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**Spring in Solidarity!**



- Intros :)
  - Name
  - Pronouns
  - Engage Chapter/Position (TC, Fundraising, CB, Advocacy)
  - Will your semester/year be in person? virtual?
  - What was your most embarrassing fashion/style choice?



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<b>15 min</b>	What is Spring in Solidarity? Why do we care?
<b>10 min</b>	Possibilities
<b>20 min</b>	How to Plan a Fundraising Event



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# **What is Spring in Solidarity?**



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# What? Why?

## Fundraising

Opportunity for the wider community to come together and demonstrate solidarity / support the human right to health

People in your community + businesses!

## Symbolic Demonstration

Demonstrate solidarity with those around the world, especially in communities with whom PIH works.

## Community Engagement

Engage the larger community around you! College campuses, local residents, etc.



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Accompaniment: <https://vimeo.com/187708642>



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# **Previous Spring in Solidarity Events**

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#sweatin  
solidarity

5/23 3:00 PM CST on Zoom  
Bollywood Dance with Annum Sadana

5/23 1:00 PM CST on Zoom  
Strength Training with Calista Ukeh

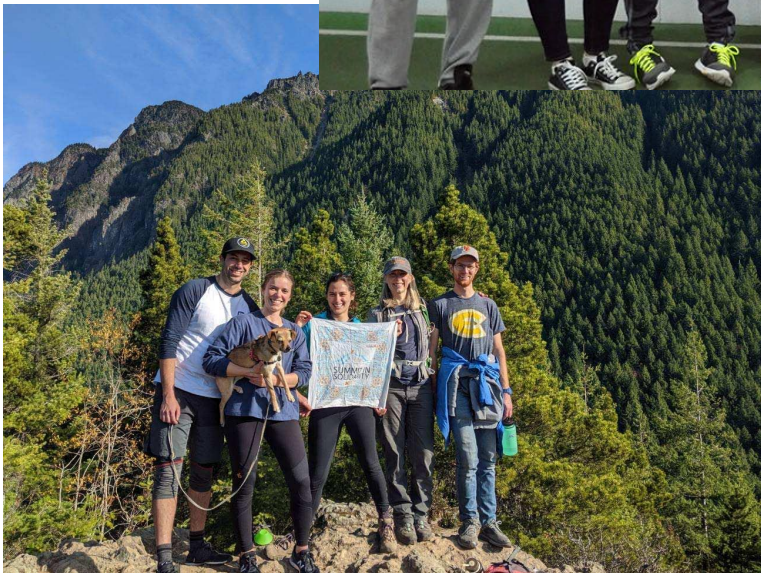
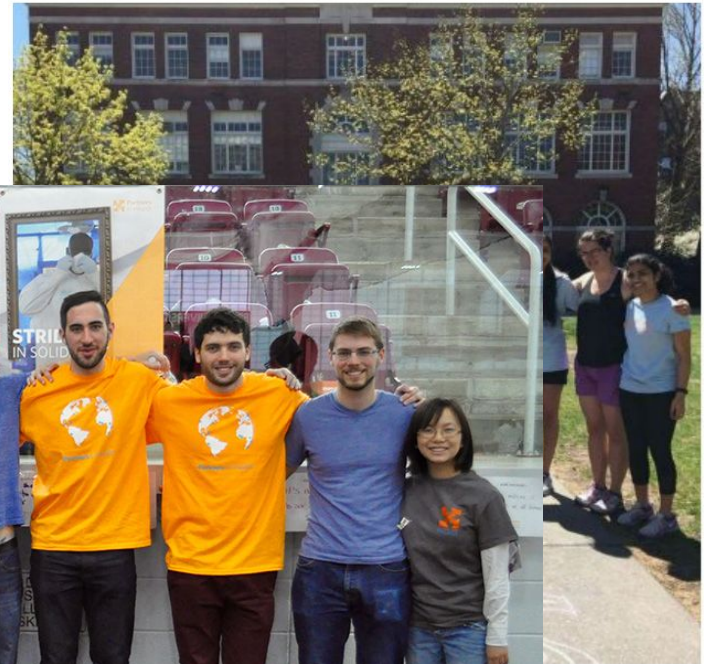
Rice University  
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5/24 11:00 AM CST on Zoom  
Yoga with Jenny Buergermeister

Sweat in Solidarity

Summit in Solidarity







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# Think Outside the Box!

