



LET'S BRING SMILES TO THE WORLD!

It's estimated that a child is born with a cleft every three minutes. And as Operation Smile's international medical missions have been postponed due to COVID-19, this means that even more people are going to need our help.

You can help us help them through our National Leadership Council's Smile Fund campaign. Kicking off on World Smile Day, Oct. 2, we hope all Operation Smile clubs will make a Smile Fund page and use it for fundraising throughout the school year. A Smile Fund is a crowdfunding site for Operation Smile – essentially like a GoFundMe or Kickstarter. As each surgery can cost as little as \$240, our goal is to get all U.S. high school clubs to participate and make many smiles possible.

MARK YOUR CALENDARS



World Smile Day is Friday, Oct. 2! Throughout the month, we're hoping every club starts a Smile Fund to help make more surgeries possible.

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SMILE FUND CAMPAIGN 2020



HOW TO CREATE YOUR SMILE FUND PAGE:

Follow these simple steps or ([watch our video](#)):

1. [Get started by clicking this link!](#)
2. Click “Start A Smile Fund Page” and then click “STUDENT” (It’s super important you click “STUDENT”!)
3. Sign up with your information (name, email, username, password), usually registered by the club leader.
4. “JOIN AS INDIVIDUAL” Create Team Name (use School Name, ex: Ocean Lakes Smile Fund) and Team Fundraising Goal, you are able to change this goal throughout the year. Insert deadline as the end of your school year (ex: June 18, 2020)

IMPORTANT LINKS

- [Make a Smile Fund Page](#)
- [Watch our Smile Fund Walkthrough Video](#)
- [Register your Club’s Smile Fund](#)
- 5. Accept Terms & Conditions. Click “CREATE MY FUND PAGE”
- 6. Now that you have made a Smile Fund page, we would like to track your success! Please fill out this form for each school club: <https://forms.gle/MGL9VR6zV57Unfig7>
- 7. *Note: Please create a NEW Smile Fund page even if your club has made one already in the past.



HOW TO PERSONALIZE YOUR PAGE

- Choose one of the six banners
- Upload a photo (consider a club group photo!)
- Update page name to school name
- Have a personal goal (Note: One surgery can cost as little as \$240, but shoot for the stars – how many smiles can your club provide?)

IMPORTANT: Under “Welcome to my Smile Fund,” personalize your club’s story. Consider: What does this mean to you and why are you fundraising? Here are some examples:

Sample 1 – “Hello! This is the Van Nuys High School Smile Fund Page. Here, we’re collecting funds that directly support surgeries all around the world for children born with cleft lip and cleft palate. Your contribution will help a kid in another country, and we are so glad that you are considering helping us out! This year, due to the pandemic, more and more patients are waiting for surgeries. For just \$240, we’re helping a child live a happier, healthier life – and we want to provide as many smiles as possible! Please help us in our goal to help a lot of kids!”

Sample 2 - Write up the “Top 5 Reasons Why Students Love Operation Smile.” Have five students write their testimonies about the club and Operation Smile. Reasons can be anything from their favorite Operation Smile event or how they first got involved. Include their picture and testimonies on your Smile Fund page!

And that’s it! Your Smile Fund is all ready!

TIPS FOR A SUCCESSFUL SMILE FUND

- ❑ Put some existing funds like \$5 to initiate the fund. People will be more likely to donate if someone already has!
- ❑ Stick to your fundraising goal and add a deadline date.
- ❑ Plan fundraisers ahead of time. Create a calendar with your club leaders to stay organized.
- ❑ Keep club members updated and engaged.
- ❑ Update your page often – your supporters will enjoy following your progress.
- ❑ Reply to comments by supporters to thank them, and if you know them personally, send a card or email. This could encourage people to donate more!
- ❑ Promote! Share with your parents and have them post on their social media to get different crowds. Have your school post about your page through a virtual bulletin or school announcements.
- ❑ [Share your page on social media.](#)
- ❑ And most importantly, have fun!
- ❑ If you have any questions or concerns please contact your [regional associate](#). We wish you all the best of luck with your Smile Fund!