



Semester Planning

Common Semesterly Activities

Tabling Events: Setting up an informational table in places with high foot traffic. These are usually quicker touch points for awareness and can also be used to recruit pledges.

Social Events: These are more informal events to get like-people together. You might provide conversation prompts, a brief intro into OFTW's work, but overall it should feel less structured, with refreshments.

Talks: A gathering that is structured around a main message, typically regarding extreme poverty or effective giving. The talk could be led by the CL, an aligned faculty member, or a OFTW HQ staff member.

Pledge Drive: This event is transparently intended to - wait for it - drive pledges. You'll likely have your team/volunteers ready to answer questions, walk pledgers through the Donational Platform, handouts and celebratory stickers/photo ops.

1:1 Conversations: Sometimes the best way to spread the word is organically through conversations. One concrete commonality among donors of all causes is that they were asked.

Social Media: Creating a chapter account on Instagram or LinkedIn is a great way to push information to interest peers. Content may include introducing your E-board, sharing upcoming event info, highlighting the problem of extreme poverty (respectfully), showcasing our partner charities, and celebrating pledgers.

Inspiration x Professional Progression

Guiding Questions

- How did One for the World catch your attention? Is a version of that method replicable?
- What skills do you hope to build through your position as Chapter Leaders?
 - Consider: sales, marketing, content creation, leadership, event coordination, networking.
- Consider your campus context.
 - Are there existing groups whose values align?
 - Are there all-org events that offer an opportunity to promote OFTW?
 - Where are the best places on campus to table?
 - Are there any faculty members whose course content aligns with social impact?





Semester Planning

Recruiting a Team

List the strengths you/your team already has.

List the skill gaps you want to fill to round out your team.

Consider people you already know that might be interested in joining your team.

Are there aligned orgs/groups on campus that you could recruit from?

Relevant Chapter Hub Resources

- ★ [Recruit a co-leader](#) [Team Management]
- ★ [Recruiting an Executive Board](#) [Team Management]
- 🌀 [General Recruiting Strategies](#) [Team Management]
- ★ [How to be an Effective Leader](#) [Team Management]
- ★ [Onboarding](#) [Team Management]

🌀 Must read!

★ OFTW Fave!





Semester Planning

Spreading the Word Early

Find out when an Activities Fair will be held, and how to get involved.

Decide if you want to host a kick-off event, and what it might look like.

Choose at least one social media platform and make a plan.

Identify any WhatsApp groups, newsletters or listservs you could leverage to spread awareness.

Relevant Chapter Hub Resources

- ★ [🌀 Setting up Social Media](#) [Team Management]
- 🌀 [Organizing Model](#) [Planning and Strategy]
- 🌀 [How to Run Events](#) [Tabling and Events]
- ★ [🌀 Tabling guide](#) [Tabling and Events]
- [Approaching your Friends](#) [Communication]



Must read!



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Semester Planning

Throughout the Semester

Identify locations and prime times for tabling efforts.

Consider what version of a social event might appeal to your peers (vibe, location, activity).

Brainstorm potential speakers (faculty, friends, OFTW Staff) and themes for talks.

When could you host a pledge drive, and what would that look like?

Relevant Chapter Hub Resources

- ★ [Common Objections to the 1% Pledge](#)
- ★🌀 [Pledge Conversations 101](#) [Communication]
- [Following Up](#) [Communication]
- [Expense Reimbursement](#) [Tabling and Events]
- ★🌀 [Answering Tough Questions](#) [Communication]

🌀 Must read! ★ OFTW Fave!





Semester Planning

Week by Week

Weeks 1-2	
Weeks 3-4	
Weeks 5-6	
Weeks 7-8	
Weeks 9-10	
Weeks 11-12	
Weeks 13-14	
Weeks 15-16	

Spread the Word
Early

Social/Speaker
Events

Pledge Drive or
Pledge Week

Follow-up and
Celebrate

