

Dodge Malaria!

A Toolkit to Get the Game Going!



If you can dodge a ball, you can dodge malaria.



What you can get out of this guidebook.

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Dodgeball. It's intense. It's fun. It's life-saving?
With a Dodge Malaria! dodgeball tournament, you can harness the power of a throw and aim it at malaria to make malaria NO MORE.

YOUR MOTIVATION:

If we can put an end to malaria deaths, Africa's GDP will increase by about \$ 12 BILLION! Think about all the jobs, progress and development that will be possible!

Unlike many serious diseases, malaria is both **preventable and treatable**.

Malaria has been **eradicated from the United States for over 50 years**.

One of the Millennium Development Goals is a commitment to combating HIV/AIDS, malaria and other diseases. These were agreed upon by the United Nations and governments around the world.

Malaria **infects more than 250 million** people each year.

Malaria **kills more than 3,000 children every day** in Africa, or one child every 45 seconds.

It is the **#1 killer of children under 5** in sub-Saharan Africa.

AND MOST IMPORTANTLY

For just \$10, you can provide a life-saving mosquito net that will protect 2 children from contracting malaria for up to 5 years!



Checklist!



LOGISTICS

Before you begin planning, **find an adult sponsor and get approval from the administration**. Try to ask and answer questions before you present to dispel any doubt. Show that you know what you're talking about. Use a POP (Project on a Page) as a primer for your tourney overview (just like MNM staffers do!). If your administrators are acting stubborn, shoot Malaria No More an e-mail and they'll support you! They'll even send you a net or two! Seriously!



Decide who the tourney is geared towards. Are you holding the event at school? At church/temple/mosque/synagogue/community center/etc? Or without official affiliation and on your own?

Plan the team dynamic. Will teams be scholastic clubs (National Honor Society, Student Government, Save What's Left), sports teams (basketball vs. football vs. wrestling), grades, etc.?

Please feel free to use the Deerfield Beach High School success model which resulted in a letter of commendation from the school board, a blog post on MNM's site, and a syndicated news article that prompted Millennium Village Director of Health Sonia Sachs (wife to Jeffrey Sachs) to send Ara (that's me!) an email! Check us out in the 2010 Stakeholder's Report



@dodgemalaria.org



Event W's: Where & When
Set up time, date, and place

- Gym? Tennis court with no net?
- Transportation home needs?
- Able to transport dodge balls?
- Security needed?

↖

A faculty team at DBHS with some of the most notorious teachers and well-known administrators brought the largest audience. They lost, by the way...by a wide margin.



Suggested Committees

- **Advertising:** Creative people. Posters; Press: school announcements, newspaper, TV crew, local newspaper; Bracket Creation; Photographers for tourney
- **Rules and Refereeing:** (can't be on a team to do this). Devil's advocate type people who will bring up any and all misgivings about rules and are prepared to offer solutions. Station around court; Create bracket and game organization schedule; Time games; Game execution; Decide which rules to use (check online!)
- **Ticket Sales:** Registering Teams and collecting Registration Fees; Sign up teams; Collect necessary forms from participants
- **Support:** Showbiz kids: cheerleader-type fare. Entertainment (fans vs. fans; people willing to start the wave; etc) and Food.
- **Team Liaison & Runners:** One for each team for communication between you and the team. You also never know what to expect on game day. Have 2-3 runners to assist you in anything that comes up.



