



Splash

# SCHOOL FUNDRAISING TOOLKIT



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# WELCOME LETTER

Welcome to Splash’s School Fundraising Toolkit! We appreciate your interest in fundraising for Splash with the goal of providing kids with clean water, clean hands, and clean toilets. We hope this kit will give you the tools you need to host a very successful fundraising campaign.

### WHY FOCUS ON WATER, SANITATION, AND HYGIENE FOR KIDS LIVING IN URBAN AREAS?

Over 1.8 billion people rely on unsafe drinking water and nearly 2.5 billion people don’t have access to functional toilets. Although a lack of access to water, sanitation, and hygiene is devastating for people of all ages, children are impacted more drastically by the water crisis - 90% of deaths from water-borne illness are kids.

We focus on urban areas because all over the world, the trends of poverty are abundantly clear: The poor are moving to the cities in droves. 3.9 billion people live in cities, and by 2050, 75% of the world’s population will live in urban contexts.

### WHAT IS SPLASH DOING TO HELP?

Splash serves over 1 million children every day in eight countries across Asia and Africa. We reach this enormous number of children by installing water filtration systems in child serving institutions like schools, orphanages, shelters, and hospitals. These systems remove 99.9999% of all bio-contaminants from water and are made of very durable materials to ensure quality and sustainability.

In addition to installing filtration systems, Splash improves sanitation at schools; ensuring toilet facilities are outfitted to meet global standards for safety, privacy, cleanliness, and accessibility. We address bad hygiene habits through teacher and student training, and by installing powerful motivators like mirrors, footsteps, and paint to create a child-friendly environment. Splash’s hygiene education programming encourages long-term behavior change by instilling the value of healthy hygiene practices and sanitation in kids, teachers, staff, and hopefully, parents

### WHAT CAN I DO TO SUPPORT YOUR MISSION?

We need students like you to help raise awareness of the global water crisis and raise funds so we can bring clean water to kids in schools worldwide! You can make a huge difference in another student’s life by ensuring clean water is available, sanitation services are safe, and change the way hygiene education is understood and taught in schools around the globe.

We’re very excited to hear your ideas and build a partnership that will lead to an incredible impact. Please let us know how you plan to jumpstart your fundraising campaign. You can always reach us at [give@splash.org](mailto:give@splash.org).

Sincerely,

Eric Stowe  
Executive Director and Founder





## HOW SPLASH CAN HELP

**LETTER OF AUTHORIZATION:** If you inform us of your fundraiser, Splash will send you a Letter of Authorization to validate the authenticity of your event.

**MATERIALS:** We can provide PDFs of informational brochures for you to distribute, as well as permission to use Splash images and videos (subject to approval).

**APPEARANCES:** A Splash staff member may be available for presentations or an in-person visit to thank your group (Seattle-metro area only and/or other locations per travel schedules). Let us know - we'd love to meet you!

**TAX RECEIPTS:** We will provide tax receipts to donors who write checks payable to Splash or who donate via credit card through our website. Splash can also provide receipts for cash donations if you provide us with the donor's contact information and donation amounts.

**SUPPORT FOR 'CROWD-SOURCED' FUNDRAISING:** If you're not familiar with peer-to-peer online fundraising, you may want to consider it as a means of raising money, or as an avenue to support and supplement your on-the-ground efforts. You can set up a page quickly and easily at [this link](#).

**WE'RE HERE FOR YOU:** We want you to be successful in your efforts and to have a great time while doing it! We are happy to talk with you over the phone or by email if you are interested in learning more about school fundraising, need a brainstorming partner, or run into any problems. Contact us at [give@splash.org](mailto:give@splash.org).

