

Campaigns Program Playbook



Welcome!

Hello, and welcome to our mighty team of campaigners! We're here to help you launch your campaign, hit your ball-raising goal and make a lasting impact on the community of your choice.

We interviewed our past campaigners seeking tips, ideas and feedback and built this step-by-step playbook to help coach you toward success.

Throughout your campaign, we'll be on the sidelines cheering you on and available to help. So if you have questions, email Alie, our campaigns captain, at campaigns@oneworldplayproject.com.

Table of Contents

What’s a campaign and how does it work? 2
How do I get started? 3
How do I promote my campaign to reach my goal? 4
How do I donate the One World Futbols I raise? 8
What do I do when my campaign is over? 9
Advice from successful campaigners 10
Thank YOU! 13
Our team is your team. 13



Josh Williams donated One World Futbols raised through his Giving In Motion campaign to a community in Ghana.

What's a campaign and how does it work?

By starting a campaign with us, you create a page on our website where family, friends and others can give One World Futbol®—soccer balls that never need a pump and never go flat—to your cause. Through your campaign, you can either designate an organization to receive the donated balls or you can allow One World Play Project to choose.

There are two ways your family and friends can support you: through our Buy One, Give One or Give Balls programs.

- **Buy One, Give One:** if your supporters are interested in purchasing a One World Futbol for themselves and also giving a ball to your recipient organization, they'll shop using the Buy One, Give One option: \$39.50 or \$44.50.
- **Give Balls:** if they simply want to donate One World Futbol® to your campaign, they'll select the Give Balls option: \$25 per ball.

Supporters can give through either of these programs directly on your campaign page on our website.



The Bay Oaks Blue Bombers ran a campaign to raise One World Futbol®s for public schools in Oakland, California.

How do I get started? Easy as 1-2-3—and it's free!

1. Submit your [campaign application](#) on our website.
2. We'll set up your campaign page and send you a preview.
3. With your approval, we'll push your campaign live on our site.

As you fill out your campaign application, here are a few tips to personalize your page and build a compelling campaign.

- **Name your campaign.** Keep it short and simple. You can name it after the event you're hosting, i.e. Janie's 30th Birthday; the organization for which you're raising One World Futbols; or include the name of the country for which you're raising balls.
 - Here are a few examples of clear, easy-to-understand campaign names: Middletown Rotary, Coaches Across Continents, DRCC Mission Nicaragua, Hastings Middle School French Classes and Noah's Mitzvah Project.
- **Share your story.** Write as if you're talking to a friend. Tell that friend why you're running a campaign to raise One World Futbols, and convey your commitment to making this a success.
- **Set your goal.** How many One World Futbols do you want to raise? Consider your time and commitment to the campaign as well as the engagement of your network. What you make of your campaign is truly up to you. We suggest setting your goal somewhere between 50 and 100 balls. You can always increase it later.
- **Send us a photo.** Once you've completed your campaign application, send a photo to campaigns@oneworldplayproject.com to personalize your campaign page.
Horizontal photos work best.



One World Futbols raised through the Muti Onlus campaign are benefitting immigrant and refugee youth in Italy.

How do I promote my campaign to reach my goal?

If we could give just one piece of advice for promoting your campaign, it would be to **make it personal**. That is the most common thread among all successful campaigns.

[Campaigner Evan Bolton](#) says, “Build a narrative around your campaign that is unique. Find the synergy between your campaign’s mission and the vision of One World Play Project.”



Evan hand delivered some of the balls raised through his campaign to communities in Kenya.

How do you follow Evan’s advice? Here are a few of our favorite tips and tricks from successful campaigners.

Use email.

- Posting on social media is good, but your friends, family and network are more likely to support your campaign if you send them a personal email. Did you know email is 40 times more effective than social media at getting your network to contribute to your campaign? That’s 40 times—not 40%. Definitely use the power of email to your advantage!
- Email 10-15 of your closest friends, family and biggest supporters. Start with the people you know are likely to support your campaign, and make your message personal.
- Reach out to supporters via email **three times** during your campaign:
 - one to kick off the campaign
 - another as an update—and to thank people who’ve given
 - and a third to create a sense of urgency around the fact that your campaign is closing soon
- Looking for inspiration? [Here’s a sample email you can use.](#)

Keep a One World Futbol by your side when possible.

- Use the One World Futbol to spark conversation, interest and support for your campaign.
- [Robert Smith](#) took his One World Futbol everywhere with him. The duo hiked mountains together, volunteered on international building projects together and even spent a day walking the

streets of Seattle together. Robert made new friends—and gained campaign supporters—by showing people the durability of the ball and talking about his campaign. At campaign’s end, Robert had raised 179 One World Futbols!