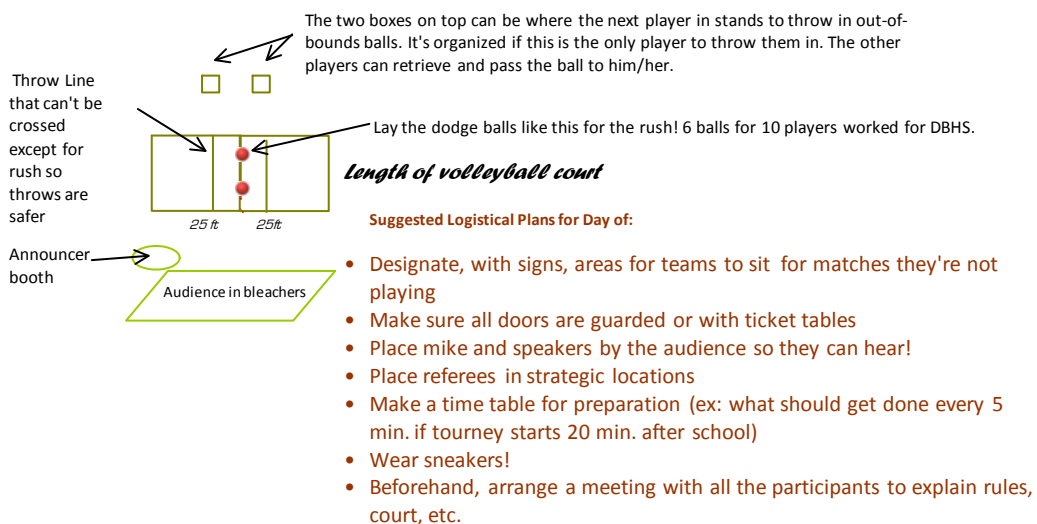
Ways to integrate malaria education.

- During half-time of each game, spit out a fact about malaria on the mike
- Interview players while they're on the standing line about their knowledge of malaria
- Have a board with a statistic of how many children have died since the beginning of the tournament based on the statistic: a child dies every 45 seconds from malaria
- Play the Zinduka! song from *Xeex Sibburu*
- Hang up a net on a nearby wall or let the audience play with it
- Host a malaria-based trivia game as the players get ready
- Show the "Gift of Growing Up" video
- Have a mosquito mascot run around and creatively show how the net can stop it
- Know anyone who's had malaria? Invite them or a doctor to speak briefly on it
- Have teams create a team name that relates to malaria as a contest
- Have a poster contest: this helps advertising and it's a way for the malaria message to be artfully communicated. Maybe get an art teacher to use this as an assignment!



Poster example

Sample Court & Gym Set-up (used at DBHS):





FINANCE



Free for DBHS!



1. Decide the cost and 2. Set a goal. How much are you willing to spend on food sales? Security costs? Dodge balls? Tickets? (Your school may have usable balls that are similar to dodgeballs. Contact your coach/PE teacher! *Ms. Stevens helped DBHS fill the balls with a certain amount of air so they were safer!*)

At Deerfield, I decided to get my favorite club, Mu Alpha Theta, to host the tournament. That meant that some of the costs were covered by club funds. I was also lucky to have my phenomenal sponsor, Mr. Snow, do a Buy 1 Get 1 Free ticket deal where he would pay for the other ticket- and even offer extra credit to those who had tickets. That prompted dozens of kids to buy 20 tickets! We also called a local trophy business and explained what we were doing - the owner donated 18 inch engraved trophies!



Remember: Awareness is all you need! No matter the amount of people or money raised, **YOU are making the effort.**

Write in-kind letters to get corporate sponsorships. You can then offer to advertise their banner at the tourney - just like the big leagues!

Date



Authority [Name of Potential Sponsor/Donor]
[Company/Organization]
[Address, Email or Fax]

Dear [Name of Potential Sponsor/Donor],

Because of my commitment and goal to help end malaria deaths, I decided to get involved with Malaria No More, a non-profit, non-governmental organization determined to end malaria-related deaths by 2015, as a Malaria No More volunteer. I am hosting a Dodge Malaria! dodgeball tournament to raise awareness and funds to support Malaria No More's efforts to end malaria deaths and promote malaria control. I am writing with the hope that you will support this remarkable event with a donation of any kind toward our Dodge Malaria! dodgeball tournament.

Taking place at [location] on [date], this noteworthy event will be an awareness-building and fundraising interactive event that will bring to light the devastating impact that malaria has on Africa as well as raise much-needed funds to provide life-saving bed nets **from the help of an unlikely audience: a Title 1 Public School.** [change this to be specific to your location]

I hope you will consider making a prize donation from your exceptional stock of items for this fundraising event to benefit Malaria No More. Your contribution will go far beyond one riveting championship match; you will be helping to change the fate of millions who are at risk of contracting this preventable disease.

