



2025 CORPORATE FUNDRAISING TOOLKIT



SCHOOL
THE WORLD

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HOW TO

A photograph of several children sitting at desks in a classroom, focused on their work. The children are of diverse backgrounds and are wearing school uniforms or casual clothing.

Make a Classy Fundraising Page

Step 1:

Click on the link provided to reach the campaign page for your service trip. You will reach a page that looks like this:

Select “Become a Fundraiser”, and then “Join a Team”. Look for and select your company’s team page.

A photograph of two young girls smiling brightly at the camera. They are sitting at a desk in a classroom. The girl on the left is wearing a pink shirt with a butterfly design, and the girl on the right is wearing a blue patterned shirt.

Road to Guatemala!

2025 Corporate Service Program

\$0 Raised

\$50,000 Goal

BECOME A FUNDRAISER

DONATE NOW

Step 2:

Set your fundraising goal for whatever amount you are aiming for.

Make a creative headline for your page as well so that donors know exactly who and what they are donating to!

Step 3:

Select a photo so that donors can easily find your page.

You may add multiple photos and videos to your page.

2

Create your page

Set your fundraising goal *

USD ▼

\$ 1,750.00



Your Page's Headline *

Help me raise money for School the World!

41/180

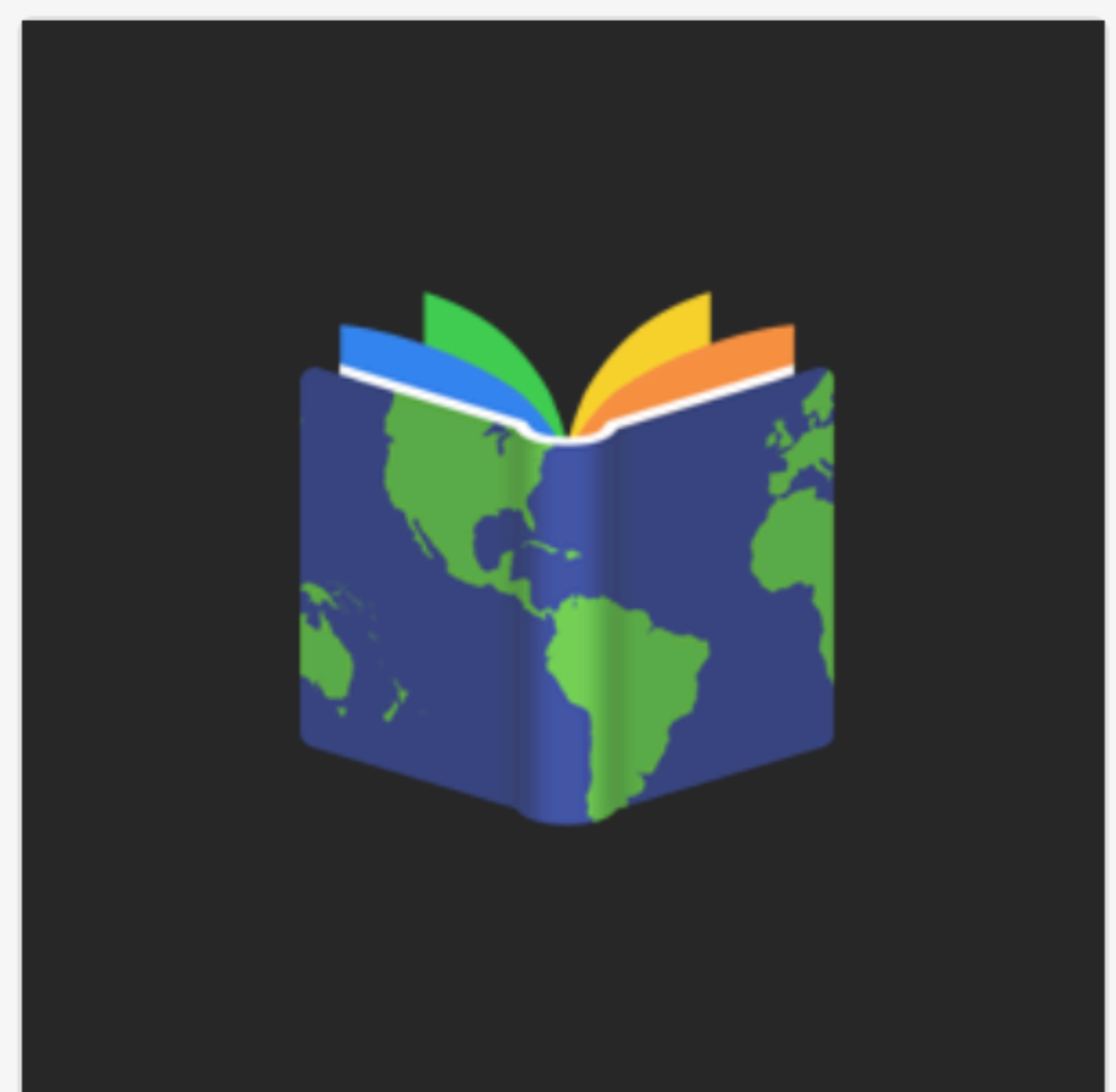
Set your Fundraising Page's Short URL (optional)

