

STUDENTS

FOR

ONESKY

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Updated November 2016

Students for OneSky

OneSky believes in the vast potential hidden in our world's most vulnerable young children. We create and implement simple, replicable early learning programs that provide nurturing responsive care, transforming the lives of thousands of at-risk children every day, and ensuring that those most in need have a second chance at childhood.



What might the world look like if we could all *truly* see the world's most vulnerable children?

Not merely as victims, but as one of us – because we all have the potential to blossom into compassionate, educated members of society if someone takes the time to invest in us.

The solution is simple. We've already made incredible progress – the thousands of children in our programs are thriving – but we're working toward transforming the way society views and cares for millions of children who do not yet have a loving adult in their daily lives. **You can help us get there. Here's how...**

One Cause, Two Great Options



Solo

Emily



Group

Students at National Cathedral School



Educate your network. Tell them why you're committed to bringing love, education and protection to vulnerable children. Share our stories about the lives of thousands of at-risk children and the incredible impact your efforts are making on their lives.

Sign up and set a fundraising goal.

Signing up is simple. All it takes is \$1.15 a day to give a child a second chance at a bright future.

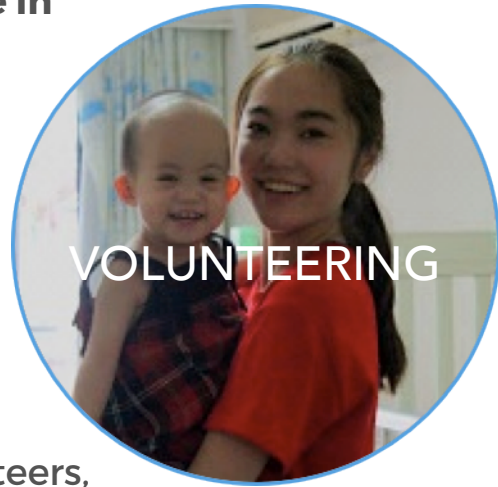
Celebrate an event, use your talents - online and off!



Mentor kids near you. Reach out to local preschools to mentor, tutor or teach them about our cause and help them get involved!



Volunteer at our medical care home in Beijing. Our volunteer trip is a wonderful way for our most active young supporters to meet the children their volunteer efforts impact and to get a first-hand look at the work we're doing. This is often a profound experience for our volunteers, who return home even more committed to the children.



That's not all! Students for OneSky can...

Gain experience in leadership, outreach (and more!) while doing good.

Keep track of what they raise online and off in their Crowdrise account.

Send updates and thank you messages to all of their supporters from their Crowdrise account.

Get the support and ideas they need from OneSky and the Crowdrise team by contacting us anytime

SIGN UP!

CROWDRISE.COM/STUDENTSFORONESKY

Campus Club First Steps & Best Practices

FIRST STEPS

Gather friends

Talk to your friends about your interest in starting a club, and tell them why it's important to you. Not only will they be helping vulnerable children, but they'll also be gaining useful skills and experience too.

Name your club

We suggest "(Your School) Students for OneSky". For example, Westlake Students for OneSky.

Get approval

Reach out to the department that manages student organizations and find out what your school's requirements are for establishing a club.

Note: Clubs are independent entities. Your club is recognized and supported by OneSky, but it is not a OneSky chapter, branch or affiliate, and is not incorporated as part of the legal 501(c) 3 tax exempt entity of OneSky. Your club is registered and operated under your school's administration.

Sign up

Once you have club members and school approval, create a club email (ex. yourclubname@gmail.com) and join the team on our all-new clubs page: www.crowdrise.com/studentsforonesky!

Connect

Join the Facebook group to connect with other OneSky student volunteers at www.facebook.com/groups/studentsforonesky.

FIRST MEETING CHECKLIST

- Designate when and where you will meet
- Plan what you will discuss and how long it will take
- Invite everyone
- Introduce yourself and OneSky

[Note: See Presentation Tips in the Educating Ideas section](#)

- Describe your personal connection to OneSky
- Define the issue and its importance
- Decide on your group's goals for addressing the issue
- Brainstorm about what steps your group can take to reach your goals
- Agree on club activities, policies, roles, etc.
- Get contact info and availability for everyone
- Schedule regular follow up meetings
- Assign responsibilities for the next meeting

BEST PRACTICES: RECRUITING

Make announcements in your classes

Provide dates for your next event and urge people to sign up and provide contact information so you can send them a reminder.

