

Hello, and thank you for your interest in participating in SAPP's First Fundraising Challenger!

Fundraiser Guidelines and Resources

Process

1. Forming a Team (optional)

Eligibility: Anyone in **grade 6 and above**. You **do not have to be a student**; we **encourage people of all ages** to take part!

We **strongly encourage** participants to form a team of 2-5 people when participating in this challenge. As this challenge will be taking place during the school year, having a team will be beneficial when it comes to distributing work, thinking of creative ideas, and making your fundraiser successful.

However, **we don't require you to have a team in order to participate**. We are open to having passionate individuals take on this challenge as well!

2. Brainstorming Fundraising Campaign Ideas

Here are some [resources and ideas](#) that you can use when brainstorming a campaign. **Keep in mind that every aspect of your campaign ideally should not be raising funds**. Some parts can simply be about **raising awareness among others** about period poverty, or highlighting the current state of the dilemma so people can gain an understanding of what this issue really is. **Every good campaign starts with a story**.

3. Setting a Goal

When laying out your campaign plan, **we encourage that you realistically think about how much you aim to raise**. For instance, if you plan to host a series of events to raise funds, we encourage you to consider the number of participants expected for each event, the fee or recommended donation per person, and estimate based on that, how much each event would raise.

This goal **will be communicated with us in the registration form**, however at the end of the challenge, **we won't necessarily be looking back and comparing your raised amount to your goal**. Think of it as more of a **personal reference** so that you can think of strong campaign ideas.

4. Registration

Once you have determined whether you will be participating independently or with a team, and have thought through the logistical aspects of your campaign, the **next step is to register for the challenge!** The following link leads to the registration form, and you should **be prepared** with all of the information detailed below:

[Link to Register - tinyurl.com/Sappchallengerregistration](https://tinyurl.com/Sappchallengerregistration)

(Participant name, Parental guardian, Contact info, School, Grade, Description of your campaign idea, Fundraising goal, and a short answer on why you are interested in raising funds for SAPP)

5. Joining the Communication Channels

After registering, you, and **your legal guardian's contact will be added onto our mailing list** for this challenge. Through email, you will receive updates regarding upcoming deadlines, extensions (if any), and general updates related to SAPP's initiatives.

We strongly encourage you to **follow our Instagram** as well through which you will be able to access all this information through our posts as the challenge opens up.

Instagram - [@officialsapp](#)

Additionally, you can **take a look at the Facebook page**, "A Cause at a Time", through which this challenge will also be launched and publicized, and **our website**, where all the general information will be posted!

FB Page - facebook.com/24x7voice

SAPP Website - sappusa.org/get-involved

6. Launching Your Initiative

Soon after registration closes, the challenge will begin. We expect you to begin executing your proposed campaign as soon as you have registered so that you can maximize the amount of time you have to do what you plan to do!

Policies

A. Transparency

In general, when you run a campaign, you should keep in mind that transparency is important in ensuring that **everyone interested can stay in the loop** and understand where their donations will be going. We encourage each of you to **create campaigns that maintain a consistent routine of progress updates**, and continue to bring awareness around what SAPP fights for.

Our advice is to think of yourselves as ambassadors of SAPP. By running a campaign, you are essentially advocating for a cause that resonates with you. **If you can show others that period poverty is a dilemma that needs to be fought, they will show no hesitation in supporting you**, but to do that, you need to **have a genuine intention to fight period poverty**, and develop your campaign around that belief.

B. Incentives and Awards

Our leadership board is currently working on determining the prizes for our top participants; however, we plan on **awarding our Top 3 teams/individuals who raised the most funds**, as well as **one team/individual with the most creative** campaigning/fundraising approach. This awards **system may change** based on how many participants we have as well!

C. Corporate Matching

This technique is often used to **amplify the funds raised from your campaigns without spending additional money**. Corporate matching processes vary from place to place, and typically, they will inquire for proof that donations will be going to SAPP.

When collecting donations, you should **make sure that donors are aware** if you plan on getting the funds matched. This process overall is quite complex, however if you have prior successful experiences, and are keen on doing it as part of your campaign, we will accept it. **Please indicate it in the registration form.**

** Keep in mind that SAPP will not be directly linked to this aspect of your fundraiser. We will NOT be matching anyone's donations, since we are not eligible to do so, however if you need authentication that SAPP is the one receiving the funds at the end, we are happy to help you out.*

D. Volunteer-Based Ideas

If your campaign involves bringing together volunteers, **SAPP will technically be responsible for distributing service hours**. We **expect the campaign leader(s) to maintain a google sheets log** of the time they, and hired volunteers spend doing service with descriptions of the activity being done and the timestamp when it was done ([service hours log template linked here](#))

E. Thanking Donors

As a common courtesy and show of gratitude, we encourage everyone to regularly, and personally, thank donors for contributing to the campaign. **Donors are going to play an incredible role as not only the community of people helping you raise funds, but the community of people that also believe in your efforts and potential to make a difference**, and the very people that will spread the word and our initiatives to even more networks of people.

Take a minute and say thank you to them!

Reducing period poverty by making menstrual products, education, and resources accessible to all.



** While this hasn't been specified yet, we would like to say that we are open to participants collecting menstrual products as part of their campaign. Later on at the end of the challenge, you can ship the collected products to SAPP, and we will take it into account when going over the impact of your initiatives on SAPP and the community.*

As for allocation of raised funds, it is largely dependent on the amount we raise altogether through everyone's initiatives. As of now, we plan for the following:

- **75%** will be used to purchase menstrual hygiene products that will be distributed to communities in need. The collected menstrual hygiene products are counted into this category!
- **25%** will go towards educational initiatives and awareness campaigns led by other nonprofits and service organizations focused on menstrual health.