

# STUDENT AMBASSADOR PACKAGE.



2018



A guide for students who are passionate about women's rights and international development, and want to create impact in their communities!

# FEMME INTERNATIONAL

## AMBASSADOR PACKAGE

### **Welcome! Karibu!**

The Student Ambassador Package has been prepared for high school and university students who are passionate about women's empowerment, and are looking for an opportunity to get involved with Femme International.

We are looking for students who are committed to joining the global conversation to break the menstrual taboo, and launching initiatives within their communities that will support Femme International's work overseas.

In this package, you will find all of the details about what the role entails, what will be expected of you, and how Femme will support you along the way. We have also included fundraising ideas and tips, some donation request templates and some marketing tools that you can use.

Being a Student Ambassador requires you to have a solid understanding of Femme International as an organization, including what our core values are, and how we work. There is a section in this Package that includes details about the Twaweza Program, about the issue of menstruation, and how Femme tackles the subject in East Africa.

On behalf of Femme's entire team, thank you so much for your interest in the Student Ambassador Program! We are still a young organization, and any support makes a real difference to the women and girls we are reaching in East Africa.

I look forward to working alongside you!

Sincerely,



**Sabrina Rubli**  
Executive Director

*Being part of the ambassador program for Femme provides a unique opportunity for high school and college students to make a difference. While there are many organizations and clubs dedicated to international development and women's rights, few will focus on menstrual health & hygiene. Femme International's on-campus clubs provide students from a variety of programs with excellent leadership and growth opportunities, while fighting for a very important, and oft overlooked cause.*

# ABOUT FEMME INTERNATIONAL.

## **Vision:**

*Femme International is building a world where no one is limited by their body's natural cycle. Femme International uses education and conversation to empower women and girls around the world.*

## **Mission:**

*Femme International believes that health education is a right, and by breaking the globally persistent menstrual taboo, we can unleash a generation of strong, confident and healthy women.*

*By addressing menstrual health and hygiene, Femme is tackling a root cause of the gender disparity, and ensuring that boys and girls have the same opportunities to excel professionally, academically and personally.*

Femme International is a registered Canadian and Tanzanian charity dedicated to promoting women's rights through health education, with a focus on menstrual health and hygiene.

Menstruation is a major barrier for women and girls, particularly in developing communities. The taboo nature of the subject means that accurate education is difficult to find, and it is rarely talked about. Feminine hygiene products are often unattainable for young girls, and many will miss school, or drop-out altogether, as a result.

Femme International was founded by Sabrina Rubli and Ornella Marinic in 2013, when they realized the life-changing impact that menstrual health education could create in the lives of women and girls in developing communities. They created the first version of the Twaweza Program curriculum, and flew to Nairobi, Kenya to conduct a pilot project with 17 adolescent girls, and a Needs Assessment with 3 schools in the Mathare Valley Slum. This initial trip demonstrated the considerable need for the Twaweza Program, and inspired them to continue building Femme International as an organization.

**Since 2013, Femme has impacted over 11,500 women and girls in Tanzania.**



## THE ISSUE.

Menstruation is a major barrier to women and girls in developing countries. It is one of the biggest reasons why girls will miss school, putting them at a distinct disadvantage compared to their male counterparts. In Kenya, girls will miss an average of four days of school each month due to her period. There is a critical gap in education when it comes to menstrual health – women and girls have an extremely limited understanding of their reproductive health, and as a result are often left confused and even scared.

*Menstruation is a globally shared experience among all women – women everywhere intimately understand what it is like to get her first period, and all women share similar symptoms. And yet, menstruation is also a globally stigmatized issue.*

Sanitary products are often difficult to find, and are too expensive for many women to purchase each month. Thus, women and girls resort to alternative methods of menstrual management (rags, leaves, feathers, newspapers, foam stuffing) to manage their cycles. Not only are these methods uncomfortable and unhygienic, but they do not help girls feel comfortable or confident during a week where she is already feeling self-conscious about her body.

