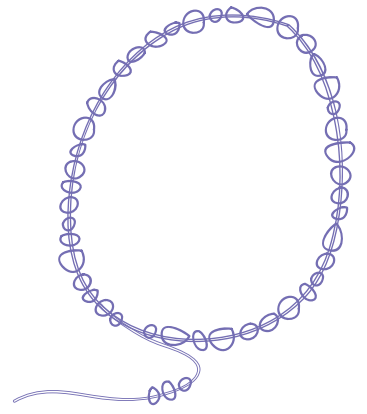


WE ARE RAFIKIS



When you participate in the We Are Rafikis campaign, you and your friends unlock a lifetime of opportunity for a mama and her family. Just sign up, pick the Adopt a Village pillar you want to fundraise for and sell Rafiki Bracelets to support talented artisans overseas.

5 HOW-TO STEPS

1 SIGN UP

- ▶ Pick up your We Are Rafikis sample kit of five Rafiki Bracelets at a Staples location near you.
- ▶ Or, make your way to weday.com/wearerafikis and order your Rafikis.
- ▶ Use the sample Rafikis to show your friends and classmates what their options are.
- ▶ As a group, discuss how you'll price your Rafikis for sale. No matter what price you set, every Rafiki makes an impact on a different Adopt a Village pillar through a donation from Me to We. And if you choose to price your Rafikis a little higher, you can use the proceeds to fundraise for the cause of your choice as a sweet bonus.

2 TIME TO LEARN

Rafikis are wonderful little things because they make a triple impact: they earn income for the artisans who make them, they give meaningful gifts to families in Free The Children communities and they help you fundraise for the cause of your choice.

- ▶ In December, we'll be celebrating the Alternative Income and Livelihood pillar of Adopt a Village, so consider joining us to research and take action on the issue of poverty, or feel free to pick your own issue!
- ▶ Check out the Adopt a Village section of this workbook on page 18.
- ▶ Practice explaining the impact of a Rafiki Bracelet. This will help you get friends and family interested in buying and wearing one. Try entering a few Track Your Impact codes, found on the back of the packages and learn how each one makes a difference in its own way.

3 TELL. EVERYONE.

Get your whole school in on this by spreading the word any way you can.

- ▶ Use your sample kit of Rafiki Bracelets to show your fellow fundraisers what you've got. Use the pre-order cards on page 47 to start the selling early.
- ▶ Get your cause on the catwalk. Hold a fashion show at school and put sustainable fashion in the spotlight. This is a great chance to show off not only the beaded Rafiki Bracelets, but other hand-crafted jewellery of your own you may wish to fundraise with.
- ▶ Try to sell in December to help provide the perfect gift for holiday shoppers. Or try running a Mother's Day campaign in May to help your friends find a gift that connects one mama in Kenya to another in North America.





**KICK YOUR
CAMPAIGN
UP A NOTCH!**

Check out more helpful
resources online at
WEDAY.COM/WEARERAFIKIS.

4 OPEN UP SHOP

You've got orders in, you've built some hype and now it's time to deliver.

- ▶ Get volunteers to go to classrooms delivering the Rafiki Bracelets. You can offer to deliver Rafikis as gifts with personalized messages and charge extra to deliver a note or card.
- ▶ Set up pop-up shops to sell Rafikis in the cafeteria or at special events. Sports games, school dances and talent shows are a great time for people to show their colours with a Rafiki!
- ▶ Snap some pics of your customers decked out in their new bling. Post pictures of your customers and get them to share with their friends and family to spread your message even further.

5 CELEBRATE WITH YOUR FRIENDS

So here's the thing: by the time you've wrapped up your We Are Rafikis campaign, you'll have made your school, your community and the world a friendlier place. Time to celebrate with your BRFs (best rafikis forever)!

- ▶ Hold a "Rafiki day" or a Rafiki dance party and encourage your school to come together and celebrate how you've made the world a friendlier place and supported women in Kenya.
- ▶ Ask your teacher to let your EPC know how many Rafikis you were able to sell as part of your fundraiser.
- ▶ Enter the Track Your Impact codes from your Rafikis and share your impact on social media.