

# GET HER THERE



## FUNDRAISING TOOLKIT



# So, what is the Girls Opportunity Alliance?

The Girls Opportunity Alliance, a program of the Obama Foundation, seeks to empower adolescent girls around the world through education, allowing them to achieve their full potential and to transform their families, communities and countries.



# What do you mean by #GetHerThere?

#GetHerThere is a global call to action to educate and empower adolescent girls around the world to reach their full potential. Our goal is to bring together an alliance of everyday people, brands, industry leaders to help every girl achieve her dreams. Because, when we work together to get every girl to the place she wants to be, we create a better world for us all.



## Why does this matter?

An educated girl can lift up her family, her community, and her country. But unfortunately, adolescent girls often face barriers preventing them from going to school. Even before COVID-19, there were more than 98 million adolescent girls out of school. Sadly, that number could increase in the months and years ahead. Early studies predict that 20 million more girls may remain out of school as a result of the pandemic—not just in the near future, but forever.

**We can't let that happen.**



# We know when girls get the opportunities they deserve, amazing things start to happen.

Poverty goes down. Economies grow. Babies are born healthier. The world, by all accounts, gets better. Educated girls have lower rates of infant and maternal mortality, and they are also less likely to contract malaria and HIV. And, studies show that educated girls earn higher salaries—10 to 20 percent more for each additional year of secondary school. That's why we believe that the future of our world is only as bright as our girls.

The Obama Foundation launched the Girls Opportunity Alliance in 2018 to engage people around the world to take action to help adolescent girls and the grassroots leaders working to support them every day. And the truth is, this work is more important than ever.

That's why we're committed to these three goals:

- 1 Championing and supporting grassroots leaders around the world working to empower girls in their communities.
- 2 Driving commitments and action from people around the world.
- 3 Mobilizing young people to develop a sense of global responsibility and to make a difference in the lives of adolescent girls.

## This is where YOU come in!

The Girls Opportunity Alliance Fund features projects from grassroots leaders that need our help. We'd love for your help sharing their stories, promoting their efforts, and helping to drive support to their work so that these leaders can continue to support as many girls as possible around the world.



# How can you help?

Every single one of us has the power to make a difference for girls around the world.

And we're calling on you to help. This toolkit is the first step for you in making a difference in the lives of girls across the world. It contains everything you need to know, including: how to get started, ideas for organizing a successful fundraising event, and important requirements.

This toolkit is for individuals looking to support projects featured on the Girls Opportunity Alliance Fund.

This method of fundraising is often called 'third party fundraising', because the fundraiser is planned and managed by the volunteer or group; there is no staff or organization involvement. Third party fundraisers are not official Girls Opportunity Alliance or Foundation events, but benefit its work and projects, and are an important resource for raising funds and increasing awareness of our projects and organization. Every single one of us has the power to make a difference for girls around the world.

# Who is this toolkit for and how to use it:

Whether you're a student, a teacher, a parent, or just a concerned citizen, you can take action to support adolescent girls worldwide, even virtually. By hosting a virtual fundraiser with your community, friends, and family, you can help raise money and awareness to empower girls through education. This will make a huge difference because when girls get the education they deserve, we all benefit.

The Girls Opportunity Alliance has partnered with GoFundMe to create a destination where anyone can support grassroots leaders and their work across the world for adolescent girls' education by donating and helping to fund these projects. By building a community and coming together, we can truly make a difference.

Get involved by sharing the work that the Girls Opportunity Alliance does with your community, hosting your own event and asking people to make a donation through GoFundMe. Donations received will go to the Girls Opportunity Alliance Fund, managed by GoFundMe.org. These donations will be directed to adolescent girls' education projects around the world at the discretion of the fund.

Each donation to the Girls Opportunity Alliance Fund on GoFundMe is tax-deductible for the donor. Note that GoFundMe terms of use and restrictions apply. If you are a parent or legal guardian with a minor child interested in fundraising for the Girls Opportunity Alliance, make sure to take a look at GoFundMe's Parent's Guide [here](#).

# Before you start your fundraiser, we have a few important reminders

(for more information, please check out our Terms at the end of this Toolkit):

The organization and execution of a third party fundraiser is the responsibility of the organizer. Outside of providing the resources and information in this Toolkit, the Girls Opportunity Alliance and The Obama Foundation will not be able to support your fundraiser, and will not provide our tax exemption number, staff, funding, reimbursement of expenses, mailing lists of donors and/or vendors, insurance or liability coverage, permits and/or licenses, letterhead, or publicity.

