



FUNDRAISING WITH ISL POINTS

ISL POINTS

WHAT IS IT?

“ISL Points” is a fundraising system designed to help you pay for your program cost and to help us reach your peers. Participants select **engagement actions** that build “points.” Those points can be redeemed for discounts toward your program cost!

WHO CAN PARTICIPATE?

Fundraising is hard. We want to do everything possible to make sure that anyone can volunteer and serve with us. This system is structured for any registered volunteer who needs help fundraising. All participants have the opportunity to earn up to 10% off the cost of their program in exchange for helping us with marketing and outreach efforts!

HOW DOES IT WORK?

Below is a list of tasks we need help with. Each one of these tasks has a specific point value assigned to them. If you participate and complete enough of the actions to accrue 100 points, we will give you 5% off your program cost. If you accrue 200 points, you will receive 10% off your program cost!



HOW IT WORKS

HERE'S HOW IT WORKS:

Step One: Plan

Look through the list of our engagement actions and choose a combination that will get you to 100 or 200 points. Many of these actions can be done at the same time (i.e. tabling and email sign-ups)!

Step Two: Take Action

Before you complete an engagement action, make sure you read the instructions below to ensure you qualify to earn the points. Then, begin fundraising!

Step Three: Documentation

Each engagement action details a specific documentation process. Documentation often takes the form of a screenshot or a photo. Please note that some of the engagement actions require prior contact with an ISL staff member.

Step Four: Submit Your Report

After you have completed and documented *all* of your actions, go to the [ISL Points Report](#) on ISL's website under "Funding Your Trip." You will upload your photos and screenshots to verify the actions you have completed. Once we review the report, we will apply your discount directly to your account!



ENGAGEMENT ACTIONS

MEDIA & OUTREACH ENGAGEMENT ACTIONS

ACTION: Post about us on Instagram, Facebook, Twitter, etc.

POINTS: 10 points per post

FREQUENCY: Up to 3x (each on a different platform)

INSTRUCTIONS: Introduce your friends to International Service Learning via your social media platforms! Make a post about ISL and tag us. You can post about your upcoming trip and share a short sentence about who we are and what we do. You are also free to repost one of ISL's social media posts and tag us.

Example caption: "Hello everyone! I will be leaving soon to volunteer with International Service Learning! I will be working alongside local medical professionals to provide health services in under-resourced communities in {{country}}. I am so excited for my upcoming trip! @ISLonline"

DOCUMENTATION: Tag ISL's social media handle on your post and take a screenshot of the post to upload to your report. The post(s) will be verified at the time of redemption. For more details on social media engagement, refer to the section "Social Media & Promotion" below.

ACTION: Collect email sign-ups

POINTS: 1 point per email address

FREQUENCY: Unlimited

INSTRUCTIONS: When you tell people about your trip, collect their email addresses! Email sign-ups are a great way to connect your friends with ISL. You may collect these emails on a sign-up form that you make, but you must submit an Excel spreadsheet for point redemption. This action goes well with our other outreach actions! Contact Dana LeRoy at dana@islonline.org for more information.

DOCUMENTATION: Upload the spreadsheet to the report. You will not get credit for incorrectly entered emails or repeated emails within our database (i.e. emails we already have).



ENGAGEMENT ACTIONS

MEDIA & OUTREACH ENGAGEMENT ACTIONS (continued)

ACTION: Represent ISL at a school fair or conference

POINTS: 100 (+20 additional points available)**

FREQUENCY: Unlimited

INSTRUCTIONS: Register for any volunteer, travel, or internship fair and spend the length of the event at a table representing ISL. We will be happy to cover any registration fees and send you promotional materials to decorate your table and to hand out. Collect email sign-ups and gain extra points! Contact Katrina Ulnick at katrina@islonline.org prior to the event to finalize planning.

DOCUMENTATION: Take a photo of yourself at the table and provide verification from a staff member or event organizer.

ACTION: School tabling

POINTS: 30 (+20 additional points available)**

FREQUENCY: 2x

INSTRUCTIONS: Set up an informational table in a student common area and tell people about ISL. Hand out brochures and materials and get email sign-ups to gain extra points! Contact Katrina Ulnick at katrina@islonline.org to request materials.