<https://donate.schooltheworld.org/ExampleShortUrl>

Start typing

NEXT

Choose your photo



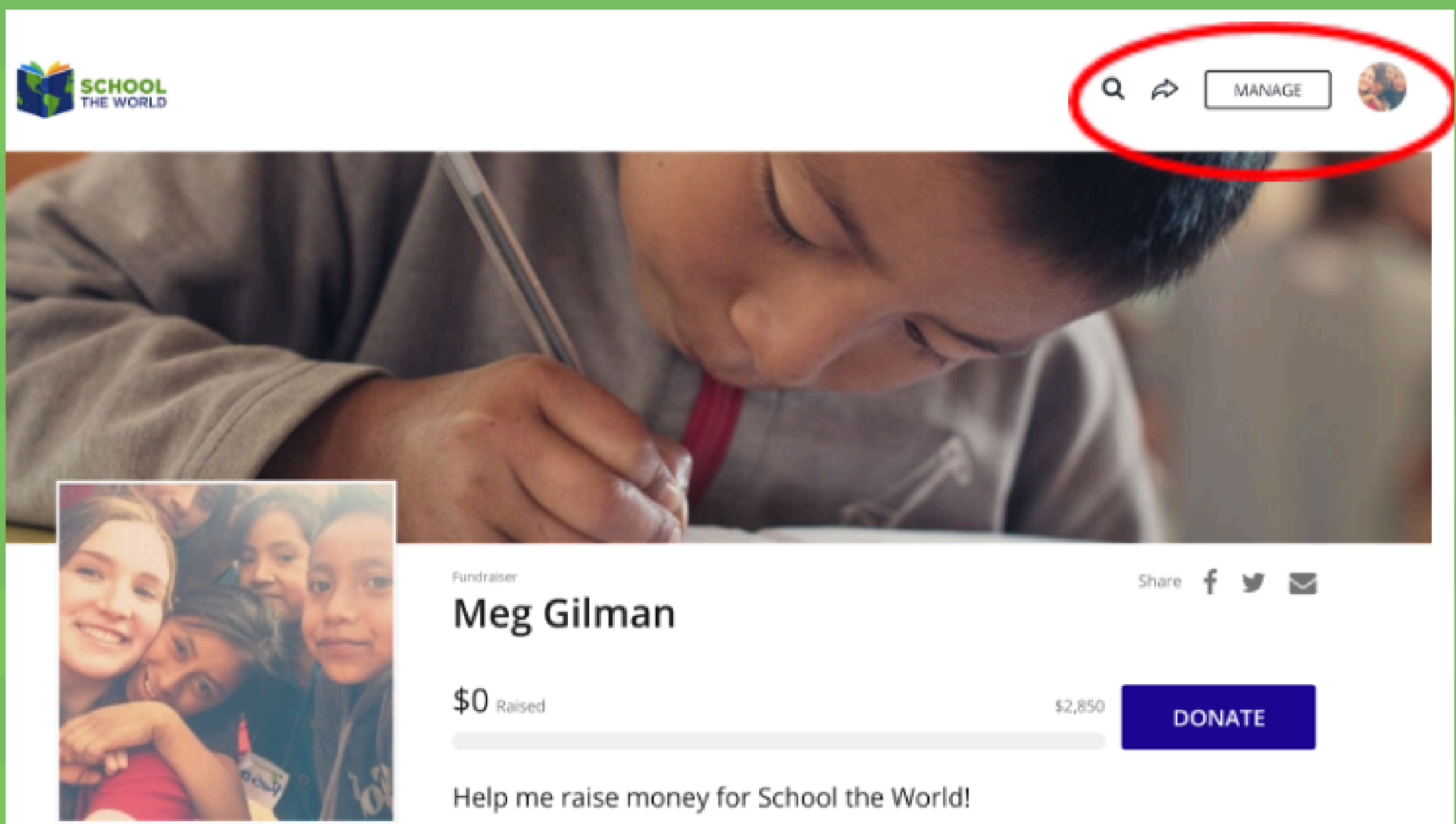
CHANGE

CONTINUE

Step 4:

