



DARAJA CLUBS 2010-2011



“DARAJA MEANS BRIDGE, **YOU ARE DARAJA.**”

Welcome to the Daraja Clubs Team! You have just signed on for an amazing adventure full of learning, hard work and the rewarding feeling of knowing you are making a difference in another student's life. Daraja means “bridge” in Swahili and clubs are an integral link of the organization. Students in Kenya will directly feel the positive effects of your hard work. So enjoy the ride and have fun. You are about to have one of the most rewarding experiences of your life!



HOW TO BEGIN

STEP 1: Find a Teacher Sponsor

Find a teacher sponsor who understands your motivations and club's purpose. Show that person your enthusiasm and what you hope to accomplish.

STEP 2: Recruit Members Educate fellow students about the Daraja Academy mission and find people who share your passion and drive.

STEP 3: Get Educated & Connected Using various resources, including the Daraja power point provided, put the club in context for members. Research Kenya, the country's current education conditions and the impact education has on young women. Additionally, have members subscribe to Daraja social media online to constantly get an updated understanding of what life is like on campus.

STEP 4: Build A Team The club should have a strong executive team with each member serving a specific purpose:

President:

- Manages direction of the club
- Serves as main liaison with Daraja representative, including initial email to let the representative know that this club is being started!
- Serves as main contact for faculty members/parents.

Secretary:

- Takes roll each meeting. Records minutes. Follows up on action items.
- Has a record of full name, email address, and address of each member.



“Daraja clubs further Daraja’s vision by bridging cultures and communities, building understanding, and spreading Daraja to students of the same age.”

-Jenni Doherty, co-founder

Additionally, some clubs have found it helpful to form committees to increase efficiency. Committees for items such as Awareness (focus on flyer, posters, emailing local media) or Venue (focus on coordinating with restaurants, benefit venues, driving students to/from venue, etc).

STEP 5: Create Fundraising Goals Decide as a group how you would like to help. Work with your Daraja representative to understand the academy's most pressing needs. It is a good idea to build an online fundraising site to monitor donations ie through chipin.com.

STEP 5: Get Creative Now that you know what you want to fundraise for, think of exciting ways to fundraise! Brainstorm with fellow members and get innovative.

Successful past projects include:

- Start a Coin Drive: Raise awareness at your school and then place jars in classrooms labeled “Dimes for Daraja” to encourage donations. This is especially a good option for elementary schools in the local area.
- Throw a Benefit: Students of Woodside Priory in CA had a fundraising benefit with a performance, food, and a silent auction, and sold tickets at \$100 a head. They hosted the benefit in the school's auditorium and used addresses of school parents and members of the community to spread awareness and send invitations. The prizes in the silent auction were donations from parents. A Daraja board member also helped them with the organization and event planning.

“How to Begin” Continued.....

- Pledge Walk/Run: Ultimate runner Will Laughlin ran a 200 mile marathon with donations going to Daraja. You can have members run a marathon (don't worry, it doesn't need to be 200 miles!) or start a Daraja specific walk. The latter is generally a really fun way to get the community involved. It may involve communication with the city, officials, etc, but it bring in a lot of support once it's approved. Work with local media to bring attention to your efforts and help generate more participants!
- Partner with local businesses: Vallejo High School got Trader Joe's to donate approx. 200 chocolate advent calendars in December which they sold in front of the Vallejo ferry and outside of Safeway for \$3 each. (Raised about \$800). Similarly, restaurants such as Chevy's and Rubio's have worked with past clubs to dedicate a portion of proceeds to the organization on a specified night.
- Be imaginative and inspired- think of something creative and give it your best!

STEP 5: Create an Execution Plan Now that the club has decided on a fundraising method, design a detailed plan on how to make that happen. Allocate responsibilities and design a calendar that includes a weekly meeting time and set deadlines.

STEP 6: See the Difference You are Making The best part of being part of a Daraja Club is seeing the effect you have on students directly and immediately. Be sure to stay in close contact with your representative who can not only help you with your fundraising process, but give you tangible updates and show you exactly how your hard work is paying off!

STAY CONNECTED:

Daraja representative:

clubs@daraja-academy.org

Website:

www.daraja-academy.org

Short Documentary:

<http://tinyurl.com/darajashort>

Facebook Page:

facebook.com/darajaacademy

Twitter:

twitter.com/daraja

Blog:

daraja-academy.org/blog/

Flickr:

flickr.com/daraja-academy

