



# THE 30 DAY PHILANTHROPY CHALLENGE

THE PHILANTHROPY PROJECT

INSPIRING & EMPOWERING YOUTH TO CHANGE THE WORLD.





The Philanthropy Project is a platform that helps youth take action + raise money for a cause that inspires them.

OUR MISSION IS:  
TO EMPOWER YOUTH TO CHANGE THE WORLD!

We're proud to work with K-12 Schools to present a unique service-learning opportunity for students.

Maddi Hogan and Maddie Chism are students at Centaurus High School in Lafayette, Colorado. "The Maddies" came to The Philanthropy Project when they needed help raising awareness and funds during their campaign against hunger.

The girls used our platform to promote their Oxfam Hunger Banquet, sell T-shirts and raise money that will be donated to Oxfam International, No Kid Hungry and Sister Carmen to feed international, national and local families in the fight against hunger.

"The Philanthropy Project Team provided us with constant motivation and support throughout our campaign."  
- CHS students

\$3,500 raised, and counting!

Maddi and Maddie have raised \$3,500 so far during their Philanthropy Project campaign, meaning they are 70% of the way towards reaching their \$5,000 goal!

When we asked The Maddies to review their experience using The Philanthropy Project, here is what they told us:



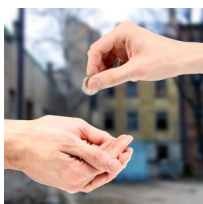
"The Philanthropy Project was a very easy and organized way to make a difference in our community. Their team constantly supported our campaign. They challenged us to think about how our campaign could be different, better, more effective. They did everything in their power to help us reach our goal. We recommend The Philanthropy Project to anyone looking to change the world as we know it."

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[www.philanthropyproject.com](http://www.philanthropyproject.com)

## What is the 30 Day Philanthropy Challenge for School Districts?

It's an opportunity to put principle into practice, inspire your students, and make a difference. It's a chance to change the world in 30 days. As a group of schools working together to raise money and awareness for a common cause, you have the ability to make a substantial impact!



## Does It Cost My District Anything to Participate?

Nope! It's completely free for students and schools to create a campaign on The Philanthropy Project Platform. The following fees are deducted from the money raised during your campaign:

*"I have experienced nothing amazing things from The Philanthropy Project. Thank you on times over for helping me!"*

*- CHS Students*

+ \$0.30 per donation.

- 1.) A 5% platform fee
- 2.) Standard credit card processing fees of 2.9%

This means that you keep approximately 92% of the funds raised during your 30 Day Philanthropy Challenge!

## How does the 30 Day Philanthropy Challenge Work?

It's actually really simple! Your district chooses a general cause (i.e. Hunger, Education, or Poverty) for the 30 Day Challenge.

Once the cause has been chosen, all district schools wishing to participate can create school-specific campaigns that benefit the umbrella cause, but each school is free to choose the organization that receives the money raised. For example, if the umbrella cause is hunger, one school could choose to do a campaign for *No Kid Hungry* and another school could choose to do a campaign for *Oxfam America*.

The Philanthropy Project provides instructions on how to create a campaign so that you can take this information back to your schools, have each school come up with a plan and launch their campaigns using the start date your school district has agreed upon! It's up to each school whether they want to do a school-wide campaign, or have a couple of campaign leaders who organize the campaign.

*"I am so grateful, impressed, inspired, teary-eyed, etc. about the platform you have built to encourage "our" children to participate in their world. Thank you for touching our lives."*

*- Mother of a HS Student*

## THE PHILANTHROPY PROJECT

WE BELIEVE KIDS CAN CHANGE THE WORLD!





## Why Should My District Participate in the 30 Day Philanthropy Challenge?

1% of the funds raised across all schools during the 30 Day Philanthropy Challenge will be donated back to your School District!

We also offer the following rewards for participating campaigns:

- **\$200** to the campaign that raises the most money in 30 days
- **\$200** to the campaign that best utilizes local media to gain support for their cause
- **\$200** to the campaign that provides the best updates during and after the campaign (pictures, videos, testimonials from recipient organization, etc.)
- **\$200** to the campaign that best collaborates with the local community (businesses, organizations, places of worship, etc.) to gain support for their cause
- **\$200** to the campaign that best utilizes social media to gain support for their cause

In addition, participating students are eligible to receive the following awards:

- **The Creative Young Philanthropist Award** recognizes students, classrooms or schools that display a high level of ingenuity and originality in the execution of the campaign.
- **The Inspiring Young Philanthropist Award** recognizes students, classrooms or schools that are highly passionate and inspirational during the execution of their campaign.
- **The Outstanding Young Philanthropist Award** recognizes students, classrooms or schools that execute the most successful campaign in terms of awareness and funds raised during their campaign.

## Here's How The Philanthropy Project Makes Fundraising Easy:

Your personalized campaign website can be set up in minutes, and is packed with great features, including:

- **Easy-to-use tools** (descriptions, pictures and videos) that help you describe your campaign to potential supporters.
- **Built-in social media sharing capabilities** make it easy to spread the word about your campaign.
- **Event component** allows you to promote an event, sell tickets and track RSVP's. Proceeds from ticket sales contribute to your funding goal. **COMING SOON!**
- **Merchandise component** allows you to sell goodies to promote your cause, such as T-Shirts, CD's, or Bracelets. Proceeds from merchandise sales contribute to your funding goal. **COMING SOON!**
- **Volunteer management component** allows you to organize volunteer groups and email members of each group with just one click. **COMING SOON!**
- **Checklist for running a successful campaign** ensures you have every opportunity to reach your funding goal.
- **Personalized support** from The Philanthropy Project Team keeps you motivated and helps you stay on track throughout your campaign.

BE THE CHANGE YOU HOPE TO SEE IN THE WORLD!

[www.philanthropyproject.com](http://www.philanthropyproject.com)