This is what your fundraising page will look like once completed:

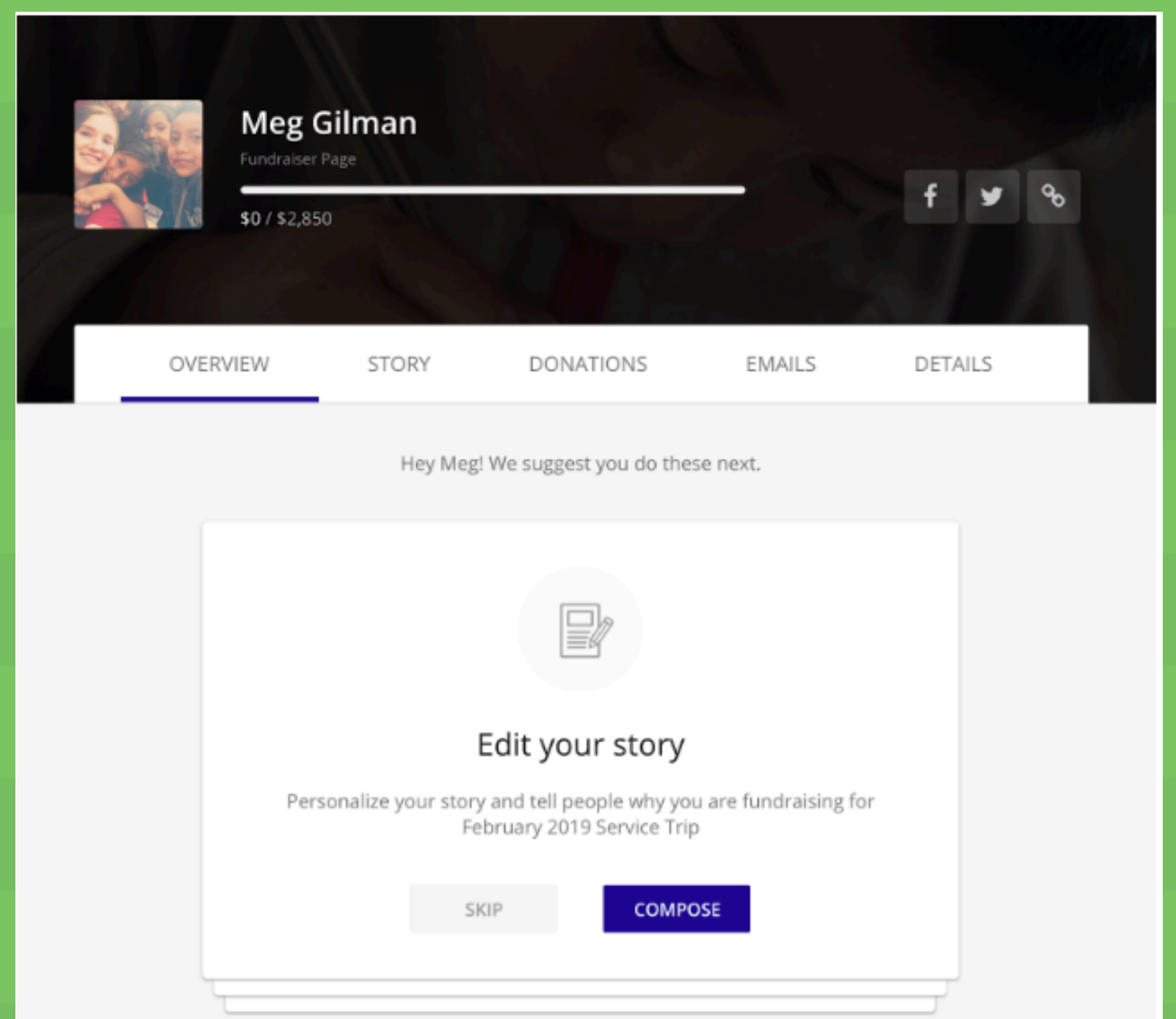
Select “Manage” in the top right corner to access more tools and features to enhance your fundraising page.



Step 5:

From here, you can personalize your page however you want!

Write a story about what you are fundraising for, why people should donate, and how they can do so!





