

CAMPAIGNER TOOLKIT

HELP US MAKE THIS THE BIGGEST GIVING TUESDAY EVER!

JUSOOR #GIVINGTUESDAY

Help Us Give the Gift of Education to Syrian Refugee Children



#GivingTuesday is a global day of giving on 3 December. A day when millions of people across the world come together to give back. This #GivingTuesday, we're asking our Jusoor ambassadors to campaign with us to give the gift of education to Syrian refugee children.

This campaign is more important than ever. Eight years of conflict has left over two million children out of school. Without an education, they risk becoming a lost generation. On #GivingTuesday you can help give Syrian refugee children the hope that education provides.

LET'S GET STARTED

Your campaign starts with a Facebook Fundraiser page. Follow the guidelines below to set up your very own campaign page for Jusoor.

- 1. CLICK 'FUNDRAISERS' IN THE LEFT MENU OF YOUR NEWS FEED**
- 2. SELECT JUSOOR FROM THE CHARITY SEARCH BOX**
- 3. CREATE YOUR FACEBOOK FUNDRAISER PAGE**
- 4. CHOOSE A GIVING TUESDAY COVER PHOTO**
- 5. TELL EVERYONE ABOUT YOUR CAMPAIGN TO GIVE EDUCATION TO SYRIAN REFUGEE CHILDREN**
- 6. SHARE IT WITH YOUR NETWORK**

WRITE YOUR STORY

EXPRESS YOUR PURPOSE ON YOUR FACEBOOK FUNDRAISER

Here are some helpful words to fill your Facebook Fundraiser page with information about Jusoor's campaign. Remind people about why you have chosen to be a Jusoor Ambassador. Feel free to personalise it for your family and friends;

“ This #GivingTuesday, I'm campaigning to give the gift of education to Syrian refugee children. Over half a million children are out of school in Lebanon - urgent help is needed to provide them with a quality education.

Aliya is one of thousands of young refugees living in Lebanon forced to leave their homeland, friends - and schools behind. With support from Jusoor, one of the few NGOs serving Syrian children in the Beqaa region of Lebanon, Aliya is now enrolled in Jusoor's educational centre and dreams of being a teacher when she grows up. As the conflict in Syria nears its eighth year, it's more important than ever that we ensure Syrian refugee children like Aliya have a chance to learn, dream and build a better future. Every donation, no matter how big or small, will help Jusoor provide 7,000 Syrian refugee children in Lebanon with an education they deserve.”

TELL A STORY

Here is a story about Hala, 10 years old from Aleppo,

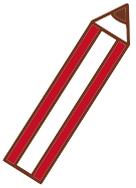
"I fled the conflict in Syria after my father died and our house was destroyed. I escaped to Lebanon with my mother. My life in Syria was good before the bombing started. I had many friends at school. When I came to Lebanon I spent two years at home without any schooling, before coming to Jusoor. I tried to register at the state school but they didn't accept me. I love Jusoor because I learn a lot here and I meet new people. The first day I arrived at Jusoor, I felt happy because I had finally found a school. I will study hard to achieve my dream of becoming a doctor. In the future I see myself going back to Syria"



SET YOUR GOAL

PICK YOUR IMPACT

100% of donations raised in your campaign will go directly to Jusoor's 3 educational schools in Lebanon - every dollar raised is meaningful. Here are some general Jusoor costs to help you set your goal.



\$10

Gives pencils, paper and supplies for one week of school.



\$20

Gives school transportation. You can provide transportation for a child to attend school because transportation is one of the main barriers of access to education for children in Lebanon.



\$50

Gives nutritious lunches for the children at school for a week so they have the energy to learn, grow and play.



\$100

Gives one Syrian refugee child the chance to go to school for one month.



SHARE YOUR CAMPAIGN

SEND AN EMAIL TO FRIENDS AND FAMILY

Share your campaign with your network by email. We've put together a fundraising email template to help you reach your fundraising goals and inspire others to donate to Jusoor's Refugee Education Program.

EMAIL TEMPLATE

Dear Friend,

This #Giving Tuesday - the global day of giving back - I'm supporting Jusoor's Refugee Education Program to help give the gift of education to Syrian refugee children. This cause is very important to me because [supply a personal reason on why you are getting involved for example,

Eight years of conflict in Syria has had a devastating impact on children. Over two million children are out of school. These children risk becoming a lost generation without an education.

Jusoor's Refugee Education Program is providing schools to children who fled conflict in Syria and is now enrolled in one of Jusoor's educational centres in Lebanon.

Would you be willing to make a contribution to my fundraiser? Any amount, however large or small, will make a huge difference to the lives of Syrian refugee children. Your support will enable Jusoor to keep children in school and give them healthy nutritious meals to grow, learn and play.

To donate, simply click the link to my fundraiser below: [Insert link to fundraiser] It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal.

I hope you will join me on #Giving Tuesday.

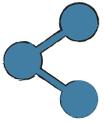
Thank you

,
[Your name]



SOCIAL SUPPORT

ANNOUNCE YOUR CAMPAIGN



Reach out to your closest contacts to officially launch your campaign on social media.



I'm building bridges to education for Syria's lost generation. Join me on #GivingTuesday (link to your fundraising page)



Support Syria's refugee children on #GivingTuesday to change the course of the worst humanitarian crisis of our lifetimes.



SHARE ON SOCIAL

