

ONE + ONE = CHANGE

One dollar + One person = a more sustainable future

How to make it happen? (1 of 2)

- **Reach out to school and community with pitch**

Use website, Facebook, city events, before and after school booth, lunch booth

- **Record name of each person donating \$1 to support**
Keep a tally of supporters

- **Display progress and “supporters” at school**
Recognize those who support - poster, website, recognition event,
Monthly or quarterly updates



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How to make it happen? (2 of 2)



- **Pick a project with a goal of \$\$\$ to support project**
Decide on project individually, as a group, or as a team and set a goal for the amount you would need to support project

- **Create a 30-60 second “pitch” on project**

Write the pitch out, practice, make cue cards, and create video/advertising on pitch

- **Create advertising with campaign and pitch**

Distribute pitch through website, Facebook, school news, community news to create awareness. Create an avenue for donations (drop off, website, paypal, etc)



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Benefits for teams

Career Development and Leadership	Interpersonal Communication Development
Fundraising Basics	Becoming an advocate for change
Outreach to Community	How to market and advertise
Writing and Presentation Skills	Team Cohesion and Decision Making
Public Speaking Skills	Developing Projects with Purpose



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New Prague: Food Backpack Program (Example)

Project: Students helping Students: Students prepare fresh foods to fill backpacks for students to take home.

Goal: \$1,000 for 2018-2019 School Year

Pitch: Too many kids in schools don't have access to fresh food or face food security issues at home. Imagine schools providing students with fresh food options they can take home at night or on weekends. We want to start a "food backpack" program in every school in New Prague. The backpacks will be filled with food that is prepared by students for students. We need your help to stock our pantries with nutritional whole foods. Every dollar counts, with your \$1 donation you are investing in the health of our future and ensuring that every child has access to good food.



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Creating a Pitch Resources

How to Create a Pitch (can create a YES! Method using resources if implementing)

[30 Second Pitch Intro](#)

[How to Write a Pitch](#)

[Video on Creating Pitch](#)

Example Campaign Pitches - New Prague CLC (will link videos when complete)

- Community Initiative - Fresh Food Availability
- Agriscaping - Creating Food Landscapes
- Upcycling - Fundraising for Sustainability using Sustainability

Example Commercials

