
For a Better Future Kit

Thank you for being part of the EOS International Move For a Better Future Team and running, biking, swimming, and/or walking for a better future! Your sweat will make a difference and mean a better future to rural communities in Central America.

Supporters from all over North America are dedicating their athletic accomplishments to help provide technology to end poverty for rural Nicaraguans. You will love participating and we will strive to make it worth your while. We will provide you the materials you need, great ideas for fundraising, a chance to meet & make new friends, help make the world better and have fun (did we mention—this will be a blast!)

Here's what you need to do:

1. Choose an event and set a fundraising goal. We recommend you have as a minimum goal to raise \$1000. There are great premiums as you move up with your goal, including an expense paid trip to Nicaragua!
2. Bring along some friends—at least three—it is always more fun in a group!
3. EOS will setup your fundraising page-Link
4. Go through your contacts, your parent's holiday card list, your college alumni roster, everyone you know should know how you are going to make a Better Future and ask them to help. We will provide drafts of emails, letters, and tweets to send to help spread the word!
5. Start Training! Along with the training, sweat a little, train some more, and feel great because you are helping to create a Better Future! (By the way, we call this step the, ***Train-Sweat-Train-Carb Load-Feel Great Program***)
6. Share on social media regularly (we will give you some ideas and samples) Remember, if you don't tell others about your plans, it is like winking in the dark—you know what you are doing, but no one else does!
7. Earn Premiums (aka Swag)!
8. Thank donors as they give—(*crucial to thank in a timely manner*). We can provide sample thank you letters.
9. Run, bike, swim, and/or walk with your EOS shirt on!
10. Send a follow up message to all your supporters, Post Pictures, Celebrate!

Provided Materials

- Info about Run For a Better Future
- Info about EOS International

- Info about Network for Good (our peer-to-peer fundraising platform)
- Fundraising Ideas and Tips
- Swag List
- Sample Fundraising Letter/Email & Social Media Posts
- “Run for a Better Future” banner, logos and artwork

For a Better Future Details

We know you are working and training hard. We think you are great!

We admire your interest and desire to create a Better Future! And we appreciate that you may share that greatness by encouraging people to give in honor of your effort. It gives people the opportunity to celebrate you and at the same time help create a better future in Central America. With Move For a Better Future, you tell the world about your accomplishments, ask them to give in your honor, and then we ALL applaud you when you cross the finish line.

We will provide you with fundraising tools and support, and then you spread the word to your friends and family. We ask each participant to raise at least \$1000. We have created some terrific premiums to help you set your goal. We need you to be as ambitious as we are! Stretch your goal and surprise yourself with what you have accomplished.

And of course, everything is more fun with friends! Recruit a group of friends or colleagues to train and fundraise with you. Maybe even make it a friendly competition.

EOS International Details

EOS International works to provide underserved communities with access to low-cost appropriate technologies that generate income and improve health, while improving the environment. We reach rural

families in poverty "in the last mile," funding and installing simple solutions to improve their lives. Our core technologies are drip irrigation systems, fuel-efficient barrel ovens, biogas stoves, community water chlorination systems, and solar electricity. To date, we have installed over 1,500 technologies, and have impacted the lives of over 240,000 in Central America.

We want to help you tell a story that is compelling to your community so they want to contribute. We encourage you to talk about why you feel connected to EOS and share what your personal connection is. You may want to explain what makes EOS unique. For example, "EOS goes to the 'last mile' where other organizations rarely reach." And/or "EOS does not give away its products for free; instead, they view rural families as empowered customers rather than recipients of charity. Through engineering innovation and economies of scale, EOS is able to offer these technologies at prices affordable to rural poor."

You may want to say a little about your support/involvement and the results. For example, "I've been so proud of my friends as they turned a dream into real results. I watched them go from moving barrels for ovens on bike rickshaws to having a professional team in Nicaragua installing hundreds of technologies a year. It has been gratifying to be part of helping so many people with my donations/volunteering/etc."

We also have some great videos on our YouTube channel (<https://www.youtube.com/user/EOSInternational>). This one is a good and recent overview of EOS (<http://youtu.be/qpz0k87LnB0>) and we have some great testimonials, like Sylvia's

story about her oven (<https://www.youtube.com/watch?v=vPwDGrMGkFA>) or Valentina's about her biogas stove (<https://www.youtube.com/watch?v=KOKGpPyBSIs>).

You can always contact lisa.cook@eosintl.org or look at the website (www.eosintl.org) for more information.

How to use Network for Good—your own fund raising page.

Network for Good does all the work for you, collecting donations and tracking progress towards your goal. They have tools like a widget you can put on your own site.

