



PARTICIPANT MANUAL



*Gaining A Glimpse at How the Other Half of
the World Lives*



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\$2 A DAY CHALLENGE

Welcome, from Erin

My name is Erin, and I am one of a handful of nonstudents working with TDC. I've been a part of the team since almost the beginning, and I hope to continue to support students like you for many years to come. As a student who graduated in Spring of 2009, I have seen the evolution of this movement, and I know we're still at the beginning.

The moment I realized how powerful this movement could be was during my junior year. I was one of a small group of students working to create a microfinancial institution (MFI), La Ceiba, which would operate in Honduras. As "just students" we had a hard time being taken seriously. That is, until we used the \$2 a Day Challenge, the event you are participating in, and raised \$6,750 in one week.

This was the start-up capital which let La Ceiba get started. La Ceiba has since gone on to make huge changes in the lives of its clients – a true, meaningful impact – all because we decided to take on the challenge of helping that community.

The \$2 a Day Challenge made me critically reflect on the true impact of the efforts and money I was giving, it fueled my fire to do something, and it provided an opportunity to start conversations about poverty and the solutions I believe will change the world. All of this is part of what makes this experience life-changing, but my moment was when I saw that right then, as a 20-year-old student, my efforts were able to change the world.

You do **not** have to wait to make a difference. We want to help you develop into a more passionate *and effective* leader, or donor, in economic development through this and the other events hosted by TDC. So, on behalf of the TDC team, welcome to the \$2 a Day Challenge!

The manual that follows includes rules, tips, and proven fundraising strategies which have helped past campuses complete a successful event. As you read through, please feel free to ask questions or give suggestions - this is your movement.

Sincerely,

-Erin Kitten

Executive Director, TDC

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Thank you to Rob Legeland for the cover picture, and permission to use his photo found at www.pbase.com/rob_lego/image/93528477

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FAST FACTS:

WHO

TDC is an organization run almost entirely by **students like you**. Students who believe in learning about poverty so we can more effectively work towards ending it. Students who are not waiting to make a difference.

WHAT

The \$2 a Day Challenge is an **experiential learning exercise** which allows students to get a brief glimpse at the complexity of poverty and obstacles faced by the world's poor. Students live on \$2 a day and abide by other rules designed to roughly simulate poverty. They **raise awareness** in their community while **raising money** for any economic development organization they are passionate about.

WHEN

Your campus can take the \$2 a Day Challenge **anytime**.

WHERE

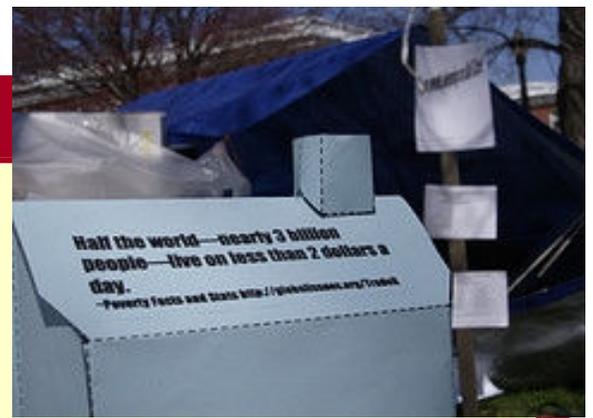
Campuses **all over the nation** are participating. We encourage campuses to create a makeshift shelter in the **center of campus** to increase their ability to raise awareness and funds, and to serve as a place to host dinner discussions.

WHY

Nearly half of the world's population live on less than \$2 a day. Few students can afford to study abroad; the rest are left with films or lectures, which can fall short of creating passion. The \$2 a Day Challenge strives to **provide an accessible, effective tool** for poverty awareness, both with the community at large and deeply within each participant. We give every student the chance to gain a stronger insight, and empathy for the world's poor. By learning about and raising money for one of the organizations making the biggest impact, students can **make a difference, today**.

HOW

Participate in the \$2 a Day Challenge, become your campus's Challenge Leader, or get even more involved by **becoming a TDC Ambassador**. Download the application at www.TwoDollarChallenge.org/ambassador. You can also continue your education by reading the resources and blog on our site, and participating in our other activities throughout the year.



Why Global Poverty?

