

she's a **10**

CAMPUS CLUB FUNDRAISING TOOLKIT



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WELCOME TO SHE'S A 10 CAMPUS CLUBS

Hello,

We are so glad you've decided to be part of She's a 10 Campus Clubs!

Thank you for sharing your time and effort to fundraise for She's a 10. By running a Campus Club, you play an essential role in creating a better world for women and girls everywhere.

Every \$10 raised through your campus fundraiser helps run our signature She's a 10 programming to champion confidence in 10 million young women and girls.

Thanks for joining us,

She's a 10

*she's a **10***

Our mission is to champion confidence in 10 million young women and girls and flip the phrase "she's a 10" from an outdated, limiting stereotype about a female's looks into a positive declaration to recognize what matters most - her strengths, character, and ambitions.

LET'S GET STARTED

This toolkit will help you set up a She's a 10 Campus Club on your campus and launch your first fundraiser, hit your fundraising goal, and make a BIG IMPACT on the way students on your campus and local community see, respect, and value women and girls.

We can't wait to see how you turn your ideas into reality and build an army of She's a 10 changemakers on your campus.

Before you launch your first fundraiser, take a look at these **CAMPUS CLUB EXPECTATIONS**:

- Register your She's a 10 Campus Club as an official student-led organization (if required at your school)
- Host at least one fundraiser per semester
- Maintain at least one She's a 10 active social media account year-round
- Open a She's a 10 Campus Club venmo account (for donation collection only)
- Register your Campus Club with She's a 10 ([click here to register](#))

5 EASY STEPS TO LAUNCH A

— she's a **10** CAMPUS CLUB —



step 1
Build Your
Leadership Team



step 2
Determine Your
Event Details



step 3
Set Your
Fundraising Goal



step 4
Launch Your
Fundraising Page



step 5
Invite, Share, and
Drive Change

BUILD YOUR LEADERSHIP TEAM



As a member of She's a 10 Campus Clubs, you will join a community of leaders who have become dedicated changemakers on their campuses. Campus Club leadership teams will gain :

- ✓ Valuable business and non-profit experience for your resume
- ✓ Helpful resources such as templates, media tools, branding designs
- ✓ Support from She's a 10 staff throughout your fundraising efforts
- ✓ Reward swag and promotional materials
- ✓ Access to exclusive She's a 10 empowerment experience content
- ✓ A new network of passionate peers around the country



Build your own group of highly-motivated, hard-working rock stars for your She's a 10 Campus Club leadership team. Just like any successful business build your leadership team with the following positions:

- ❑ Captain / Chief Executive Officer (CEO)
- ❑ Co-Captain / Chief Operating Officer (COO)
- ❑ Co-Captain / Chief Marketing Officer (CMO)
- ❑ Treasurer / Chief Financial Officer (CFO)
- ❑ Safety Supervisor / Chief Compliance Officer (CCO)
- ❑ Faculty Advisor (mandatory)

>> NOTE - at least one leadership position MUST be held by a male. Let us know if you need help defining the roles and responsibilities of each position. Contact Campus Club Support [here](#).

DETERMINE YOUR EVENT DETAILS



There are countless ways to raise awareness and money around She's a 10 on your campus and engage everyone - boys included. So what will you do?

Start by choosing the type of fundraising event you want to run. Think outside the box and pick something that is fun, inclusive, and easy to execute given the resources available to you on campus. Below are a few ways to fundraise but don't let this list hold you back, get your leadership team together and brainstorm a creative idea that is bound to get the whole campus talking.

WAYS TO FUNDRAISE FOR YOUR



Organize a Sporting Event



Throw a Party



Host a Music Competition



Run a Workshop



Coordinate an "a-thon"



Get Creative

Once you've picked your event type, start discussing the details around executing your fundraiser (event date, time, location). Use the *She's a 10 Campus Club Launch Checklist* as a resource to help ensure your event is a success.

SET YOUR FUNDRAISING GOAL



Every \$10 raised through your campus fundraiser helps run our signature She's a 10 programming to champion confidence in 10 million young women and girls.

No matter what amount you choose, you can feel good knowing that the money is going towards creating a better world for women and girls everywhere.

FUNDRAISING GOAL SUGGESTIONS:



\$1,000 to champion confidence in young women and girls



\$10,000 to champion confidence in young women and girls



\$100,000 to champion confidence in young women and girls

>> REMEMBER - it doesn't matter how much money you raise. Your efforts, big or small, will make a difference in the life of a girl. But, be ambitious - you'll be surprised at how easy it is!

LAUNCH YOUR FUNDRAISING PAGE



It's time to get out there and spread the word by creating a personal She's a 10 Campus Club fundraising page. We request you have at least one active social media page year-round, but leverage as many social media platforms as you want to create awareness and execute a successful fundraiser. Here are a few "Dos and Don'ts" to help you launch your fundraising page.



