



Leader's Guide

ONE in 8 Haitian children dies before age 5.
special night could help change that.
special person needs to lead the way on your campus.

**We'll help you out along the way. If you haven't spoken to a representative from Food For The Poor, e-mail us at info@allnighterforthepeer.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 - a night full of festivities and fun. You, your friends...your whole campus are invited to stay up all night. *It's a Party with a Purpose* - to raise awareness and money for the poor in the Caribbean and Latin America. Through sponsorship and donations, your group will help fund programs that enable poverty-stricken communities to feed themselves not just for a day, but for years to come. These are sustainable projects that change everything. Your All -Nighter can be whatever you want it to be. From salsa dancing to open mic, the possibilities are endless.

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

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

Event checklist

~Develop a leadership team and plan to include the following:

~Choose a location.

~Approach administration for permission.

~Select and approach possible participants, both groups and individuals on and off campus.

~Develop a schedule for the evening and secure other participants.

~**Promote, promote, promote!**

~Gather necessary equipment (chairs, tables, audio/visual equipment, etc.).

~Execute the event.

~Follow-up.

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 will have a **HUGE** positive impact on your campus, church and community!

Here are some tips:

- **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" in inviting others. When people are asked to help plan an event, they take more ownership and are more committed to the event's success. However, you should form a small, core team that will be the foundation of the event.

Having a team can make the event easier if you delegate. It's important to 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. Again, just be clear so that your team knows where to be and when to be there, just like when you have a class or team assignment, more gets done when everyone's job is clear and there are set timelines.
- **Save the date on your campus:** World Food Day is Oct. 16th, so we recommend you plan your event somewhere around that date. Just make sure the date works for your campus. It's important to reserve a space early to make sure you get the room or venue that you're hoping for.
- **Register your team:** Go to <http://www.allnighterforthepoor.org> to set up the online donation page for your school as well as individual participants. This is how your friends and family can support your efforts. It's also how you can spread the word by sending e-mails to all your contacts and posting to Facebook and Twitter. If you need help, contact your FFP Representative.

Spread the Word

You have a core team, you've saved the date... Now it's time to make the event as big as possible. Here are some ideas on how you can do this:

Collaborate!

Campus Organizations:

Target decision makers: Talk to 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 few posters to give away. Getting the SGA involved can really help to make this a campus wide event.

Talk to the president of your campus Student Organization Council (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 make other clubs more involved.

Be inclusive: In order to maximize fundraising and fun, invite all campus groups, clubs and organizations to participate.

Faculty and Staff: Invite all professors, campus ministers, advisors, etc., to be a part of the event. Professors of social justice, sociology, anthropology, etc., have a special interest in alleviating global hunger. Perhaps they can be a part of a panel discussion.

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

Promoting and recruiting for your All-Nighter

Use the varied skill sets on your campus; i.e., PR skills, connections, media savvy. Often you can get promotion for free. Marketing students can design a flyer (maybe even for credit) and school newspapers are always looking for events to cover.

- **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, candy, etc. (See "[Pre Event and Fundraising Ideas](#)" under the "Tools" tab)
- **Utilize downloadable resources, such as posters and flyers:** Visit our "Tools" tab at <http://www.allnighterforthe poor.org> to download free posters, handouts and story cards. They're ready for you to personalize and distribute. Advertise your cause and make displays around campus. Don't forget the cafeteria and other areas where food is served — these are great places to advertise a cause for hungry children!
- **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.
- **Use radio and media:** Invite local and campus newspapers, television stations, or radio stations to promote your event and invite community involvement. You can also utilize Food For The Poor's PR department by contact your representative.

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

- **Join us on Facebook and Twitter:** These are the global event hubs for everyone involved in the All-Nighter For The Poor, and that allows us to easily communicate with everyone, no matter where your group is hosting the local event.
- **Create you own Facebook Event:** Make it personal. This page will be for your individual event.

Planning YOUR All-Nighter For The Poor

We recommend starting your event by 7:00 or 8:00 p.m. 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...but here are some ideas to consider (you can find details about these ideas under the "Tools" tab, "[Pre Event and Fundraising Ideas](#)):

- **Creative Display for Tabling on Campus**
- **Awareness Table**
- **YouTube videos throughout the night on what your raising funds for**
- **Speakers**
- **Hunger Banquet**
- **Concert**
- **Laptop stations during your event**
- **Talent show – or "Open Mic" time**
- **Competition**
- **Movies**
- **Sunrise Celebration**
- **Photos/video**
- **Worship/prayer/meditation**
- **Art**
- **Come up with your own creative idea!**

Post-event follow-up

- **Donations:** We are encouraging online 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. Make sure to contact your FFP representative for your school's code to also include 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. Consider organizing a follow-up meeting for those who are interested in continued involvement. Perhaps this could be the start of a "Students For The Poor" club on campus that will continue to make lasting change!

Help end global hunger

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.

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