Set up a table

Make an eye-catching poster and have information available.

Be creative so you can attract more people!

Work in pairs so you can talk to more people.

Collect donations

Use a clear jar and get it started with a few dollars of your own.

Go canvassing

- Dress nicely
- Bring information
- Record donations and contact information
- Work in pairs
- Set realistic goals
- Have your "pitch" ready...

Sample "Pitch"

Hi! I'm... with... We're talking to people today about how to change the way society views and cares for our world's most vulnerable children. Are you interested in learning more about how you can help?

We're trying to (raise \$X to sponsor a child/invite X people to attend/etc.). Would you be willing to (contribute \$X/attend/etc.) to help today?

BEST PRACTICES: FUNDRAISING

Host at least one fundraiser each year

Fundraisers help keep your members and your community engaged.

Save event materials

Save your club time and money by keeping useful materials from past events.

Set goals, dates and venues

A goal gets everyone excited and working towards something specific – like sponsoring a child! Choose dates and venues that will help you attract as many people as possible.

Promote in your area

Post on social media, put up posters, contact your local paper – as many things as you can think of to get the word out!

Take great photos

You can use the photos to promote your club online and share with all of your awesome members!

Always thank your supporters

Contact them by text, email, or Facebook after an event to say thank you and share your success. Tell them how much you raised and the impact of their donations so they'll be more likely to donate again next time.

Check in

Evaluate how you did and use what you learned to make the next event even better!

FUNDRAISER CHECKLIST

Before the event

- Set a goal
- Set the date, time and venue
- Create a budget
- Assign tasks to club members and volunteers
- Promote your event and send invitations

During the event

- Share your goal and the cause
- Take great photos
- HAVE FUN!

After the event

- Thank your supporters and post photos online
- Discuss successes and lessons
- Make a donation to OneSky online or by check
- Share your experience and ideas in the Facebook group

BEST PRACTICES: MENTORING

Create a volunteer schedule

Complete the schedule at the beginning of the semester so you can advertise all your events at one time.

Offer several opportunities

Give people a chance to attend if they have schedule conflicts.

Build a list of past volunteers

Be sure proven volunteers are the first ones you invite each time.

Train and invest in your volunteers

Give them clear expectations and let them know how much they mean to you.

Student at Washington University in St. Louis



BEST PRACTICES: MEMBERSHIP

Organize meals and social events

Sit with different people each time to get to know more members and build those friendships.

Students at Boston University

Offer a variety of ways for members to participate

Some members have more time than others, so having something for everyone will help you avoid losing those who can't participate as often.



Ask specific people to do specific tasks

Learn about the strengths and interests of your volunteers. Start with small tasks and give them more responsibility over time. Asking in person is always ideal.

Welcome feedback

Listen to your fellow club members.

BEST PRACTICES: LEADERSHIP

Build an executive board with specific roles for each member
Clear roles create a more efficient board and make it easier for members to fill in for each other when necessary.

Examples:

President(s)

Outreach & Communications Officer

Fundraising & Finance Officer

Volunteer Management Officer

Create the roles that best suit your club's needs

Hold frequent board meetings

Frequent board meetings keep all club leaders engaged and working toward your goals.

Set goals and succession plans

Succession plans often include recruiting and mentoring younger club members and setting goals and realistic timelines to ensure smooth transitions from year to year.

Maintain a club archive

Help current members understand club policies and history. *How did we obtain that permit last time? Where are our alumni now?*

Collaborate with other clubs

Find groups in your area who are interested in our cause so you can pool resources and share your message with a larger audience.

Contact us

We are always here to give you support.

Educating Ideas

Get online

Create a website or social media page to post activities, photos, contact info and announcements.

Follow OneSky on social media

Help educate your network by sharing our stories and updates.

Invite guest speakers

Experts can discuss topics like child welfare, early childhood development, OneSky programs and more.

Speak up

Host an event or speak at a local school or community center and educate others about the needs of orphaned and neglected children and how to help.

Write original blog posts, social media posts, or articles about the importance of our cause.

Read

Wish You Happy Forever: What China's Orphans Taught Me About Moving Mountains by OneSky's Founder and CEO Jenny Bowen and host book discussions.

PRESENTATION TIPS

Whether you're presenting to your family, classmates or new friends in your area, here are some tips to help you get started:

Do your research

Familiarize yourself with our programs and our mission so your presentation is as compelling and informative as possible.