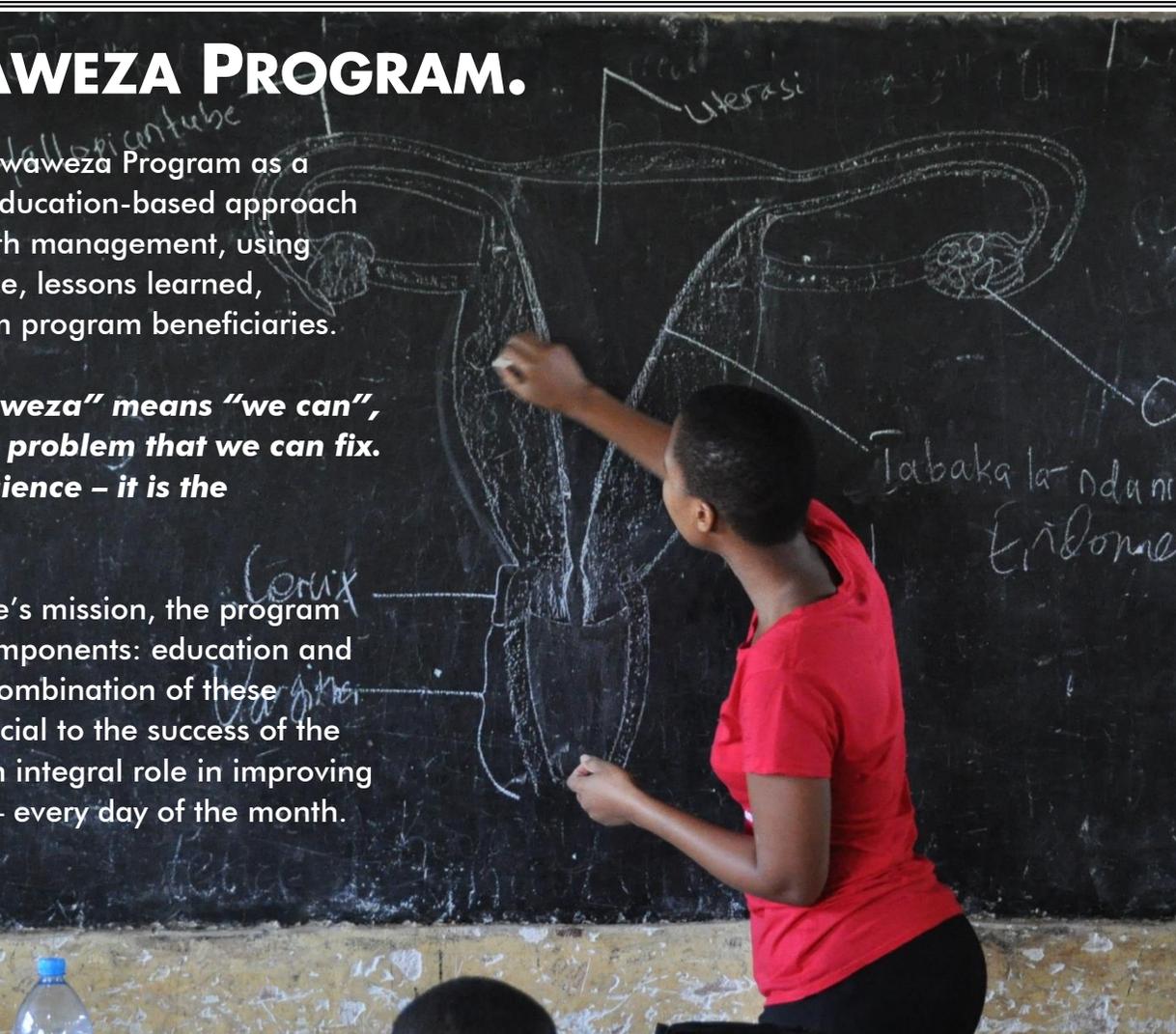
The lack of education, lack of access to commercial sanitary supplies are problem enough, but combined with the persistent menstrual taboos, menstruation is a major issue that all women must deal with every single month.

## THE TWaweza PROGRAM.

Femme built the Twaweza Program as a Sustainable and education-based approach to menstrual health management, using years of experience, lessons learned, and feedback from program beneficiaries.

***In Swahili, “Twaweza” means “we can”, because this is a problem that we can fix. It is not rocket science – it is the menstrual cycle.***

To achieve Femme’s mission, the program Has two major components: education and distribution. The combination of these components is crucial to the success of the program and is an integral role in improving girls’ attendance – every day of the month.



**Twaweza Program Educational Aims & Objectives**

<p><b>To increase knowledge of feminine health &amp; hygiene among students and community members</b></p>	<p><b>To reduce the rate of deliberate school absenteeism among adolescent girls</b></p>	<p><b>To break down reproductive taboos</b></p>
<ul style="list-style-type: none"> <li>• By delivering Twaweza Program to males and females in schools and communities</li> <li>• Through interactive activities and discussions, targeted at reproductive and menstrual health</li> <li>• By providing accurate and useful answers to participants’ questions</li> </ul>	<ul style="list-style-type: none"> <li>• By providing Femme Kits with an effective sustainable solution to menstrual management that is reusable and safe</li> <li>• By boosting girls’ confidence within their bodies, ensuring that no girl feels embarrassed to attend school during menstruation</li> <li>• Ensuring school staff and community members are able to positively support their students and daughters during puberty and menstruation</li> </ul>	<ul style="list-style-type: none"> <li>• By debunking myths, pushing boundaries, and educating accurate signs, symptoms, and treatments</li> <li>• By opening up conversations with males and females about reproductive health and menstrual management alternatives</li> <li>• By creating an environment where everyone feels comfortable to address all related health subjects</li> <li>• By encouraging participants to use the acquired information to feel confident in their bodies and be able to positively speak about menstruation</li> </ul>