Ask for donations

Copy a message to email your closest family and friends for their support

SKIP

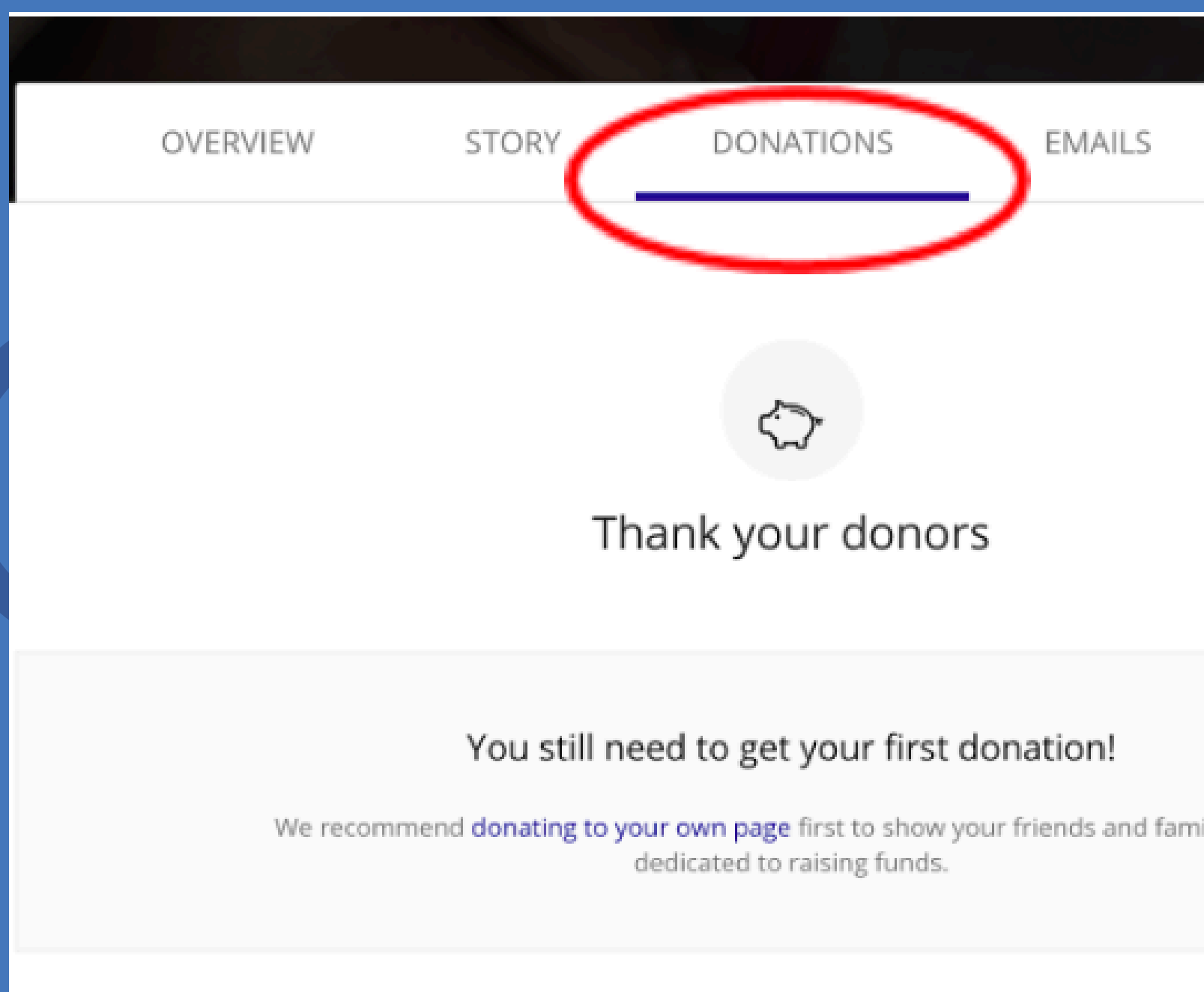
ASK

Step 6:

Send & share messages via email & through social posts directly from Classy to notify family & friends of your campaign. Inform them of how they can donate and share your fundraising page with others.

Step 7:

Under the "Donations" tab, keep track of any donations friends and family have made through your fundraising page, and send personal thank-you emails to them!