## FUNDRAISING TIPS

1. **EXPRESS** enthusiasm when telling your classmates about Splash's mission
2. **USE** visual aids (pictures, brochures, and videos) to portray Splash in an entertaining and compelling way
3. **CONNECT** with local businesses to secure donations for prizes and supplies
4. **PUBLICIZE** your events using social media, posters, announcements, and word-of-mouth to generate campaign awareness and donations
5. **CHECK** with your principal or headmaster to coordinate the schedule of your fundraising event
6. **THANK** all of your donors whether it's with a card, email, or social media post
7. **REACH OUT** to Splash for any questions and concerns that arise



## FUNDRAISING INFORMATION

### GETTING STARTED

1. **CHOOSE** a team leader with exceptional organizational skills, outstanding passion for Splash's mission, and the ability to motivate people.
2. **ENLIST** help. Choose a group of students and faculty with a shared passion for bringing safe water, hygiene education, and improved sanitation for kids. Assign specific and varied tasks for individuals within the group (ex: marketing, event staff, email updates, etc).
3. **SCHEDULE** your fundraiser! Make sure to give your target donors enough notice so they are prepared to give. Keep in mind even a simple event can take months of preparation.
4. **SET** a goal:

- \$120** - Maintains a school water filtration system for two years, providing clean water to hundreds of children
- \$300** - Installs one handwashing or drinking water station that protects students from illness and promotes a healthier learning environment
- \$600** - Provides a set of one blue drinking water station and one orange handwashing station to give students kid-friendly facilities to keep their hands clean and stay hydrated
- \$1,000** - Provides menstrual health training for all students at a school, empowering them with knowledge and resources
- \$2,000** - Provides a water filtration system that guarantees clean water for an entire school
- \$XXX** - Every drop helps. No matter the amount!

5. **PROMOTE, PROMOTE, PROMOTE.** You're helping change the world... let it be known! Post posters and fliers, send emails, and spread the word. Ask volunteers and peers to share your fundraising campaign on social media. Send your photos and videos to [info@splash.org](mailto:info@splash.org) and we'll promote across our social media too!



@splashglobal



@splash\_org



@splash\_org

## FUNDRAISING IDEAS

### LOW DIFFICULTY

#### DRESS DOWN DAY

Does your school have a strict dress code? Work with your school administration to organize a dress down day. In order to earn a dress down day, students need to donate a specified amount of money or fundraise a set amount from their local community.

#### COIN CHALLENGE

Have a competition between grades to see which one can collect the most coins and dollar bills. Make the prize a dress down day, a pizza party, or something else fun for that grade.

### MEDIUM DIFFICULTY

#### TEACHERS IN JAIL

Students collect a certain amount of money to throw their teacher in “jail” for a class period. They then take the money to the faculty or staff member in charge of the fundraiser and get the rest of the class period to themselves. In reality, the teachers just stay in the classroom and grade papers or relax while the students get a free class period to hang out in the gym.

The rates can differ for each class, or you can charge each student a set amount. If your school has multiple class periods in a day, you can make a lot of money off of this fundraiser. This plan is especially effective at the end of the school year or semester when teachers and students are tired and just want a day off.

#### BAKE SALE

Host a bake sale at your school. Ask your peers, teachers, and local businesses to donate baked goods to support your cause. Some examples of food you can sell are cookies, breads, and cupcakes. Choose a designated day (or days) and advertise during the weeks leading up.

#### PRINCIPAL PUNISHMENT

Have students vote for their favorite “punishment” by placing money in labeled “punishment” containers in a several central location. Whichever idea raises the most money wins! The punishments could range from hair dyeing to wearing a silly costume for a week. Make sure that you promote the fundraiser for several weeks to get students excited about casting their vote(s). Once the voting period is over, hold the principal to his or her side of the bargain. Students will get a kick out of the event, and you’ll raise some extra money!

#### GAME NIGHT

Host a game night where students, parents, and faculty can enjoy a few games. The event can be hosted right in your gymnasium or cafeteria. You can even make this event recurring, just make sure you have a good variety of games to play. Set up a few tables and chairs, and recruit faculty to organize and chaperone the event. Don’t forget to charge a small admission fee to participants.

