



Partners
In Health
ENGAGE

Tapping into group fundraising

Isabella Narvaez



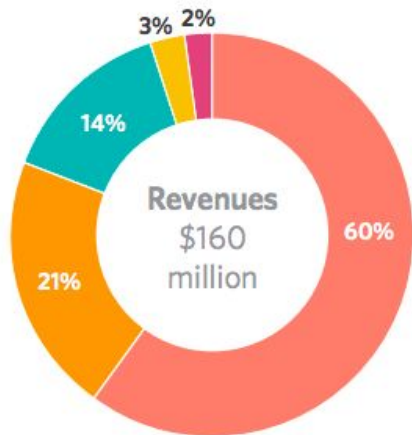
- Introductions
- Why do we fundraise?
 - Past fundraising events
- Pros and cons
- Planning a group fundraising event
 - Logistics, deadlines, & follow up
- Brainstorming



- **Please share:**
 - Your name
 - Pronouns
 - Chapter
 - Position (TC, Fundraising, CB, Advocacy)
 - What is your favorite season?

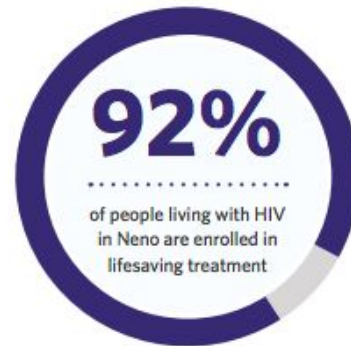
Volunteer time keeper?

why do we fundraise?

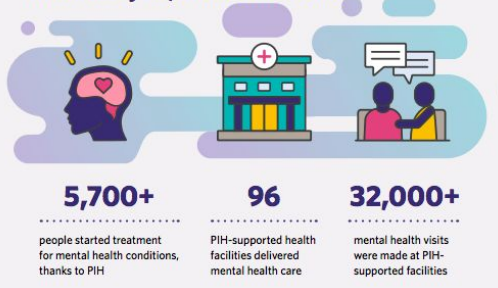


Revenues by source

- individuals and family foundations (60%)
- governments and multilateral organizations (21%)
- foundations and corporations (14%)
- other income (3%)
- gifts in kind and contributed services (2%)



In the last year, around the world:



At Butaro Cancer Center of Excellence:



\$1,140
provides a full course of treatment, follow-up care, and social support for a child with Hodgkin lymphoma



nearly 2,000
patients from across Rwanda and East Africa receive affordable, high-quality cancer care each year

past group fundraising events



Summit in Solidarity, Seattle Team

FUNDRAISING

GOAL: Raise \$100,000 as a network

\$73,582
raised
+
\$15,000
matching funds
unlocked

"No matter who or where you are, no matter your education level or stage of life, if you are passionate about health care, you can make a difference that has profound effects. This is why I joined. I did not want to waste a moment waiting to help fight injustice. I wanted to start now. PIH Engage not only allows this but also inspires and grows this drive both within me and within entire communities."
-Hailey, UT Austin TC

GOAL: Engage over 3,500 donors



JOIN
**Partners
In Health**
ENGAGE
MIAMI

AND

#sweat
in 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>

Virtual Strides, University of Miami



pros and cons of group fundraisers

pros

- Boosts morale
- Helping out members who are having difficulty fundraising on their own
- Gaining new members
- Room for creativity! More hands on.
-

cons

- Responsibility can fall on one person
- Time consuming, hard work!
- Need to consider safe environment
- More expensive
-

