



HELP US MAKE MORE SMILES POSSIBLE

It takes as little as \$240 for Operation Smile to provide surgery for a person living with a cleft condition. All over the world, students like you have stepped up and raised money to cover the cost of these surgeries. Whether you're looking to hold a sale or host a big event, here are a few things to keep in mind as you plan a fundraiser:

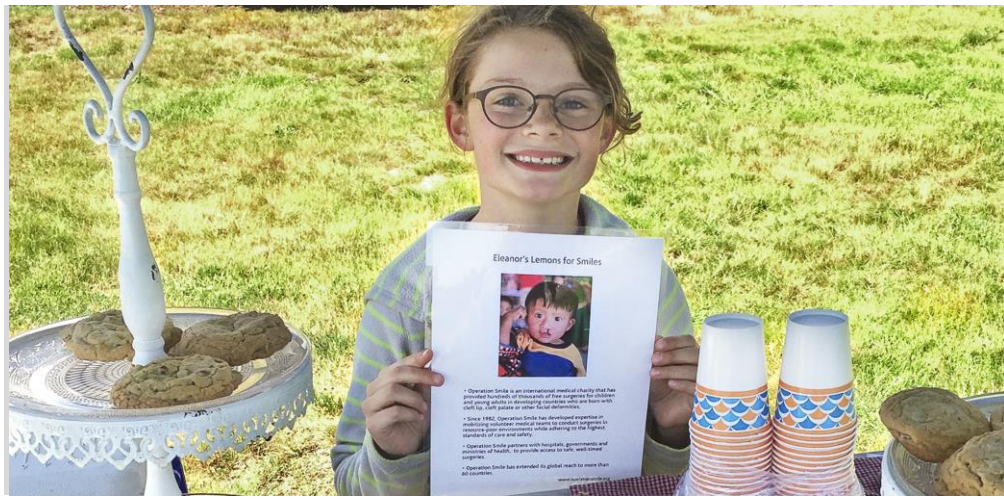
Set tangible goals. We recommend using \$240 as a fundraising benchmark, since this amount provides one surgery – meaning one smile transformed, one life changed.

Know your audience. What would they want to buy, what kind of event would they want to attend? Create a sale or arrange an event around those ideas.

Keep it simple. Work with established clubs or groups at school or in your community.

Get your community involved. Approach local businesses and see if they might be interested in sponsoring your event, donating items, or matching donations you raise.

Operation Smile Student Programs is here to help! Reach out to your regional associate so they can help you think through everything you need for a successful fundraiser. Hone your promotional social media strategy with Content Producer [Bethany Bogacki](#).



EASY & EFFECTIVE IDEAS

- ❑ Lemonade stand, just like our friend Eleanor to the left
- ❑ Cash-ola nights at local or chain restaurants, including Applebee's, Panera, Rita's, Chick-fil-a, Five Guys, Jersey Mike's, Jules Pizza, Chipotle
- ❑ A sale of some kind: from bake sale to bracelet sale
- ❑ Penny wars
- ❑ Holiday candy grams
- ❑ Holiday flower sales
- ❑ Fashion or talent show
- ❑ Zumba or fitness event
- ❑ Sporting event
- ❑ Donations at school socials
- ❑ Battle of the bands

FUNDRAISE FROM YOUR PHONE

We all want to change the world. The problem is, many of us don't want to leave the couch. With only a smartphone, here's how you can "app"-ly yourself and make more smiles possible:

Start a [Smile Fund](#). We're sure you've heard of crowdfunding platforms such as GoFundMe - well, a Smile Fund is essentially a GoFundMe that benefits Operation Smile. **[Start your own online Smile Fund](#)** (and make sure that you click "Student"!)

Try a Venmo fundraiser on Instagram. We find this works well for our university students! All you have to do is **[use a graphic like this](#)**, share your Venmo handle and post it all on your Instagram story. See how many smiles you can make possible through small-dollar donations from friends.

Go the extra smile. Amazon offers a super-special service that allows some of the money you spend to go to Operation Smile! Just head to **[Amazon Smile](#)**, select Operation Smile, and you're set to shop! This is great for the holidays. Just think - your gifts could give the gift of a smile!

Hit the pavement. OK, so for this one, you'll have to get up and get moving, but logging your laps with the **[Charity Miles app](#)** helps us go the distance for our patients. Connect it with a Smile Fund to maximize your impact.

YOUR TURN!

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