TDC focuses on Global Poverty because we believe the money and effort we dedicate should make the biggest impact possible. For programs like microfinance, we can help fund a business for \$25 in many countries.



\$2 A DAY CHALLENGE RULES

We recommend spending \$2 a day instead of \$10 at the beginning of the week. Doing this encourages team work among students, builds community, and strengthens dinner discussions.

These rules are not going to truly simulate poverty. Our aim is to start conversations and engender empathy. The limitations of this event are covered more fully on page 7.

Just because you can't consume it doesn't mean you can't use your meal plan. Buy sodas, yogurt, cookies, or anything that can keep for a few days in your room so those meals and your money don't go to waste.

1. All goods and services consumed during the five days must be newly purchased out of your \$2 a day income. These items include, but are not limited to: personal hygiene products, cosmetics, cell phones (pay phones are allowed), and any stored food or drinks. You cannot eat using your meal plan during the event.
2. With a few exceptions, you cannot use any part of the wealth you enjoyed before the week.
3. You must intend to participate all five days and four nights and attend at least two dinner discussions to be considered a participant.
4. Gasoline must come out of your income.
5. Each campus should have a designated water source (or two if it is a large campus). This is your community's well. Water must be fetched from this location and boiled before it can be consumed. You are permitted to use a pan and stove top without charge. You are allowed to bring an appropriate container for boiling water into the simulation.
6. No showers. You can bathe from a public water source (for example, a common sink), however you are not allowed to use the hot water tap. You can use other means to heat water to desired temperature for bathing.
7. Your consumption of electricity should coincide with nature. For example, lights can come on when the sun rises but must go out at sunset.
8. Your consumption of heat will not be constrained. Indoor heating is permitted, as are blankets or sleeping bags.
9. You are allowed two complete outfits of clothing. Both complete outfits must be kept on your possession or at the makeshift shelter for the duration of the week. Layering is encouraged.
10. You can barter for additional goods and services that you wish to consume outside of your \$2 a day income. You must provide a service in exchange for these goods (for example, cleaning a dorm room). You cannot ask friends or family members, but are encouraged to seek out individuals within the larger university community for assistance.
11. Any monetary assistance you receive during the five days must be donated to the cause that your fundraising efforts are going towards.
12. The free food at campus events is off-limits.
13. Unsolicited food donations can be accepted to help facilitate communication with the community, although friends and family should not donate food. If the food is nonperishable the items should be donated to a local shelter or food bank.

Exemptions

1. Gasoline consumption for commuter students and those who drive to work or internships.
2. Dependent family members.
3. Consumption of all health related goods and services.
4. Uniforms for work or extracurricular activities.

CODE OF CONDUCT



The \$2 a Day Challenge is an educational exercise designed to aid in the transformation of a student into an advocate for the poor. Participants are expected to act in a respectful manner at all times and strive to spread awareness and inspire activism. By taking part in the \$2 a Day Challenge, a participant becomes a liaison for those living in poverty around the world as well as a representative of the organizations which partner with TDC. Below we have outlined a Code of Conduct to act as a guideline for behavior in situations that may arise during the week. Mostly, though, we ask that you act in a respectful and sensitive manner throughout the week.

- As students representing an educational program and the organization you are fundraising for, **stealing absolutely cannot be tolerated.**
- All University rules must be followed.
- Those who participate in the \$2 a Day Challenge will face physical and emotional hardships, but they are still expected to participate in all class work and assignments.
- Begging from local businesses and others is allowed, but you must beg first and explain the Challenge later. By begging a participant experiences the emotional process involved. After this initial exposure, explaining the program provides an opportunity to spread awareness of world poverty and economic development, and for the donor to rescind their donation if they wish.
- At all times participants must respect those nearby who are truly in need. If at any time those in the \$2 a Day Challenge are using resources which are valuable for indigent residents in the area this action must be re-evaluated.
- This week is largely an exposure of contrasts between our daily life within and outside the exercise. You control how dedicated you are and how much you get out of it.
- Our logos are available for use in any promotions, events, t-shirts, or anything else you need. Use our program to raise money for your cause, and keep us in the loop.