Third-party fundraising events or organizers and their volunteers must comply with all federal, state, and county laws and regulations, as well as local municipality ordinances. This includes obtaining all required licenses (such as a raffle license, if applicable) or permits.

Fundraisers must be promoted in a manner that portrays the Girls Opportunity Alliance and Girls Opportunity Alliance projects in a positive light.



## VIRTUAL FUNDRAISER EVENT IDEAS

Check out some ideas on various virtual events that you can hold to raise money and support for the Girls Opportunity Alliance. You can also adapt these and make them your own!

Share your #GetHerThere fundraisers with us on your or your family's social media on Twitter (@girlsalliance) or Instagram and Facebook (@girlsopportunityalliance) to let us know what you are up to!

### **Pledge your birthday or another life event**

Raising money around an important day or moment is a great way to show how important girls' education is to you. Encourage people to make donations instead of buying gifts for your birthday or another special occasion.

### **Get moving in the name of girls' education!**

Pledge to do a 5K run, bike ride, or any athletic goal you have in support of the Girls Opportunity Alliance. You can share your run through a platform like Strava when you are done and make sure you update people before, during, and after you have finished your event.

### **Hold a virtual run or bike**

Tap into your creative side by inviting local comedians or musicians to perform at a virtual show—or hit the stage yourself with a concert benefit. Collect donations as virtual “tickets” to admit people to the stream and make sure to keep asking for donations throughout the show.

### **No time to put together a virtual fundraiser?**

Support us via you or your families social media and email! You can find the details on page 21

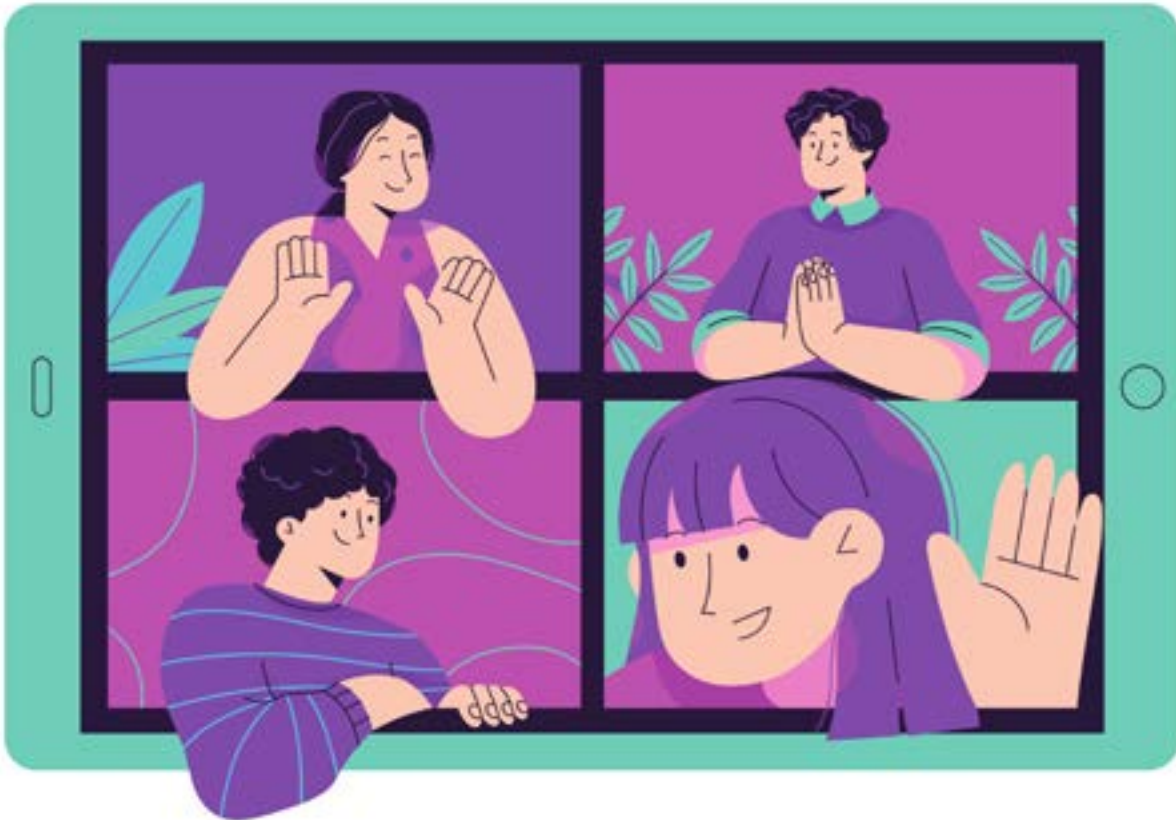
### **Host a virtual talent show or performance**

