donate artwork. Organize a sale, auction or exhibition with an entry fee
* **Gifts to Givology**: If it’s your birthday coming up, suggest to your family and friends that instead of giving you presents they make a donation to Givology
* **Quote quiz**: Collect as many quotes from movies or song lyrics you can and test the trivia knowledge of friends and family. Charge entry to the quiz, with a prize for the winner
* **Betting on wacky races**: Ducks – real or plastic. Snails – don’t make the course too long. Sheep – ewe better keep an eye on them. Toy cars – feel the need for speed on the Scalextric track. Race babies as well
* **Hold an extreme competition**: Hold a bridge building competition or a paper airplane distance competition
* **Pupils vs. teachers**: Hold a quiz morning where pupils pit their wits against teachers. Or how about a School Idol competition or pupils versus teachers football match?
* **Plant and Flower Sale**
* **Give Change, Change Lives**: Ask your friends and colleagues to empty their pockets every evening for a week. Their small change can make a big difference
* **Bingo Night, Poker Night:** Bet the night away!
* **Pooch pampering**: Set up your own doggy grooming parlor. From Chihuahuas to Great Danes, there are plenty of pooches who could do with a spruce-up.
* **Battle of the biceps**: Put brute force to the test and pit your strength and skill in an arm wrestling competition. Keep those elbows on the table
* **Host a luncheon featuring a guest speaker**
* **Cheese and wine evening,** or **port and chocolate evening**
* **Job swap:** Sponsor your manager to work in reception. Or how about auctioning off the boss’s job for a day? People are sure to pay good money to enjoy the perks that come with being number one in the workplace
* **Come dine with me**: Create your own version of the popular TV show. You and a few friends all host a dinner party. At the end of each evening you all rate the food and the host’s performance. Make a donation to take part and make sure the winner receives a prize
* **Bag it up**: Simply ask your local supermarket if you can bag customers’ shopping and ask for a donation for your service
* **Candy grams, orange crush, singing telegrams**
* **Face painting**
* **Supersize my snack:** Make your own giant chocolate bar or packet of crisps. Or how about the worlds biggest boiled sweet? Sell to the highest bidder
* **Speed dating:** Play Cupid by organizing a matchmaking event. As well as being a great way to match up your pals, it’s a sure fire way to raise cash
* **Butler Auction**: This fundraiser will probably prove to be very popular with the underclassmen at your high school. Let the seniors’ auction themselves off to be a butler for a day. Butler responsibilities would be greet their “employer” as they arrive for school, carry their books, fetch their lunch, etc
* **Santa Breakfast**: Santa Claus is coming to town. No one likes to wait in line at the mall to visit Santa Claus. Host a breakfast (or lunch) with Santa Claus to make the experience more enjoyable.
* **Hugs and Kisses**: Package Hershey’s hugs and kisses candies in pretty cellophane bags with a blank note card. Offer the packages for delivery and purchase with an additional fee to keep it secret
* **What’s in the box Auction**: Curiosity killed the cat and it will be curiosity that will work in your group’s favor with this fundraiser. Have all the attendees bring a wrapped package, big or small, to the auction. They can place anything they want in the box. As each box is brought in, label it with a number and place on tables that have been set up. People should be allowed to examine the boxes, picking them up and shaking them. Absolutely no unwrapping or peaking! Run the auction live or silent

## Additional Resources

Additional fundraising ideas can be found here:

Fundraising from A to Z: <http://www.bluecross.org.uk/web/site/Fundraising/AZFundraising.asp>

Great guide to 101 innovative fundraising events: <http://www.macmillan.org.uk/Get_Involved/Fundraising_ideas/Fundraising_ideas.aspx>

Excellent Resource for creative fundraising events (highly recommended reading): <http://www.fundraiserinsight.org/ideas/>

# Partnerships

Givology's partner organizations are the true engines behind our operations. Sharing a common vision, our partners deliver funding to students and education projects worldwide, and monitor progress. Givology’s mission is to make education sponsorship easy, transparent, and rewarding. As a result, we partner with local organizations that support innovative, community-driven education initiatives. We post profiles of projects and students, and collect funding for these organizations.

Since chapter members may have had positive experiences volunteering or working at various grassroots organizations, **we want to give Givology chapters the opportunity to identify and help Givology form partnerships with new organizations**. In helping us grow our network, your chapter helps us reach new communities and extend the breadth and scope of our work. With your on-the-ground intelligence, we can reach innovative organizations and education initiatives that may not otherwise be readily known. As we’ve all discovered, some of the greatest work is done by local heroes who change the lives of students every day, but who may not necessarily have a large marketing and PR budget.

To learn more about the process involved, please visit our partnerships page: <http://www.givology.org/our-community/field-partners/>

If you have any ideas of great potential partners, please contact your chapter coordinator who will start the process!

# Blogging & Community

## Posting Content Regularly – Social Media

As a community of giving, we rely on our Chapters to generate content to educate and inform our donors about issues in education in the developing world. Thus, we encourage Chapter members to:

* Post blog posts on our website about your experiences with education in the developing world (your blog posts appear on our rolling feed on the website and also on your Giving Team blog) Also, you have the opportunity to share photos and videos of your experiences and events, which is a great way to inspire
* Research challenges to education access and quality and write editorials to be posted on our website
* Write newsletter articles about methods of improving education quality and access
* Start an online debate or discussion about controversial issues in education policy
* Create a video highlighting important issues in education and share with Givology
* Tweet **@Givology on Facebook and Twitter** with your findings – we love to engage in a dialogue with you over social media and to share the tidbits of information you found interesting, insightful, thought-provoking, or evocative

## Participating in Givology-wide campaigns

Our chapters often simultaneously coordinate awareness-building campaigns on social media. For example, we launched an “education gives…” campaign earlier this year where we invited all our chapters to take as many photos as possible of people filling in the blank “education gives…” on a blackboard. For each photo response, we had a donor pledge us $1. The inspiring results can be found here: <http://www.flickr.com/givology>. Your Chapters coordinator will regularly update you about our latest initiatives and campaigns – this way, your chapter is fully integrated into our latest activities. Together, we can make a difference!

# Recruitment

When school is finished for the year or you have extra time outside of chapter activities, consider joining the Givology team as a volunteer, intern, or fellow. As a 100% volunteer-run organization, our key to success is the strength of our team. We’ve often had past interns and volunteers start chapters, while simultaneously, chapters are often a rich resource for future interns and volunteers. Particularly for chapters started in high schools and universities, we’d really appreciate your support in getting the word out about our internship program, which offer flexible hours but plenty of hands-on experience in managing projects, thinking creatively, and learning how a non-profit works from the inside. Often times, our most outstanding interns become permanent team members who become leaders of our organization.

Help us spread the word about Givology and the opportunities to be involved whether as an intern, fellow, or volunteer. Check out <http://www.givology.org/get-involved/> for more details

1. Hosting a conference or panel event with speakers knowledgeable about education is a great way to improve awareness and mobilize students on campus. Contact your Chapter Coordinator if you would like the Givology core team to help you find speakers in your area. [↑](#footnote-ref-1)