DOCUMENTATION: Take a photo of yourself at the table and provide verification from a staff member or building manager.

** Receive 20 additional points for sharing your “documentation” photo on one or more of your social media platforms the day of the event. Make sure to tag @ISLonline and list this on your report!



ENGAGEMENT ACTIONS

MEDIA & OUTREACH ENGAGEMENT ACTIONS (continued)

ACTION: Give a presentation to a class or a student group

POINTS: 50

FREQUENCY: Unlimited

INSTRUCTIONS: Do you have a class of interested peers?

Ask your professor if you can give a 5-minute presentation on your upcoming ISL trip! Use this opportunity to collect emails, as well, and earn more points. Email Katrina Ulnick at katrina@islonline.org if you would like our official ISL Powerpoint.

DOCUMENTATION: Have someone take a photo of you giving the presentation and/or get a confirmation from your professor to upload in your report.

ACTION: Spread ISL to a club/organization/group

POINTS: 50 points for connecting us to a club/organization/group that has interest in traveling with ISL; 100 points if the interest turns into a customized program!

FREQUENCY: Unlimited

INSTRUCTIONS: Do you know of a club, organization, or group that would benefit from ISL programming (American Medical Student Association, Student Christian Medical Association, National Student Nursing Association, etc)? If you can connect a club leader with us who has genuine interest in his or her club travelling with ISL, it is worth 50 points. If they create a team, it's worth 100 points—that's 5% off your program cost!

DOCUMENTATION: Have the club leader fill out our Partnership Interest Form here: www.islonline.org/partnership-interest-form/. On your report, note the name of your contact, the name of the club, and your contact's email, so we can verify your referral.



ALUMNI ENGAGEMENT ACTIONS

ALUMNI ENGAGEMENT ACTIONS

If you have traveled with us previously, you have the opportunity to complete these additional actions to build points!

ACTION: Send us your photos

POINTS: 5 points per quality photo (maximum 70 pts)

FREQUENCY: maximum of 14 quality photos

INSTRUCTIONS: If you have photos from a past ISL program, send Dana LeRoy at dana@islonline.org up to 30 of them for review. We will decide how many we can use, and you will get credited accordingly for up to 14 of your photos. We are only able to accept high resolution photos that adhere to our defined media policy. Photos taken with a DSLR camera are more likely to be approved.

DOCUMENTATION: Use Dana LeRoy as a reference. Be sure to claim the action on your report.

ACTION: Review ISL

POINTS: 30 points per platform

FREQUENCY: Unlimited; 1 review per platform

INSTRUCTIONS: Review your experience with ISL on any of the following sites: Go Overseas, GoAbroad, Volunteer Forever, Facebook, Google, LinkedIn, etc. If you would like to review us on a site other than those listed above, contact Dana LeRoy at dana@islonline.org.

DOCUMENTATION: Take a screenshot of your published review(s) to upload to your report.



ALUMNI ENGAGEMENT ACTIONS

ALUMNI ENGAGEMENT ACTIONS (continued)

ACTION: Testimonial or blog post

POINTS: 20 points for a testimonial; 40 for longer blog post

FREQUENCY: 1

INSTRUCTIONS: Fill out our Story Submission form here: www.islonline.org/story-submissions/. Be sure the submission is either a one paragraph testimonial about a past trip (worth 20 points) or a 500-word blog post about how your ISL experience impacted you (worth 40 points).

DOCUMENTATION: Your testimonial or blog will be reviewed upon submission. Make sure to still claim this action on your report!