Ask your community to donate items that can be auctioned off or won in a raffle. Then participants can purchase tickets to enter or bid on their favorite items. If you're an artist, you can make your own pieces for people to bid on—this might give them more incentive to bid higher! There are a number of silent auction websites you can use for free or you can run your auction through social media and email updates over a set period of time.

### **Lead a virtual raffle or silent auction**

Engage your community in some friendly competition by hosting a virtual trivia or game night. You can do this on Zoom with family and friends or through Twitch to open it up to a larger audience. Organize a virtual game night or trivia competition.

# How to host a virtual fundraiser



Whatever creative type of fundraiser you host, here are some steps and tools to help you, your family, and friends put together an event. You can adapt these resources to your specific fundraising needs.

## STEP 1

# Set a goal and make your fundraising page

Get started raising money right away by making a fundraising page on GoFundMe. This is the fastest and easiest way to ensure that your hard work goes to support girls' education projects around the world.

If you want to track your fundraising, make a personal fundraising page on GoFundMe to see your progress. It will be easy for people to donate and see how they are helping you to reach your fundraising goal with each donation. If you just want to raise money, use the Girls Opportunity Alliance Fund link and move on to step 2.

1

### **Sign up for GoFundMe here: [gofundme.com/sign-up](https://gofundme.com/sign-up)**

Note that GoFundMe terms of use and restrictions apply. If you are a parent or legal guardian with a minor child interested in fundraising for the Girls Opportunity Alliance, make sure to take a look at GoFundMe's Parent's Guide.

2

### **Follow the prompts to create your fundraiser**

You'll be required to add a goal amount, title, zip code, main photo, and story. Make sure to select "Myself" in the "Who are you raising money for?" section.

3

### **Once your fundraiser is created, don't worry, no one will see it until you start sharing your link**

You can make all the tweaks you want before you start to share.

4

### **Add the Girls Opportunity Alliance Fund as your beneficiary with these steps:**

- a. Select the "Withdraw" button
- b. Select the "Set up withdrawals" button
- c. Select "Someone else"
- d. Enter "Girls Opportunity Alliance Fund, A Project Of GoFundMe.org" and [GOA@gofundme.org](mailto:GOA@gofundme.org)
- e. Select the "Invite beneficiary" button

## **That's it!**

Now you are ready to raise money that will change the lives of girls all around the world.

## STEP 2

### Who will you get to join you?

In the mostly virtual world where we are living, we all need to get creative on how to engage our family and friends. Whether you use social media, email, or a virtual event, it is important to reach as many people as you can to reach your fundraising goals.

Peer-to-peer fundraising is one of the best ways to raise money. The idea is to reach out to your family and friends and ask them to donate to your cause, and then ask them to pass it on by asking their friends, families, and networks to contribute as well. Peer-to-peer fundraising has a multiplier effect and is effective in raising both funds and awareness.

- Start by making a list of people—friends, family, community members—who you believe are interested and care about girls' education. Make sure you or your family have their email address and/or are connected on social media.
- Ask yourself: who are your key friends who will donate to your cause and will help raise awareness of your fundraiser? Ask them to join you in outreach to their networks.
- Do you have friends who may not be able to donate, but who can help spread the word on their social media or email channels? Recruit them to join you in outreach to their networks.

## STEP 3

### How will you get them to join you?

Now that you know who you want to reach out to, it's time to determine how you want to engage with them. Do you have the time to plan a virtual event fundraiser? If so, excellent! You will see more ideas below on the kinds of events you can host and tools to help with your planning. If you cannot host a virtual event but you still want to help, we recommend an email and social media campaign to help raise funds and awareness. You can see more information on this in the next section.



## STEP 4

### How to plan and run your virtual fundraiser event



Once you have decided what you are going to do and how you are going to raise money, you need to decide how you are going to run your event virtually. We recommend using a virtual meeting platform if you are hosting an event where you want others to participate, such as a trivia night.

