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.**

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.

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?*

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.

Social Media Fundraising

- Instagram live! Mini fundraising event ($5 donations)
- Posting to Instagram Stories
  - Collect money through Venmo
  - Bingo board
  - Canva infographic
- What events do you think we could do virtually?
- How do we foster engagement online?
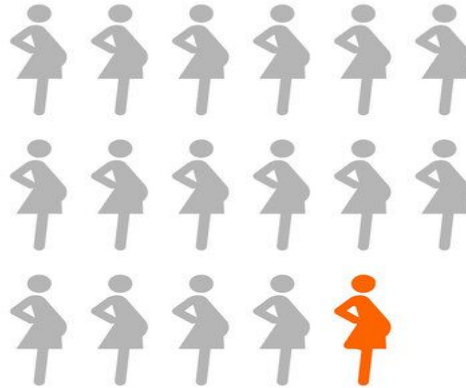
Fundraising Campaign Overview

Goal: $125,000

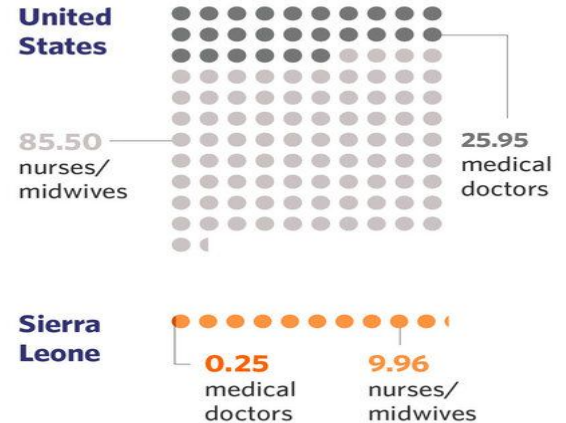### via 3+ donors per Engager, with 10+ Engagers per team

Sierra Leone Stats

Maternal deaths per 100,000 live births

1120

211

19

Global Average

United States

Sierra Leone

Data provided by UNICEF, Sept. 2019.

1 in 17 women in Sierra Leone has a **lifetime risk of death** related to pregnancy or childbirth.

Data provided by UNICEF, 2015.

# of medical doctors, nurses and midwives per 10,000 people

United States

85.50 nurses/ midwives

25.95 medical doctors

Sierra Leone

0.25 medical doctors

9.96 nurses/ midwives

Data provided by World Health Organization, 2011.

PIH's model primary care facility, Wellbody Clinic, and comprehensive support of Koidu Government Hospital (KGH), the district's only secondary care facility, have seen:

Zero maternal deaths at Wellbody Clinic since 2016

38% increase in prenatal care uptake at KGH

69% increase in facility-based deliveries at KGH

69% decrease in time to decision to perform C-section ("decision to incision") at KGH

Despite the early successes of PIH's efforts, Sierra Leone remains one of the most dangerous places on earth for women and children to live. And the need to act is more urgent than ever: The COVID-19 pandemic threatens to exacerbate already dire circumstances. We know that maternal health outcomes are worsened by disease outbreaks: During the Ebola outbreak, maternal mortality increased by an estimated 22 percent. It is imperative that the maternal health emergency be addressed alongside, and because of, COVID-19, to minimize the long-term, additive impact on maternal mortality rates yet again.

A HIGH-IMPACT INVESTMENT

By the end of 2025, **the MCOE will double maternal and newborn health care coverage in Kono**, in addition to generating the following projected impact:

5x increase in family planning visits

2x increase in met need for emergency obstetric care

135% increase in facility-based deliveries

140% increase in district-wide C-section coverage rate

John Green on MCOE

Using Your Story of Self/Us/Now

Partners In Health ENGAGE

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

Your Fundraising Narrative

Conversation:

How would you use your story of self to the fundraising narrative?

How would you use your story of us to the fundraising narrative?

How would you use your story of now to the fundraising narrative?

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 build relationships 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!

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.

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) _____

Conversation/Discussion

What are some challenges you are anticipating?

What ways do you think your teams will approach them?