



Partners In Health

ENGAGE

Building the **Right to Health**
Movement



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Introductions

Name

Pronouns

Team/Network Association

Position

What is the last book that you read



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**Who has done personal
fundraising before?**



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Overcoming Barriers to Personal Fundraising



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What are barriers you've experienced (or heard of) when it comes to personal fundraising?

- What is personal fundraising?
- Why personal fundraising?
- Campaign strategy
- Personal fundraising tips
- Personal fundraising workshop
 - Prepare/practice your ask
 - Set up your page
 - Try it out!



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What is Personal Fundraising?



Help Me Make Health a Human Right

Lauren's Fundraising Page

Log in

Join the Movement!

Thank you for working alongside me and Partners In Health to build the movement for the right to health. Together, we are engaged with a network of dedicated volunteer teams across the country working to demand that the right to health be protected for all people, everywhere.

To me, this work is all about my personal values.

Children should not die of vaccine-preventable illness. Cancer should not go undiagnosed and untreated. Tuberculosis can be cured.



Contributor

Country

United States ▼

First Name

Last Name

Billing Address

Why Personal Fundraising?

- We are *telling a story*
- We are *building a movement*
- We are *stabilizing PIH's funding base*
- We are *redistributing resources*

Why Personal Fundraising?

Personal
fundraising
works.



“With more nurses knowing [how to handle these situations], we will save more children.” - Nurse Thamar Julmiste. A free training program in Haiti to educate nurses in neonatal and pediatric intensive care:
<http://bit.ly/INs80pl>



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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



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The Power of Personal Fundraising

70
teams



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The Power of Personal Fundraising

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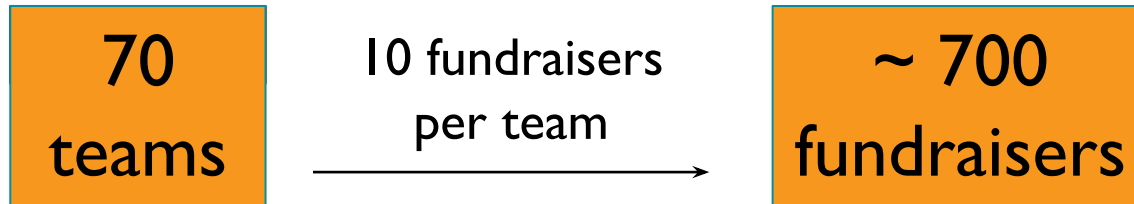
10 fundraisers
per team





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The Power of Personal Fundraising