Femme works in collaboration with schools and community groups in East Africa to provide health education workshops to schoolgirls. In a series of interactive workshops, participants learn about female anatomy, the reproductive system, the menstrual cycle, essential hygiene, and menstrual management. These workshops act as a safe space for young girls to talk, and ask questions about their bodies, which they might not otherwise be able to ask.

Once the girls have completed the workshop, each girl receives a Femme Kit, which includes everything a girl needs to manage her period. Central to the Kits are the inclusion of reusable menstrual materials – either a package of reusable pads (AFRIpads) or a menstrual cup (Ruby Cup).

# FEMME KITS.

Every beneficiary of the Twaweza Program receives a Femme Kit at the end of the workshop. Each Kit contains a comprehensive workbook, a bar of soap in a protective case, a small bowl for boiling the menstrual cup (to sterilize it), and either a package of reusable pads or a menstrual cup.

Both of these options are safe and sustainable, and remove the ongoing financial burden of menstruation.

We believe that menstrual cups offer a great solution to menstrual management. The cups are made of surgical grade silicone and are inserted to collect, rather than absorb, menstrual fluid. The cups can be reused for up to ten years, which significantly reduces the environmental impact of producing and disposing of sanitary pads!

Reusable menstrual products help girls feel free and confident – every day of the month.



*Note: Participants in the workshop can **choose** between a menstrual cup or reusable pads, depending on which option they are most comfortable with. This ensures girls feel agency over their bodies!*

Finding clean water is often a major challenge in East Africa. However, cleaning the menstrual cup is not difficult and does not require a large amount of water. The most important thing is for girls to wash their hands with soap before inserting or removing the cup. After removing it, the outside of the cup is clean, and it can just be emptied and re-inserted if clean water is unavailable (or wiped with the clean towel from their Femme Kit).

At the end of her period, the cup must be boiled in water for five minutes. Because the water is boiled, it does not have to be potable.

Currently, we are working with AFRIpads, a social enterprise based out of Uganda. AFRIpads are made out of high quality fabric that is extra absorbent, fast drying, and stain resistant. Femme and AFRIpads have been working together since 2014.

# FEMME'S IMPACT:

Since 2013, Femme has impacted 11,500 women and girls in East Africa, and has generated some very positive results!

The Twaweza Program uses an education-based approach, and has an overall goal of improving the quality of life of its beneficiaries.

Therefore, it is essential to measure impact beyond school attendance, but looking rather at participation in the classroom.

- **71.8%** of girls are comfortable sitting at their desks during menstruation, meaning they are better able to concentrate, pay attention in school, and participate in school activities.
- **65%** of girls attribute an increase in school performance to their increase confidence and the Twaweza Program.
- **71.8%** of schoolgirls report not missing out on any aspects of their lives due to menstruation, an incredible result.

**After 6 months, schoolgirls reported an overall 50% increase in attendance. Additionally, there was a nearly 60% increase in girls staying at school all day, and not leaving early.**

**84% of girls tell us they are more confident during menstruation as a result of the Twaweza Program, and 89% of girls feel less menstrual shame, again due to the Twaweza Program.**

*"My name is Emily, I'm a Form 3 student from Ghona Secondary School, and I'm 16 years old. I was among the group of students who participated in Femme's Twaweza Program. I received a Femme Kit with a menstrual cup inside, I was happy and excited to have and use the cup for the first time. I found the cup easy to use because I was so interested and focused during the training. I fell in love with the cup because it doesn't cause me any rashes or itching. Compared to when I was using disposable pads, I'm now staying in class for the full time without worrying."*

## Key Points to Know:

- Femme is a registered non-governmental organization in Canada and Tanzania
- The Twaweza Program is delivered by Kenyan or Tanzanian women who participate in Femme's training program. It is a priority for Femme to employ local women to ensure the program is delivered appropriately, and in the local language!
- The program is delivered directly within secondary schools, or community groups
- Femme's target demographic is adolescent girls between the ages of 12 and 20 years old
- The program is delivered free of charge for all beneficiaries, including the Femme Kit
- Femme is partnered with Ruby Cup, as a recipient of their Buy One, Give One model, and receives menstrual cups as a donation. Femme purchases reusable pads from AFRIpads, a company based in Uganda.
- Femme's program has received support from all levels of local government, and we make it a priority to share our activities and results with governmental offices to maintain positive relationships
- Femme has a small office in Nairobi, Kenya as well as in Moshi, Tanzania, with a total staff of eleven
- Femme has been largely funded by private donors and small-scale grants

For more Frequently Asked Questions, please visit <https://www.femmeinternational.org/our-work/faq/>.

