



Leader's Guide

ONE in 8 Haitian children dies before the age of 8.
special night could help change that.
special person needs to lead the way on your campus.

We'll help you all along the way. If you haven't spoken to a representative from Food For The Poor email us at info@allnighterforthe poor.org and we'll contact you. Read on for all the information you'll need to bring *All-Nighter For The Poor* to your campus...
because ONE night can change a life!

Why me?

How wonderful it is that nobody need wait a single moment before starting to improve the world.
~Anne Frank

Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin.
~Mother Teresa

Be the change you want to see in the world.
~Ghandi

What is All-Nighter For The Poor?

As the name indicates, it's an "all-nighter...for the poor!" Along with other college groups, your organization will stay up all night on **Friday, October 16th** to raise money for the poor in the Caribbean and Latin America. Through sponsorship and donations, your group will help fund sustainable programs that enable poverty-stricken communities to feed themselves.

This is a very simple concept...a way for EVERY person on your campus, along with all their friends and family, to work together to make a real change in the lives of hungry children and families.

This event is a great way to make a tremendous difference. Besides raising much-needed donations, this night allows you to educate and raise awareness about hunger. You may never know the full extent of your work, because its effect can be life-changing. You'll be planting seeds of change!

Early planning...

- **Planning:** Making the All-Nighter a reality on your campus will take some planning and effort, but it's very do-able. This night can have a **HUGE** impact on your campus, church and community! Here are some tips:
 - **Save the date:** The event is planned for October 16, 2009, which is World Food Day. We at Food For The Poor will be staying up "all night" at our offices in Coconut Creek, Florida and — thanks to technology! — we will be sharing multimedia resources that you can use at your campus.
 - **Form a team:** Making the team a diverse group from all walks of campus life will be beneficial. Utilizing many different talents will make a big difference. So "think outside the box" when inviting others. When people are asked to help plan an event, they take ownership and are more committed to the event's success.

When selecting your team keep in mind...

- **Be inclusive:** Utilize personal connections and varied skill sets on campus. i.e.: PR skills, tech savvy, etc.
- **Delegate:** Be specific; make sure it is clear who is doing what and when.
 - **Set Meeting Dates:** *Meetings can be on campus or via Internet if necessary. (Just like when you have a class or team assignment, more gets done when everyone's job is clear and there are set timelines.)*
 - **Reserve a space on your campus:** When looking at locations, be sure to get proper permission. Also remember that you will need some technological resources for the night. So think about the layout of the room and how you can utilize a screen, webcam, etc.
 - **Raising Awareness and funds:** Gather ideas for early fundraising from your team. You don't have to wait until the night of the event to raise funds and awareness – be creative.
For example:
 - Sell some kind of food, fruit cups, pizza, anything really. Prior to the sale, purchase wooden sticks and print out cards with facts about global hunger on them. Put a stick in each item sold. Don't forget to also put an ad for your "All Nighter" event on the stick too!! Also, have a sign up sheet at the table to begin collecting contact information.
 - **Utilize downloadable resources, such as posters and flyers:** Visit our resource page at <http://www.allnighterforthe poor.org> to download free posters, handouts and story cards. They're ready for you to personalize and distribute.

Promoting and recruiting for your All-Nighter

- **Make personal connections:** Nothing works better than a personal invitation. Face to face works...TALK to people and remember to sign them up. Don't assume your friends will remember. Get contact information so you can follow up.

- **Collaborate:**

- **Churches and religious organizations:** Invite communities from both on and off campus. Each team member can get his or her church or organization involved.
- **Campus Organizations:**

-Target decision makers: Call the president of your Student Government and ask if you can have a moment at their next e-board meeting. Bring information on the event as well as a couple of the posters to give away. Getting the SGA involved can really help to make this a campus wide event.

Call the president of your campus's Student Organization Council e-board (it may be called something different on your campus – this is the board that handles all student run clubs on campus). Ask to present to the board – this will help to involve other clubs.

-Be inclusive: Invite all campus groups, clubs and organizations to participate.

- **Faculty and Staff:** Invite professors to be a part of the event, especially if they have an interest in alleviating global hunger. Perhaps they can be a part of a panel discussion.
- **Local Businesses:** Approach the places you frequent for donations and advertising.

- **Use the resources on <http://www.allnighterforthe poor.org>:** We have posters, handouts, and other resources that can be used to advertise your cause and make displays around campus. Don't forget to advertise in the cafeteria and other areas where food is served — these are great places to advertise a cause for hungry children!
- **Use radio and media:** Invite local and campus newspapers, television and radio stations to promote your event and invite community involvement.