The Power of Personal Fundraising

**70
teams**

10 fundraisers
per team
→

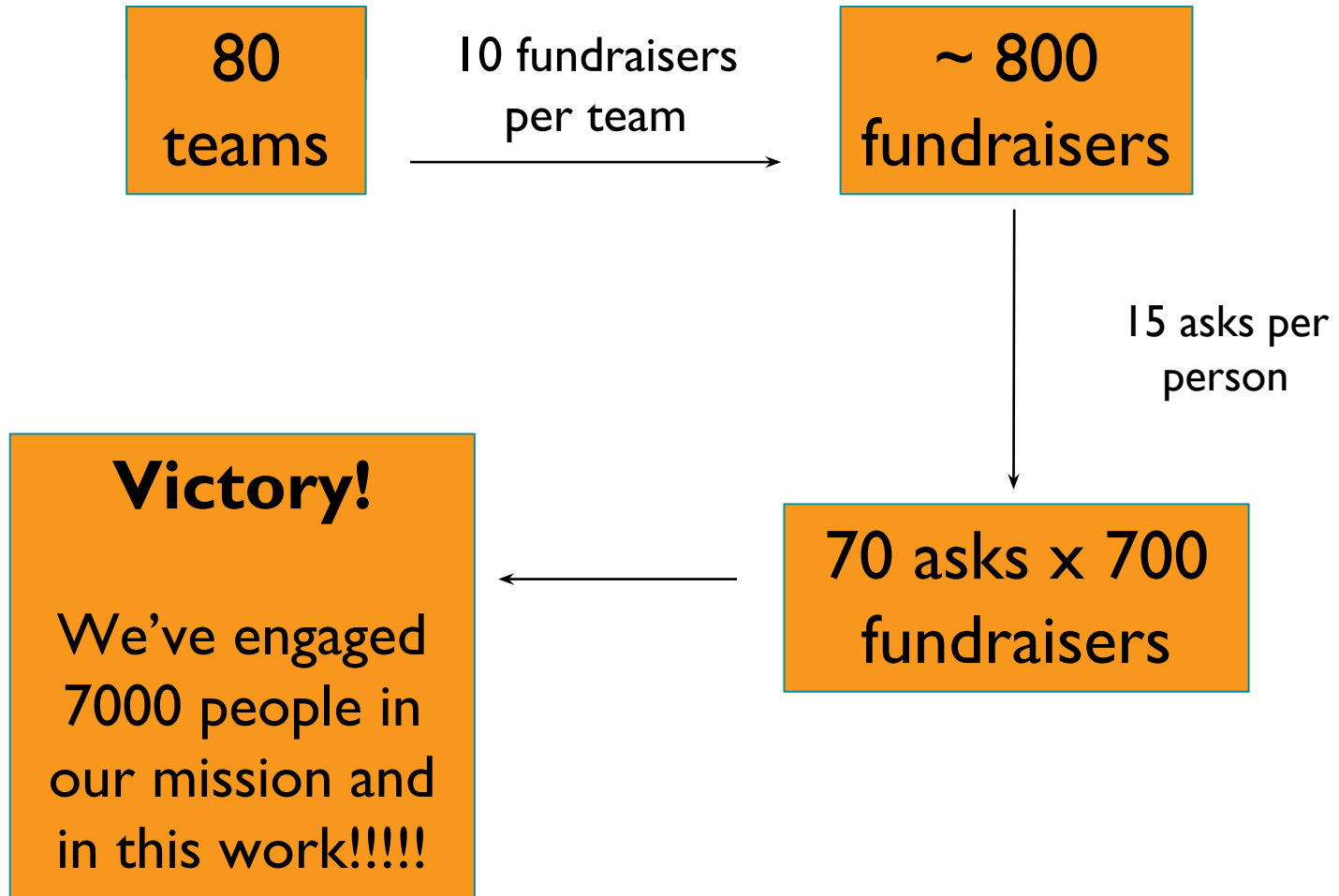
**~ 700
fundraisers**

10 asks per
person
↓

**10 asks x 700
fundraisers**

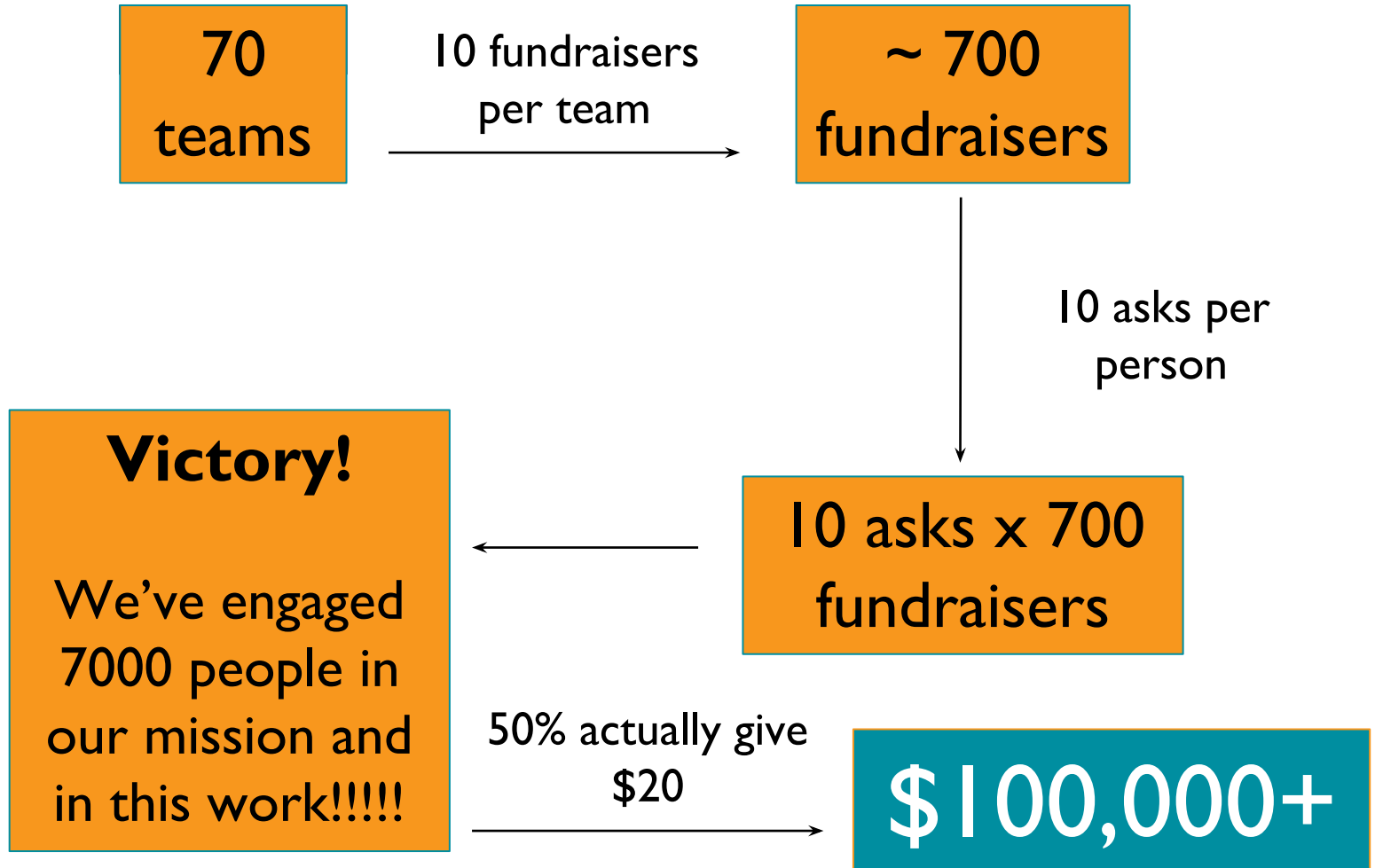


The Power of Personal Fundraising





The Power of Personal Fundraising





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Successful Campaign Strategy



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Create SMART Goals for YOUR TEAM

We have **X** team members. If each team member personally gets commitments from at least **[5+]** people, we will reach a total of **Y** contributors. If we ask each person for a **[pick an amount]** donation, our team will raise:

Can we do all of this virtually?

- campaign pages are online
- zoom meeting phone-a-thon!
- text/email to stay accountable
- keep an excel tracker

Campaign Strategy

- Launch your pages right away!
- Schedule a phone-a-thon
- Choose a deadline

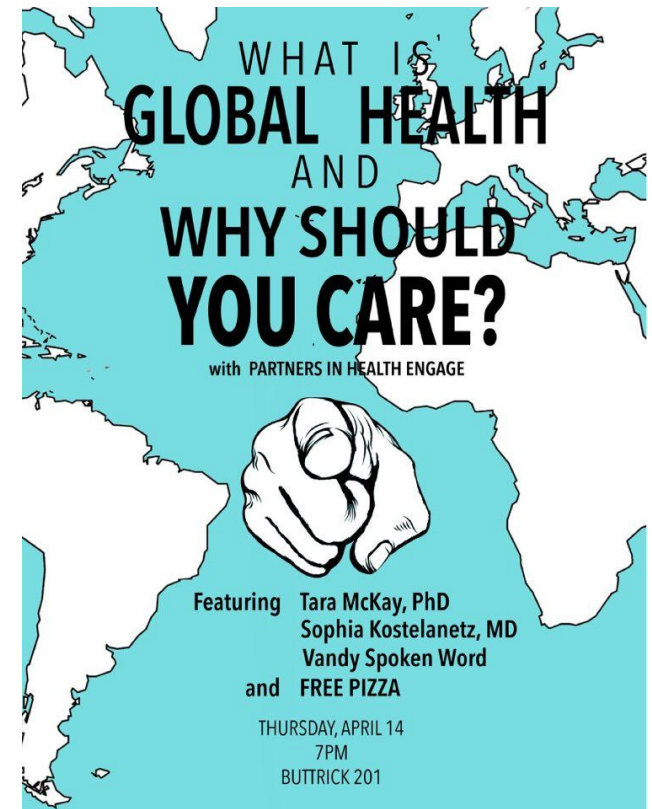




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This year for our team

- **1** Team Formation
- **2** Fundraisers
- **3** Community Education Events
- **4** Advocacy Meetings





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Hypothetical scenario: There's a new member on your team. They are super excited about PIH Engage but hesitant to fundraise. How might you get them to start their personal fundraiser?



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Scenario 2: *You notice a team member falling behind on their fundraising goals, how can you help?*



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**Scenario 3: A member of your team
doesn't know how to reach out to
in their network to fundraise What
do you do?
*what if no one from that network has
donated?***



- Practice first!
- Share your story
- Be direct – use a “hard ask”
- Ask in person or on the phone **FT them!**
- Follow up immediately
- Continue to follow up if a donor forgets to follow through



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Annum's Personal Fundraising Tips!

1. Encourage conscientious giving
2. Share both your passion and your knowledge
3. Cheer on your PIH Engage teammates!
4. Reach out to as many people as you can
5. Be polite, but persistent
6. Your campaign will be as successful as you believe
7. Tailor your message to your audience
8. SAY THANKS! And say it TWICE

- 1 minute: think about who you can call
- Prompt 1:**
- 4 min: Prime a friend/family member/neighbor to be a donor. Call them and tell them “Hey, I’m at the PIH Engage Training Institute, so I only have a few min to talk, but can I tell you a little bit about the amazing work we are doing?” Don’t be afraid to leave a message!



- 1 minute: think about your story of self/relation

Prompt 2: Breakout Groups - practice

- 4 min: 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?

-
- Did we address the challenges we spoke about in the beginning? Potential solutions to those
 - What was a particularly effective hard-ask?
 - Any remaining concerns?