### HIGH DIFFICULTY

#### BATTLE OF THE BANDS/TALENT SHOW

Battle of the Bands or a talent show is the perfect way to encourage creative extracurriculars and raise money. Set up the “venue” in your school’s gymnasium or auditorium for your guests. Create a sign-up sheet (this can be physical or online) for acts who would like to participate. Spread the word through email, on social media, and with flyers! You can sell tickets at the door or before the event. There may also be extra revenue opportunities by selling donated concessions to attendees, too.

#### SPORT COMPETITION

If basketball is big at your school, host a half-court shot competition during halftime at one of your home basketball games. Does football rule? Test students’ football throwing skills with distance and accuracy challenges. Have each entrant to the competition pay a specified amount of money and if they win, award them with a prize, such as a dress down day, a coveted parking spot, or some other donated item such as a gift card to a local restaurant or movie theatre.

#### CARNIVAL

Host a carnival at your school to fundraise. You can either charge admission to the whole carnival or to specific games and events such as ring toss or the dunk tank. Also, have a beverage stand or a bake sale where people can purchase more items to increase profits. Keep the cost of the carnival as low as possible while still making it enjoyable to increase revenue.



## FUNDRAISING PLATFORMS

There are two alternative methods that can help you reach your fundraising goals while minimizing the amount of volunteers and resources needed. [Get started by setting up a fundraising page here.](#) Please contact Splash at [give@splash.org](mailto:give@splash.org) if you have questions about setting up your page for your fundraising efforts.

### WHAT IS CROWDFUNDING?


Crowdfunding is simply the term used to describe the collective effort of pooling money together to fund an initiative. When hosting a crowdfunding campaign, an organization sets up a campaign page and accepts donations, hoping to achieve a set goal. Campaigns launched on crowdfunding sites usually achieve success by appealing to either the mainstream masses or to specific communities that share a common interest.

### WHAT IS PEER-TO-PEER?

Rather than banking on instant mass appeal, peer-to-peer fundraising campaigns build momentum by engaging and activating fundraisers, who then reach out to their own networks for support. One of the main components of peer-to-peer is the ability it gives fundraisers to individualize the cause and explain why it matters to them. Supporters can connect their own beliefs, values, and identity to your mission, and their personal fundraising pages become a vehicle for them to express their story in their own words.

Goal <b>\$1,000.00</b>	Amount Raised <b>\$0.00</b>	Supporters <b>0</b>
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I'm supporting Splash because I believe every child deserves clean water, and yet there are still millions of kids living in hundreds of cities around the world who don't have access to safe water. Your donation to my page will help bring safe drinking water, handwashing with soap, child-friendly toilets, and hygiene and menstrual health programs to kids in public schools around the world.



Take future action with a single click.  
Log in or Sign up for FastAction

**fastaction** ?

1 Amount    2 Details    3 Payment

One-Time     Monthly

I'd like to help cover the transaction fees for my donation

I'd like to make this contribution in honor or in memory of someone

## SUBMITTING YOUR DONATIONS

Congratulations, you've completed a successful fundraiser! Once your school has raised all the funds needed to meet and exceed your goals, use the following guidelines to make sure the safe and proper transfer of the funds.

Please make sure to keep organized records of the donations you collect. If donors want a tax receipt from Splash, you will need to keep track of each donor, their email address or street address, and the dollar amount of donation (over \$5).


### WAYS TO SUBMIT YOUR DONATIONS

1. Through Our Website - You may submit your compiled donations at [www.splash.org/donate](http://www.splash.org/donate). You will need a credit card/debit card to remit donations online.
2. By Mail - Send us a check by mail using the form below. Make checks payable to Splash International and mail to:

Splash International  
7511 Greenwood Ave N Unit 4203  
Seattle, WA 98103

3. Cash and Coins - Please do not send cash or coins through the mail. It's most helpful to take collected funds to the bank and have a cashiers check issued.