There are so many moments where each person can choose to break a rule – take a sip from a water fountain, turn on a light after sunset, or use your cell phone. In those moments, you must decide whether to adhere, bend, or break a rule. Whatever your decision, in these moments we hope you recognize that you have a choice. For nearly half the world's population there is no choice, there is no immediate exit. This is not about strict adherence to the rules, it is about gaining awareness for yourself.

We want to see your pictures, hear your stories, and know how much you raised for your passion! Contact your TDC Ambassador directly, or the whole team at TwoDollarChallenge@gmail.com



Dr. Humphrey, Founder of TDC, shakes hands with Selma as she receives her first loan from the microfinancial institution founded by students at the University of Mary Washington. La Ceiba, the MFI mentioned, received the start-up capital through participation in the \$2 a Day Challenge.



MAKESHIFT SHELTERS



A makeshift shelter is a great opportunity to build a community between participants as well as gain high visibility on your campus. Though it is an optional part of the \$2 a Day Challenge, it is highly recommended.

Not every campus can have a shelter but, if you can, it can add a lot to your \$2 a Day Challenge. By setting up in the middle of campus, everyone who walks past learns about world poverty, and you can easily engage them in a conversation about your cause. It also provides a place to congregate for both formal and informal night discussions.

If having a makeshift shelter is unsafe or unfeasible, try making a temporary structure and leave informative flyers or other signs, like the one above, for curious students. You can still have participants there during the day, and choose a strategic meeting place for your dinner discussion to increase visibility and awareness.

Even if your campus has a shelter, sleeping there is optional for each individual. You can choose to continue to live in your dormitory room for the entire length of the project, or move back and forth between residing in the shelter and your dorm. Staying outside even one night opens your eyes to additional difficulties faced by the poor and builds community among participants. It is also a great place to be during the day for additional fundraising.



You have to work with your university to ensure that the shelter is a successful and positive experience for all those involved. You may have to reserve the location, talk with the grounds staff, and ensure the security on your campus is aware of the \$2 a Day Challenge. For safety, at least one person outside must have a cell phone, and participants are encouraged not to leave valuables unattended.



OUR LIMITATIONS



The \$2 a Day Challenge strives to provide an approximation of living in poverty. This experience is a personal journey, and a first step to getting involved by raising awareness and funds. It has numerous imperfections, some of which are outlined here.

- We are in a stable society.
Even while attempting to experience the obstacles of poverty, participants can expect relative safety. There are no hordes of bandits roaming across campus, and there is continuous access to campus security. On a larger scale, there is no threat of political upheaval, and we can trust those in authority to provide support. Those assigned to protect us will do so, they will not become the predators themselves. There are no impromptu checkpoints with university officials coercing bribes from participants.
- Participants still have access to a wealth of resources.
Participants can retreat to the comfort of dorms during inclement weather. We have continued access to health-care, including immediate emergency services and follow-up care. Our environment is mostly disease free with no threat of malaria or water-borne diseases; boiling water before consumption is a rule, not a life or death action.
- We know there is an end just around the corner.
At some point during the week every participant thinks something along the lines of, “Just two more days.” This provides the comfort we crave and allows us to more easily continue during the Challenge. This is often one of the most profound realizations, those living in poverty do not have this end date. This is why the experience works; it ignites the passion to do something.

Although the \$2 a Day Challenge only gives a glimpse of poverty, it is still a moving experience.

We believe that the \$2 a Day Challenge offers students a starting point in learning about the harsh realities of poverty. We hope that each participant feels a stronger desire, a need, to get more involved and change the world because of their participation. As participants, we are aware of the shortcomings and realize that the glimpse we can gain is still a moving experience, and is worth the effort.

Participants should be ready to explain the \$2 statistic. In 2007 the World Bank said that nearly half of the world's population lives on \$2 a day, taking into account Purchasing Power Parity. When the World Bank says \$2, they are referring to the basket of goods that can be bought with \$2 in the U.S.

Students at Mary Washington constructed a structure (below) which mimicked the living spaces of their partnered community in Honduras (right). This served to raise awareness about the true conditions and where the money raised was going.





We are working to bring similar opportunities to both of these girls. Although from different worlds they should both have the chance at survival, at basic creature comforts, and at an education.