Know your audience

Make sure your tone, language, and overall presentation are appropriate for the group you're speaking to. What are their interests and how do their interests connect to our cause?

Gather resources

Here are some items to consider bringing:

- Program Information flyers (included in the Handouts section)
- Video: www.onesky.org/nila-says
- Children's stories: www.onesky.org/stories

Clarify your message

Here are some questions to consider for your presentation:

What is OneSky doing to help our world's most vulnerable children?

We create low-cost early intervention models that can be successfully adapted to any situation where orphaned and neglected young children are at high risk of stunted development.

We train caregivers - nannies, parents, grandparents, teachers - to provide the simple loving care, stimulation, bonding and affection that are absolutely essential to a healthy start in life.

We foster partnerships among individuals, communities, businesses and governments at all levels, building local capacity enabling our partners to take our models to scale.

What is OneSky's impact?

OneSky has trained over **19,000 caregivers** and directly impacted the lives of more than **138,000 children**. Today, OneSky's orphanage model is China's national standard for the care of institutionalized children.

We have developed a **simple approach** to early learning and responsive care that enables once-neglected children to know what love feels like and know that their lives matter. **The fate of our most vulnerable children will impact the future of us all.** A generation of children who grow up cherished will cherish the generation that comes after.

Where can I find reviews for OneSky?

OneSky has been recognized for its exceptional fiscal responsibility, transparency and impact by several charity evaluation organizations including Guidestar, Charity Navigator and WiseGiving.

Why do you support OneSky?

This is where you can share your personal connection to OneSky's mission.

Why should others support OneSky?

Elaborate on the aspect of our work that you believe is most compelling.

How can others support OneSky?

There are so many ways to stand by the children!

Make a donation to support our most pressing needs (www.onesky.org/donate) or help provide a year of care for a child living in an orphanage or village by becoming a **Child Sponsor** (www.onesky.org/sponsor).

Raise funds by donating a special occasion, using a talent, or gathering a group of friends to run a race to collect donations.
www.crowdrise.com/onesky

Volunteer by speaking up for the kids on social media, in presentations, or by hosting an event. Contact giving@onesky.org to discuss your ideas.

Companies can partner with us to make a truly transformative social investment. Contact giving@onesky.org to discuss opportunities.

Wrap-Up

Once your presentation is over, if there is a laptop or tablet available, offer to help people sign up for our updates at www.onesky.org/contact, follow us on social media, or make a donation online so they can continue to learn more and get involved!

SOCIAL MEDIA TIPS

You can always follow our work on social media where we share photos and stories of kids growing strong! You can find all of our social media links on the Contact Us page at the end of this handbook.

Tip: Always tag us (@OneSky for all children or @OneSkyorg) so people can find out more about our work and get involved.

At the end of the day, the most compelling posts will be the ones you share about your own story or connection with our work. Your friends and family will be more motivated to get involved if they know why OneSky is important to you!

Sample social media posts:

@OneSky is working to ensure that all children receive the nurturing care and education they need to have a chance for a bright future! Onesky.org

@OneSky provides model programs and caregiver training designed to offer loving, family-like care to all children. For just \$1.15 a day, you can help change the life of one more child. Onesky.org/sponsor

From the moment of birth, we all need the love of a caring adult. @OneSky caregivers are trained to give abandoned and neglected children that essential care they need to thrive and reach their full potential! Onesky.org

Infants and toddlers living in orphanages lose about one month of growth for every three months in institutional care without early intervention. @OneSky is on a mission to bring nurturing care and education to all children! Onesky.org

@OneSky fosters partnerships among individuals, communities, businesses and governments at all levels, building local capacity by providing ongoing training, guidance and support as our local partners take our models to scale.

Mentoring Ideas

Volunteering with kids through organizations in your local community as a mentor or tutor for a meaningful cause can be an incredibly rewarding experience. It also gives you an opportunity to build ties with your club members and attract new members interested in giving back locally.

Student at UT Austin



Reach out to local schools

See if local schools and organizations have an after-school or tutoring program.

Serve as a role model

Teach kids about how they can help make the world a better place, one child at a time.

Join another campus club

Other clubs may have an existing volunteer program with local preschoolers.

