COME TOGETHER



JOIN THE MISSION

START A SCHOOL THE WORLD CHAPTER TODAY!

WHY START A SCHOOL THE WORLD CHAPTER?

School the World Chapters are student-led groups that believe in the power of education to disrupt the cycle of extreme poverty. Through our dynamic program, you'll learn what it means to be a global citizen, educate your peers, organize impactful fundraisers, serve as School the World ambassadors and so much more! We'll provide all the support, training, and resources you need to get started and grow.

WHAT'S IN IT FOR YOU?

- Develop an impressive skillset of leadership, organization, and advocacy
- Gain knowledge about Latin American communities and the obstacles to education they face
- Collaborate with peers to support children's educational access and success

READY TO GET STARTED?

To start your own **School the World Chapter**:

1. **Build your team:**
   Find at least 5 interested and excited friends or classmates.
2. **Elect your leadership:**
   Assign positions to your team members.
3. **Your first event:**
   Plan your first School the World event.



WHAT'S NEXT?

- Receive your School the World Chapter "Toolkit" - *this will be your guide as you plan events and activities for your members throughout the year*
- Meet once a month (or more!)
- Connect with other chapters
- And more!

QUESTIONS, COMMENTS, OR CONCERNS?

We are here to support you throughout the process of starting and growing your chapter. Reach out at elspeth.long@schooltheworld.org with questions or for more info!

School the World is a community-driven nonprofit committed to disrupting the cycle of extreme poverty through the power of education. Since our founding in 2009, we've built over **186 schools**, reached over **192,135 children**, empowered over **14,142 parents**, stocked more than **1,082 libraries** and trained over **8,449 teacher**s in rural Central America. On our journey to creating a more just world, our *Student Service Trip Program* amplifies our impact at home and abroad by providing U.S. students, families and companies the opportunity to travel to rural Central America and build a school! Since 2013, nearly **1,500 World Changers** (students) have traveled to Central America with us!

schooltheworld.org

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School the World Chapter Program

TOOLKIT

SCHOOL
THE WORLD

CONGRATULATIONS!

You've decided to start a School the World Chapter... now what?

This toolkit will serve as your go-to guide as you start and lead your Chapter. On the following pages you will find everything you need to know to establish your Chapter, ideas for activities, and advice for planning events. Let's get started!



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Have questions? Need support?

Reach out to elspeth.long@schooltheworld.org!

Forming Your Chapter



You have your people, now organize them!
Work together to assign these roles to team members:

- **Club Chair/President:** Plans and facilitates meetings, oversees progress of each chair/committee, communicates progress with HQ
- **Programs Chair**: Plans programming throughout the year including educational/awareness activities and peer facilitation opportunities, works with Social Media Chair to create awareness campaigns, works with Fundraising Chair to plan events
- **Recruitment Chair:** Responsible for recruiting new members, promoting the chapter throughout the school, and helping to promote service trips
- **Social Media Chair:** Creates and runs social media pages for the chapter and engages with School the World's pages
- **Fundraising/Events Chair:** Oversees planning and execution of fundraising events and tracks fundraising goal progress throughout the year

Those who are not selected as chairs will join a committee as a member!

Forming Your Chapter

Decide Your Structure

There are some important details that need to be set in place for your chapter, leadership team, and members:

- **How often and when will you meet?**
  - - Chapters are required to meet at least once a month, but bi-weekly is recommended!
  - - What day works best? Is after school the best time to meet? During a free period?
  - - Make sure to create a schedule and share it with chapter members!
- **How will you communicate?**
  - - What is the best way to communicate amongst the leadership team? How will general members stay updated and informed?
  - - Text messaging, GroupMe, WhatsApp, Slack, and emailing are all options!
  - - Will announcements be made outside of these communication methods? Are they able to be integrated school-wide via daily announcements? Posters?
  - - Start your own social media accounts or email lists to keep interest and engagement.

Forming Your Chapter



Create Your Goals

What's your vision for the year? Create goals to keep enthusiasm high and progress on track!

Fundraising/events goals:

- **How much money do you want to raise this year? As individuals? As a Chapter?**
- **How many events do you want to have?**

Awareness goals:

- **What do you hope to accomplish in terms of education and awareness this year? Will you host educational events? Peer facilitate lessons? Speak to younger students?**

Recruitment goals:

- **How will you recruit new members and how many do you want to have?**
- **Are you planning to recruit students for a service trip?**

Getting to Know STW

Once your Chapter is formed, you'll have the opportunity to learn more about School the World, how to promote your Chapter, and what steps are involved in the fundraising process.

Staff Visit

A School the World staff member will join your next Chapter meeting to give the leadership team and general membership an overview of STW's mission, initiatives and impact.

Your Elevator Pitch

After the presentation, your Chapter will create your own "STW Elevator Pitch" so that you are prepared to share about your Chapter and what you do as a Chapter!

The What and How of Fundraising

Next, you'll receive a link from a STW staff member to set-up a fundraising page on GiveButter. They'll also send you our Fundraising Toolkit for guidance in that process as well as fundraising tips and ideas. This dedicated staff member will help you brainstorm fundraising ideas and opportunities along your journey.

Make sure you're following School the World on all social media accounts @schooltheworld so you can stay up to date on the latest and also get some ideas for your own social media page and fundraising! We'll be sure to repost anything you tag @schooltheworld in!

Activities and Events



Planning What to Do

Time to plan events and activities for your Chapter! What will you do throughout the year?

Engage your members in these 3 ways:

- ***Education and Awareness:*** Learn as a Chapter about issues related to the education crisis, the global problem School the World is trying to help sovle. Take that knowledge and share it with others outside of your Chapter!
- ***Recruitment*:** Grow as a Chapter by involving more students! Encourage others to go on a service trip to Honduras, Guatemala or Panama to see your impact first-hand.
- ***Fundraising*:** Raise money to support the construction of schools and playgrounds through creative campaigns!

