

S.M.I.L.E. PROGRAM



We believe in the power of **YOUTH** to make a positive difference in the lives of children born with cleft conditions all over the world. That's why we've created the **S.M.I.L.E.** (**S**tudent **M**ovement **I**mpacting **L**ives **E**verywhere) Program! Through **S.M.I.L.E.**, we challenge your club to set and achieve your collective awareness and fundraising goals and further your compassion and commitment towards our cause. Along the way your team will gain valuable leadership skills, volunteer hours and experience for your future career aspirations!



It's as Easy as 1,2,3...

There are 3 levels of club engagement - **Smirk, Grin and Smile**. Complete steps 1-3, raising funds for at least 3 new smiles, and your club will be deemed a Smirk Club. Complete Steps 1-5, raising funds for at least 5 new smiles and your club will be deemed a Grin Club. Complete Steps 1-7, raising funds for at least 10 smiles and your club will be deemed a Smile Club!

Remember that no matter what level your club reaches by the end of the school year, everyone is helping Operation Smile **change and heal the world - one smile at a time**.

To recognize everyone's amazing efforts, Operation Smile Canada will celebrate all efforts based on the corresponding club engagement levels (see page 3 for more details).

S.M.I.L.E. STEPS



SMIRK
\$720+



GRIN
\$1,200+



SMILE
\$2,400+

- | | | | | |
|-----|---|---|---|---|
| 1. | Form and Register your Operation Smile Club. Submit your Club's Photo Release Form & Student Partner Pledge to us via email.* Set up your Club's Online Fundraising Page.** Conduct a brand orientation session with club members. | ✓ | ✓ | ✓ |
| 2. | Create at least one social media account (Twitter, Facebook, Instagram, Snapchat, etc.) for your school's Operation Smile Club and post on a regular basis to help promote your events and raise awareness. | ✓ | ✓ | ✓ |
| 3. | Take part in our BE CHANGEMAKERS Campaign and our Longest Day of SMILES Campaign.*** | ✓ | ✓ | ✓ |
| 4. | Host your own signature awareness event to help get the word out about Operation Smile. | | ✓ | ✓ |
| 5. | Organize at least one festive or school spirit-related fundraiser (winter holiday, Valentine's Day, pep rally, sporting event, etc.). | | ✓ | ✓ |
| 6. | Deliver at least one presentation to a class, student council, another club, your entire school or a community group to help raise awareness about Operation Smile. | | | ✓ |
| 7. | Team up with another social justice or health related club to host a joint-fundraiser/education/awareness event. | | | ✓ |
| 8. | Provide new smiles for at least 3 children we serve. (\$720) | ✓ | | |
| 9. | Provide new smiles for at least 5 children we serve. (\$1,200) | | ✓ | |
| 10. | Provide new smiles for at least 10 children we serve. (\$2,400+) | | | ✓ |

*The Club Photo Release form and Student Partner Pledge are emailed to all clubs at the beginning of the school year by Student Programs Staff and can be re-sent to your team by request ([email ca-students@operationsmile.org](mailto:ca-students@operationsmile.org)).

Each club should only have one online fundraising page. The President or Treasurer of the club should be responsible for creating and maintaining their team page. ***BE CHANGEMAKERS** is a four week fundraising campaign that takes place in the Fall and **Longest Day of SMILES** is a fundraising & awareness campaign that takes place in the Spring. Details to follow.

OUR COMMITMENT TO YOU



SMIRK

- A personalized thank-you certificate
- A special keepsake from one of our medical missions
- A noteworthy club feature on our Operation Smile Canada social media channels
- 15 volunteer hours for every active club member

GRIN

- A personalized thank-you certificate
- A special keepsake from one of our medical missions
- A noteworthy club feature on our Operation Smile Canada social media channels
- 20 volunteer hours for every active club member

SMILE

- A personalized thank-you certificate
- A special keepsake from one of our medical missions
- A noteworthy club feature on our Operation Smile Canada social media channels
- 25 volunteer hours for every active club member

We know your club works hard to raise awareness and fundraise to provide new smiles to the children we serve. We want to recognize your efforts as a way of saying thank-you for your club's ongoing support!
We truly can't help as many children as we do without your team's incredible efforts!

Please note that club's fundraising contributions must be received by Operation Smile Canada before the end of the school year (specific deadlines will be communicated upon registration). Remember, we are here to help! If you have any questions at all about our **S.M.I.L.E. Program or need assistance, please contact us at **(647) 952-8050** or **ca-students@operationsmile.org**.*