Fundraising Ideas

TASTY

Bake sale

Bake together for a bonding activity

Bubble tea or Thai iced tea sale

Find deals on supplies online

Food from a local shop

Purchased for resale or donated!

Cooking workshop

Invite students to learn how to cook a new recipe. Provide ingredients and instruction and charge a fee to attend.

Benefit dinner

Include a silent auction and invite keynote speakers.



FASHIONY

Garage sale

Collect unwanted clothes and items from students or neighbors and post signs across town to get the biggest turnout.

T-shirt sale

Design your own shirt and sell it to classmates and friends online.

[Teespring.com](https://www.teespring.com), [Bonfirefunds.com](https://www.bonfirefunds.com), etc.

Free-dress day

If your school has a dress code, ask administrators for permission to host a free-dress day in exchange for donations.

Tie-dye T-shirts

Set up tie-dyeing supplies and allow students to buy shirts and tie-dye them on the spot.

HOLIDAY SPIRIT

Gift-wrapping

Arrange to work at a local store and offer to wrap gifts in exchange for donations.

Trick or treat for OneSky

Instead of asking for candy, ask for spare change.

Gift delivery

Sell gifts leading up to a holiday and offer to deliver to recipients in their dorms or homerooms on the holiday.

Students at Brown University



FANCY

Date auction

Performance showcase

Hold auditions to find the best performers. At the show, the audience votes for their favorite act by donating spare change. You can also sell food and raffle off prizes to raise even more money!

Fashion show

Get your friends to be models and have clothes donated from local boutiques. Raise money via ticket sales but also include a raffle and donation box.

GO OUTSIDE

Carnival or Olympics

Set up relay races, hula-hoop, booths, balloon artists, sidewalk drawing, and more!

Guided tour

Hire a guide or get a volunteer to take you and a group around some local scenic areas. Ask for a minimum \$10 donation.

Race for OneSky

Sign up to run a 5K, half or full marathon. The more people on your team, the better!

Students at UCLA



CHALLENGING

Coin drive & challenge

Leave a collection bucket in a well-trafficked area encouraging fellow students to give spare change. Challenge homerooms or dorms to see who can collect the most.

Scavenger hunt

Give teams clues to race to different stations and solve clues or perform various fun challenges.

MORE FUNDRAISING IDEAS

Race or Game day volunteering

Group size preference: 10-30+

Typical donation: \$15 per volunteer

Age requirement: 15 and older

Attendance at pre-race meeting usually required

Gift wrapping

Barnes and Noble

Movie night

Charge a fee for entrance or ask for a suggested donation.

Game night

Gather all of your favorite tabletop games and ask for a minimum donation to play.

Trash dash for cash

Walk through dorms and offer to take out trash for cash donations. This has the added benefit of raising awareness about your club on campus.

Students at Berkeley High School



RESTAURANTS AND STORES

Interested in hosting a fundraiser at a popular restaurant? How about fundraising with donated gift cards? Contact the manager of some stores in your area to see if they will offer to donate a portion of the proceeds for a designated day. Below is a list of options to start from...

Arby's

Auntie Anne's

Applebee's

Ben & Jerry's

Baja Fresh

Brusters

California Pizza Kitchen

Cici's Pizza

Chevys

Chick-fil-A

Chipotle

Cold Stone Creamery

Gertrude Hawk

Chocolate

Insomnia Cookies

Jamba Juice

Krispy Kreme

Max and Erma's

Moe's Southwest Grill

Otto Pizza

Panda Express

Panera Bread

See's Candies

SweetGreen

TCBY

T.G.I. Fridays

UNO Pizzeria & Grill

Wendy's

Kohl's

Boscov's Department

Store



BENEFITING: OneSky for all children

THE STORY:

OneSky took care of Justin until he was able to come to our family. We have been grateful supporters ever since OneSky cares for China's most disadvantaged children – orphans and young children of migrant workers who have been left behind in rural villages. We can assure you that your donation will have tremendous impact in the lives of those children left behind. Thank you for your consideration.

DONATE
TO THIS FUNDRAISER

\$155
MONEY RAISED

Hayden Fong	\$30
Benji Dawes	\$50
Andrew Murr	\$50

DONATE YOUR SPECIAL DAY

Thank you for thinking of the children for this special occasion! Here's how to include us in your upcoming event:

Create your fundraising page

Set one up at www.crowdrise.com/studentsforonesky.

Tell your story

Let people know why you're fundraising to stand by the kids. We may even share your story!

