



## JOKE-HA-THON HOW-TO GUIDE

Between **April Fool's Day** and **Red Nose Day on May 27**, students will use the power of humor and their own voices to raise money to support children who are most in need in the US and around the world — and raise some spirits too!

There are millions of children living in poverty, deprived of the basic needs required to survive and thrive. Even though they're young, your students can support other children just like them by raising money to help.

### Where to Joke-Ha-Thon

**Virtually:** Students will share their best jokes during a virtual class comedy show, inviting parents to donate what they can to attend the show.

**In School:** If you're lucky enough to be in school together you can have your comedy show in person; kids and parents will donate to support the cause.

**Unable to host a show?** This is your chance to be creative and make your own Joke-Ha-Thon! Some schools shared jokes during morning announcements or made joke books. When it comes to helping others, anything that can give a good laugh is fair game!

### Joke-Ha-Thon Step By Step

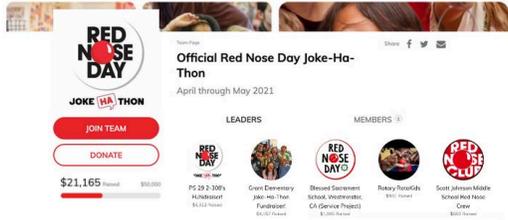
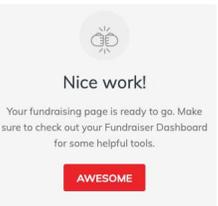
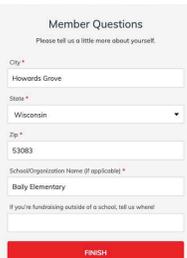
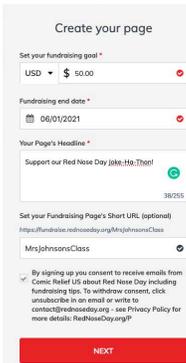
1. Download the **all-in-one Toolkit**. It includes instructions, a joke-writing lesson by Scholastic, a list of jokes, decorations, and more at [RedNoseDay.org/JokeHaThon](https://RedNoseDay.org/JokeHaThon)
2. Set up your fundraising page to join the Joke-Ha-Thon team at [Fundraise.RedNoseDay.org/JoinJokeHaThon2021](https://Fundraise.RedNoseDay.org/JoinJokeHaThon2021)
3. Have your kids write, memorize and practice their jokes and plan their show
4. It's showtime! Your budding comedians will share their jokes in your virtual comedy show, inviting parents to attend and donate what they can. Or if you're in school, host your in-person show where kids and parents donate to support the cause.

# HOW TO CREATE YOUR FUNDRAISING PAGE

## 1. Join the Team

Go to [Fundraise.RedNoseDay.org/JoinJokeHaThon2021](https://Fundraise.RedNoseDay.org/JoinJokeHaThon2021) and click on the red **“Join Team”** button (it's under the Joke-Ha-Thon logo).

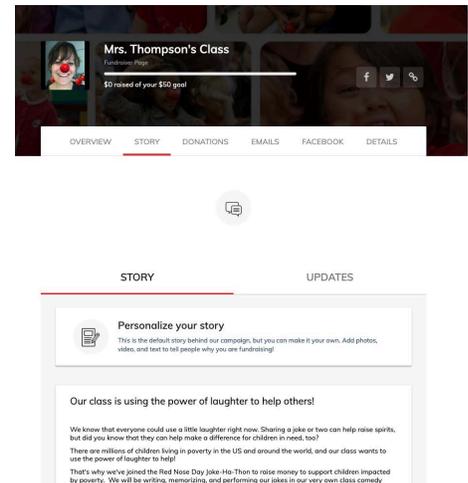
Follow the 4 super easy steps to create your page, set a fundraising goal, select a photo, and tell us where your school is located.



## 2. Personalize your fundraiser

Click on the **“Manage”** button on the top right corner of your fundraising page — this will open your **Dashboard**.

Here, you can change your main page story (or just use the text we've provided), customize email templates, change your goal, track donations and more.



