



SmileTrain

Your Guide to Creating Smiles



Every 5 Minutes

Smile Train-supported cleft treatment helps a child in need



1,500,000+

Smile Train-supported cleft surgeries since 1999



2,100+

empowered medical professionals



1,100+

partner hospitals



90+

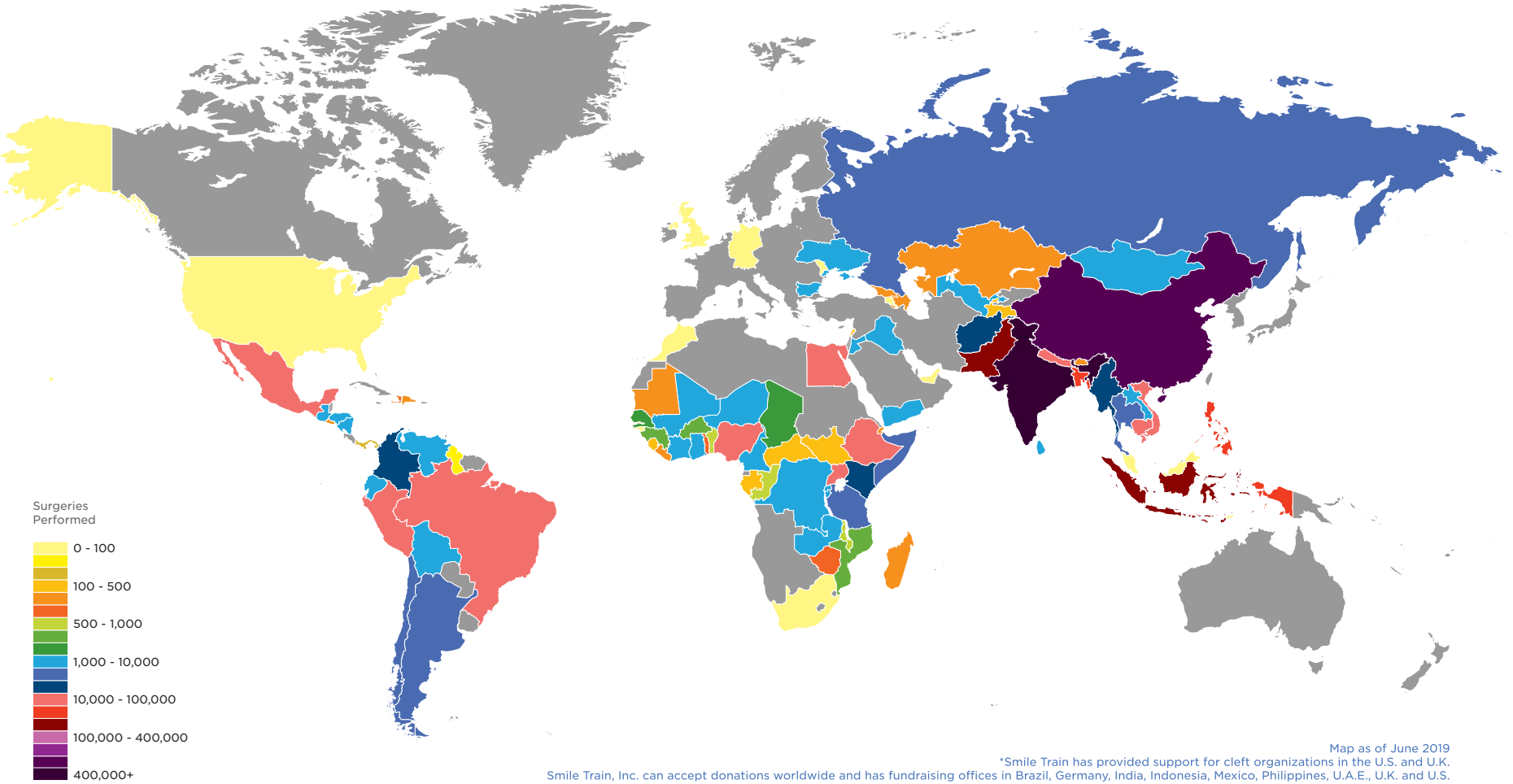
countries where Smile Train has helped children



1 Goal

to give every child with a cleft the opportunity for a healthy, productive life

SMILE TRAIN'S GLOBAL PRESENCE



HOW YOUR FUNDRAISING SUPPORTS OUR WORK

Funds raised help us continue to empower local medical professionals with training, funding, and resources to provide free cleft surgery and comprehensive cleft care.

A donation of...

\$25 Can help provide a pre-operative safety screening

\$50 Can help provide an overnight hospital stay

\$75 Can help provide sutures and anesthesia for a cleft surgery

A fundraising goal of...

\$250 Can help provide cleft treatment for one child



\$500 Can help provide cleft treatment for two children



\$750 Can help provide cleft treatment for three children



WAYS TO FUNDRAISE

There are many ways that you can get involved and help raise funds for Smile Train. Here are some of our favourite ideas, with our team ready to help get you started.



A fundraising classic! Host a **bake sale** and whip up some tasty treats for your family, friends or colleagues to enjoy.



Crank up the competition in the workplace by holding an office Olympics, including events such as a **talent show** or bin basketball.



Enjoy a dress down day at your work or school - you could even choose a theme for the day.



Order a Smile Train donation box and ask a local business to display it for customers to put change in.



