Fundraising 101

Why Do We Fundraise?

- Grassroots fundraising allows Partners In Health to carry out its life-saving work in 11 countries around the world.

- Partners In Health is able to operate on a fairly large scale while utilizing predominantly personal donations.

- **Additionally, fundraising provides an opportunity to engage people in the movement for global health equity. When people donate, they become a part of the cause. They might become regular donors or attend future events, all because they were invited to participate in an event or personal fundraising campaign by a team member.**

The Fall Fundraising Campaign

- We are raising money for the Maternal Center of Excellence in Sierra Leone!

- **Network goal: $100,000**

- Team level targets: For every team in the network, at least 10 Engagers per team acquiring at least 5 donors each, or a total of 50 donors per team

39%

Increase in facility-based deliveries across Kono District from 2016 to 2018.

24%

Reduction in stillbirth rate at Koidu Government Hospital over 2018.

69%

Decrease in the critical time taken to identify if a pregnant mother needs a c-section at Koidu Government Hospital.

Maternal Center of Excellence

Entrance to Koidu Government Hospital

Current Maternity Ward at Koidu Government Hospital
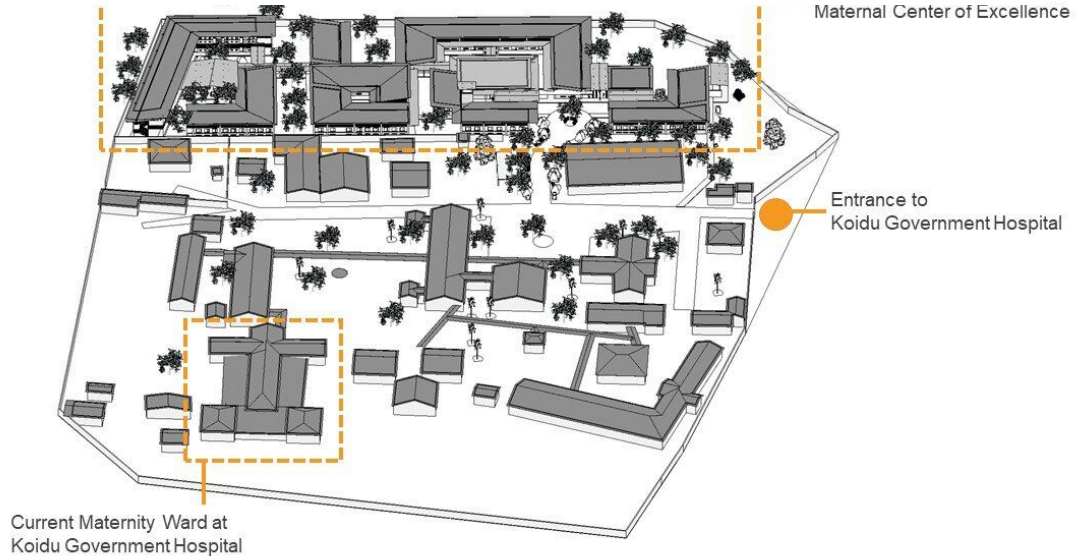
Breakout Activity: Discussion

Is your fall semester in-person or online? What are some challenges you are anticipating?

Setting Goals

- Goal-setting lays down the foundation for the year

- A thoughtfully chosen target gives your team something to strive for, and will help group members better understand the scope and scale of what you are trying to accomplish.

- With a specific goal set, members of your team can hold each other accountable for continuing to work and fundraise until you reach (or surpass!) your goal.

- Additionally, setting a clear goal will push your team to define specific, small steps to reaching that goal, allowing you to be more organized and efficient.

Personal Fundraising

- A personal fundraising campaign involves a group of people (in this case, your entire PIH Engage team) setting up online fundraising web pages and asking friends and family members to make donations.

- Each team member will have their own online fundraising page, and, accordingly, will target their own network of connections when asking for donations.

