



Do-It-Yourself (DIY) Toolkit

Want to make a difference but don't know how? Have a passion for education and want to change a student's life? There are endless ways to get involved and raise funds and awareness of American Indian students and the American Indian College Fund. Read on for some ideas on how to get started.

DIY Ideas

Ask a Friend

DIY fundraising doesn't get any easier than just asking a friend to donate - no event required. Simply send an eMail or letter to friends, family, colleagues - anyone in your network and share with them why fighting for equal education is important to you. If you give them the opportunity to donate they can share in your passion.

Become A Social Media Superstar!

Are you a Facebook addict? Or are you a Twitter guru? In either case, you can help spread the word about our amazing students and how the College Fund supports them. The College Fund is always looking for help sharing our students' stories and the impact we are having in education.

You can help by:

- Share, like or comment on posts from the American Indian College Fund Facebook or Twitter pages
- Use the hashtag #StandWithNativeStudents on social media
- Take a selfie with the Stand With Native Students sign and share it on Facebook and Twitter - then, ask your friends to share it too.
- EMail or talk with your friends about the disparity in American Indian college education statistics
- Take a picture with your Stand with Native Students sign and send it to your local newspaper, church or community bulletin
- Use the Stand With Native Students Facebook frame for your profile picture

Organize an Event

Are you a party planner at heart? It's easy to host your own event to support the College Fund. There are endless ideas; all you have to do is decide which one is a fit for you.

- Host a dinner party for your friends and colleagues.
- Arrange a happy hour at your favorite hangout.

- Host a cocktail party.
- Host a lunch-n-learn for your colleagues at work.
- Organize a American Indian history/culture book club.
- Have your own film screening and discussion, for example; a movie like *Bury My Heart at Wounded Knee*.
- Organize a bowling, golf, basketball, etc. tournament.
- Host a Native American-inspired foodie night.
- Ask your friends and family to donate to the American Indian College Fund in lieu of your birthday, anniversary or any special occasion.
- Invite an instructor to teach you and a group of your friends how to bead, make moccasins, jewelry, or even learn a traditional dance.
- Have a silent/live auction.
- Arrange your own art show - have your kids or friends create Native American-inspired art and hold your very own show to raise funds and awareness for the College Fund.
- Ask for donations in memory or in honor of a loved one.
- Form a team for an already existing run or marathon and donate team proceeds to the American Indian College Fund.
- Any other event you can imagine!

Timing

Keep these things in mind when determining the time and date of your event:

- Choose a date far enough in advance to give you ample time to prepare.
- Consult with the Community Engagement team at the College Fund to check for conflicting events in your area.
- Make sure to consider holidays and other busy times of the year for your attendees.
- You may want to coordinate your event with a significant date or time of year, like Native American Heritage Month (November).
- Send invitations for your event out no later than two months prior to the event.
- Set your RSVP deadline at least a week before your event so you have a good idea of how much space and food/beverage you will need.
- Make sure you reserve any services, like catering, or projector & screen for pictures or videos well in advance.

Donations

The American Indian College Fund is a 501 (c) (3) organization. All donations made at the event must be made payable to the American Indian College Fund in order to receive a tax letter and should be given to the College Fund staff representative at the end of the event. We also suggest directing attendees to make donations online at www.standwithnativestudents.org.

You are responsible for tracking participants, sponsors (if applicable), and volunteers, as well as expenses and proceeds. Things to keep in mind when planning:

- Set realistic goals for attendance, revenue, and expenses. Make sure to consider any up-front costs or significant fees.

- Estimate attendance, cost of decorations, refreshments, printing, mailing expenses, food/drink, location, giveaways, supplies etc.
- Determine what items could be donated.
- Determine the overall cost per person and then determine the ticket prices to ensure attendance and a profit.
- Consider significant up-front costs and deposits that may be required to reserve the location, caterer, DJ or other service provider.