We have created EOS International's ...For a Better Future campaign on Network for Good and we will help you create an account for your own personal fundraising needs.

You'll need a photo and a story (and to tell us your shirt size). Maybe you even want to make a video about your own experience to post. You can add as much information as you want! Then you will be ready to start sharing your individualized fundraising page with the world!

As people give, be sure to thank them so they know they are appreciated. We'll thank them too! And we'll continue to be in contact with you to give tips and thank you for your effort!

Remember, we are here to help you at anytime: lisa.cook@eosintl.org

Fundraising Ideas and Tips

- You can inspire giving by highlighting the impact of the donation (see the sample emails) or by asking people to donate according to how many miles or days of training you are doing. For example, if you are running a half marathon, \$5 a mile equals a terrific gift of \$65! Just eight friends donating \$5 a mile and you have suddenly raised \$520--nearly enough for both a Fuel Efficient Oven and a Solar Lighting System! Those two tools will mean a family can earn an income and have lights in their home—for the first time ever! Truly, you and your friends have created a Better Future! Make your fund raising goal tangible for what it will mean to a family in Nicaragua. Every dollar donated will make a Better Future!
- You can set your fundraising goal based on specific costs of installing technologies:
 - Family drip irrigation system = \$60,
 - Fuel-Efficient Oven = \$135,
 - Water chlorinator = \$200,
 - Biogas stove = \$225, and
 - Solar Lighting System = \$400.
- We have information on our website about the impact of each <http://eosinternational.org>.
- Post regularly (every 2 - 4 days) on social media with updates on your progress, selfies!, photos, videos, etc. People often need to be exposed to a campaign several times before it sinks in as important to you and then they will give—and your friends & family will be inspired to give more when they see you working to achieve a goal.

Email Draft

Feel free to personalize this email and make them your own. It is designed to make it easier to reach out to your friends and family and ask them to join you.

[INSERT DATE]

Dear [INSERT NAME],

I hope this e-mail finds you well. I have been spending my time training to run, walk, bike or swim in [INSERT EVENT] on [INSERT EVENT DATE]. I will be running, walking, biking, swimming with Emerging Opportunities for Sustainability (EOS) International, a nonprofit organization that provides appropriate technology to end poverty in the developing world. I am inspired by EOS because [INSERT YOUR THOUGHTS HERE].

I am striving to raise \$[INSERT GOAL] for EOS International. I would really appreciate any contribution you can make toward my goal at [INSERT CROWDRISE URL]. All donations are tax deductible. Your donation will help EOS International provide low-cost, sustainable technology to villages in Nicaragua, the second poorest nation in the western hemisphere. These products include drip irrigation systems, biogas stoves, fuel-efficient barrel ovens, solar electric systems, and water chlorination systems that generate income and improve health, while protecting the environment. EOS International strives to use appropriate technology to help families lift themselves out of poverty.

EOS has helped over 240,000 Nicaraguans since 2008 and they intend to reach 500,000 by 2018. Just \$60 buys a family a drip irrigation system so they can raise crops during the dry season, giving them both increased food security and income opportunities. A community of 500 has access to clean, safe water for just \$200. Money goes so much farther there.

Please consider any help you can give to this cause at [INSERT CROWDRISE URL]. Or join my team in the race! Thank you for your support!

Sincerely,

[INSERT YOUR NAME]

Social Media Post Drafts

“Thanks to you all I have already raised \$[AMOUNT], half of my goal! Thanks to those who donated towards ending poverty in Nicaragua. Can anyone else help me reach my goal? [INSERT CONNECT URL].”

“I ran [NUMBER] miles at [LOCATION] yesterday in preparation for [EVENT]. Don’t I look great in my EOS running shirt? I felt great, partially because I know I’m raising money to help Nicaraguans lift themselves out of poverty. Join me? [INSERT CONNECT URL]. [PHOTO]”

“As I was running today, I realized if ten of my friends each gave \$20, I’d reach my goal of \$400 to pay for two water chlorinators in rural Nicaragua. I smiled when I thought of us together helping 1,000 people have access to clean water. [INSERT CONNECT URL]”

Premiums/Swag

- All participants—enrollment kit (emailed) t-shirt
- \$500 to \$749—Premium logo athletic shirt
- \$750 to \$999— Handmade Fuente de Pino pine needle basket from Nicaragua
- \$1,000 to \$2,499— Handmade Fuente de Pino pine needle basket from Nicaragua filled with your choice of one of the following Nicaraguan Coffee, Chocolate, Cigar or Rum
- \$5,000 and above—trip to Nicaragua to see EOS work in action, The goal is to not have a 5 star experience but to have the Better Future participant experience what their efforts have meant to Nicaraguans.