



Save the Children
Action Network

2020 VOICES FOR KIDS



THEME

This year, we are linking our year-end fundraising campaign, which will focus on using our voices as we seek to make change for children in 2021. Following the amazing work our volunteers and student activists did in the 2020 election, we will pivot to holding lawmakers accountable from the White House to state houses in 2021. To highlight our organization's role as the political voice for kids, we're calling our peer-to-peer campaign **Voices for Kids**.

Our goal is to raise \$10,000 in undesignated funding to put towards our work. We will leverage a generous match from an anonymous donor to *triple* contributions made before midnight on December 31, 2020 up to \$50,000.



TIMING

- Following the 2020 election, we will launch the 2020 Voices for Kids campaign
- Campaign: 11/12 – 12/31
- Webinar for volunteers and students: 11/12/20
- Follow up emails to encourage people to create their individual page: 11/12/20



HOW WILL IT WORK

- Each staffed state will be their own team.
- For states that do not have staff on-the-ground, the SCAN staff member working with that state will determine how to group them into teams.
- State managers will decide who the team captain will be. In some cases, it may be the state manager while other states may designate a volunteer to be the captain.
- Volunteers are encouraged to customize their pages with their own photos and stories.



COMPETITION

- There will be 3 competitive aspects for this campaign
 - Team that raises the most money
 - Individual that raises the most money
 - Individual that generates the highest number of individual donors
- Prizes
 - \$50 in art supplies for the preschool, child care provider or other early learning program of your choice (individual winners)
 - \$100 in books donated to the local **school or organization of the team's** choice (team winners)



RESOURCES

- Participants will receive access to the following resources:
 - Online toolkit with how to videos, instructions and tips, etc.
 - Graphic with what the money raised could be used for
 - Individual and team campaign pages on Salsa
 - Coaching emails to supporters throughout campaign