## THE ROLE OF A STUDENT AMBASSADOR.

Femme's student ambassadors are a small but integral part of our support network! While the role is primarily fundraising, Ambassadors represent Femme at the community level by raising awareness and sharing stories from the field. This not only teaches more people about the work that Femme does, but also raises awareness about the issue of menstrual taboos. It is a taboo subject around the world – even in North America and Europe! Student Ambassadors carry on the global conversation and help Femme reach our goal to break the taboo!

WELCOME TO FEMME INTERNATIONAL!



# RESPONSIBILITIES OF A STUDENT AMBASSADOR.

Femme is looking for passionate students who are eager to make a difference in the lives of women and girls in East Africa, and around the world. As a part of our ambassador program, you will be representing Femme International and raising funds to support the Twaweza Program in East Africa. The funds raised by the Ambassadors will be used to help expand the Twaweza Program to as many women and girls as possible, including the distribution of Femme Kits free of charge.

<b>ROLES &amp; RESPONSIBILITIES</b>	
<b>Fundraising</b>	The primary role of Student Ambassadors is fundraising. This can be done in the school, in the community, or independently through event hosting, fundraising campaigns, etc. Funds raised will directly support Femme’s work in East Africa.
<b>Raising Awareness</b>	One of Femme’s biggest goals is to break the menstrual taboo on a global level, and Student Ambassadors are a key component to achieving this. By starting the conversation in high schools and universities, Femme Ambassadors will be engaging girls in the same age group as target beneficiaries in East Africa.
<b>Establishing a Femme Club</b>	Establishing a club or society at schools and universities bring together like-minded students who share a passion for empowering women and girls. By setting up more of a formal club, they may be eligible for funds and other types of support/recognition from the school, which would make it easier to host events.
<b>Seeking out Opportunities</b>	Femme Ambassador represent Femme within their school, but also their community, which can include many other opportunities. From seeking out corporate partners from local businesses, to hosting community-wide events, there are many opportunities Ambassadors can take advantage of!

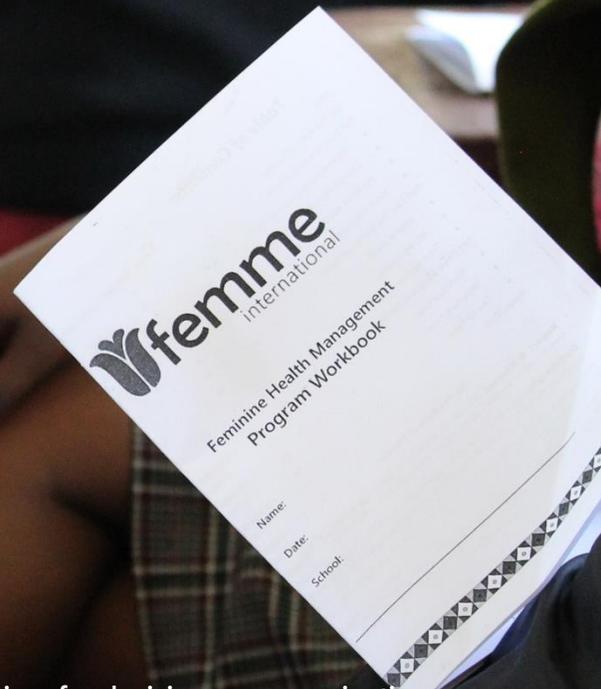
## **Qualities of a Successful Femme Ambassador:**

- Passionate about women's rights and empowerment
- Self-starter and motivated to make a difference
- Full-time high school, college or university student
- Confident and out-going personality
- Positive attitude and good work ethic
- Strong organizational and communication skills
- A desire to learn about fundraising and event planning

## **Benefits of being a Femme Ambassador:**

- Experience working with an international NGO
- Boost your CV with a reference from Femme International
- Opportunity to develop personal & professional skills
- Opportunity to develop hard skills – marketing, administrative, fundraising, communications, and public speaking.
- Opportunity to develop soft skills – confidence, initiative, teamwork, planning and organisation.
- Create lasting impact on the lives of women and girls in East Africa, as well as contributing to breaking the global menstrual taboo

