



Partners
In Health

ENGAGE

Building the **Right to Health**
Movement

Name

Pronouns

Team/Network Association

Position

What is one word to describe your mood right now?



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**Who has done personal
fundraising before?**



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What is Personal Fundraising?

What is Personal Fundraising?

Goal
\$2,000.00

Amount Raised
\$2,216.55

Supporters
41

Beth's Fundraising Page

In Sierra Leone, women have a 1 in 20 lifetime risk of dying from a maternal cause. It does not have to be this way.

Partners In Health (PIH) is a social justice organization driven by the uncompromising belief that everyone, especially those most in need, deserves quality health care. PIH will establish a Maternal Center of Excellence (MCOE) in rural Kono District, Sierra Leone to provide high-quality care to women and families who need it most, build local health capacity for sustained impact, and create a blueprint for scaling proven interventions in women's health around the world.

The PIH Engage network of volunteer community organizers is

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 ?

\$10

\$50

\$75

\$100

\$250

\$500

\$0.00

I'd like to help cover the transaction fees for my donation. My total amount will be **\$51.83**.

I'd like to make this contribution in honor or in memory of someone

Why Personal Fundraising?

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

Personal
fundraising
works.



Sia Simbay sits with her daughter at PIH-supported Wellbody Clinic in Sierra Leone.



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Successful Campaign Strategy

1. Create smart goals for your team
2. Educate your members on the background of the campaign!
3. Launch your pages right away!
4. Schedule a phone-a-thon
5. Choose a deadline
6. Make it fun!

Create SMART Goals for YOUR TEAM

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

How to fill out:

- Put name under PIHE member
- Place Names of ppl you're going to reach out under each number (feel free to add more columns, the more the merrier!)
- When people register/donate, highlight the cell with their name orange
- When you have asked this person to register/donate to your campaign but they have not done so yet (or said no), highlight the cell yellow

<u>PIHE Member</u>	<u># of registers/ donors (so far)</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>	<u>#5</u>
Anne Vasquez	5	Marissa Shepard	Liz Fachetti	Kelly Moran	Jamie Carroll	Trisha Sarang
Beth Williams	15	Beth Williams	Maria Williams	Joe Williams	Alex Williams	Ellen Osborn
Madison Hoffman	1	Lisa Hoffman	Justin Yi	Troy Hoffman	Sharon Mangini	her campus gc
Uche Nwabuzoh		Kat Rose	Kate Knight	Ariana Low	ChiChi Ugorji	Ross Ney
Lana Hollingsworth	5	Kathy Mantelos	Eric Hollingsworth	Anna Johnson	Merle Wiehl	Taelor Karr
Sureena Mann		Melody Lin	Eileen Chih	Kristina Yin	Neha Mann	Kuldeep Mann
Dhanya Paul		Paul Oommen	Roshni John	Nina Blattner	Swathi Arvind	Teju Kshatriya
Ella Basler	1	Mary Basler	Ella Basler	Mike Basler	DEM group chat	Niyibitanga Inosu
Taylor Schneberger	7	Taylor Schneberger	Jennifer Schneberger	Stephanie Tuttle	Rosann Stanzial	Jenna Mathiesiu
Shannon Donley		Shannon Donley	James Donley	Ivana Donley	Austin Grove	Harrison Zhou
Maddi Dang	1	Maddi Dang	Kelvin Nguyen	Samarth Sandeep	Amanda Deng	Michael Chiu
Maddie Rodriguez	1	Katie Clelland	Sanna Hannakerin	Jacob Miller	Madison Rodrigu	Ryann King
Clara Mays		Bella Mendoza	Emma Rosicky	Laura Morgan	Colleen Mays	Brendan Mays
Henna Kara	2	Harshika Kara	Jorge Kara	Dheven Kara	Kate Cocales	Nikhita Mathur
Olivia Pruett	5	Olivia Pruett	Jericho Cervantes	Marsha Pruett	Julia Snodgrass	Sidra Pierson
	1	Craig Stephens				

- Know what you're fundraising for
- Create a conversation with your PIHE team and amongst your donors



Radically Reducing Maternal Mortality: The Maternal Center of Excellence in Sierra Leone

A COMPREHENSIVE MODEL FOR ENDING PREVENTABLE MATERNAL AND CHILD DEATH

AN UNACCEPTABLE INJUSTICE

There is no single statistic that so starkly highlights injustice towards women than this: **more than 800 women die every day due to complications related to pregnancy and childbirth around the world**, despite the fact that maternal mortality remains an overwhelmingly preventable cause of death. The babies of these women are much less likely to survive as well, and each day 15,000 children under the age of five die around the world. **COVID-19 is exacerbating these circumstances** as health resources are further divided, especially among the world's most vulnerable communities, where potentially fatal complications occur in 15% of births. These tragedies illuminate the fault lines of our global society in promoting gender equity, health equity, and access to basic human rights. This is a global emergency.

The good news: these injustices have proven cures. Maternal mortality remains an eminently preventable cause of death, with the implementation of effective and accessible maternal health care. Partners In Health (PIH) is uniquely positioned to end this devastation facing women and their families, leveraging 30 years of innovative and scalable programs in maternal and child health to create systemic solutions in partnership with ministries of health around the world. At this critical juncture in the global fight against the COVID-19 pandemic, PIH will lead an ambitious Maternal and Child Health Initiative over

the next five years to mobilize a global, multifaceted effort to stop preventable maternal and child death.

