



Partners
In Health
ENGAGE

Group Fundraising and Fundraising Events

Training Institute 2021



- Introductions (5-10 min)
- Why do we fundraise? (10 min)
 - Past fundraising events
- Pros and cons (Interactive) (15 min)
- Planning a group fundraising event (15 min)
 - Logistics, deadlines, & follow up
- Brainstorming/Breakouts (15 min)



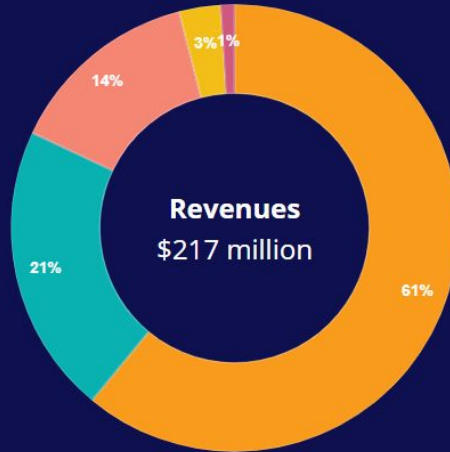
- **Please share:**
 - Your name
 - Pronouns
 - Chapter
 - Position (TC, Fundraising, CB, Advocacy)
 - What is your favorite show?

Why do we fundraise?

Financials

Revenues by source

- Individuals and Family Foundations (61%)
- Governments and Multilateral Organizations (21%)
- Foundations and Corporations (14%)
- Gifts in Kind and Contributed Services (3%)
- Other Income (1%)



GOALS & ACHIEVEMENTS

GOALS:

- (1) Engage at least 3,000 unique donors
- (2) Fundraise at least \$100,000

ACHIEVEMENTS:

\$113K
raised

1678
donors

296
Engagers
fundraising

42
fundraising
events

Past Group Fundraising Events



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



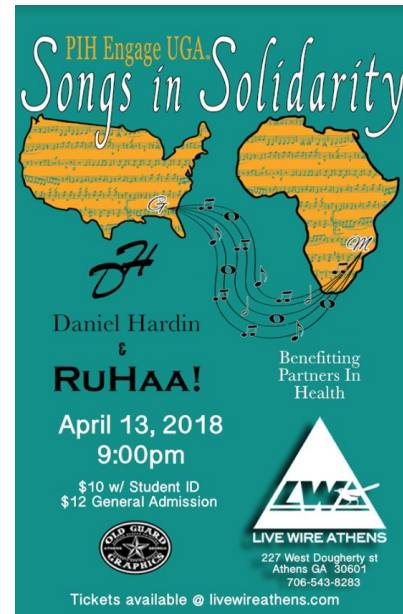
SCAN TO REGISTER
TO PLEDGE OR DONATE!

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

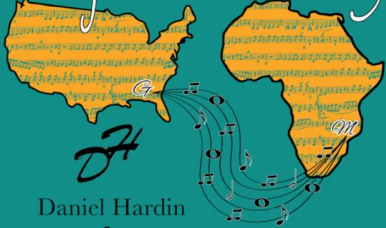
Virtual Strides, University of Miami



Summit in Solidarity, Seattle Team



PIH Engage UGA
Songs in Solidarity




Daniel Hardin
&
RUHAA!


Benefiting
Partners In
Health

April 13, 2018
9:00pm

\$10 w/ Student ID
\$12 General Admission



LIVE WIRE ATHENS
227 West Dougherty st
Athens GA 30601
706-543-8283



Tickets available @ [livewireathens.com](https://www.livewireathens.com)

Songs in Solidarity, University of Georgia



Pros and Cons of Group Fundraisers

Pros

- Distribute responsibility over multiple people
- Bond with team and network with community
- More money by reaching out to more people
- More ideas and input to share

Cons

- Harder to implement; more planning and coordinat

Potential Solutions

-

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!!

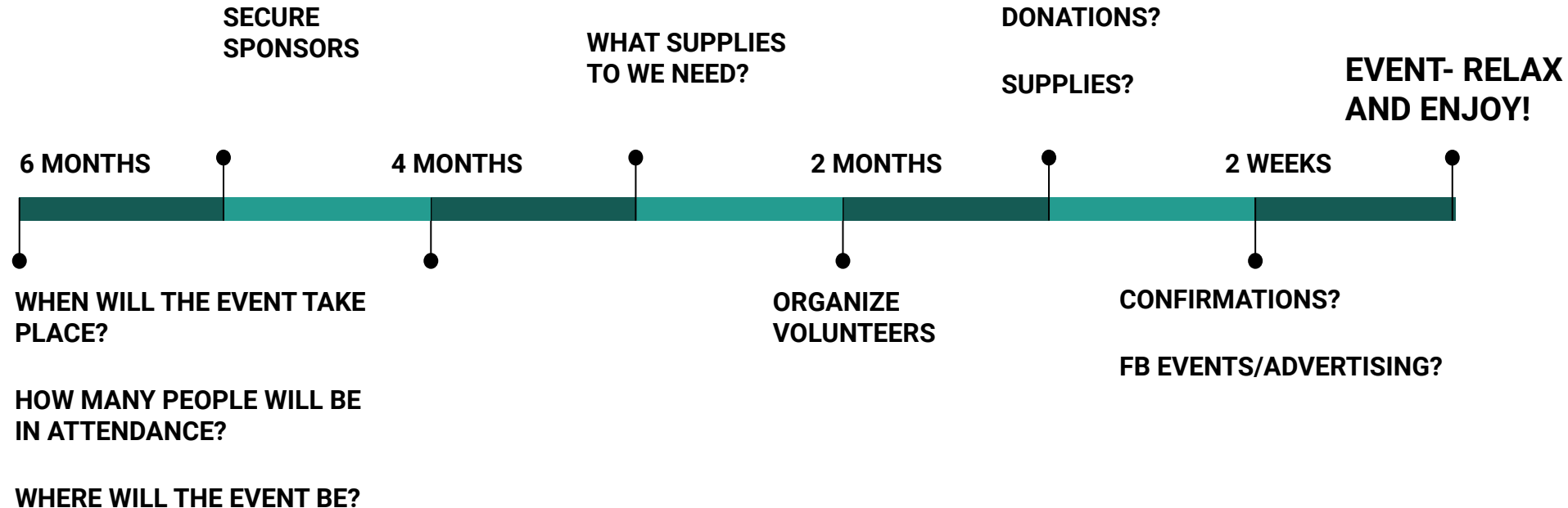


Who? What? Where? When? Why?

	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

	Goals	Totals
Participant Registration	(_____ # of participants) X (\$ _____ registration fee) =	\$ _____ Total from Participant Registration
Participant Personal Fundraising	(_____ # of participants who fundraise) X (\$ _____ amt each fundraises) =	\$ _____ Total from Participant Fundraising
Business Donations	(_____ # of business that donate) X (\$ _____ amount each donates) =	\$ _____ Total from Business Donations
Total		\$ _____ 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

-

Virtual engagement

-

Anything Else?/Breakouts

Other Tips!

- 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/tips/questions

-



Organizing: Theory of Change

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