Mobilizing your community on The All-Nighter website, Facebook, MySpace and Twitter

- **Sign up your local group at <http://www.allnighterforthe poor.org>** This will help us know what schools and groups are participating, and to provide personal support and resources from our staff. You will also be able to link to our blog as well as set up an online donation page in the coming months.
- **Join the All-Nighter For The Poor's Facebook Event:** This is the global event hub for everyone involved in All-Nighter For The Poor. It allows us to easily communicate to everyone no matter where your group is hosting the local event and allows you to invite your friends and network to the event.
- **Follow us on Twitter (AllNighter2009)**
- **Post a bulletin on your MySpace account.** Invite your friends to participate and link them to <http://www.allnighterforthe poor.org>.

Planning YOUR All-Nighter For The Poor

We recommend starting your event by 7:00 or 8:00 p.m. on Friday, Oct. 16. If an all-night event just won't work, plan an all-evening event. The schedule is completely up to the creative ideas of each campus, church, or community. Remember we'll be broadcasting throughout the night via web/media conferencing. Check the website often for updates. Here are some ideas to consider when planning your night:

- **Other fundraising:** Think about creative ways to fundraise prior to and during the event. The idea is to make this "viral" — invite as many people as you can, and ask them to invite even more participants. Over the course of the night, invite participants to reach out to everyone in their social networks, e-mail contact list, and their family and friends. Ask them to go to the Web and make a donation at your All-Nighter For The Poor donation page.
- **Laptop stations during your event:** Set up laptops where participants can contact friends and family to donate online during the event.
- **Hunger Banquet:** Ask a local restaurant (or even your campus dining service) to help you serve a Hunger Banquet. Use the informational resources available on the All-Nighter Web site to help shape this event.
- **Concert:** Ask local bands to perform during the evening.
- **Talent show – or "Open Mic" time:** Whether it's poetry reading, singing, stand – up...give the folks on your campus a chance to show case their talents!

- **Competition:** Either prior to or during the event, set up a competition between participating dorms, campus organizations, churches, etc. to see who can raise the most money. Set a fundraising goal, and, if the goal is met, a campus or church “celebrity” (athlete, popular professor, pastor, etc.) will do something special in recognition of the achievement.
- **Movies:** Show a film that speaks to the reality of global hunger.
- **Art:** Use art to illustrate issues, concerns and commitments related to global hunger.
- **Photos/video:** Designate a photographer and/or videographer to document your night and post on social networking sites.
- **Worship/prayer/meditation:** Spend some time in worship, asking God to move in the hearts of those who can help provide relief to hungry children and their families. Take time to have a moment of silent meditation – remembering those who will die this day of hunger and also to promote positive energy in the room.
- **Sunrise Celebration:** You made it all night – time to celebrate. Announce how much you have collected and take a picture of the “die-hards” who made it all night. You might even want to serve a light breakfast.
- **Come up with your own creative idea!**

Post-event follow-up:

- **Donations:** We are encouraging on-line donations, but if someone prefers to write a check it can be made payable to Food For The Poor with “All Nighter” and your school name on the memo line. Mail donations to:
Food for the Poor, Attn: All-Nighter For The Poor, 6401 Lyons Road, Coconut Creek, FL 33073.
- **Send us stories:** E-mail your stories, photos and videos to us at info@allnighterforthe poor.org
- **Follow-up with participants:** Get the e-mail addresses of everyone who participated and send them a “thank-you” message after the event, or send a message through Facebook or MySpace. Consider organizing a follow-up meeting for those who are interested in staying engaged in the issue. Perhaps this could be the start of a “Students For The Poor” club on campus that will continue to make lasting change!

Resources

These materials can be found at <http://www.allnighterforthepoor.org>

Event check-list

- ~Develop a leadership team and preliminary plan.
- ~Select and approach collaborative groups.
- ~Choose a location.
- ~Approach administration for permission.
- ~Develop a schedule for the evening and secure other participants.
- ~Promote, promote, promote!**
- ~Gather necessary equipment (chairs, tables, audio/visual equipment, etc.).
- ~Remember to use our "All Nighter for the Poor Contact List." Ask everyone to fill this out so they have their 50 contacts all ready to go on the night of the event.
- ~Execute the event.
- ~Follow-up.

Stay connected...

Learn more about breaking the chains of generational poverty and creating change through sustainable projects at our Web site: www.foodforthe poor.org.

Please e-mail churchschool@foodforthe poor.org to get your group involved in other projects.

All Nighter for The Poor Contact List

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