## Let's Brainstorm!

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### Possible Events...

- same format as in-person (Songs in Solidarity + raffle)
  - online concert w admittance
  - how to include the CB aspect? share screen in between songs, emails leading up to the event
- partnering w professors
- virtual recordings
- virtual 5k (donor for distance walked)
- partnering w other orgs brings attendees

How do we accomplish all of this?

1. Set Goals
2. Create Leadership Teams
  - a. Recruitment & Communications
  - b. Logistics & Registration
  - c. Fundraising
3. Establish Logistics
4. Follow Through!!





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# Planning

	Goals	Totals
Participant Registration	<p>(_____# of participants)</p> <p>X</p> <p>(\$_____registration fee) =</p>	<p>\$_____Total from Participant Registration</p>
Participant Personal Fundraising	<p>(_____# of participants who fundraise)</p> <p>X</p> <p>(\$_____amt each fundraises) =</p>	<p>\$_____Total from Participant Fundraising</p>
Business Donations	<p>(_____# of business that donate)</p> <p>X</p> <p>(\$_____amount each donates) =</p>	<p>\$_____Total from Business Donations</p>
Total		<p>\$_____Total Money Raised</p>

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

## **3-6 months before**

- Decide event
- Decide time/date
- Set participation goals

## **2-4 months before**

- Supplies?
- Venue?
- Supplies?

## **1-2 months before**

- Volunteer Sign ups
- Donations?

## **2-4 weeks before**

- Publicity and Final Push for Recruitment
- FB event
- Confirm everything!



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**How might this look different virtually?**

**How to ensure commitment virtually?**

**Creating Shared Story:** using **Public narrative** to communicate our values through stories

**Creating Shared Relational Commitment:** relationships and creating mutual commitments to work together.

**Creating Shared Structure:** effective shared structure to support our values

**Creating Shared Strategy:** create strategic objectives in **time** (deadlines) and **space** (local areas) as a campaign

**Creating Shared Measurable Action:** regularly report and maintain transparency about our progress toward our campaign goals



# Virtual Sweat in Solidarity

We hosted a virtual Strides called Sweat in Solidarity. At this event, we raised money in exchange for small incentives, i.e. call a senator, make a Tik Tok, write an email to a senator, send a thank you card to a healthcare provider, etc. We also hosted virtual workout events. These were free to attend and were used to raise awareness and build a community around healthcare for all. We raised \$536 from 29 donors and had many more people join the virtual events. Our team was very proud of this event because we pulled it together really quickly at the end of the term. We all dedicated time in the middle of finals. -UMiami team



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AND

#sweatin  
solidarity

SATURDAY, 9 MAY 2020 | 12-6PM  
Free Exercise Classes All Day: Dance Cardio | Full-Body  
Workout | Zumba

SCAN TO REGISTER  
TO PLEDGE OR DONATE!

<https://donate.pih.org/page/outreach/view/engage-covid/PIHEngageMiamiStopCOVID>



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Creating Shared Story

Creating Shared Structure

Creating Shared Relational  
Commitment

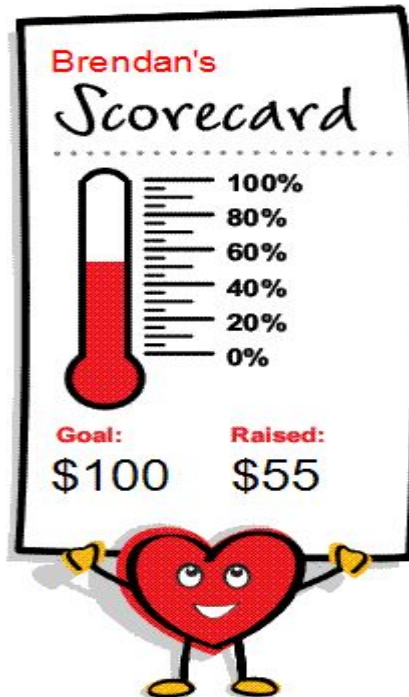
Creating Shared Strategy

Creating Shared Measurable Action

Thank you notes

Results - let people know how much you raised/success stories

Reflect





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**Any Questions?**