ACTION: Post a photo from your past ISL trip on Instagram, Facebook, or Twitter

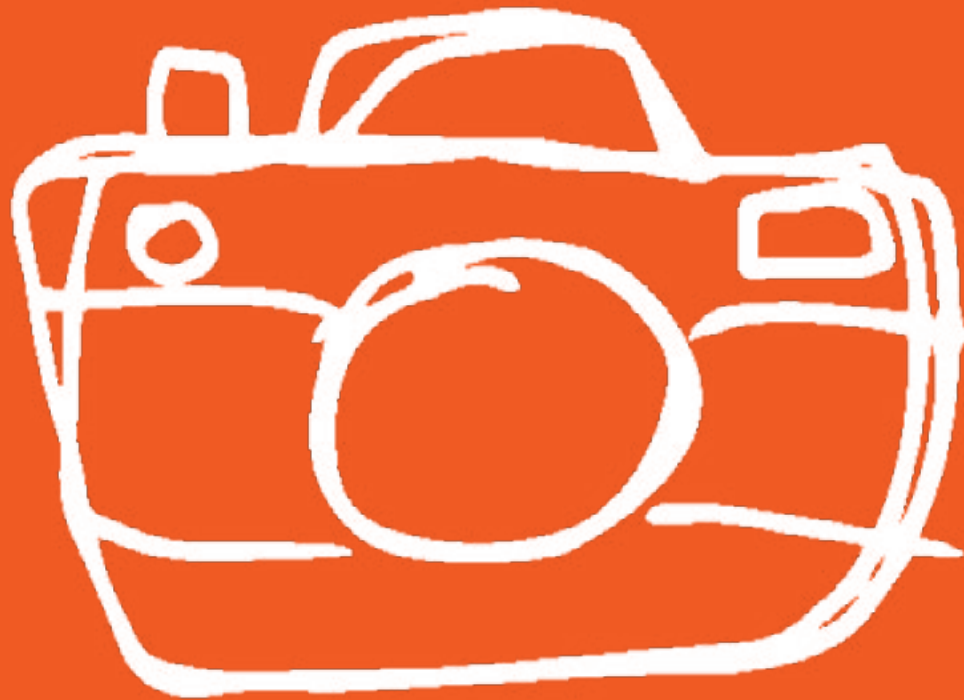
POINTS: 10 points per post

FREQUENCY: Up to 3 posts (each on a different platforms)

INSTRUCTIONS: Remind your friends of your previous ISL program on your social media platforms! Post a photo from your past ISL program, write a sentence or two about what you did on your program and why it was great, and tag us.

Example caption: “My trip to Belize last March was unforgettable! Experiencing the villages and towns with the leaders who were actually from the area really made it that much more personal! I learned so much from my time volunteering with ISL, and I am excited to announce that I will be traveling with them again, this time to Peru!”

DOCUMENTATION: Tag ISL’s social media handle on your post and take a screenshot of the post to upload to your report. The post(s) will be verified at the time of redemption. For more details on social media engagement, refer to the section “Social Media & Promotion” below.



SOCIAL MEDIA & PROMOTION

SOCIAL MEDIA & PROMOTION

Always tag us—especially when you are sharing your ISL experiences with your friends on social media! We love to read these stories and share/repost them on our official ISL account to spread it to the whole ISL community.

    ISLonline

We have the same social media handle on all platforms. Find us on [Facebook](#), [Instagram](#), [Pinterest](#), and [Twitter](#)!

SOME PHOTOGRAPHY GUIDELINES

- Don't take or use photos or videos of patients during intake interviews, exams, diagnosis, treatment, or any clinical setting. All ISL patients are afforded the same rights as patients would be afforded in the U.S., without exploitation or invasion of privacy.
- Always receive prior consent before taking photos and video in ISL partner communities. Verbal approval is acceptable except in medical/clinical settings. Photos of children require the verbal consent of a parent or guardian.
- During non-clinical ISL events (spending time with the children, playing games, celebrations, etc), photos and video can be taken with and of participating individuals with their verbal consent.

MEDIA RELEASE

By participating in ISL Points, you are agreeing to give International Service Learning permission to use all promotional material, testimonies, media, etc. that come from your engagement actions.



TERMS OF COMPENSATION

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- Engagement actions must be documented in their respective format to receive Points.
- The ISL Points Report with a list of all actions, points to be redeemed, and verification must be submitted 30 days prior to your departure date to receive your fundraising discount.
- Only 1 CAP Code can be applied per volunteer participating in ISL Points (Ambassadors credit terms of condition still apply).
- Engagement actions must be completed towards the fundraising of a single specific trip. The points gained from such actions must be redeemed and the discount must be applied to that respective trip.
- From the time the report is submitted, your earned points are valid for compensation for one calendar year.

QUESTIONS OR CONCERNS?

If you have any questions regarding fundraising, contact Dana LeRoy at dana@islonline.org.