**Does this sound like you? Sign up to be a Femme Ambassador today by emailing [sabrina@femmeinternational.org](mailto:sabrina@femmeinternational.org)!**



## **SUPPORT FROM FEMME.**

While Ambassadors are expected to work independently and be self-starters, they will get logistical and personal support from Femme as needed! This will include the following:

- PDF versions of promotional material (brochures, post-cards, etc.)
- Fundraising ideas and support
- Information on menstrual health as a global issue
- Templates for donation request/thank you letters
- Templates for event posters
- Logistical support
- Letters of reference
- Connected to network of Femme Ambassadors over private Facebook group

Femme's Director will be available to email and Skype with Student Ambassadors to further support you as needed!

# THE AMBASSADOR PACKAGE.

This document has been created to help you become the best possible Femme Ambassador and create the biggest impact possible! In it you will find fundraising tips and ideas, supporting documents and general information to help you build a strong team, and create real impact in East Africa.

## **How to Establish a Femme Club:**

Most schools have their own steps to follow when setting up a club or a society, so the first thing to do is speak to the administration to figure out what needs to be done. This might include getting a certain number of members to set up an Executive Committee and writing a constitution. Or, it might be as simple as picking a name and getting permission from a teacher.

Once you've established the Club, the next step is to recruit members to join the mission.

### **Recruitment Tips:**

- Put up flyers around your school and community informing people about what Femme is
- Set up a booth for your club during Frosh week or Club Day, whichever events your school has
- Post on your personal social media
- Create a social media account for your club
  - Facebook group
  - Instagram
- Ask professors that are interested in women's rights and female reproductive health to briefly mention the club in class
- Talk to your friends, neighbors, and strangers about your club and what it does. Make sure to mention in your conversations with new people
- Ask people who are in similar clubs (like those involved in a Female Empowerment club) if they would like to volunteer for an event or become a member

Setting up the structure of a Femme Club is important to achieving your goals, staying organized, and delegating responsibilities to qualified people. The Ambassador will be head of the club, and charged with making final decisions on fundraising and events, as well as having a direct correspondence to Femme International HQ.

Other suggested positions include:

- **Treasurer:** Will manage the money fundraised by the club, responsible for transferring the money raised to Femme's account, and managing funds to invest in further events.
- **Social media manager:** In charge of running the social media campaigns and posts for their Femme International club. Each club at every school will have their own social media, to reach as many people as possible.
  - Suggested social media is: Instagram, Facebook and Twitter

- **Company/Corporate manager:** Is charged with finding local businesses to support the Femme international club through a variety of means, stated below. Also tasked with finding corporate companies that would be willing to match the money raised by certain fundraisers.
- Any other positions you would like to add to help your club run smoothly!

## **Fundraising Tips & Tricks:**

When planning a fundraising event, be creative! Plan an event that is appropriate for your community and target audience. Use the strengths of your network. For example, if you have friends that play in a band, maybe ask them to participate in a fundraising concert! Or, if you and your friends enjoy baking sweet treats, consider planning a bake sale!

The key to a successful event is organization! Make sure you give yourself plenty of time to take care of all the details ahead of time. Get a team together, and delegate tasks so everyone has something they are responsible to take care of.



### **Planning Your Event:**

Once you've decided on what type of event you want to host, you are ready to start planning!

- **Make a checklist:** create a list that will provide a step-by-step guide to organizing and planning the event.
- **Assemble a Team:** Delegate tasks to different people, so you are not trying to organize everything yourself!
- **Set A Goal:** This can be either the amount of money you would like to raise, or how many people you want to attend, but it is important to have clear and concise goal to be working towards, which will encourage others to help you reach it!
- **Develop a Budget:** This will help you stay on track, and plan for unforeseen expenses. Things like printing of tickets, food, permits and other supplies can add up, and it is important to be prepared and on track.
- **Book the Venue:** Securing the location for your event is one of the first details you need to confirm, as any advertising and marketing depends on these details! If you are planning something like a comedy show or a concert, take note of room capacity, or disability access. Do tables/chairs need to be rented, and what type of sound equipment is included in the price? What about parking? If you are organizing a bake or craft sale in your school, make sure to ask permission from the administration first.
- **Market the Event:** There are many ways to attract people to your event. Make up posters to put up in the area, or flyers to distribute to local businesses. Set up a Facebook Event/Page to gain support, or draft an email to send out to your friends and family. On any event

advertising, be sure to include Femme's logo and website, so people will know that they are supporting a charitable event.