Best wishes,

[Your name]
Dodge Malaria! Volunteer
[Contact Information]

Here's a sample letter asking for a donated prize based off of MNM's general toolkit with some dodgeball tweaks:



PRESS



As aforementioned, a **poster contest** is a fun way for other people to get involved and for you to get some needed assistance!

*For DBHS's tourney, my mom created a **website** for me (dodgemalaria.org!). But, she's a professional web designer so it might help to use sites like Word Press to create a **website/blog**. I also have a **blog** and it helped a lot in helping me organize my thoughts and ideas for the tourney.*



Creating a **Facebook Event and Fan Page** is an exciting way to tap into a popular medium: it's engaging to see how many "fans" you have. You can also post status updates from the blog. EX:

Dodge Malaria! AAA Trophies has donated an 18 inch engraved trophy for the champion! See the faculty play tomorrow! Great job to all the teams who played today!
 February 22 at 7:59pm · Comment · Like · Promote

Abbey Bethel and Nathalie Angel like this.
 Omar P Severino
 oh dang
 February 22 at 8:04pm · Like · Report



Contact your **local newspaper**. *DBHS got an article that ran more than once! This is a huge opportunity for attracting sponsors! How cool is that?*



Contact your **school newspaper and the morning announcements**.



Hang **flyers/posters on classroom doors** so everyone sees them before they leave class.



Use a **faculty team as a press campaign**: "Want to school the teachers?" "Upset about that last grade? Ultimate Revenge- DODGEBALL." *Make sure it's not violent!*



Generate buzz (pun intended!). Model a net! Or, wear blue mesh as a head band/bracelet! *Make it multi-platform: internet, on paper, through activities, etc!*



Have friends post about the tourney on their Facebook pages. *Involve everyone and generate buzz!*

DBHS had an **ad** like this in the main hallway with cutout action lines and dodgeballs:

Tip: make it 3-D with styrofoam!

The screenshot shows the Facebook page for 'Dodge Malaria!'. The page has a cover photo of a red and yellow butterfly. The main content area shows several posts, including one from 'Dodge Malaria!' dated Tuesday at 2:03pm, and another from 'Dodge Malaria!' dated March 2 at 7:12pm. The page also has a 'Like' button and a 'Share' button.



IDEA PAGE



- Integrate a photo contest. Photographers during the competition can compete for the best dodgeball action shot, winning shot, audience shot, etc.
- With your committees, manage in the same way staffers at MNM do in NY! Host a Bagels & Brainstorming session with topics like: Ideas, What Works, What Doesn't Work, and Planning!
- At the end of the tourney, choose a mosquito mascot (preferable a teacher or principal for fun) and have all participants stand in a circle and throw dodgeballs at him/her to really get the Dodge Malaria message across. Be safe, though and use foam balls if available!
- Have referees look and act the part: whistles, striped shirts, and for extra awareness, a blue mesh arm band that looks like net material! MNM can send you the material..and a net or two!
- If you have a blog, get your friends to do a guest blog post so everyone can contribute more.
- Offer community service hours for incentive (be sure to get this approved by an appropriate authority!)
- The team size that worked for DBHS (with the above court size) was 10 members.
10 members x \$10 registration fee per member = 10 nets per team!
- To decide how many teams can play, first see how many days you can hold the tourney. Create a bracket with timed games. DBHS has four 20-minute games over three days with a 30 minute championship match. Allot time for teams to get ready and possible sudden death extra minutes!
- Use the mike to cheer on the teams and excite the audience: "2 minutes left. Can _____ redeem themselves after the last match?" "Nice grab, _____. Looks like Mr. _____ should watch out!"
- Engage the audience by holding a "most supported team" contest. Which team gets the most cheers?
- Play epic sports songs. Think "We Are the Champions" and "Eye of the Tiger" during the games to dramatize the matches; make sure you have an extensive playlist...because you can only hear "Eye of the Tiger" so many times. Trust me.
- Pie the principal. This isn't dodgeball related, but any opportunity to pie a principal is always exciting for the audience!
- Hold an auction for audience members: winners who are non-players can have 5 minutes on the court to play with the dodgeballs.
- Karaoke? Didn't think so... (if you can make that work, kudos to you!)

