



Ideas for pre All -Nighter Events, promotion and fundraising

While most of your fundraising will probably happen via your team fundraising page, schools have had the best results when they use a number of different means.

We've included some ideas here...some are as easy as uploading a YouTube video, some will take some work. Remember, your Food For The Poor representative will assist you in any way he/she can so don't be shy!

• Creative Display for Tabling on Campus

We have provided posters, flyers and information cards under "Fundraising Tools" at www.allnighterforthe poor.org.

You can also download pictures from our main website:
<http://www.foodforthe poor.org/resources/photos/>

There are many events on campus or where you can table. Whether it's at an orientation event, sports events, student club events, put up your display and have a sign -up sheet ready to take names, e-mail address and phone numbers. You'll be surprised how many people on your campus will be excited about this event!

You may want to think outside the box and construct a "shanty" house like the ones you'll see on our website. The people in the countries we serve often have only the supplies they can find around town to build a shelter. Cardboard, palm fronds, rice bags, imagine setting up one of these homes on your campus – it will grab some attention. Make sure you get your school's approval first.

• Awareness Table

During your All-Nighter you could have a table set up with information about the people you are raising funds for. Again, you can visit our website for more information.

Contact your FFP representative at info@allnighterforthe poor.org as they can also help by sending you newsletters and other information.

We will be posting information about the projects past ANFTP's have funded for you to share as well.

It also may be helpful to set up a laptop station during the event. This will allow those who are raising funds to access their accounts, to get updates of the event, send more emails and check their status.

• YouTube videos throughout the night on what we're raising funds for.

Here are the links to some of the YouTube videos we have available right now. Keep checking at the All-Nighter Fundraising Tools page, as we will put up new links as they are created.

Harvesting Hope Tilapia Project, All Nighter Funded Project

http://www.youtube.com/watch?v=resokQL9tic&feature=player_embedded

Delane Bailey-Herd, Projects Manager, Food For The Poor

http://www.youtube.com/watch?v=OIJyQys0Ek&feature=PlayList&p=B401B298082FA0A8&playnext_from=PL&playnext=&index=1

Victor Morales speaks to All-Nighter participants

<http://www.youtube.com/watch?v=p4KeXoTnucc&feature=related>

CEO, Robin Mahfood speaks to All Nighter participants.

<http://www.youtube.com/watch?v=uyMtMDm-vPc>

Angel Aloma speaks with MSNBC about World Food Day <http://www.youtube.com/watch?v=tP-ctwl6WY0&feature=related>

El Corte Community Development

http://www.youtube.com/watch?v=hBU9AOclxDg&feature=PlayList&p=B401B298082FA0A8&playnext_from=PL&playnext=I&index=2

Food For The Poor Haiti Feeding Program

<http://www.youtube.com/watch?v=xDKvJYkTrZs&feature=related>

"Hope Never Fails" with Food For The Poor

http://www.youtube.com/watch?v=-zgAXMm_W30

Haiti's Poor Forced to Eat Dirt As Food

<http://www.youtube.com/watch?v=4wHiYkcm-Ro&feature=related>

All-Nighter Graphics Loop

<http://www.youtube.com/watch?v=2kvX-kqdAsQ&feature=related>

All-Nighter for the Poor V (From FIU)

<http://www.youtube.com/watch?v=qn3RIM0XSP8&feature=related>

NOT HERE NOW At the All-Nighter for Haiti (From Miami Dade)

http://www.youtube.com/watch?v=JVaNqat_wLU&feature=related

All-Nighter for the Poor II

<http://www.youtube.com/watch?v=72CwAUf9rE0&feature=related>

• **Speakers**

Wherever your school is located, Food For The Poor may be able to help your All-Nighter by providing a speaker. We are located in the South Florida area, but we do have speakers throughout the country who may be able to visit your campus and give a first-hand account of our work.

We also have students who have traveled with us to the countries we serve who may be on or near your campus. So be sure to communicate with your representative.

You may have professors, campus ministers, staff or students who have lived in one of the countries we serve or who are knowledgeable about issues in the developing world.

Having a speaker and/or a panel of various people can be a great addition.

- **Hunger Banquet -**

This tool can be used either as part of your night or as a separate event before the All-Nighter that can get people excited about your event.

Visit <http://actfast.oxfamamerica.org/> to get complete step by step instructions on how to hold this eye-opening event.

- **Put on a Show -**

Be creative and utilize the talents of those on your campus and in your community. This is also another way to get different student organizations on campus involved in the event.

Ex.: Fashion show, talent show, “open mic”, poetry reading, salsa dancing, art show, etc.

- **Competition -**

Another way to get student organizations involved in the All-Nighter is to make a competition out of the event.

Ex. Who can raise the most money, be most creative, most decorative, bring about the most awareness, etc.

- **Movies -**

Showing a documentary and/or any film related to the cause of the event is a great way to promote awareness. Your Food For The Poor representative may also be able to assist you in providing videos.

- **Sunrise Celebration**

- **Embrace the Cultures -**

Having a variety of food, music, dance, art, and speakers from different cultures allows others to experience the cultures of the different countries we serve.

- **Raffle -**

Holding a raffle is a great way to raise money. Anything from gift certificates to offering your own time through tutoring, are great prizes anyone would like.

- **Sales -**

Ex.: Bracelets, t-Shirt, bake sale, tag sale, water bottles, etc.

- **Worship/prayer/meditation -**

Set aside a special time during the night, even if it is just a moment of silence; it's great way to have everyone reflect on the purpose of the event while also keeping those in need in mind. This can be a very powerful and bonding moment!

- **Come up with your own creative idea!**

These are just a few ideas for what your All-Nighter could be. The more creative you can be the more attention you could attract. Keep in mind; your Food for the Poor representative will be there to assist you. This is your night to make a difference!



<http://www.allnighterforthepoor.org>