- **Follow-Up:** If people have said they would provide you with something in a week's time, write it down and follow up with them if you don't hear back!
- **Make It Personal:** People are much more likely to donate or support a cause that they feel passionate about, or have a personal connection to. With menstrual health, nearly all women will have memories of getting their period as a student and feeling uncomfortable in class, so making that connection is easy. Target women-led businesses, women's groups, or companies that target women for corporate sponsorship.
- **Alert The Media:** Call your local newspaper or radio station to tell them what you are doing, and share why you think it is an important cause to address. Always extend an invite to any journalist who shows interest!



## The type of event you plan is up to you – here are some ideas!

- **Silent Auction** → get local businesses to donate items for a silent auction, from gift certificates to local restaurants, to signed memorabilia, event tickets, wine from a local winery – silent auctions can bring in loads of money while being lots of fun.
- **Fundraising Concert** → Ideal if you have musical friends who can donate their time to play a show and donate the proceeds to the cause. Or, consider hosting a Battle of the Bands to get the music scene of your whole community involved.
- **Comedy Show** → Contact some local comedians to put together a stand-up comedy show for a hilarious night of laughter and charity. Charge a cover fee, and even host a raffle/silent auction during the show for extra funds!
- **Bake Sale/Craft Sale** → Classic and easy. Get your friends together to bake some treats to sell at your school during lunch, or set up a table in the community with homemade crafts.
- **Coin Drive** → Tell your school or co-workers that you are collecting dimes or quarters this week, and have them put their coins in a donation jar all week. It may not seem like a lot, but small change adds up! Just be prepared to roll all the coins afterwards!

- **Sponsored Walk/Run/Sports tournament** → Set up a sports tournament/run/walk and have people pay to participate, either as teams or individuals.
- **Crowdfunding Campaign** → These are fairly common now – set up a crowdfunding campaign on a website like Kickstarter or Indigogo, and collect donations to help you reach your goal. Something like this would be great if you are aiming for a bigger goal, like doing a Charity Challenge.
- **Casual Friday** → If your company/school has dress codes, collect donations from people to wear casual clothes on Fridays, or even make it a pyjama day!
- **Donation Jar in a café or shop** → Drop of donation jars in local cafes or businesses, where customers can toss in their change after paying at the cash. Just make sure you ask permission, and include a small sign explaining what the proceeds will go towards.
- **Matched Giving** → Find a local business/philanthropist who is willing to match donations made on a certain day, or during a certain time period. This is a great way of encouraging people to donate, as their donation will have double the impact!
- **Raffle** → Similarly to a Silent Auction, have local businesses donate items to be raffled off. This can be done at school, in the office, or even alongside other events – buying a ticket for \$5 is easy!
- **Documentary/Movie Night** → Host a documentary or movie night in your community/school, perhaps one that is on the theme of women’s empowerment (Such as He Named Me Malala, or Menstrual Man) and charge people to attend.
- **Themed Fundraising Party** → Nothing like a good party to get people in the giving mood! Pick a theme, and invite all of your friends and colleagues.
- **Trivia Night** → Organize this at a local bar, and have teams pay a certain amount to participate. You could also ask the bar to donate a portion of proceeds from the night to your cause as well!
- **Charity Climb/Challenge** → This one is a little bit more intense, but an amazing opportunity! Collect sponsorship to complete a charity challenge, such as climbing Mount Kilimanjaro, or Machu Pichu. Best to do this with a group of friends, and give yourself plenty of time to plan!

## Donor Communication:

Maintaining positive relationships with donors is critical to making them feel appreciated, and hopefully ensuring their support in the future! Whether someone has donated their time (like volunteers or a supervising teacher), monetary donations, or in-kind donations like letting you use their event space for free, or donating items for a silent auction, letting people know you that their efforts made a difference is important.

These are a few ways you can show your gratitude:

- Thank You notes – whether it is a hand-written card or a letter (template below), this is an easy way to make a donor feel appreciated.
- Pictures from the field – After you have hosted an event and sent the money to Femme International, we can send you a few photos from East Africa that shows you and your donors exactly where their dollars went! This is a powerful way of making their donation feel

personal. If you've set up any social media pages (Facebook or Instagram), share them! Or, print out a few and send them to your donors.

- **Sponsorship Opportunities** – If you are hosting a bigger event that requires corporate sponsorship (like a concert or gala), establish a few different levels of sponsorship (eg. Gold, Silver and Bronze). Sponsors will have their names and logos on any marketing so that everyone will see that they've supported the cause.

If you come across a donor that goes above and beyond, or makes a particularly large donation, please let us at Femme HQ know so that we can send them a special something!



