

Sam's Surefire Steps

We've come up with a few simple and efficient fund-raising steps so that you can accomplish as much as possible for Gunnar and A Soldier's March for Peace without sweating the little stuff.

ONE ADULT: Find 5 students in your community that you know to be organized, motivated, connected and who get stuff done. Gather them together for ice cream (a foolproof way to lure kids in, but not in a creepy way) then propose that they organize a local fund-raiser for ASM4P.

- » A diverse, yet cooperative group works best.
- » Mention that there's a great YouTube video.
- » Have them brainstorm ideas, recommend they visit warkidsrelief.org/march for a list of suggestions.
- » Include the fact that this is a great résumé-building experience for opportunities down the road – that tends to encourage kids as much as anything nowadays.

FIVE YOUTH: Agree upon a fundraiser that you can do within ONE WEEK. We've learned that these events come off best when they are still new and exciting (let's admit it, we have short attention spans so if you can create an instant buzz for an event happening only one week away the turnout will be better).

Four Chairs:

- » **Youth PR** – You're in charge of Facebook, MySpace, Twitter, texting, calling and whatever it takes to make sure that absolutely everyone you know has seen the video and will come to your fundraiser. Pick someone well connected.
- » **Media PR** – You're in charge of newspapers, radio, television and any other possible media outlets. Tell them all about your project. We have a press release prepared for youth events, contact one of us on the War Kids Relief home page.
- » **Event Coordinator** – You're in charge of the actual fundraiser. Be sure you have covered all your bases. Does the space need to be rented/cleared? Who's bringing what? Can you get food/supplies/promotions donated? ASM4P is a nonprofit, so we're tax deductible. Contact one of us on the War Kids Relief home page.
- » **Volunteer Coordinator** – You're in charge of making sure there are enough youth volunteers at the fundraiser. Be sure to get people who will be committed and help spread the word about the event.

One ASM4P Coordinator:

- » You're in charge of following up on EVERYTHING that everyone is doing. Make sure that projects are getting done. Follow up with the other chairs and help whoever needs a second set of hands. Make sure the event runs smoothly, take pictures and, finally, post an update on the War Kids Relief home page afterwards.

After your initial gathering, figure out the time and date of your fundraiser. One to two weeks is the best time frame, but pick the date that works best for kids in your area. Each community is different so it's up to you to figure out who, what, where and when, and we'll supply the why!

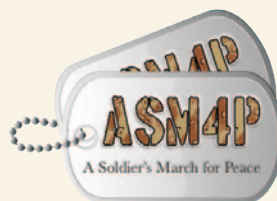
The chairs and coordinator should get together two days before the event to double-check that everything is ready. Divide responsibilities and remember to take on other help for some of the smaller issues.

Best of luck. You should be proud of the work you're doing for Gunnar and his project to help children traumatically affected by war.

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Helping kids.
Supporting troops.
Building peace.

www.warkidsrelief.org/march