You could also consider a streaming platform if you are doing an event like a musical performance that may not need participation from others. This will make the event easy to share and tune in to for your audience.

Make a plan to ensure your fundraiser runs smoothly. Hold a test run of anything technical before the virtual event—preferably at least a day before so you can get anything that you might need to make it happen. Make sure that everyone has the details to join your online event or a link to the livestream of your event.

## **STEP 4 (CONTINUED)**

### How to plan and run your virtual fundraiser event

#### **Timeline**

Develop a timeline to ensure you are on track for the fundraiser. Start by working backwards from the event date and time. Give yourself enough time to plan. A month is a good amount of time to plan, prepare, and raise money.

#### **Invite guests and raise awareness for your fundraiser**

After you have the guest list and event details (e.g. a virtual concert on Saturday at 7pm) send out invitations to guests and/or spread the word on social media.

You can send an email, make invitations to mail, or use social media posts to generate interest. You can work with your family and friends to help decide what kind of invitation would work best for your fundraiser.

#### **Follow up!**

After the event, send individual emails, especially to those who contributed, to thank guests for attending. Include a link to your fundraising page as a reminder for people to contribute if they have not yet. You can also post a thank you with photos or videos of your virtual event on your social media account.

When fundraising for the Girls Opportunity Alliance Fund, your guests and donors should donate directly through your GoFundMe fundraising page, and they should be provided donation receipts per GoFundMe's terms of use. You should also include a link to your GoFundMe Fundraising Page in your posts and encourage everyone to contribute if they have not done so—it's never too late to make a contribution!

# Support the Girls Opportunity Alliance with an Email and Social Media Campaign



Even if you do not have time to put together an event, you can support us through your own email and social media campaign—anything to raise awareness and funds to support girls’ education! You can also use the ideas below to help promote your virtual fundraising event if you are hosting one.

## EMAIL AND SOCIAL MEDIA CAMPAIGN

**Determine what your commitment to your fundraiser is:** Are you starting off the fundraiser by donating a certain amount to your goal? Or are you committed to reaching a certain number of people to help raise a certain amount of money? People are more likely to engage in your fundraiser if they know you are already committed to it. Specificity helps!

### **You can make your commitment to start the campaign or do a match:**

- In order to reach my goal of \$1,000 I have committed \$100. Please join me!
- In order to reach my goal of \$1,000 I am asking 100 people to give \$10, or 50 people to give \$20.

### **Send the people you have identified above a “fundraising appeal.”**

A fundraising appeal explains why you are raising money, what it will be used for, and how they can help to support your fundraiser. Your fundraising appeal can be an email or a letter explaining why adolescent girls’ education is important to you and how the Girls Opportunity Alliance is working to help empower adolescent girls around the world.

- You should also include the goal you set for your fundraiser, a specific dollar amount you hope people will donate, and a deadline. Make sure to include a link to your fundraising page so they can give quickly and easily. Having both a specific amount of money and a certain time to give by helps to encourage people to donate right away!

### **Keep them engaged and informed!**

Even if everyone does not give right away, others might give later or at the very end of your fundraiser. It’s important to give everyone who gave or might give updates on your progress as you raise money. It is also a nice touch to thank those who have already given in a public way to encourage others to give. Maybe you have friends or family who are competitive—and there’s no better way to encourage competition than donating to a great cause.



## Using Social Media

- Depending on your fundraiser, social media may help you to spread awareness about your virtual event and to get more people engaged. This is especially important when doing virtual events or a challenge to raise money. In your posts, include the date, time, and other information about your fundraiser.
- You should post updates to keep everyone engaged and excited about your upcoming fundraiser. Your updates can include facts about adolescent girls' education, suggested books to read, videos and photos of the girls and projects your fundraiser will help. You can find this information on our Learn and Take Action and our Stories pages on our website.
- Plan to post and/or send email updates at least one time per week between the launch of your fundraiser and the date of the fundraiser. See some ideas for social media posts on page 21.
- Make sure you use our In Support of Logo at the end of this toolkit on your social media, invitations, and emails to show you are supporting the Girls Opportunity Alliance.
- Make sure you tag us so we can see how you are supporting to #GetHerThere. Twitter @girlsalliance Instagram: @girlsopportunityalliance Facebook: @girlsopportunityalliance

**Again, it doesn't matter what type of fundraiser you do. What matters is that you're taking action to help girls everywhere!**

## SAMPLE

### GoFundMe Fundraising Story

This is a sample story that you can use for your GoFundMe Fundraising Page in support of the Girls Opportunity Alliance. Please feel free to edit it and make it your own! Check out our Stories page on our website for more inspiring videos and photos to use. Also use our “In Support Of” logo at the end of this toolkit so people know you are supporting the Girls Opportunity Alliance!