***Alison and Taylor were married in 2017, and asked their wedding guests to donate to Femme International in their honour, instead of accepting wedding gifts!***

Remember: Femme International is a registered charity with the Canada Revenue Agency, and is able to issue tax receipts for any donation above \$20 CAD. In order to issue a tax receipt, we must have their full address and contact information. Unfortunately, we are unable to issue tax receipts for donors in USA, Australia or Europe.

When asking for donations, either for products or for cash, it is important to present them with a letter that clearly outlines what you are asking for, includes the details of the event (including time and date), and explains how their contribution will directly impact Femme's work in East Africa. Letters like these can be a very effective way to get products donated, and to get companies involved as potential corporate sponsors.

We have included some sample letters for you to use at the end of this package! We have also included a template for a Thank You letter, which is absolutely essential to send out after any donation! Thank You letters are easy ways to make a donor feel appreciated, and will hopefully encourage them to support your work in the future!

## **BRANDING GUIDELINES.**

Femme's official logo:

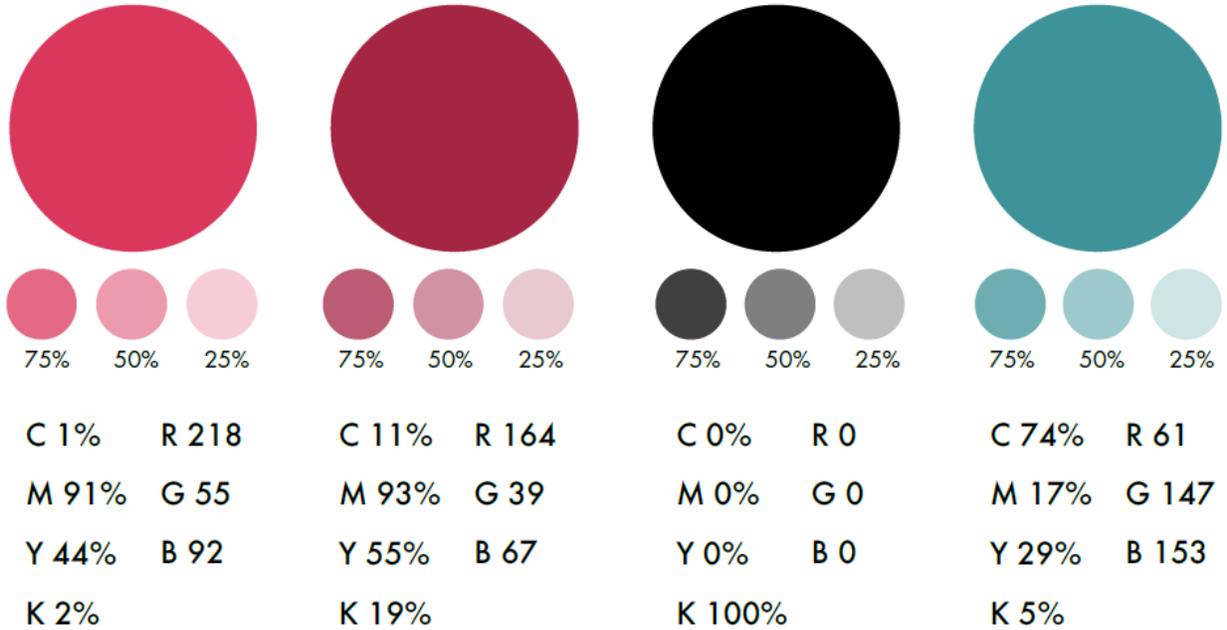


Femme's tulip:



When creating marketing and promotional materials to advertise your activities, please try and stick to Femme’s branding guidelines whenever possible!

Organizational colours are:



Organizational fonts are:

**HEADLINE** — Futura Bold

**Sub-Headline** — Futura Condensed Medium

Body of the paragraph. The color pallet chosen hints at the fun and youthful way we embody women empowerment as we address menstrual health management. The simplistic fonts will be used in documents, reports and presentations to ensure uniformity throughout.

— Futura Std

Sticking to these branding guidelines helps us to look professional and establish a uniform style for all Femme Ambassadors. However, please remember that these are guidelines – please use your creativity to establish your own style!

# Sample Letters:

Asking a local business for product donations:



Dear \_\_\_\_\_,

My name is \_\_\_\_\_, and I am a student at \_\_\_\_\_ (insert school). I am also a Student Ambassador for an organization called Femme International, which focuses on empowering women and girls in East Africa through reproductive and menstrual health education. Femme International hosts educational workshops, and distributes Femme Kits, which include reusable menstrual products, so girls are able to manage her period in a safe and sustainable way! You can learn more about Femme International and our mission at [www.femmeinternational.org](http://www.femmeinternational.org).