Need inspiration and ideas? Keep reading for step-by-step guides as well suggestions of possible events and activities.

Activities and Events

Teach A Lesson Plan

1) **Pick a lesson plan** from School the World's collection which covers topics from global literacy to sustainable development and more!

2) **Determine who and where** you will teach to, like in a class of your peers, younger students, and where and how this will take place.

3) **Read the whole lesson plan**, making sure you are familiar with the content and know how to lead the activity.

4) **Decide who will do what**, if two or more people will be leading the lesson for the Chapter members.

5) **Prepare the materials,** including any necessary technology you need.

6) **Have fun teaching your lesson**! Consider a trivia format or other interactive activites.

Host an Awareness Event

1) **Choose an issue** related to School the World's work that you'd like to inform your peers about. Literacy? Access to Education?

2) **Select your style** of outreach. Will you create a presentation, view a video or documentary, create a poster board, a game, pose a question? We are happy to share any pictures and useful information with you for your presentation. We are here as a resource!

3) **Set a time and place** for your event. Will you table during lunch in the cafeteria? After-school in the library?

4) **Know your stuff** so you can communicate clearly and with enthusiasm. Practice if needed!

5) **Time to share with others!**



Activities and Events

Speak to Younger Students

Inspire younger students to be global citizens and increase their awareness as future change-makers!

1) **Find a day** that you could visit an elementary or middle school classroom. A school-wide day of service could work great! Or structure your visit (and other events) around campaign days like International Women's Day or Literacy Day!

2) **Reach out to a teacher** to ask if you can share about STW with their students. Connect with a past teacher of yours or a younger sibling's teacher!

3) **Plan your visit**. How will you share about STW? Will you read a story, facilitate an activity, present a slideshow? Make sure you consider the age group you are visiting.



4) **Organize the details** amongst your Chapter members ahead of time so everyone knows their role on the day of your visit.

5) **Show up and share!** Enjoy your time with the younger students.

Tip: Be sure to **thank the teacher** after your visit!

Activities and Events

Offer Seasonal Services

1) **Ask Neighbors, Family, or Friends:** reach out to see if they need help with any chores.

2) **Let them know what you are Fundrasing for:** inform family, friends, and neighbors of how their support is helping to fund your school chapter, and what School the World stands for.

3) **Offer to rake leaves, shovel snow, do yard work, etc:** this is an easy way to not only do good for your community, but also fundraising to support communities in Central America and the Philippines.

Partner with a Local Business

1) **Reach out to Local Businesses:** inquire with businesses in your neighborhood to see if they would be interested in hosting a fundraising campaign with you. A percentage of their sales will go towards your STW chapter fundraising.

2) **Plan your Event:** coordinate a time convenient for you and the business to host the "World Changer Night".

3) **Help Promote their Business:** promoting your "World Changer Night" will not only postiively impact your fundraising goals, but also promote their business. Post on social media, hang flyers around school, and tell your friends!



Activities and Events

● Create a Social Media Campaign ●

1) **Determine the message** you want to share with your audience. How to be a global citizen? Solving poverty through education? Share School the World with others!

2) **Pick a platform** to use. TikTok, Instagram, or YouTube are all good options. Which will help you reach your audience/goals?

3) **Assign tasks** to your team based on skill and interest. Who will collect information and pictures, design the post(s), film?

4) **Discuss strategies and make a plan** to ensure that your content will reach as many people as possible.

5) **Post your content** and make sure to tag @schooltheworld so we can repost!

Organize a Sports Fundraiser

Raise funds for School the World through sports!

- **"Grades Games"** – Teams of students from different grades can donate to compete against one another in a sport of your choosing!
- **"Tournament of the Teachers"** – Your school's faculty and staff go head-to-head! Students can donate money to indicate which team they hope wins.
- **Bake Sale** – Partner with a sports team to sell some sweet treats during a game.



Activities and Events

Additional Ideas

Need further inspiration? Check out these ideas for activities and events to engage you Chapter members and greater community!

Book Exchange
Fundraising

Literature lovers unite! For an entrance fee of your choosing, members of your community can trade gently used books of theirs for someone else's. Then donate the proceeds to STW to stock libraries in Central America!

"Post About It"
Recruitment

Eye for design? Create visually appealing posters at your Chapter meeting to hang up throughout your school to attract new members.

Write Letters
Education/Awareness

Connect to students in Latin America in the communities STW works with by snail mail. Host a letter writing session as a Chapter.

Watch Party
Education/Awareness

Gather people and snacks together to watch a compelling video related to issues STW addresses. Afterwards, discuss your reactions.

Alumni Visit
Recruitment

Invite a student who has participated in one of STW's service trips to share their experience and encourage others to travel with STW.

FUNDRAISING

Use our QR Code to Fundraise!



READ MORE ABOUT A CLUB IN DC



READ MORE ABOUT A CLUB IN NY



SCHOOL THE WORLD

READY, SET, GO!

Now that your Chapter is up and running, you've begun the exciting journey of **impacting your own community.**

The global citizenship you inspire will **change the lives of children and families in the Latin America.**

From all of us at School the World, **THANK YOU**!

We look forward to working with you as your Chapter grows and develops!

SCHOOL THE WORLD

Eager to connect your Chapter members with the wider School the World community?

Your Chapter is invited to:

- Participate in official STW **fundraising campaigns**!
- Attend STW's annual **gala**!
- Join bi-annual meetings to **meet members of other Chapters**!

Contact elspeth.long@schooltheworld.org for more details.



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