Test your knowledge by hosting a **trivia night** in your local area, raising funds by selling tickets.



Grab the popcorn and **host a screening** of *Smile Pinki*, the Oscar® winning documentary short film about Pinki Sonkar - a girl from India and her journey to her forever smile.



Hold a raffle as part of a fundraising event by getting local businesses to donate prizes.



Shave your head for a good cause! This is an idea for a daring person.

LET'S GET STARTED

Now that you have decided how you will raise funds, follow these top 10 tips to kick-start your fundraising.



SET A TARGET

Setting a fundraising goal will motivate people to support you. Every \$250 raised helps provide cleft treatment.



CREATE AN ONLINE FUNDRAISING PAGE

Visit my.smiletrain.org/createfundraiser/ to set up an online fundraising page which is an easy way for people to support you. See “Getting the most from your online page” for more info.



ORDER FUNDRAISING MATERIALS

If you would like any of these, please visit smiletrain.org/media/order. We also have a range of downloadable resources available which can be printed from your home computer. Please visit smiletrain.org/resources to access these.



SPREAD THE WORD

Begin to spread the word about your upcoming fundraising event with family, friends and colleagues, as well as people you may know through school and your community.



SHARE ON SOCIAL MEDIA

Don't forget to share details about your event and to tag Smile Train on [Facebook](https://www.facebook.com), [Twitter](https://www.twitter.com), and [Instagram](https://www.instagram.com).



CONTACT LOCAL PRESS

Contact community@smiletrain.org or 212.689.9199 for tips on how to connect with local publications.



TIME TO HAVE FUN

Now comes the time to enjoy the day and reach your goal!



TELL US HOW IT WENT

We want to hear from you! Please tell us how your event went and don't forget to share some photos. We love to share photos of our supporters on our social media channels.



SEND IN DONATIONS

Whether you have collected funds by cash or check, there are a number of ways you can send these donations to Smile Train. Visit the FAQ page for additional information.



THANK YOUR SUPPORTERS

Time to thank your supporters who helped make your fundraising a success and share with them how the funds raised have helped change the world one smile at a time.

GETTING THE MOST FROM YOUR ONLINE PAGE

After setting up your online fundraising page, be sure to use these top tips to get the most out of your fundraising page.

ADD A PICTURE AND VIDEO

Fundraising pages with pictures and videos often raise more than those without, so be sure to add a picture of yourself to your page.

SHARE YOUR STORY

Let your supporters know why you have chosen to support Smile Train and what it means to you. People visiting your page are interested in what you are doing, so make sure you tell them about it.

UPDATE YOUR PAGE

Keep people updated with how you are doing by updating your page. People will be interested and will enjoy following your progress.

NOT OVER 'TIL IT'S OVER

After your event, be sure to follow-up with your supporters and update them on your progress to encourage last-minute donations.



JOIN OUR SMILE TRAIN FAMILY

There are tons of different ways to create smiles! Take on an active role as a Smile Train ambassador. Visit smiletrain.org/get-involved/programs to learn more.

BECOME A YLC MEMBER

Take on a leadership role in a growing network of young professionals committed to supporting Smile Train's cause.

BECOME A HIGH SCHOOL STUDENT AMBASSADOR

Make an impact in a yearlong collaboration with high school students across the U.S.

BECOME A TEAM EMPOWER COMMITTEE MEMBER

Join our Team EMPOWER Alumni Advisory Committee to help mentor fellow participants and provide input on key program elements.

PARTICIPATE IN A JOURNEY OF SMILES

Register for a Journey of Smiles to see firsthand how Smile Train is changing the world one smile at a time.

BECOME PART OF THE CCAC

Serve in an advisory role and help inform Smile Train's communications activities.



FREQUENTLY ASKED QUESTIONS

Q. IS A DONATION TO SMILE TRAIN TAX DEDUCTIBLE?

A. We are a 501(c)(3) registered charity and 100% of all donations to Smile Train are tax deductible in accordance with IRS regulations.

Q. WHAT IS A SMILE TRAIN'S FEDERAL TAX ID NUMBER?

A. US Tax ID #: 13-3661416

Q. CAN I USE SMILE TRAIN'S LOGO, PHOTOS OR VIDEOS?

A. If you would like to use our logos, photos or videos for any materials related to your fundraising, please visit smiletrain.org/media/resources.

Q. HOW CAN I GET MATERIALS TO HELP WITH MY FUNDRAISING?

A. You can order fundraising materials such as brochures, wristbands, banners and donation boxes by visiting smiletrain.org/media/order. You can access a range of downloadable fundraising materials at smiletrain.org/media/resources.

Q. DOES SMILE TRAIN NEEDS NON-MEDICAL VOLUNTEERS?

A. We are always looking for non-medical volunteers to support our fundraising and awareness efforts in a variety of ways, including helping at events and becoming social media ambassadors. For more information please visit smiletrain.org/get-involved/volunteering

Q. HOW DO I SEND SMILE TRAIN FUNDS THAT I'VE RAISED?

A. Online donations can be made on your online fundraising page or through my.smiletrain.org/donation/donate/givenow. Cash and checks can be mailed to Smile Train, Attn: Community Fundraising, 633 3rd Ave, 9th Fl, New York, NY 10017. Donations can also be made over the phone at 800.932.8541.





community@smiletrain.org | 212.689.9199 | smiletrain.org

Smile Train, 633 Third Ave., 9th Fl, New York, NY 10017