Robert Smith made new friends in Seattle, Washington—and around the world—throughout his campaign.

Make a mini-movie.

- You don’t have to create a fancy video. It can be as simple as recording a message using your smartphone. Or you can kick it up a notch with movie-making apps like Replay Video Editor and iMovie or more advanced video programs like Final Cut Pro and Adobe Premiere.
- Evan Bolton from mission:soccer made [this beautiful video](#) to communicate his campaign story. Simon Neuwirth-Stein created [this fun, playful video](#) to promote his campaign to potential supporters.
- Not sure you can make your own personalized video? No problem! Share one of our videos about play and the One World Futbol with your friends and family. You can find all our videos at youtube.com/oneworldplayproject. [This video with Katie Couric](#) has been a favorite promo piece for several campaigners.

Get social. Amplify your message on Facebook, Twitter, Instagram and LinkedIn.

- While not as personal as email, social media is a great way to reach a much larger audience.
- Post on social once a week, and keep your content fresh. Rotate between thanking supporters, updating people on progress you’ve made, talking about your passion for play and asking them to get involved.
- When posting on social media, tag One World Play Project on [Facebook](#) and [@oneworldplayprj](#) on [Twitter](#) and [Instagram](#). We want to see (and share) your posts, too!
- Looking for ideas? Here are some sample posts you can use:
 - [Facebook](#): I’m running a campaign with One World Play Project to raise One World Futbols—these amazing soccer balls that never need a pump and never go flat—for children living in disadvantaged communities. I believe deeply in the power of play and know these soccer balls will make a difference in the lives of the children who receive them. Visit my campaign page to learn more and support my campaign today: LINK
 - [Twitter or Instagram](#): The power of play is everything! I’m running a campaign with [@oneworldplayprj](#) to raise #OneWorldFutbols. You can help: LINK

Decorate One World Futbols.

- Allow your supporters to play a personal role in your campaign story. If you plan to hand deliver the One World Futbols raised through your campaign, give supporters the option to write a message on the ball they donate. If they live close to you, they can decorate the ball themselves. If they live further away, ask them for a message you can write on the ball on their behalf. Then, as you donate the One World Futbols raised through your campaign, send your supporters photos of the balls they donated and decorated.



Never A Neverland delivered this One World Futbol to children in Swaziland.

Create fun images.

- [Canva](#) is a favorite for quickly creating shareable images.

Create a flyer, or use one of ours.

- Promote your campaign by handing out information at events. Be sure to include the link to your campaign page. You can create your own flyers, or you can download, print and use one of ours [here](#).
- If you're creating flyers, feel free to use our Campaign Partner logo. Download it [here](#).

Use facts, statistics and quotes to compel supporters.

- In 2011, Unicef completed a real-world test in Uganda comparing One World Futbols to traditional soccer balls in 80 primary schools. Here's what they found:
 - Within one week, 75% of traditional soccer balls were deflated.
 - Within one month, 100% of traditional soccer balls had failed.
 - During the three-month test, 99% of the One World Futbols succeeded.
- Here are some of our favorites quotes from notable figures.
 - "Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers."—Nelson Mandela

- “The power of play holds a lot more than just playing the game. It holds developing character. It holds responsibility. It holds being accountable. It holds life lessons—working together, being in unison, being able to resolve conflict. All these pieces go into it, and I think sometimes people overlook it and just look at the game, whereas for these youngsters, all these pieces come into effect ... It will make the world a better place.”—Jay Hoffman, national staff instructor for U.S. Soccer
- “Play allows us to develop alternatives to violence and despair; it helps us learn perseverance and gain optimism.”—Dr. Stuart Brown
- “Soccer is the most popular sport in the world, and there's nothing that really brings people together and makes them forget about their differences and makes them really look at each other on a much more simple, human level. All those things that serve to divide us sort of disappear on the soccer field, which is why I think the sport is probably the most powerful tool to bring people together and shatter stereotypes.”—Lorrie Fair, former member of the U.S. Women’s National Soccer Team



West Indies Self Help gave One World Futbols on a mission trip in Haiti.

How do I donate the One World Futbols I raise?

For campaigns, One World Play Project covers the cost of shipping the donated One World Futbols to one location within the continental U.S. or Europe. We do not cover the cost of international shipping.

Interested in giving internationally? At the conclusion of your campaign, we'll ship the One World Futbols to you in the continental U.S. or Europe. You can then deliver those balls internationally—through travelers or shipping.