Today, more than 98 million adolescent girls around the world are not in school. That’s a lot of empty desks—and a lot of dreams that are being cut short.

When girls get the opportunities they deserve, amazing things start to happen; poverty goes down, economies grow, families get stronger, and babies are born healthier. And the world, by all accounts, gets better.

Join me in supporting the Girls Opportunity Alliance and grassroots organizations around the world that change the lives of girls everyday around the world. To do this, I want to raise \$ [FUNDRAISING GOAL] by [GOAL DATE] for my [EVENT].

I hope that you will join me in changing the lives of girls with a donation today!

## SAMPLE

### Email

This is a template of an email that you can send to friends and family to fundraise for the Girls Opportunity Alliance. Change it as you see fit to make it your own! Check out our Stories page on our website for more inspiring videos and photos to use in your emails.

Dear \_\_\_\_\_,

As you might know, girls' education is an issue that is very important to me. As a result of the pandemic, many of us know more than ever what it feels like to have our education disrupted. But even before COVID-19, 98 million adolescent girls were out of school. That's a lot of empty desks—and a lot of dreams that are being cut short.

Early studies predict that as a result of the pandemic, 20 million more girls may remain out of school...not just in the near future, but forever. We can't let that happen. That's why I am raising money for the Girls Opportunity Alliance, a program of the Obama Foundation that seeks to empower adolescent girls around the world through education, allowing them to achieve their full potential and transform their families, communities, and countries.

When girls get the opportunities they deserve, amazing things start to happen; poverty goes down, economies grow, families get stronger, and babies are born healthier. And the world, by all accounts, gets better.

Everything raised will support the Girls Opportunity Alliance Fund that directly supports grassroots organizations making a difference in the lives of girls directly, every day. Girls like Diana who used to walk two hours each way to school before getting a scholarship to complete her education at a boarding school.

In order to reach my goal of raising \$[GOAL AMOUNT], I am asking you to make a commitment of \$[Suggested Contribution] to support the future of girls like Diana all around the world. Your contribution goes directly to organizations all around the world making a difference in their lives every single day. [YOUR FUNDRAISING LINK]

[EVENT DETAILS - DELETE IF YOU ARE NOT HOSTING AN EVENT]

To reach my goal I am hosting [EVENT], on [DATE] at [TIME]. To join, click the link here: [EVENT LINK]. I hope that you can join to support me and girls' education around the world!

Thank you so much for your support!

## SAMPLE

### Mid-Campaign Email

Once you have started your campaign, you can use this email template to update your supporters on your progress and encourage them to support you to reach your goal. Change it as you see fit to make it your own! Check out our Stories page on our website for more inspiring videos and photos to use in your email.

Dear \_\_\_\_\_,

We are just a few hours away from my [EVENT] on [DATE] at [TIME] and we are so close to reaching my goal of raising \$\_\_\_ for the Girls Opportunity Alliance and girls' education all around the world.

I am counting on you to support the more than 98 million adolescent girls that are out of school today. Girls like Kiran who never gave up on her education; even when the odds were against her. She is proud that today, she is the most educated member of her family.

Please make a generous donation today. Every dollar counts as we get close to [EVENT]. With your help, we can support girls like Kiran around the world—because the future of our world is only as bright as our girls. [YOUR FUNDRAISING LINK]

Best,



## SAMPLE

### End of Campaign Email

This is a template of an email that you can send to friends and family as you close out your campaign. Change it as you see fit to make it your own! Check out our Stories page on our website for more inspiring videos and photos to use in your email.

Dear \_\_\_\_\_,

I am so excited to tell you that we have already raised \$\_\_\_\_\_ for the Girls Opportunity Alliance and girls' education around the world! I am so thankful for all the support we have received already ahead of my [EVENT], on [DATE] at [TIME].

You can still join us in supporting girls all around the world like Hay who received a bicycle in order to get to school safely and quickly. You can help today and help me to reach my goal of raising \$\_\_\_\_\_ by [END DATE].

Please make your important and impactful contribution today. [YOUR FUNDRAISING LINK]

Best,

## SAMPLE

### Social Media Posts

Here are some social media posts that you can use to promote your event and the Girls Opportunity Alliance.