## 3. Share!

Share the link to your fundraising page with parents and friends, inviting them to donate! You can use the email copy provided in your **Dashboard** or write your own.

Reach more people by **sharing your fundraiser on Facebook!** The dollars raised on your fundraising page and on Facebook will automatically be synced, too! **You'll find the instructions on how to post on Facebook in your Dashboard.**

Can't find your fundraising page link? You can simply cut and paste the URL from the navigation bar or find it in the **“Details”** section on the **Dashboard**.

Have a question? Email us at: [Contact@RedNoseDay.org](mailto:Contact@RedNoseDay.org)

# JOKE-HA-THON TOOLKIT

The **Toolkit** provides lots of resources - pick and choose what works for you!

- Students can write their own jokes, pick from the **Joke List** or use an old favorite
- You can use the **Scholastic lesson plan** to help students explore joke-writing while building literacy skills (Grades 2-5)
- Use the **Red Nose Day Facts & Stats** and **Reading Passages** to help your kids understand how poverty impacts children and how the money they raise will help
- Have students practice their jokes with each other virtually or in person
- Use the **decorations and virtual backgrounds** to spice up your fundraiser
- Share details about your fundraiser with parents and include a link to your fundraising page (the toolkit includes **email copy** that you can customize)

**Hunger in Missouri**  
Filling backpacks and hungry tummies

**LESSON: Literacy, Empathy, and Humor**  
Harness the power of humor to build students' literacy skills while exploring how comedy and creativity can make a difference.

**JOKE LIST**  
Borrow One of These or Write Your Own!

**Red Nose Day**  
Help Children in Need  
Buy a Nose  
Move On

Visit [RedNoseDay.org/JokeHaThon](https://RedNoseDay.org/JokeHaThon) to download the full Toolkit

Have a question? Email us at: [Contact@RedNoseDay.org](mailto:Contact@RedNoseDay.org)

# EMAIL & SOCIAL MEDIA COPY

## Email Copy

*Customize this copy and send to parents with instructions on how to support your class fundraiser.*

Dear Parents,

We know that everyone could use a little laughter right now. Sharing a joke or two can help raise spirits, but did you know that they can help make a difference for children in need, too?

There are millions of children living in poverty in the US and around the world, and our class wants to use the power of laughter to help!

That's why we've joined the Red Nose Day Joke-Ha-Thon to raise money to support children impacted by poverty. We will be writing, memorizing, and performing our jokes in our very own class comedy show, spreading some much-needed joy while helping others!

### Here's how you can support our fundraiser:

- Save the date! Our comedy show will take place on **[insert date - include time if virtual]**
- Help your child practice their jokes — everyone needs an audience!
- If you're able, donate to support our fundraiser to help children who need it most **[insert link to fundraising page]**

### Even a small amount can make a world of difference for a child in need:

- \$1 can provide nutritious food for a child
- \$3 can buy a warm, clean blanket for a young person facing homelessness
- \$5 can provide a child with remote or online homework help and mentoring
- \$5 can help pay for medical supplies for a doctor's visit on a mobile clinic

Thank you for helping us end the school year on a happy note with this uplifting and meaningful project!

Noses On!

## Sample Social Media Copy

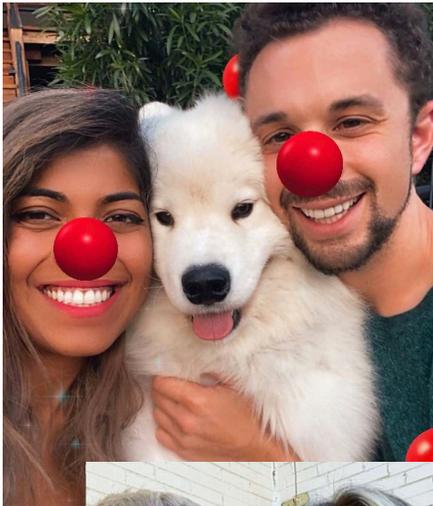
Did you know that laughter can help others? My students do! They're telling jokes and using the power of their voices to raise money for @RedNoseDayUSA. The money they raise will help children living in poverty in the US and around the world. Support us by donating at **[insert link to fundraising page]**. #JokeHaThon

## HOW TO GET DIGITAL RED NOSES

To prevent the spread of COVID-19, we are partnering again with Walgreens to make this year's Red Nose a digital experience for all to share on social media. That way we can continue to stay safe and still help the children impacted by this crisis who need us now more than ever.