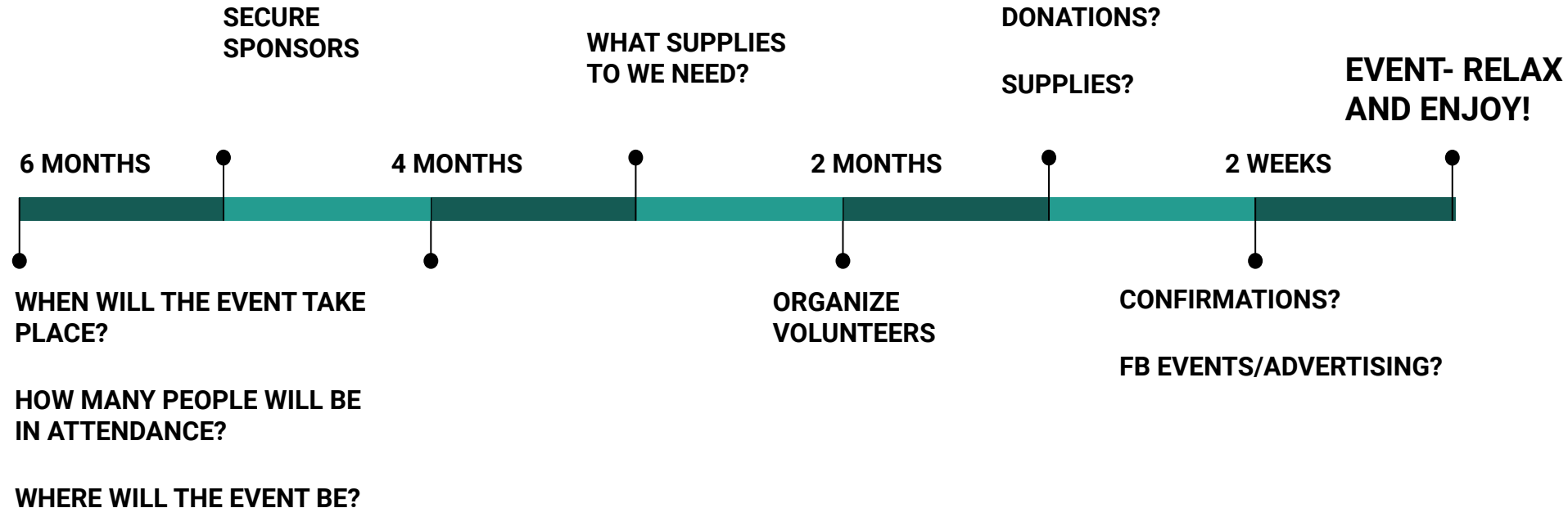
potential solutions

- Select spots with good parking
- Creating subcommittees (i.e. food, supplies, logistics)- divide and conquer
- Spreading out the work to make it less overbearing - don't procrastinate
- Cost can be offset
- Corporate sponsors to reduce cost or provide promotional materials and venues
- Individuals from your team make the supplies to reduce cost - capitalize on people creativity!

Who? What? Where? When? Why?

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

deadlines



- Write thank you notes
 - Donor thank you forms
 - Within a week
 - Speakers, venues, sponsors
 - Tax forms
 - Volunteers/Attendees
- Donate to PIH
 - Mail a check
 - Donating reporting form
- Results
 - Let people know how much you raised/success stories
- Reflect
 - Pluses and deltas

Donor Thank You Form

First Name _____

Last Name _____

Address _____

City _____

State _____

Zip Code _____

Email _____

(____) _____
Phone Number

\$ _____

Amount Donated _____



Donation Reporting Form

Please include this form with all cash/check donations that you send to PIH.
Please also bring cash to the bank and convert it into a cashier's check before sending it to PIH.

For proper acknowledgement, please provide us with names, addresses and amount for all donors that give cash. Use one *Donor Thank You Form* for each cash donor.

Mail all donations to:
Partners In Health
c/o Ortal Ullman
800 Boylston St, Suite 1400
Boston, MA 02199



new fundraising ideas

think outside the box!

- . In person engagement
 - o Thanksgiving goodie bags
 - o Music group and veg meal, and collaborating with other groups in your community
 - o Collaborating with other departments in your school
 - o Restaurants: show flier and certain percentage of meal goes to PIH club
 - o Gift wrapping at stores
- . virtual engagement
 - o Restaurants: gift cards instead
 - o Group to perform via zoom
 - o Ask musicians to donate their time and people donate through chats
 - o Make something at home and sell it!
 - o Virtual runs, post your mileage, sponsor could donate?
 - o Virtual bingo!!
 - o Selling clothes you don't use!
 - o Bending the Arc Screening!! Outside movies, screen share



anything else?

- Talk with our teams! Can we get funding from our schools? It can take time
- Never too early to start planning
- Surveying the restaurant/sponsor crowd
- Create task force to help fundraising lead

Other ideas/questions

- Using venmo to facilitate donations
- Can we connect our personal fundraising pages to our group fundraising page? It would motivate the team.
-