Event Materials

Included in this toolkit are items we have developed to help you have an informative event. They include:

- Sample invitation
- Sign-in sheet
- Program Outline & Talking Points (which includes a link to our “We Are Still Here” Video)
- Handouts for attendees
- Stand With Native Students sign (please print double sided and have one for each attendee)

Getting the Word Out

The College Fund has provided a sample invitation that can be utilized in print, eMail and social media formats. We encourage you to make your request as personal as possible, while keeping the design and branding of the College Fund intact.

Day of the Event

- Using the sign in sheet provided be sure to collect all attendee contact information (If you feel that your attendees will not want to receive communications from us post event, we will make sure they are marked as such in our database).
- Use the program outline and talking points to ensure our key messages are shared.
- Ask everyone to take action, either by donating or by sharing on social media.

Post Event

- Be sure to send the sign in sheet with attendee contact information to the Community Engagement team at the College Fund.
- Thank attendees through an eMail or personal note.
- Share your success. Share photos and results of your event on social media. Let your supporters know how they helped make an impact. Share with us too...eMail photos and results to us so we can celebrate your success!
- Mail all donations along with donation register sheet to:

American Indian College Fund
 Attn: Community Engagement Team
 8333 Greenwood Blvd.
 Denver, CO 80221

The American Indian College Fund values and appreciates your generosity and support of our mission. Our amazing students depend on people like you who want to make an impact in their lives and we are so grateful to you!

Please feel free to contact us with any questions you may have.

All our best,

Hannah Urano

Assistant to the Chief Marketing & Development Officer

hurano@collegefund.org

303-429-4191

The American Indian College Fund has no fiduciary responsibility for your DIY event and assumes no liability for its planning or execution, including promotion, set up, staffing (including volunteers), or the collection and management of any donations received from the event. All promotional material must clearly state that the proceeds from your event will benefit the American Indian College Fund.

FAQ's:

Will The College Fund pay for expenses of a DIY Event?

No. You are responsible for all costs associated with your DIY event.

Can funds already turned in to the College Fund be used to pay DIY Event Expenses?

No. Once funds have been donated to the College Fund, they cannot be utilized to pay expenses.

Can funds be kept to pay expenses of the DIY Event?

No, unless you first consult with a member of the College Fund's Community Engagement team.

When do funds raised from DIY Events need to be given to the College Fund?

The College Fund asks that you deliver any proceeds raised from a DIY Event within 30 days after the event, along with the donation register sheet provided in this packet.

Are donations made to a DIY Event tax deductible?

The American Indian College Fund is a charitable organization, so any contribution made payable to the American Indian College Fund qualifies as a deduction as allowed by Section 170 of the Internal Revenue Code.



DIY Event Program Outline & Talking Points:

- Welcome
 - Welcome guests
 - Talk about your connection to the American Indian College Fund and why equal education is important to you.
- Overview
 - American Indian College Fund was founded in 1989; since then, they have provided more than 100,000 scholarships to Native students.
 - The College Fund supports more than 4,000 students each year.
 - When it comes to education, American Indians are the most underserved minority group.
 - Currently, 40% of American Indians are in or about to enter the college pipeline; and most of these students will need scholarship support. Given that only 13% of American Indians have a college degree today, it's critical that we raise awareness so more students can have a college degree tomorrow.
 - Goal is to increase the graduation rate of American Indian students to 60% by 2025.

- Student stories
 - So why is it important to change these statistics? Because we can change lives. Let's learn more about the students the American Indian College Fund supports. Each of them brings an interesting and unique perspective to what it means to be an American Indian college student. Here's what they have to say:
 - **Link to WE ARE STILL HERE VIDEO:** <https://www.youtube.com/watch?v=CMrfahEsuuc>
- How you can help
 - The American Indian College Fund has created the #StandWithNativeStudents movement to help create awareness and funds for Native students. This movement hopes to increase public awareness that American Indians matter and provides even more scholarships to deserving American Indian students.
 - Add your voice to the movement! Whether you use social media, email or talk to your family and friends on the phone or in person, you can spread the word about the need to transform American Indian education and increase the number of American Indians with college degrees.
 - Help spread the word about the #StandWithNativeStudents awareness campaign by taking a selfie with the sign and sharing it on Facebook and Twitter! Then, ask your friends to share it too.
 - Use the hashtag #StandWithNativeStudents on social media.
 - Share a post from the American Indian College Fund Facebook or Twitter pages.
 - Email or talk with your friends about the disparity in American Indian college education statistics.
 - Take a picture with your "Stand with Native Students" sign and send it to your local newspaper, church or community bulletin.