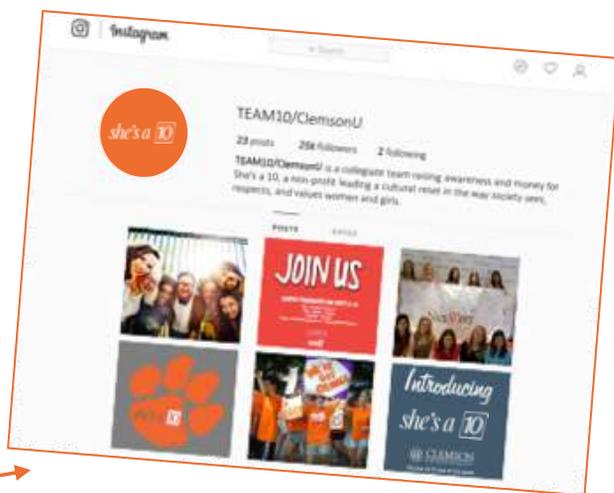
DO

- ✓ Use SHESA10/[yourteamname] as the name of your page.
- ✓ Include the names of your leadership team.
- ✓ Provide the event details (date, time, location, etc.).
- ✓ Include your fundraising goal and where the money goes.
- ✓ Personalize your page with a message and pictures.
- ✓ Use the hashtag #SHESA10,
- ✓ Link the username to your She's a 10 Campus Club venmo page.
- ✓ Include a link to shesa10.org.



DON'T

- Post any negative or offensive content, instead share positive, inspiring posts.
- Post or share any nudity or suggestive images.
- Forget to share your page with us!



Check out this example →

TEAM10 LAUNCH CHECKLIST

- ❑ Apply to be a student-led organization on your campus (if required)
- ❑ Build your leadership team (at least one male):
 - ❑ Captain / Chief Executive Office (CEO)
 - ❑ Co-Captain / Chief Operating Office (COO)
 - ❑ Co-Captain / Chief Marketing Officer (CMO)
 - ❑ Treasurer / Chief Financial Officer (CFO)
 - ❑ Safety Supervisor / Chief Compliance Officer (CCO)
 - ❑ Faculty Advisor (mandatory)
- ❑ Determine the event details for your first fundraiser:
 - ❑ Event type
 - ❑ Date and time
 - ❑ Location
 - ❑ Vendors (catering, DJ, security, etc.)
- ❑ Set your fundraising goal
- ❑ Set up your She's a 10 Campus Club Venmo account
- ❑ Launch your She's a 10 Campus Club social media page
 - ❑ Request She's a 10 branding materials ([click here to make request](#))
 - ❑ Include your venmo username
 - ❑ Include the names of your leadership team
 - ❑ Include event details
 - ❑ Include a link to shesa10.org
- ❑ Register your Campus Club with She's a 10 *MANDATORY* ([click here to register](#))
- ❑ Invite others to join or follow your page
- ❑ Regularly post on social media to promote your fundraiser
- ❑ Track your donations
- ❑ Find a sponsor for your event or partner with local stores to boost your donations

AFTER YOUR FUNDRAISER

YOU DID IT!

Your campus has taken a stand in support of women and girls by taking action to flip the outdated, limiting stereotype "she's a 10" into a badge of honor and symbol of respect.

Now that your fundraiser is complete, we want to make sure every dollar you raised goes to champion confidence in 10 million young women and girls.

Thanks again for being part of She's a 10 Campus Clubs and the BIG IMPACT you have made!

She's a 10

Say Thank You!

Take a moment to thank your army of She's a 10 changemakers on your campus with a shout-out on social media. Be sure to tag @Shesa10Life so we can give you the recognition you deserve. You may also consider thanking your faculty advisor.

Submit Your Donation Form.

You picked a great CFO and they have been tracking donations carefully. As a final step, complete this donation submission form ([click here to complete form](#)) and transfer the money you have raised to the official @Shesa10-Donations venmo account.

>>NOTE - As the CFO of your Campus Club, the IRS requires you to provide a charitable tax receipt for individual or business donations of \$250 or more. Contact us to get the tools you will need.

Find Other Ways to Stay Involved.

If you had a blast and don't want the fun to stop, start planning your next campus fundraiser and [register your next event here](#) or visit us at shesa10.org to learn and promote other ways for you, your leadership team, your army, and campus can get involved with She's a 10.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE MISSION OF SHE'S A 10?

- Our mission is to champion confidence in 10 million young women and girls and flip the phrase “she’s a 10” from an outdated, limiting stereotype about a female’s looks into a positive declaration to recognize what matters most - her strengths, character, and ambitions.

WHAT IS A SHE'S A 10 CAMPUS CLUB?

- She’s a 10 Campus Clubs are She’s a 10’s action-based initiative to create awareness around the She’s a 10 mission, help champion confidence in young women, and raise money to run our signature She’s a 10 programming.

WHERE DOES THE MONEY RAISED GO?

- Every \$10 raised through your campus fundraiser helps run our signature She’s a 10 programming to champion confidence in 10 million young women and girls. She’s a 10 programming includes public service campaigns and education and empowerment experiences.

WHAT ARE THE EXPECTATIONS TO HOST A FUNDRAISER?

- She’s a 10 Campus Clubs must host at least one fundraiser each semester. We also encourage you to keep a year round social media page active where people can make donations anytime.

DO I NEED TO REGISTER SHE'S A 10 CAMPUS CLUB WITH MY SCHOOL?

- A majority of schools require student-led organizations collecting donations to be registered on campus. If required by the school, we encourage each Campus Club to register accordingly. You can check with your campus activities coordinator to see if it’s required on your campus.

IS SHE'S A 10 A NON-PROFIT ORGANIZATION?

- Yes, She’s a 10 is a program of League of Change Institute, Inc. a registered 501(c)(3) in the United States. Donations to She’s a 10 are tax deductible to the extent permitted by law.

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CONTACT US

For questions, to request materials, or share ideas we WANT to hear from you.

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Visit us at shesa10.org • Follow us @Shesa10Life



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