1. How does it work if I want to travel with and distribute the balls myself?

Once your campaign is over, we'll ship the One World Futbols you raised to you in the continental U.S. or Europe. You receive the balls, pack them in large duffel bags, travel with them and hand deliver them to your recipient organization. The best part? You get to experience the joy of giving the One World Futbols and playing with the children who receive them!

2. How does it work if I want to ship the balls to a recipient organization outside the continental U.S. or Europe?

While we do not cover the cost of shipping to locations outside the continental U.S. or Europe, we will help you determine the cheapest shipping option to get the One World Futbols to your recipient organization. We'll provide the best shipping option, invoice you for the shipping cost and then ship the One World Futbols to your recipient organization.

3. How does it work if I'm in an international location and want to get the balls here?

Do you have family, friends or volunteers who travel from the continental U.S. or Europe to visit you? Do they have capacity to carry the donated balls with them? If yes, we'll use a similar approach to question 1. If you don't have visitors often or don't plan to travel to the continental U.S. or Europe yourself, we'll use a similar approach to question 2.

Here's some additional information you might find useful as you think about traveling with or shipping the One World Futbols.

- We can typically fit 15 size 5 balls or 20 size 4 balls in a large duffel bag.
- When we ship the One World Futbols, we ship them in boxes of 10. The box dimensions are 27x17x17 inches. Each box of 10 size 5 One World Futbols weighs 13.75 pounds.

Advice from successful campaigners

Organizations

Ethiopia Reads

1,230 One World Futbols raised and counting

“Remember to see the bigger picture. Together, all of us are reaching far more children. We’re making their lives a lot easier by providing a much-desired global product, an ultra-durable soccer ball. Don’t be discouraged or disillusioned. Always focus on the bigger picture, and continue to network with individuals and organizations who share a similar vision for the world.”—Frew Tibebu



Futbol por la Paz

354 One World Futbols raised and counting

“Start with your inner circle—your family and friends. Share your inspiration. If you can get them on board, they’ll help you grow your campaign fast. Even more important, talk from your heart. You have to truly believe that your work will make a difference for a lot of kids and be willing to do anything for that.”—Eugenio Monroy

Teams & schools

Berry College

12 One World Futbols raised

“My main target audience was college students. Many of them did not have the spare cash to just donate one ball, so I bought a Buy One, Give One ball and raffled off the ball I got. It was \$2 a ticket or \$5 for three raffle tickets. I believe this was the reason my campaign was as successful as it was. I believe adding the donation of any amount will enable those who want to help and participate but can't afford the \$25 up front to donate.”—Reece Parker

Celebrations

Robert’s 70th Birthday

179 One World Futbols raised

Robert Smith never asked friends and family for campaign donations. Instead, he told people the story of his birthday campaign and why he was raising One World Futbols. By painting a compelling and personal narrative around his campaign, Robert gained campaign supporters through his emails, blog posts and in-person encounters.

Simon's Bar Mitzvah

59 One World Futbols raised

“We would definitely advise making a short video, so you can promote your campaign. It made a really big impact for Simon's Bar Mitzvah service project. Relatives and friends will love to watch the video. We would also advise using social media channels to promote the campaign. We used Facebook, Twitter and Instagram to reach out.”—Michael Stein, Simon's dad



Hastings Middle School French Classes

44 One World Futbols raised

“My students did a big service learning project, combining everything we were learning in French class with making a real impact in the world! They created PSA videos in class and then ran a campaign with One World Play Project to send One World Futbols to GOALS Haiti.”—Kelly Beck



Church groups & mission trips

West Indies Self Help

25 One World Futbols raised

Rotary & Interact clubs

Interact District 5150

50 One World Futbols raised

“The Interactors and I really enjoyed showing the One World Futbol to other Interactors from District 5150. We felt it was important to inform them that not everyone from other countries has the ‘luxury’ of using iPhones or computers to play—let alone something as simple as a ball.”—Jensen Yeung

Interested in connecting with one of these campaigners? Send Alie an email at campaigns@oneworldplayproject.com. You can also join our One World Play Project Campaigners Facebook group to connect with other campaigners.

Thank YOU!

Our campaigners are some of the most passionate, committed and inspiring people. We're honored to collaborate with you and are often floored by your creativity. Thank you for joining us to make the world a more playful place!

Our team is your team.

Our support doesn't stop with this playbook. Should you have questions, ideas or hit a bump in the road, send Alie, our campaigns captain, an email at campaigns@oneworldplayproject.com.