- Host an event like I did!
- Be a conversation starter! Place your sign in your workstation, office...you'll be surprised at how many people will ask what it is.
- Attend a College Fund event and invite your friends!
 - The College Fund holds many events (including some that are free) in multiple cities across the United States. Visit www.collegefund.org/events for information on events near you.
- **Donate - every dollar can make an impact!**
 - **I encourage you all to go to <http://standwithnativestudents.org/> and make a donation. Or, I am happy to take a check tonight and will mail it in for you.**

Let's have some fun now and take some selfies with our signs so we can post to our Facebook or Twitter pages and help spread the word!

Allow 5-7 minutes for attendees to do this, go around the room and help take photos for attendees.

- Close
 - Thank you for being here, I hope you enjoyed our time together and learned a lot. And now...we just need to help spread the word and do our part to make equal education a right not just a privilege!



AMERICAN INDIAN COLLEGE FUND
EDUCATION IS THE ANSWER

CHAMPIONS OF CHANGE



Quick Facts:

When it comes to education, American Indians are the most underserved minority group.

We provide scholarships to help American Indians - of which 90% demonstrate financial need - achieve their higher education goals.

Less than 13% of American Indians have a college degree...the national average is 26%.

Every year, the College Fund supports over 4,000 students.

Native Americans only account for 1% of all college students.

American Indian College Fund scholarships help Native students stay in school and complete their education.

Since our founding, we have provided over 100,000 scholarships. Yet, only 1% of college students are American Indians. Our goal is to grow that number by providing more students with the opportunity to earn an education in the years to come.

With your help, we can double the number of scholarships we are able to provide and triple graduation rates.

EDUCATION IS THE ANSWER

Visit www.collegefund.org to learn more about how you can be a part of our impact!

American Indian College Fund

8333 Greenwood Blvd.

Denver, CO 80221

www.collegefund.org

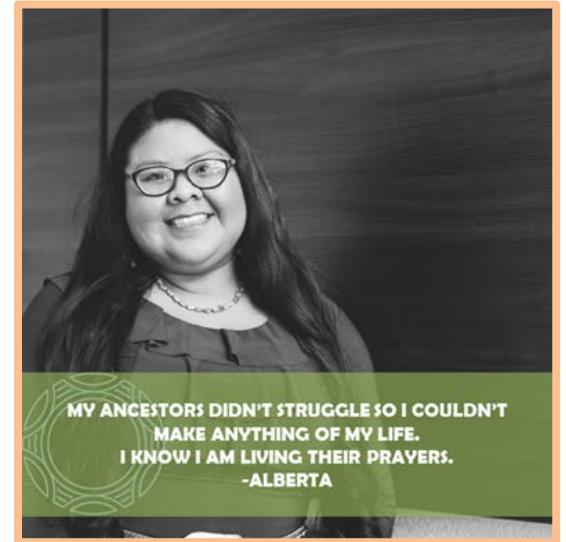
Questions? Contact us at 303-426-8900 or getinvolved@collegefund.org



We are the American Indian College Fund, and we help American Indian students start and complete their college degrees.

To accomplish this, we created the **#StandWithNativeStudents** campaign. Our goal is to raise awareness and \$500,000 so 100 more American Indians can start the path to earning their college degrees. Will you stand with us?

American Indian students are poised and ready to change individual lives, our communities and the world. However, today fewer than 13% of American Indians have a college degree - and that's just wrong!