I am hosting a #GetHerThere [EVENT] to support @girlsopportunityalliance's mission to help millions of girls get to the place they want to be. Join me on [DATE] at [TIME] and donate at: [gofundme.com/girlsopportunityalliance](https://gofundme.com/girlsopportunityalliance)

Over 98 million adolescent girls around the world are not in school - this crisis is an urgent one. That's why I'm hosting a #GetHerThere [EVENT] and donating to support @girlsopportunityalliance. Join me: [gofundme.com/girlsopportunityalliance](https://gofundme.com/girlsopportunityalliance).

Hearing directly from girls around the world who are denied the opportunity to realize their full potential inspired me to host a #GetHerThere [EVENT] in support of @girlsopportunityalliance. Watch the video and donate here: [getherthere.org](https://getherthere.org)



**Make sure you tag us in social media so we can see your great work and share it with the world!**

 @girlsopportunityalliance

 @girlsalliance

 @girlsopportunityalliance

## SAMPLE

### Invitation

This is a template of an invitation that you can send to friends and family for your virtual event to support the Girls Opportunity Alliance. Change it as you see fit to make it your own!



## Resources



[LEARN MORE](#)

### Girls Opportunity Alliance Stories Page

Use these stories of organizations we have already supported to show the importance of girls' education to your community. You can use these in your emails and social media posts.



### Girls Opportunity Alliance Overview Brochure

Use this brochure to share more background about the Girls Opportunity Alliance. Send this with your emails to give your potential supporters more information about the Girls Opportunity Alliance and why it is so important to support girls' education.

[DOWNLOAD](#)

IN SUPPORT OF



### Girls Opportunity Alliance In Support Of Logo

[DOWNLOAD](#)

# Terms and Conditions

Please read the following terms and conditions to the Girls Opportunity Alliance Fundraising Toolkit (the “Toolkit”). By downloading and using this Toolkit, you (“You” or “Your”) represent and warrant to The Barack Obama Foundation (the “Foundation”) that (i) You are an individual, and not representing an entity, business, or group, (ii) You are at least 18 years old (any minor must have an adult supervisor taking responsibility for fundraising activities), and (iii) You agree to be bound by all of the terms and conditions stated herein when conducting fundraising activities (each, a “Third Party Fundraiser”) to benefit projects of the Girls Opportunity Alliance (“GOA”), which is a program of the Foundation, a 501(c)(3) charitable organization.

## **1. Financial.**

You are solely responsible for the development and execution of the proposed Third Party Fundraiser, and for any and all debts, costs, or expenses relating to the Third Party Fundraiser. You acknowledge and agree that You shall not, and are not authorized to, obligate or bind the Foundation in any manner whatsoever for any debt, cost, or expense related to such Third Party Fundraiser.

## **2. Laws and Regulations.**

You are responsible for ensuring that Your fundraising activity complies with relevant laws and regulations, including organizing any permits, licenses, insurance, or authorities to fundraise where necessary, particularly for any raffles, auctions, and/or competitions.

## **3. Publicity.**

All promotional material on Your Third Party Fundraiser must state that it is “in support of” GOA, and not an official GOA or Foundation event.

## **4. Content License.**

The Foundation grants You a limited, non-exclusive license to publicly display, reproduce, and distribute the photos, logos, and stories available in the Toolkit (“Content”) solely for the purpose of including in Your Third Party Fundraiser for one (1) year from the date of download. Your use is subject to the following restrictions:

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- f. You may not manipulate, alter, or distort any Content or crop any of the Content in a manner that would be misleading or change the meaning of the Content.

## **5. Donations.**

All funds raised via any Third Party Fundraiser should be donated to the GOA fund on GoFundMe at <https://www.gofundme.com/c/girlsopportunityalliance>. Donation receipts will be sent by GoFundMe directly.

## **6. Insurance.**

The Foundation will not insure Your Third Party Fundraiser. You are responsible for ensuring the safety of Your fundraising activity. The Foundation is not liable for any personal injuries, damage to property, or other losses arising out of Your Third Party Fundraiser.