To launch this global Maternal and Child Health Initiative, PIH will establish a Maternal Center of Excellence (MCOE) in rural Kono District, Sierra Leone—the epicenter of the world's maternal health crisis. Nowhere is the maternal and child health crisis more acute than in Sierra Leone, where one in 17 mothers will die prematurely from a maternal cause during their lifetime—the highest maternal mortality rate anywhere in the world. Ten percent of children will also die before their fifth birthday in Sierra Leone—among the highest in the world. The MCOE will provide high-quality care to women and families who need it most, build local health capacity for sustained impact, and create a blueprint for scaling proven interventions in women's health around the world.

Through this ambitious effort, the MCOE will enable PIH to consolidate its global learnings in maternal and child health and demonstrate the impact that comprehensive investments can make. Ultimately, the MCOE will dramatically improve health outcomes in Sierra Leone—where it is needed the most, while also serving as the cornerstone of learning and innovation that will catalyze PIH's expansion of related programming around the world and reduce maternal and child mortality across the globe.

MATERNAL DEATHS

per 100,000 live births

Data provided by UNICEF, Sept. 2019.

Global Average
United States
Sierra Leone

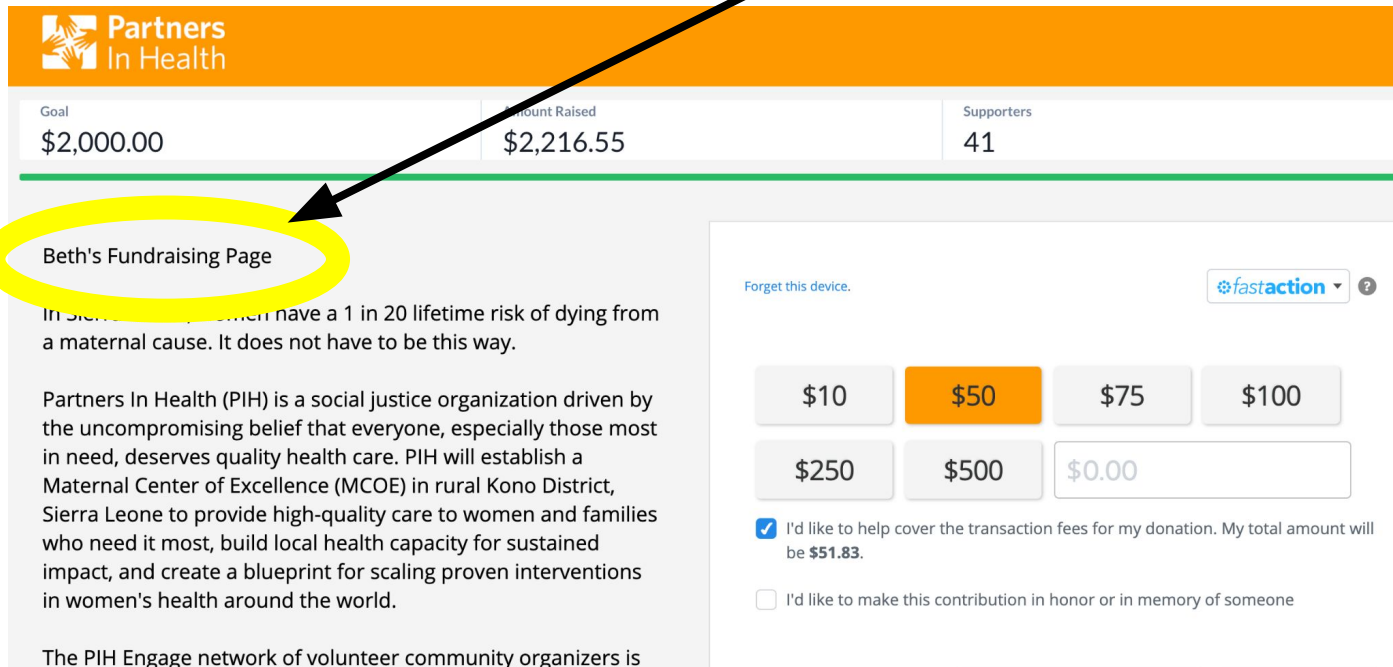
211

19

1120

Launch your Pages

- Make fundraising pages ASAP!!
- Try to personalize fundraising pages by adding your name



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Call-a-thon

Support your team by doing personal fundraising together



PHONE-A-THON

Start early to give everyone enough time to meet the deadline!





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Make it fun!





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**What are personal fundraising
barriers you might face?**



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Breakout rooms!

Discuss how your team may overcome one of the barriers that we just discussed.

Be prepared to share your ideas back with the main group.

How to Ask for Donations

- Practice first!
- Share your story
- Discuss background of campaign
- 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



Our Personal Fundraising Tips!

1. What motivates you to donate? → Apply that when asking others to donate
2. Emphasize why PIHE is important to YOU
3. Ask yourself- what's the worst thing that's going to happen?
4. Don't settle on a set amount of \$ for all donations
5. Don't be afraid to be persistent!
6. Say thank you!



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Practicing your Pitch

Breakout room- everyone practices their pitch!

2 minutes pitch
1 minute debrief
x2



-
- What was something that worked well in your or your partners pitch? What was something you would like to improve upon?
 - Did we address the challenges we spoke about in the beginning?
 - Any remaining concerns?