

CAMPAIGNER TOOLKIT

HELP US CHANGE THE LIVES OF SYRIAN CHILDREN & YOUTH



FUNDRAISE WITH JUSOOR

Help us change the lives of Syrian refugee children. You are part of a community of hundreds of volunteers who support Jusoor. This is your chance to help save a lost generation and give them the education they deserve.

LET'S GET STARTED

Join the hundreds of other volunteers online with a Jusoor fundraiser.

It is super easy!

1. GETTING STARTED

Facebook fundraiser is easy to set up. Just click 'Fundraiser' in the left menu of your news feed, select "Jusoor" from the charity search box and you are ready to go.

If you want to set up your fundraiser on our platform start here:

<https://give.jusoorsyria.com/syriaskids>

2. CREATE YOUR FUNDRAISER PAGE

Create your fundraising page using some helpful text and image suggestions in this toolkit.

3. SHARE WITH YOUR NETWORK

Share your fundraising page with your family and friends through WhatsApp, Facebook, text and emails. There are sample email and text messages in this toolkit to help you get the word out.

WRITE YOUR STORY

EXPRESS YOUR PURPOSE

Here are some helpful words to fill your campaign page with information about Jusoor's work. Remind people why you have chosen to be a Jusoor campaigner. Feel free to personalize it for your family and friends:

“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.

Hala is one of thousands of young refugees living in Lebanon forced to leave their homeland, friends - and schools behind. With support from Jusoor, 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 tenth year, it’s more important than ever that we ensure Syrian refugee children like Hala have a chance to learn, dream and build a better future. Every donation, no matter how big or small, will help Jusoor provide 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"

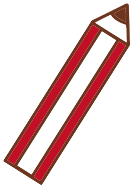




SET YOUR GOAL

PICK YOUR IMPACT

100% of donations raised in your campaign will go directly to Jusoor's 3 educational centers 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

Sponsor a Syrian refugee child. 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,

I'm supporting Jusoor, an international NGO, to help give the gift of education, nutritious food and warm clothes to Syrian refugee children. This cause is very important to me because ... [supply a personal reason on why you are getting involved)

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.

[Your name]



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 (link to your fundraising page)”

“

Let's make change together. Sponsor a Syrian refugee child go to school. (link to your fundraising page)”



SHARE ON SOCIAL