## **7. Indemnity.**

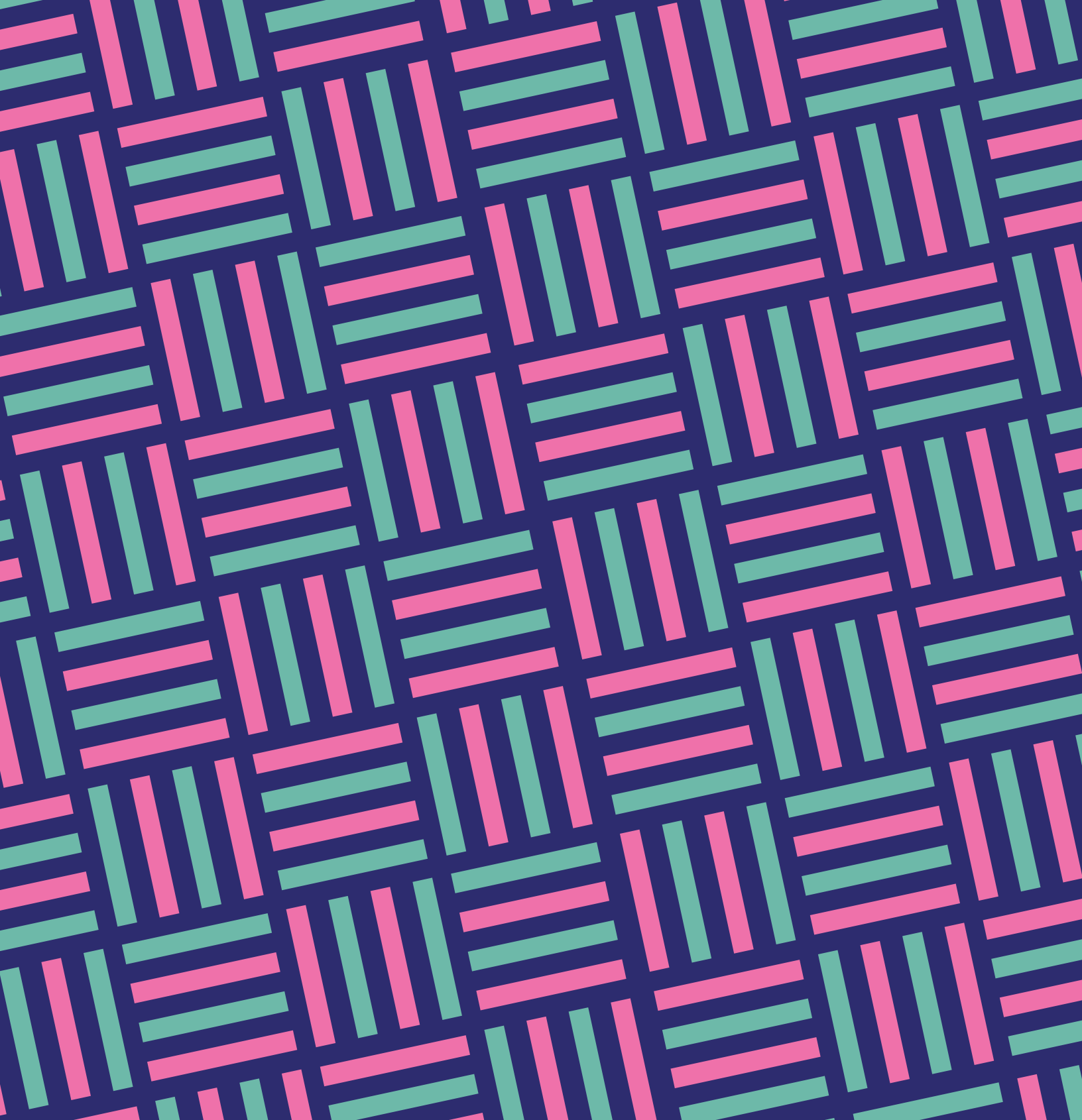
You are responsible for Your fundraising activity intended to benefit the GOA, and you agree to indemnify and hold the Foundation blameless for any and all risk and claims that may arise as a result of the fundraising activity. The Foundation is not responsible for any liabilities, liability insurance, losses, debts, or expenses arising from the fundraising activity or promotions.

## **8. Relationship to the Foundation.**

You may not state or imply that You are an agent, subsidiary, or partner of the Foundation or GOA, or that You hold any other formal relationship with the Foundation or the GOA.

## **9. Profit.**

You may not keep or use any portion of the proceeds as profit or compensation for organizing the Third Party Fundraiser.



[GirlsOpportunityAlliance.org](https://GirlsOpportunityAlliance.org)