

Joint Council's Change for Children

Make Change for Children **Campaign Plan for Schools** **October 2014**

Introduction

This year various schools across the country are launching school-wide social service projects that focus on kids helping kids. *Make Change for Children* will help students of all ages become

more aware of the needs of some of the world's most vulnerable children, those without permanent, loving families. The campaign will include awareness-building efforts and conclude with the opportunity for the students to collect change on behalf of these children in need.



The money collected will be donated to Joint Council on International Children's Services, a 501(c)3 organization dedicated to ending the suffering of orphaned and abandoned children throughout the world. Because dues from our 140 partner child welfare organizations cover all of Joint Council's administrative expenses, 100% of all the money donated by the school communities will go toward programs and services that benefit the children. A matching grant from a generous supporting foundation means that for every dollar collected by your students, TWO dollars will go to children in need.

Awareness Building Campaign

Throughout the last two weeks of October, your students and their parents will learn about the children they are helping. Awareness efforts will include the following:

- 8 ½ x 11 posters throughout the school (see examples below)
- Friday Flier announcements on Oct. 20 and 27
- A backpack stuffer the week of October 20 to introduce the program
- With the permission of the school, white board signs on October 30, 31, November 3 and 4 at carpool and in lobby with a table for collection, if school so chooses.

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Additional Educational Opportunity

If deemed appropriate by the school, morning meetings or assemblies could offer excellent opportunities for the students to better understand the problems faced by children who have so much less than they do, particularly those without a family. Joint Council would like to work with the school counselor on the development of age-appropriate discussion questions that can be used by Advisors and Teachers during the week of October 27, if they so choose.

Halloween Change Collection

During the week of October 29, prior to Halloween, each student will receive a Collection Kit. This will include an orange collection box, a letter to them and their parents, a sticker and thank you cards to leave with friends and neighbors who put change in their box. Students will be instructed on how to ask for support as they trick-or-treat. On November 3 and 4 (or at an agreed upon time), Joint Council staff will be on hand to collect the boxes at school drop off and pick up, and will visit classrooms to collect any boxes returned to teachers.

A Little Friendly Competition

To add a bit to the excitement, *Make Change for Children* will offer a prize (an Ice Cream Party) to the grade that raises the most money in both the Lower and Middle Schools. To celebrate the rewards of teamwork and school spirit, we suggest the two classes join together for one party.

In addition, top 5 students who collect the most change will receive *Make Change for Children* t-shirts. Each box will be marked with grade level and student name, and Joint Council will be responsible for tracking donations by each grade.

Recognition for Participants

Students who participate in the *Make Change for Children* program and return their collection box will receive a Certificate of Recognition, signed by the CEO of Joint Council and if you wish, your school administrator.