



A Guide for Sharing Your Celebration

Celebrate your milestone and make a difference!

Whether you're getting married, graduating, marking a birthday, welcoming a new baby, or celebrating a meaningful moment in your life—consider sharing your joy by supporting education, health, conservation, economic development and community-led progress. Please reach out with suggestions or questions anytime at engage@engageglobally.org.

Supporting Engage Globally:



Engage Globally supports community-led sustainable development in nine traditional villages in rural Ghana. Our local partners collaborate with elders, a women's group, parents, and program participants to select their priorities, design projects, and implement programming. Our team assists with capacity building, project consulting, funding, and other resources. By focusing on long-term partnerships, we pursue a truly grassroots and collaborative approach to creating meaningful, inclusive, and sustainable progress.

Why your help matters:

To help more children attend school, and receive a quality education, we built and operate **four early childhood learning centers**. A team of 15 teachers are educating 400 children from pre-K through third grade. Most of the teachers are graduates of our scholarship program and all live locally and teach bilingually. We prioritize providing educational opportunities in village communities that have had limited, or no, access to schools.

There are no public middle schools within bicycling distance of eight of our partner communities. To address this challenge, we began a **youth education program**.

When a student completes their studies at our community learning centers, they take exams to continue their education at private schools. Students are provided with school fees, learning supplies, uniforms, a desk, a bicycle, and mentoring so they can continue their educations. After junior high they take national exams to go to high school or join our vocational training program.

In our **vocational education program**, trainees learn a variety of job skills including sewing, cloth dyeing, hair design, woodworking, motorcycle repair, and construction. Most participants never had a chance to attend school, so our program includes literacy, business math, and English classes. Students also participate in health education, cooking classes and mentoring. Each trainee receives a bicycle so that they can reach our Vocational Education Center and a daily meal to help with nutrition. Contributing to Engage Globally's larger focus on gender equity, most trainees are young women. After they complete the program, we help graduates find local work or open their own small businesses to become trainers of new students.

There are 40 women farmers from four villages in our impactful **women's agriculture program**. Each participant is provided with a rented tractor to plough one acre of land, seeds, and other supplies. The women also attend sustainable agriculture trainings. With these additional inputs and support, every farmer has improved her yield. We have recently added a requested health education component to this program. Our partners purchase surplus food from the women farmers to provide them with small incomes and to source local food for our school lunch program. For most women this is the first money they have ever had.

The funds you raise make a big difference!

- \$25 provides one month of education including a daily school lunch, uniform sewn by our vocational training students, and learning supplies.
- \$60 funds a local teacher's salary for a month. Most teachers are graduates of our youth education program.
- \$300 will sponsor a child's education for a year.
- \$750 installs rainwater catchment for clean water access, handwashing, and water for a school vegetable garden.
- \$5000 builds a new classroom.

What will donations support?

- Education of students who otherwise would not be able to attend school.
- School lunches that increase nutrition for young children.
- School gardens and native tree planting as part of our environmental education program.
- Hiring of local teachers and staff, most of whom support extended families of ten people.
- School uniforms sewn by our vocational program trainees.
- Rainwater catchment systems and hand washing stations to provide clean water

How to share your celebration:

Planning:

- Consider how your fundraiser best fits with your celebration plans. For example:
 - If you are celebrating a wedding, you might include Engage Globally and a month of a child's education (\$25) in your gift registry.
 - To donate your birthday, you could set up a Facebook fundraiser or email friends and family letting them know that you would like to sponsor a child's education in lieu of gifts.

- To welcome a new baby, loved ones could be asked to donate a month of a child's education at your shower or to celebrate the birth. If hosting a baby book shower, you could ask guests to give a book and donate a book (\$10).
- For those graduating from high school or college, asking friends and family to help you share the opportunity to go to school with someone else, is a great way to celebrate!
- Think about how you will reach people to let them know about your fundraiser. We have found that by far the most successful fundraising efforts involve direct contact – i.e. reaching out with an email, text, call, personal conversation, or private message. Individual outreach also fits well with our philosophy of community building and mutual learning about sustainable development.

Draft your message:

- Explain why you chose to include Engage Globally in your celebration. In longer (email) messages, it is great to share a little about our organization, students, and programs (see above). Some people include a few donation impacts (see list above) in their posts and messages.
- Sample short message:
 - Dear friends and family, I am raising funds to support Engage Globally for my birthday! Every \$25 contribution will fund a month of a child's education including a daily meal. I am hoping to raise \$300 to sponsor a year of a child's education. Growing up, I was very grateful for the educational opportunities I have had, and I would like to share the gift of education with a child in rural Ghana. I have selected Engage because my friend is on their board, and I really like their long-term commitment to community-led sustainable development. If you can't donate, you can still help by liking and sharing my posts and liking Engage Globally on Facebook or Instagram. Thank you!
- Select a photo to use:
 - You can use any photo from our website or social media pages.
 - Please note that we always use positive and empowering messaging when describing our partners, students in our programs, and our work.

Using Facebook to engage others in your celebration:

For social media posts, volunteers have consistently had the most success on Facebook. Setting up these fundraisers takes just a few minutes.

- Navigate to [Engage Globally](#) on Facebook
- On the horizontal menu below the profile photo look for “fundraisers” and click on it.
- In the right corner click on “raise money.”
- An auto populated fundraiser will pop up on the left.
 - Set your goal – we recommend \$300 (for one year of education)
 - Insert a personal message, like this sample:

Please join me in making a difference! I am graduating this week, and I am very grateful to everyone who has helped me through my educational journey. To celebrate, I want to help

someone else be able to attend school. I love Engage Globally's community-led approach to education and development in rural Northern Ghana because it's sustainable, ensures girls and boys can go to school, and provides long-term paths to local jobs. Your donation of \$25 will provide a month of education for a girl to be able to start kindergarten this year, including a daily school lunch to reduce malnutrition. You can also help by liking and sharing my posts this week. Thank you for your support!

- Add any photo from our social media posts or website.
- Post the fundraiser
- Share the fundraiser to your personal Facebook page (this step is essential for visibility).
- Tag Engage @EngageGlobally so we can like and thank donors for their donations.
- We recommend re-sharing your fundraiser link and a short post about impacts or expressing appreciation for donations for the three to five days of your fundraiser.
- As noted above, personal messages via private message and on your own Facebook are the most effective way to get people to engage with your fundraiser.

Collecting donations:

- We use the platform Mighty Cause as our primary donation site. You can share this general fundraising link on social media accounts or to your personal network: <https://www.mightycause.com/donate/Engageglobally>.
- If you have friends or family who would like to send a check our address is: Engage Globally 414 Silo Dr., Asheville NC 28806. Donations by check have zero fees.

Please join us on these platforms to learn more:

- **Facebook:** <https://www.facebook.com/EngageGlobally/>
- **Instagram:** <https://www.instagram.com/engageglobally/?hl=en>
- **LinkedIn:** <https://www.linkedin.com/company/engage-globally/>
- **Email newsletter sign-up:** <https://www.engageglobally.org/email-list.html>
- **Email:** engage@engageglobally.org



We wish you a wonderful celebration!
Thank you for your support!