What's more, only 7% of American Indians ages 25-29 hold a college degree, and American Indians comprise only 1% of today's college student population. And right now, 40% of American Indians are under the age of 18. Taking all these data points together, American Indians are the most underrepresented minority group in higher education today.

Now is the time to act. You can help reverse this trend and increase the number of American Indian students in college today. Think of what education means to you.



In order to reach our aggressive and necessary goals, we need your help. We ask you to share your support of the American Indian College Fund and the **#StandWithNativeStudents** campaign with your personal and professional networks.

Please visit our website, www.standwithnativestudents.org, for more information about the campaign and how you can help share this critical issue with others.

We know education lifts people and elevates their voices; education gives courage and visibility and provides the hope for a brighter future. Our students and graduates -- including lawyers, teachers, entrepreneurs, health care professionals, engineers and scientists -- need and want to be heard and seen.

You make a difference, you transform lives. You can take action, an action that in one moment can be a pivotal point for an American Indian student. In this moment we are calling on you to do something courageous - to stand with our students. Stand with us - share our voices and our stories. Tell the world we're here, we're strong and we have something to bring to the table! Standing up is an action and actions are visible. By standing with us you tell our students they have value and you care.

Together we can stand united to change lives, communities and the world.

Visit our website to learn student stories www.StandWithNativeStudents.org

Add your voice to the movement in social media:

twitter.com/collegefund

facebook.com/collegefund/

Add these to your social media posts to continue the movement:

#StandWithNativeStudents

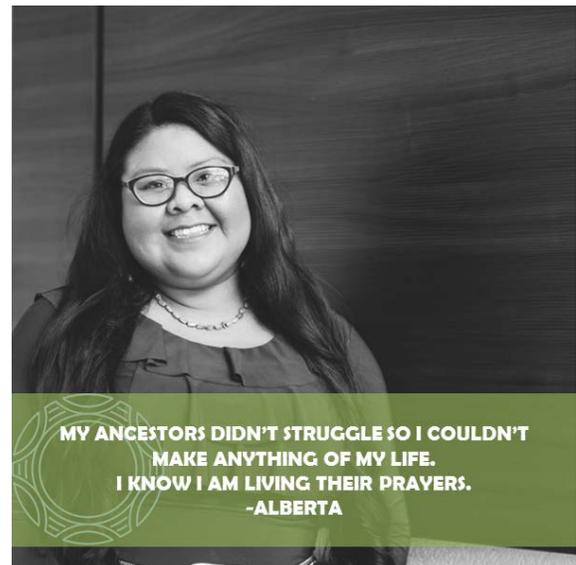
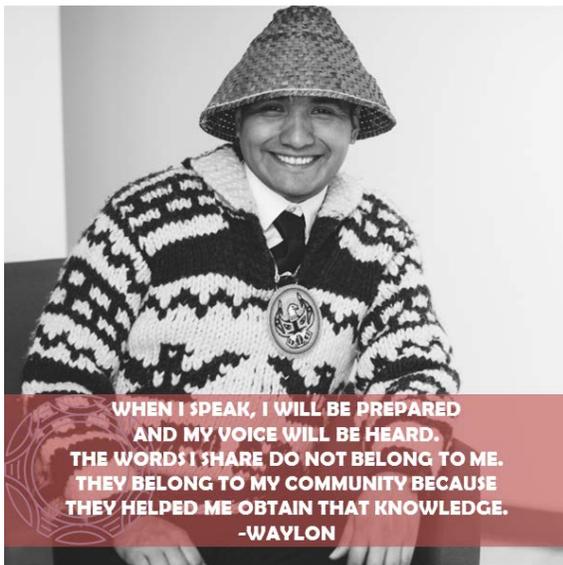
@CollegeFund





The American Indian College Fund stands with our students...
will YOU?

To learn more about these inspiring scholars,
visit www.standwithnativestudents.org.



*We
Stand
Together*



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#StandWithNativeStudents

*I stand with
Native students
because...*



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