In the Kilimanjaro region of Tanzania 55% of girls leave school early when they are on their period (Femme International), because they lack access to menstrual products. I believe that all girls deserve an education, and something as natural as her period should never stop her!

Therefore, I am working with Femme to raise awareness and funds to empower girls in East Africa. I am reaching out to ask if it would be possible for your business to support this amazing organization through a donation of \_\_\_\_\_ (goods of service), to our silent auction on \_\_\_\_\_(date) and at the \_\_\_\_\_ (venue).

The funds raised by the items you donate would go directly to support Femme International programs. Specifically, funds will be used to host more educational workshops, and distribute more Femme Kits to adolescent girls.

Thank you very much for your consideration. If you do decide that you would like to support Femme International, please use the contact information below to get in touch with me. And please feel free to attend our event to learn more about the organization!

Many Thanks/Sincerely,

\_\_\_\_\_(Date)

Contact info: \_\_\_\_\_

## Asking for cash donations:



Dear \_\_\_\_\_,

My name is \_\_\_\_\_, and I am a student at \_\_\_\_\_ (insert school). I am also a Student Ambassador for an organization called Femme International, which focuses on empowering women and girls in East Africa through reproductive and menstrual health education. Femme International hosts educational workshops, and distributes Femme Kits, which include reusable menstrual products, so girls are able to manage her period in a safe and sustainable way! You can learn more about Femme International and our mission at [www.femmeinternational.org](http://www.femmeinternational.org).

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Therefore, I am working with Femme to raise awareness and funds to empower girls in East Africa. I am reaching out to ask if it would be possible for you to contribute to my/our fundraising campaign. Your donation would go directly to supporting Femme's programs in East Africa – specifically, funds will be used to host more educational workshops, and distribute more Femme Kits to adolescent girls.

Thank you very much for your consideration. If you do decide that you would like to support Femme International, please use the contact information below to get in touch with me. Checks can be made out to "Femme International". I am also able to accept cash donations. To donate online, please visit [www.femmeinternational.org](http://www.femmeinternational.org).

Many Thanks/Sincerely,

\_\_\_\_\_(Date)

Contact info: \_\_\_\_\_

Asking a local business to donate a portion of proceeds during a certain time of day:



Dear \_\_\_\_\_,

My name is \_\_\_\_\_, and I am a student at \_\_\_\_\_ (insert school). I am also a Student Ambassador for an organization called Femme International, which focuses on empowering women and girls in East Africa through reproductive and menstrual health education. Femme International hosts educational workshops, and distributes Femme Kits, which include reusable menstrual products, so girls are able to manage her period in a safe and sustainable way! You can learn more about Femme International and our mission at [www.femmeinternational.org](http://www.femmeinternational.org).

In the Kilimanjaro region of Tanzania 55% of girls leave school early when they are on their period (Femme International), because they lack access to menstrual products. I believe that all girls deserve an education, and something as natural as her period should never stop her!

Therefore, I am working with Femme to raise awareness and funds to empower girls in East Africa. I am reaching out to ask if you would consider donation a portion of your businesses revenue during a certain time period, or a certain day of the week? An example would be 10% of profit generated on Tuesday, between 5-7pm, or make every Friday Femme Day, where 10% of proceeds are donated.

We would advertise this event in the hopes of bringing more customers to you during the designated times. All funds raised would go directly to support Femme International programs. Specifically, funds will be used to host more educational workshops, and distribute more Femme Kits to adolescent girls. We would happily provide you with a certificate of thanks, and photos from the girls you've supported in East Africa!

Thank you very much for your consideration. If you do decide that you would like to support Femme International, please use the contact information below to get in touch with me.

Many Thanks/Sincerely,

\_\_\_\_\_(Date)

Contact info: \_\_\_\_\_

## Thank-you letter:

(to be printed in a card, if possible)

Dear Mr./Mrs. \_\_\_\_\_,

Thank you so much for your donation to Femme International! Your generous contribution is greatly appreciated and will allow Femme to empower more girls and women in East Africa. We are still a small organization, so every little bit truly makes an impact on the ground.

If you would like to learn more about the impact you are helping us make, please visit [www.femmeinternational.org](http://www.femmeinternational.org).

Many Thanks,

\_\_\_\_\_

\_\_\_\_\_ (Contact info)

*Make the thank-you cards personal! The more personalized you can make your communication with donors, the more they will feel appreciated, and the more likely they will be to support you!*



**Femme International is a registered charity  
under the Canada Revenue Agency,  
registration number 82013 9533 RR0001.**

**Femme International is a registered INGO in  
Tanzania, registration number I-NGO/08638.**