Add your own ideas!



Resources/Forms



Some sites to help you out:

- **MalariaNoMore.org:** The toolkits are other sources of inspiration. They're helpful! Some of the forms below come straight from the General Fundraising and Awareness Toolkit.
- Check out **official dodgeball league sites.** They'll help with rules, brackets, etc.
- **IfWeRanTheWorld.com:** A place for your committees to log and view progress. You can post tasks here, too.
- **dodgemalaria.org:** the DBHS's tourney website. Use it as a model! And send us pictures of your tourney to post on dodgemalaria.org AND on malarianomore.org!

POP (Project On a Page)		Team	Project		
Project Mission _____ _____ _____ (Who, what, for whom) This project supports PHF's objective to _____ (a specific published objective) This project will be considered completed when _____		Project Variables Fixed / Negotiable • Time End Date _____ / _____ • Resources Budget \$ _____ / _____ Human Resources _____ / _____ • Scope _____ / _____ Interim Deliverables / Milestones • _____ • _____ • _____ Risks • _____ • _____ Status • _____ • _____ Major Open Issues • _____ • _____ • _____		Team Operating Norms <small>(e.g. Who's responsible for the clipboard? How do we handle a conflict? How do we handle a budget change?)</small> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ Team Meeting Norms <small>(e.g. How do we prepare for a meeting? Who's responsible for the agenda? How do we handle a conflict?)</small> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ Sponsor Norms <small>(e.g. How do we handle a sponsor's request for information? How do we handle a sponsor's request for a donation? How do we handle a sponsor's request for a volunteer?)</small> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ Project Team Members 1. X 2. X 3. X 4. X 5. X 6. X 7. X 8. X 9. X Sponsor: _____	
Clarification of Project Boundaries Ins: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ Outs: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ Critical Success Factors • _____ • _____ • _____ • _____					

FORMS

Project on a Paper: Impress the administration! (for better resolution, email MNM to send you a copy!)

DodgeMalaria.org		malaria NO MORE	
Name	Contact Info.	Committee	
1.	1.	1.	
2.	2.	2.	
3.	3.	3.	
4.	4.	4.	
5.	5.	5.	
6.	6.	6.	
7.	7.	7.	
8.	8.	8.	
9.	9.	9.	

Sample Volunteer Sign-up Template

- Check out the Sample Press Release in the General Fundraising and Awareness Toolkit!
- Obtain liability/permission forms specific to your location.

Dodge Malaria!

If you can dodge a ball, you can dodge malaria.

[Who] is hosting a dodge ball tournament with all proceeds benefiting Malaria No More. A non-profit, non-governmental organization, Malaria No More is determined to see malaria deaths eradicated by 2015. Malaria causes more than one million deaths each year and kills more African children than any other disease. Yet, malaria CAN be fought. Malaria No More supplies simple tools (such as mosquito nets, spraying, and medicine) to accomplish the ultimate objective: make malaria **no more**. The dodge ball tournament will take place [date(s)], [where and when]. We are inviting any [team dynamic] to form a team and help make malaria NO MORE!

How to register: The registration fee is [amount] ([amount per team member]). Please pay with cash, money order, or check (*payable to Malaria No More Fund; Memo: Event Name*). **We only have space for [X] teams to compete, so don't wait to register! **Registration fee will be due** []

Once Registered: Teams are encouraged to create uniforms for the event, generate a team name that relates to Malaria No More, form 'cheerleading squads' for the day of the event, and visit www.dodgemalaria.org for more information!

----- tear here -----

Dodge Malaria Tournament – Registration Form

Captain Name: _____ Adult Sponsor: _____

Team Name: _____

Names of participating students:

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Payment Method (circle all that apply): Cash Check Money Order

Adult Sponsor e-mail: _____ Captain e-mail: _____



Sample Registration Form



Comprehensive Finish

- Send thank you letters to all those who helped

- Report funds raised to all sponsors

- Think about sending a press release about the success of your tourney

- Let MNM know how it went and send pictures their way! Email info@malariafomore.org. Ask if you can guest blog about your event!

- Congrats! Way to dodge malaria! Go ahead and check the box...you know you want to!