What to Include in Your Letter:

- Discuss TDC and the purpose of the \$2 a Day Challenge.
- Why you, personally, are participating.
- Your fundraising goal, and how you plan to reach it.
- A link to the blog you'll be keeping during the week.
- A "thank you" message.
- Describe how to make a donation (by mailing a donation or going online—include the web address)

Who to send the letter to:

1. Your personal address list (holiday list, party list, etc.)
2. Your personal circle of influence (doctor, lawyer, dry cleaners, hairdresser, grocery store manager, restaurant that you frequent, etc.)
3. Anyone within your community.

Sample Letter

Dear Friends and Family,

This year I am part of a group of students participating in a new program called the \$2 a Day Challenge. For one week, from <FILL IN DATES>, I will be living on two dollars a day for all of my food, hygiene products, and anything else I need. I will also be living by other rules, which are designed to simulate poverty and help me gain a glimpse at how nearly half of the world's population lives. This is an awareness and fundraising tool; all the funds raised this year will go towards <NAME OF ORGANIZATION> an organization which addresses <CAUSE.>

<ELABORATE ON WHY YOU CHOSE THAT ORGANIZATION>

I am writing to request your financial support. Although we hope to reach our fundraising goal of <INSERT GOAL>, you can help in other ways. Join us in restricting your budget for the week to raise awareness of world poverty and the organizations which are working towards a solution.

Please call or email me at <Your Contact Information> for more information.

Any donation is appreciated. <IF POSSIBLE, LIST WHAT A FEW SMALLER DONATIONS WILL BUY THROUGH YOUR ORGANIZATION>.

Thank you for your consideration!

<Name>



To read blogs and quotes from some of our past participants explore the “\$2 a Day Challenge” Tab of the website!

This is Selma in front of her bodega. Funds raised through the \$2 a Day Challenge allowed her access to a small loan which she has turned into a business for her family.

Fundraising Ideas

- Letter Writing Campaign
See the previous page for tips on writing an effective fundraising letter.
- Email Campaign
Similar to a letter writing campaign. A great way to send a reminder, and by including a link you make donating even easier.
- Sell T-Shirts
If you order early enough we can ship TDC t-shirts both for participants and to sell on campus. Lehigh University raised money for their cause in 2009 by having a registration fee of \$10 for each participant.
- Approach Nearby Businesses
Larger businesses have community grants. Smaller businesses can often donate something in-kind which you can raffle.



This is similar to a phone-a-thon, but more intense. Participants gather and contact every person they have in their phones, email, Facebook, and IM. This is particularly effective after the week if you have not yet reached your financial goal.

- Raffle, Bake Sale, Poker Tournament, etc.
Think about everything you can do on campus to raise money. In the past we have sold coffee and hot chocolate outside of school sports games. If you have any ideas, feel free to tell us about them, and we may be able to feature it on the site!
- Raising Funds at the Make-Shift Shelter
If your campus has a shelter it is a great way to speak with everyone in your community about world poverty and the solution for which you are raising funds. People will often donate during those conversations.
- Begging and Bartering
Please read about the guidelines for begging in our Code of Conduct. All money raised must go towards your selected cause.
- Collect-a-thon

Getting the Word Out

There are many ways to get the word out about your campus and your economic development organization. See your campus leader for more resources including sample press releases and flyers. In the meantime here are some ideas to help get your creative juices flowing.

- Contact all the professors in related fields and ask them to tell students about the \$2 a Day Challenge.
- Send Press Releases to your school, local, and regional newspapers with contact information.
- Write a letter to the editor about any activities you’ll be hosting on campus.
- Advertise through flyers, sidewalk chalk, and handing out brochures at any events.
- During the week, maintain blogs, take pictures and video, and document the week! Send everyone the link to your blog so they can follow your journey throughout the week.
- Write to a local politician and ask them for a letter of support.



Name: _____ Email: _____

School: _____ Phone: _____

Total Amount Raised: _____

TDC - \$2 a Day Challenge
[Dates and University]

Money raised will be donated to [name of organization and one sentence description on the problem that organization tries to alleviate]

Sponsorship Form

Name (please print)	Amount Sponsored	Email Address	Phone Number	Tax Receipt Y/N

**Make checks payable to [name of organization]*