### SPLASH MAIL DONATION FORM



Please select a payment option:

I have included a check payable to Splash

I would like to charge my

Visa     MasterCard

Discover     American Express

Name: \_\_\_\_\_ Total Amount Raised: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Address: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## TEMPLATES

### SAMPLE DONATION REQUEST EMAIL

Request in-kind donations from local businesses and/or volunteer time from your classmates and school faculty. Make sure to introduce Splash, our mission, and the ability to report their in-kind donations for tax purposes.

Hello!

[Introduce yourself and your school]

Did you know that 1.8 billion people around the world rely on unsafe drinking water?

There are still millions of kids living in hundreds of cities around the world without safe water. Splash, a nonprofit enterprise, focused on water, sanitation, and hygiene (WASH) for children living in urban poverty.

On [Date], we are having a/an [Event] in/at [Location] to raise money for Splash to give more children access to clean water, clean hands, and clean toilets. We are hoping to raise [Fundraising Goal], which will [See Page 4 for what specified amounts of money will do].

[Give a quick description of the event (1-2 sentences)]

Would you please help by donating [time, prizes, food, etc]? Any amount you're willing to donate will be greatly appreciated!

By contributing to our event you can rest easy with the knowledge that your tax-deductible gifts directly benefit more than one million kids every day.

Feel free to give us a call at (555)555-5555 or email me at [enter email] with any questions or concerns. We thank you in advance for your support!

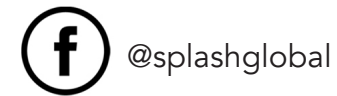
Thank You,

[Your Names]



### SAMPLE SOCIAL MEDIA POSTS

Try posting these captions with pictures related to Splash or your event. We can email you pictures to use upon request. Don't forget to tag Splash in your posts!



#### FACEBOOK/INSTAGRAM

We are having an/a [Event] on [date] in/at [Location] to raise money for Splash to give children access to clean water. Please come and join us in our mission!  
#Splash #Cleanwater

1.8 billion people don't have access to clean water. Help us reduce that number by coming to our [Event] on [date] in/at [Location] to raise money for Splash. You can make a big difference in the life of another teenager!  
#Splash #Cleanwater

Help us raise [fundraising goal] for Splash at our [Event] on [Date] at/in [Location]. We would really appreciate your support and any donations. Looking forward to hopefully seeing everyone!  
#Splash #Cleanwater

We raised [amount raised at event] at our [Event] for Splash thanks to you guys! Appreciate all of the support and donations. We raised enough money to [See Page 4 for what specified amounts of money will do]. Thank you!  
#Splash #Cleanwater

#### TWITTER

Our charity [Event] is today at/in [Location]. Please show up and support Splash's mission to help give all children access to clean water by raising funds for @splash\_org.

We're at/in [Location] where our [Event] has begun. We have a great turnout so far, but there is still room for more people. Please help us raise money for @splash\_org and give clean water to more children.

We've raised [Amount raised in event so far] so far for @splash\_org! We are trying to raise [Fundraising Goal] today. Please come out and help us!

Goal Achieved! We raised [Amount Raised] for @splash\_org! This money will [See Page 4 for what specified amounts of money will do]. Thank you for your support.

**SAMPLE DONOR THANK YOU LETTER**

Send thank-you cards, notes or emails to all donors, volunteer, participants, etc, regardless of the size or nature of their contribution. Remind them about how their gift will be used, and create and save a mailing list of all your supporters for future fundraising events.

Dear [Name of Donor],

Thank you for your generous donation of [Amount Donated] to our [Fundraising Event] for Splash, a nonprofit enterprise, focused on water, sanitation, and hygiene (WASH) for children living in urban poverty.

Because of you, we are able to help Splash lower the number of kids who lack access to safe water, hygiene education, and clean sanitation facilities, in highly populated cities.

Our [Fundraising Event] raised [Total Amount Raised] in total, which will [See Page 4 for what specified amounts of money will do].

We plan to continue fundraising for Splash to help them achieve their goal of giving every child access to clean water. We hope that you will continue to support our fundraising campaigns and will attend future events.

Thank you again for your very thoughtful donation.

Sincerely,

[Your Names]