FUNDRAISING TIPS

- **Start fundraising early! The more time you have, the more money you can raise.**
- **Set a challenging yet attainable goal - depending on your employer the minimum fundraising amount may differ, but anything on top of that will only help more communities access education!**
- **Make it easy for people to donate by posting your fundraising page on social media, accepting Venmos & cash!**
- **Cast a wide net by fundraising across multiple channels - social media, events, the office, family and friends, etc.**
- **Know your target audience. Who are you trying to gain support from?**
- **Create a pitch: Why are you passionate about this? Be prepared to explain this to potential donors**
- **Step out of your comfort zone, the worst that could happen is someone says no!**
- **Don't hesitate to reach out to STW staff to ask for ideas or advice.**
- **Most importantly, believe in yourself and your mission, have fun, and be creative!**

IDEAS FOR SOCIAL MEDIA POSTS



Instagram



Hi everyone! I am going to Guatemala next year with @schooltheworld to help build a school. I have a goal of raising \$1,750 to help provide all the necessary supplies and resources. Please check out the link in my profile for more info and how to get involved to help me reach my goal! Thank you!



Facebook



Hi friends and family! Next year I am going to Guatemala with @School the World to help build a school in a rural community. I am trying to raise \$1,750, all of which goes to supplies and resources to build the school. All children have a right to an education. Every bit helps me reach my goal! Please check out my personal fundraising page, where you can donate and track my progress with me. Thank you in advance! Link:
<https://donate.schooltheworld.org/campaign/corporate-service-program-2019/c196373>



Twitter

Compose new Tweet



Hi! I am trying to raise money to go to Guatemala and build a school next year. Check out the link on my profile for more information and how to help me reach my goal! #SchooltheWorld



Tweet



FUNDRAISER IDEAS

SOCIAL MEDIA

Let everyone know about your mission! Share links to your personal fundraising page and let people know why they should donate

A BETTER BIRTHDAY & HOLIDAY GIVE BACK

Ask family and friends to donate to your cause in lieu of birthday or holiday gifts this year

MATCHING GIFTS PROGRAM

Your company is matching your donations, so ask your donors if their company has a similar program to double their impact!

PARTNER WITH LOCAL RESTAURANTS

Tons of restaurants will work with you and give a percentage of their sales to your cause. Check out www.groupraise.com

CASUAL DRESS DAY

Talk to your HR team and see if teammates can "earn" a casual dress day through a \$5 or \$10 donation

FUNNY PHOTO CONTEST

Ask coworkers to submit a funny photo of themselves and hang them up with a collection can under each one. Others can vote for the funniest by placing a donation in the can. Winner gets a prize!

BAKE SALE

It's a classic because it works! Find a high traffic area of your office and get some baked goods and take donations via cash, check, or Venmo

SPORTS TOURNAMENT

Tap into your office's competitive atmosphere and set up a basketball/corn hole/etc tournament with a small entry fee and a prize for the winners.

TRIVIA NIGHT

Ask a local restaurant/bar or host a trivia night in the office; teams can play for a small fee. Bonus points if you can get the bar to contribute a percentage of sales from the night!

PIZZA FOR LUNCH

Plan a day to buy pizza for the office. Ask people to donate what they would have spent if they had bought lunch out that day

50/50 RAFFLE

Create a 50/50 raffle for the office. Perhaps you can pair this with the pizza party!

PARKING SPOT

Are there prime parking spots at the office? Ask people to donate and then raffle off the spots for an extended period of time as the prize

COMPANY CAR WASH

Team up with some coworkers to create a lunch-time car wash. Collect a fee upfront and wash away!

FOOTBALL SQUARES

Everyone loves Super Bowl Squares, so why not make it last all football season? You can easily Google a free template for the squares and split the winnings (50 for your fundraising, 50 for the winner!)

**FUN RUN
OR
FUN WALK**

Use a community trail and get employees and their families to partake on a weekend, charging a small entry fee. Offer a long and short route so all individuals can take part.

**YARD/USED
BOOK SALE**

Employees to donate a few items/books they would like to give away. Find a space, maybe the company parking lot, on a weekend and all funds can go towards the trip.

**WACKY
WAGERS**

Donate to see a weekly fundraiser activity e.g: your boss comes to work wearing a wacky outfit. Based on the activity for that week individuals can donate accordingly.

**CUTEST PET
CONTEST**

Pay a fee to enter your pet and if a work space allows, bring them to work at the end of the month for voting or if there is a remote/hybrid model can submit online and everyone emails in their votes

**PHOTOGRAPHY
CONTEST**

Pick a theme for the week/month and encourage employees to submit a photo. Pay a small fee to enter and the winner can have their photo framed in their office/workspace common area.



**LET'S GET TO WORK!
GOOD LUCK FUNDRAISING!!**





SCHOOL
THE WORLD

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