

Throw out the lifeline!



Getting Started

NYSUT's "Throw out the Lifeline" campaign encourages locals to ramp up their fundraising efforts throughout the month of February to help raise \$250,000 statewide in 25 days for the NYSUT Disaster Relief Fund.

Many locals have already given generously to the fund. However, in light of the tremendous, and ongoing, need generated by Superstorm Sandy throughout the New York metropolitan area, the union is asking all locals to support this push to reach our fundraising goal. Even now, months after the storm, many NYSUT members are homeless, displaced and struggling to recover.

The campaign is launching during National School Counseling Week to also highlight the valuable "lifeline" role the union's 3,000 school counselors statewide play in helping students cope with life-changing events like Superstorm Sandy. Use the tips below to get organized and get involved!

Get the word out:

- Post the "Throw out the Lifeline" fast facts sheet on your local's website, or Facebook page, with a link to information about the campaign at www.nysut.org/disasterrelief.
- Run an ad, or write a story, about the campaign in your local's newsletter. Print-ready newsletter ads in ½ and ¼ page sizes are available for download at www.nysut.org/disasterrelief.
- Put up posters advertising the month-long fundraiser in the faculty room, lunchroom, union office or other sites union members gather.

- Place flyers highlighting the campaign in member mailboxes.
- Talk about the campaign at union meetings and events, make sure everyone knows what the campaign is about and how important it is to get involved.

Get organized:

- Designate a "Throw out the Lifeline" chair to spearhead fundraising activities and keep members motivated.
- Download necessary campaign materials from the campaign website at www.nysut.org/disasterrelief. These include newsletter ads, logos, paper life preservers, sticker set ups and campaign posters.
- Recruit volunteers to staff sales tables, prepare fundraising materials and help out with other fundraising initiatives.

Get involved:

- Host table sales of "Throw out the Lifeline" paper life preservers. If you want to highlight National School Counseling Week during your sale, post the special "School Counselors are a Lifeline!" poster and flyers along the sales table or on a nearby wall. Preservers are available for download on the NYSUT website at www.nysut.org/disasterrelief. Modeled after "Make a Wish" paper angels, the preservers feature the campaign's life preserver logo, the NYSUT logo and space for purchasers to sign their name. "School Counselors are a Lifeline!" flyers are also available for download on the website.



- Host table sales of “Throw out the Lifeline” stickers. Sticker designs are available for download on the NYSUT website at *www.nysut.org/disasterrelief*. The stickers feature the campaign’s life preserver logo and the NYSUT logo.
- Organize a white elephant silent auction fundraiser. Have members donate gently used items, and host an event where attendees can bid on the items.
- Conduct “Throw out the Lifeline” themed fundraiser bucket passes at local events. Visit the NYSUT website for downloadable graphics of the Lifeline logo which can be taped to buckets to identify fundraising events.
- Stage a Coins for Caring drive. Create a branded “Throw out the Lifeline” coin collection jug and ask members to contribute their spare change for disaster relief.
- Get creative — your local is full of talented people. Brainstorm with members to develop your own unique fundraiser!