Share images

Use photos to show them why you're passionate about OneSky's work. Include photos that capture what it is about the work and the cause that makes you want to support.

Tip: Find photos at www.facebook.com/onesky.org/photos.

Set a goal

Include your goal to show everyone what you're working towards.

Show the impact

Tell your friends and family how their support will give vulnerable kids a second chance at childhood. Every little bit truly helps.

Send out personalized emails

Tell your friends and family that you would like to receive donations on your behalf to OneSky instead of gifts: \$18 for your 18th birthday, perhaps?

Post about your fundraiser on social media and email your friends and family.

Tip: Personal emails and stories are the most effective way to reach people.

Sample email:

Hi Mom!

This month **(for my birthday/special occasion)** I am asking my closest friends and family to donate \$20 to help me raise **(your goal)** to help give kids a safe place to play and learn. If you believe that all children deserve to feel protected and loved, click here **(crowdrise.com/your-fundraiser-page)** and together we can give children a second chance at a happy childhood!

Make good things happen

Day one

Tell everyone you know about your fundraiser!

Once a week*

Send everyone a reminder on social media/email and an update on your progress. In your update, name and thank all of the wonderful people who have contributed so far.

The day before last

Make sure to ask everyone to give as much as they can leading up to the final hours of your fundraiser, if you've set an end date.

Say thanks

The day after your fundraiser ends, make sure to send everyone who supported you a big, heartfelt thanks!

Give everyone a recap of your fundraiser and our work. Let them know how they can continue to stand by the children by visiting onesky.org.

*If you can, incorporate a special gift or offer for people who make a donation during a specified period of time. For example, anyone who supports your fundraiser in the next 24 hours will receive a hand written thank you card, or a custom thank you song!

Sample social media posts:

Let's celebrate my (event) and help @OneSky bring nurturing care to children at-risk! Will you donate \$X to my fundraiser? (crowdrise.com/your-fundraiser-page) #Spreadtheword #forallchildren

Help me raise (goal) to ensure that all children have a chance to thrive! (crowdrise.com/your-fundraiser-page) @OneSky #forallchildren

Will you help me raise (goal) to provide nurturing care for vulnerable children? (crowdrise.com/your-fundraiser-page) @OneSky #forallchildren

I'm helping @OneSky stand by kids in need for my (event)! (crowdrise.com/your-fundraiser-page)
I support @OneSky because...(your story)

Stand by the kids by donating \$X to my fundraiser today! (crowdrise.com/your-fundraiser-page)
Together, we have a chance to give children who got a rough start a second chance! #Spreadtheword

Frequently Asked Questions

Are China Care Clubs a part of Students for OneSky?

China Care Clubs began as a program of China Care Foundation (CCF) in 2003 *“to give special needs Chinese orphans the opportunity for a better life and to empower youth through direct humanitarian service”*.

In 2012, CCF transferred the China Care Clubs program to OneSky. Since then, China Care Clubs have worked with OneSky to provide orphaned and neglected children with education and family-like love.

In 2016, Half the Sky became OneSky and launched Students for OneSky. The new names reflect our resolve to bring our approach to the millions of children the world forgot. We are fortunate that so many of our loyal China Care Club partner clubs support our expanded mission to give our world’s most vulnerable children a second chance at a bright future.

My school has a Chinese Club/Community Service org/etc. Can we help through Students for OneSky?

Absolutely! You can join us on Crowdrise and get started right away.

Can our club use the Students for OneSky logo?

Please feel free to use the Students for OneSky logo as long as it is not altered in any way (color and composition) on your club materials.

How do I make a donation and what does our donation go towards?

Your support provides vulnerable children with trained loving, caring adults and happy places to play and learn. Most students work toward providing a year of care for a child living in a village or an orphanage. Learn more about sponsoring a child at www.onesky.org/sponsor.

3 Ways to Donate Online:

- 1) Donations through www.crowdrise.com/studentsforonesky are conveniently transferred to OneSky, automatically updating your donation total online. (Donors have the option to cover the transaction fees.)
- 2) Visit www.onesky.org/donate. Email volunteers@onesky.org. to make sure
- 3) Visit www.onesky.org/sponsor to become a sponsor and help provide a year of care for a child in our programs.

Donate By Check:

Make the check payable to OneSky, and mail your check to [715 Hearst Ave., Suite 200, Berkeley, CA 94710](#). Please include a note with your club's name.