Starting in April all donations to Red Nose Day will unlock the official digital nose. That means anyone who donates to your online fundraiser will receive their very own Red Nose. **Donors should check their donation receipt for instructions on how to download their Nose filter.**

We encourage parents to post a selfie with their kids to show their support, like the Red Nose Day fans below!



# RED NOSE DAY FACTS & STATS

## Red Nose Day's Impact

- The money your students raise will help children living in poverty in the US and around the world.
- Red Nose Day provides grants to a range of nonprofit partners.
- **Half the money raised stays in the US**, supporting programs across all 50 states and Puerto Rico
- The other half supports programs in some of the poorest communities in over 30 countries across Latin America, Africa, and Asia.
- Red Nose Day grants support programs that address both the immediate needs of children living in low-income communities and foster long-term change — to break the cycle of poverty.
- In its first six years, Red Nose Day has raised more than \$240 million and positively impacted the lives of over 25 million children, and helped to provide:
  - Over 42 million meals to hungry American children
  - Educational support for over 2.1 million children
  - Care for over 130,000 homeless children
  - Increased access to basic health services for 23 million children
  - Life-saving vaccines provided to over 11 million children

## Even Small Donations Can Make a Big Difference

- **\$1** can help provide at least **10 meals** for kids and families
- **\$3** can buy a warm, clean, comforting **blanket for a young person facing homelessness** who is coming in from the cold
- **\$4** can buy a **mosquito net to protect a mother and her baby** from contracting life-threatening malaria while they sleep
- **\$4** can **ensure water quality** monitoring for 30 school children (internationally)
- **\$5** can provide a child in need with **remote or online homework help** and mentoring
- **\$5** can help pay for **medical supplies for a doctor's visit** on a mobile clinic
- **\$5** can provide a nutritious **breakfast and lunch for a child who usually relies on school for food**
- **\$20** can **fill a refugee child's backpack with school supplies**, helping them succeed in the classroom
- **\$20** can provide storybooks and colorful, fun **learning materials** for a preschool classroom to foster children's literacy and social-emotional development
- **\$25** can provide **formula for an infant** for one week
- **\$50** can provide **technology resources** (like WiFi hot spots and tablets) for a preschooler and their family living in poverty to participate in **distanced learning**

To learn more about how Red Nose Day helps visit [RedNoseDay.org/Impact](https://RedNoseDay.org/Impact)

## **Key Facts About Child Poverty**

- In the US, almost 11 million children – nearly 1 in 7 – live in families with incomes below the federal poverty threshold.
- Globally, about 1 billion children are multi-dimensionally poor and deprived of one or more basic needs, e.g., food, shelter, safe drinking water, sanitation, basic medical care or education.
- Globally, about 265 million children and adolescents do not have the opportunity to enter or complete school.

## **About Red Nose Day**

- Red Nose Day is a year-round campaign with the mission to end child poverty.
- Through the power of entertainment, Red Nose Day raises money and awareness to ensure children are safe, healthy, educated and empowered in the US and around the world.
- In its first six years, Red Nose Day has raised more than \$240 million and positively impacted the lives of over 25 million children.
- Money raised support programs that ensure children facing the toughest of circumstances are safe, healthy, educated, and empowered.
- The iconic Red Nose is the symbol for Red Nose Day around the world. It's simple and universal—wearing a Red Nose is fun and playful and helps break through barriers and create special connections for people to come together.
- Red Nose Day in the United States is a program of Comic Relief US, a 501(c)(3) nonprofit organization.
- To learn more, visit [RedNoseDay.org](https://www.RedNoseDay.org)