Event Fundraising

- Events are a great way to get your whole team involved in the fundraising process, which builds your team relationships!

- Events also bring in new donors who may be unfamiliar with PIH

- Attendees should learn about PIH's mission and model at your event, and many may get more involved in the future, joining your PIH Engage Team, starting their own, or volunteering at future events.

- Some of your attendees will end up giving to PIH regularly in the future.

Using Your Story of Self/Us/Now

In your conversations with potential donors, you will need to utilize public narrative!

- A "Story of Self" communicates the values that called you to lead in this way, in this place, at this time
- A "Story of Us" communicates shared values that anchor your community, values that may be at risk, and may also be sources of hope
- A "Story of Now" communicates an urgent challenge you are calling on your community to join you in acting on now

Online Personal Fundraising Tips

- Have regular team check-ins around individual goals!
  - Record progress, donors, feedback (google sheets)
- Utilize call scripts, photos, videos, provided!
- Plan, plan, plan!
- Support each other: does everyone feel comfortable making these asks? Should we practice?
- *Fundraising Lead: If you notice a team member falling behind on their fundraising goals, how can you help?*

Social Media and Fundraising

- Instagram live! Mini fundraising event ($5 donations)
- Posting to Instagram Stories
  - Bingo
- Anything else? What events do you think we could do virtually?

Example Goal Setting

Event name: Strides in Solidarity Walkathon

	Goals	Totals
Participant Registration	(100 # of participants) X ($15 registration fee) =	$1,500 Total from Participant Registration
Participant Personal Fundraising (if relevant)	(20 # of participants who fundraise) X ($50 amt each fundraises) =	$1,000 Total from Participant Fundraising
Business Donations (if relevant)	(2 # of businesses that donate) X ($100 + $400 each donates) =	$1,000 Total from Business Donations
Total		$3,000 Total Money Raised

Event Name: Personal Fundraising Campaign

	Goals
Number of Participants	(10 # of participants) X
Number of Contacts	(20 # of contacts) X
Amount Requested	($ 25 amt each donates) =
Total	$5,000

Then, combine the goals for each campaign into one overall goal.

Event Name/Type	Fundraising Goal
Strides in Solidarity	$3,000
Personal Fundraising	$5,000
TOTAL	$8,000

Breakout Activity: Goal Setting

Scenario: 10 members, virtual school, how do you plan for the fundraiser?
Breakout groups of 3-4

- Total members **x** ~$150 fundraising goals/person _____
- Total Amount We Will Raise: $_____
- Total Number of Donors: _____
- Total Number of Individual Reach-outs Per Member: _____

Write your first 3 concrete steps for this campaign. Include the WHO, WHAT, and WHEN:

1) _____
2) _____
3) _____

Brainstorm fundraising events
1) _____
2) _____
3) _____

Breakout Activity: How to ask for $

1) Thank the donor for their time, include personal narrative, ask for $

    a) Make sure it flows like a conversation if calling or messaging

2) Ask for 2-3x the amount you want the donor to donate

3) Breakout rooms of 2

4) Practice phone calls

    a) Sample Script:

> Hello (donor name)! Thank you so much for taking the time out of your day to speak with me. [As part of PIHE, my team will be raising the necessary funds to build a Maternal Center of Excellence at Koidu Government Hospital in Sierra Leone to help alleviate maternal mortality. Personal Narrative (best to be a story of self and relate it to campaign) Have you ever experienced something like this? → Would you be willing to donate ($) to my campaign and help the mothers in Sierra Leone?

- General Tips:
  - Ask for a **specific** amount
  - Always say the donor's name throughout the conversation

How to engage with donors

1) Always follow up with donors

2) Thank your donors TWICE

    a) When they donate initially

    b) 2-6 weeks afterwards/when campaign ends <u>thank again</u>

3) Personalize your thank you!

    a) Ex: Specialized text message, email, phone call, handwritten note that specifies amount that was donated and how it has helped the campaign

    b) Always name the donor!