Sponsor a Child: Visit www.bit.ly/StudentSponsor to sponsor a child if you are donating by check or through Crowdrise.

Do you have materials for us to use at events to tell people about OneSky's work?

We have included flyers in this handbook that explain our programs. We will provide you with additional resources as we update our materials. To find photos and videos, visit www.facebook.com/onesky.org/photos and www.vimeo.com/oneskyorg. To download logos and Facebook headers, visit www.bit.ly/students-assets.

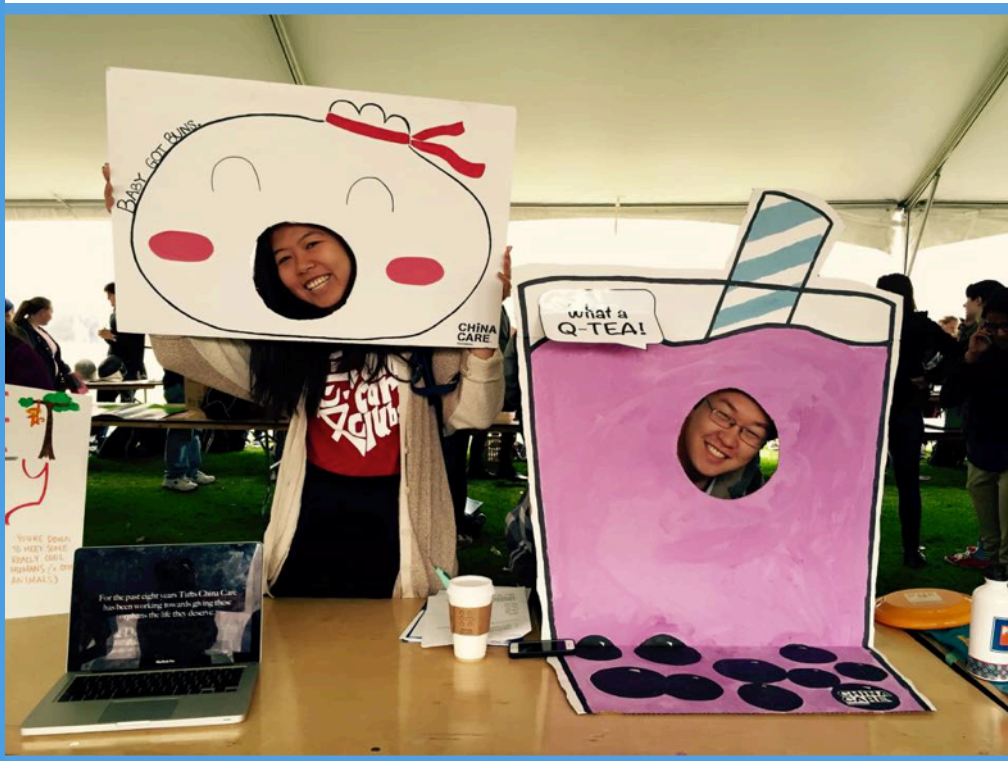
Can I send gifts or donate items to an institution?

If you or your club becomes a child sponsor, you can send small, inexpensive gifts that fit flat in an envelope no larger than 6" x 9", (156 x 235mm) using the mailing label included in your welcome kit.

How can I volunteer with the children?

We do not currently offer volunteer opportunities at institutions or in rural villages. Students for OneSky may apply for the annual volunteer trip to our medical care facility in Beijing. We will notify all active volunteers of trip details each year and post them on www.facebook.com/onesky.org/events.

Students at Tufts University



Can I be an intern at OneSky?

You may email your resume to volunteers@onesky.org to see if there are any positions available.

ONESKY

for all children



Contact Us

www.onesky.org
www.crowdrise.com/StudentsforOneSky
volunteers@onesky.org
+1 510.525.3377

Follow us for stories and updates!

Email newsletter: www.onesky.org/contact
Facebook: www.facebook.com/OneSky.org
Twitter: www.twitter.com/OneSkyOrg
Instagram: www.instagram.com/OneSkyOrg
Vimeo: www.vimeo.com/OneSkyOrg
Tumblr: OneSkyOrg.tumblr.com

Sign up to receive updates at
www.bit.ly/studentsforonesky

Connect with other student volunteers at
www.facebook.com/groups/studentsforonesky