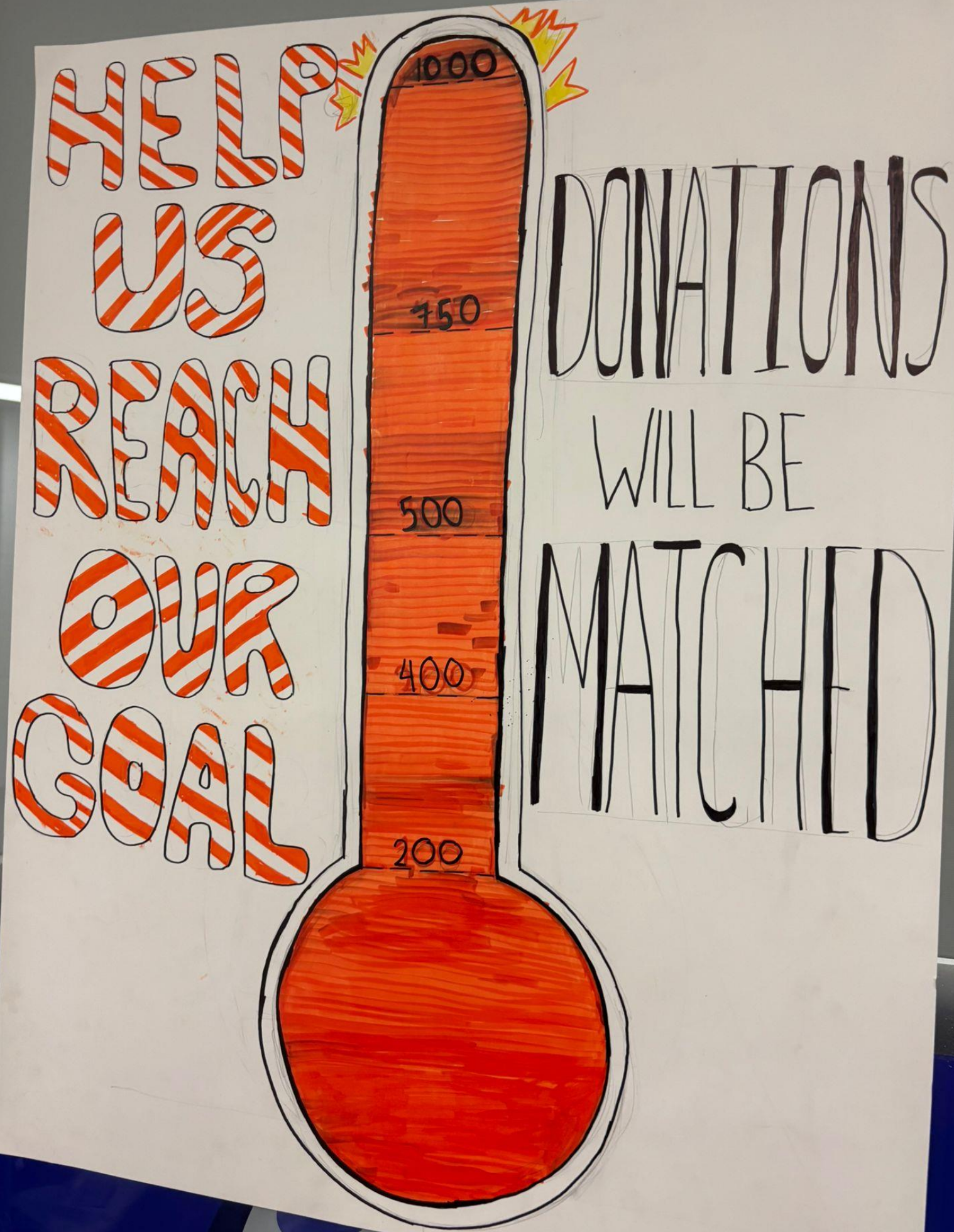




Fundraising Campaign

Why Do We Fundraise?

To ensure *PIH continues to have the resources* to prevent senseless deaths and deliver high-quality health care in some of the world's poorest places.

Fundraising is not only an opportunity to fund the lifesaving healthcare delivery efforts of Partners In Health, but *provides a chance for us to bring people together in understanding and practicing pragmatic solidarity in repairing the wounds caused by a global history of racial injustice.*



Our network defines fundraising as...

- the *voluntary redistribution of excess/disposable income* that is present in our communities
- Although monetary contributions play a significant role in addressing this injustice,
- commitment to our network and the fundraising campaign isn't solely premised upon the wealth of one's personal network.

Our network focuses on developing interpersonal relationships and building rapport with anyone that contributes to our fundraising campaign

- we seek to do this by establishing connections with our donors, so we can expand and
- strengthen the right to health movement.

Our Approach To Fundraising



How To Build Connections With Donors

1

Reach out

in person or via text, email, phone call, or social media

2

Discuss

with your donor about our campaign and SPIHC mission/values via conversations or messages and share resources from the Campaign Summary Document



3

Establish The Connection

Ask your donor:

- Do you feel like you *understand the campaign* as I explained it? What questions do you have?
- Do you feel like you *understand our mission* and values?

Ask yourself/discuss with your team:

Have you *built a connection with each person that has*

- *contributed* to your fundraiser so far?
Are the *current strategies working* for building
- these connections? If not, then why do you think they're not working?
What are some *new tactics and strategies* you
- can implement? How are they different from the previous ones you used?
Do you think your *donors will contribute next year* based on
- how you explained the campaign?



How To Make An Ask

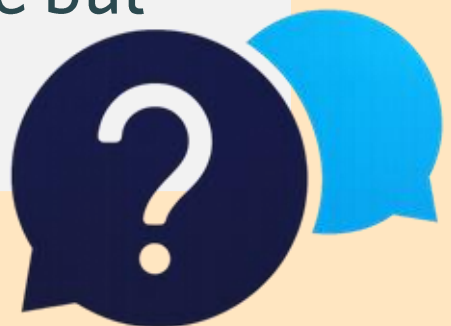
We want to get three things across in an ask: problem, solution, specific ask. So naturally, most new fundraisers write a linear piece that ends with an ask. But! Most people will only read our first paragraph, some will read the first three, and a few will read our whole appeal. Yes, even our friends and family are skimmers.

So, how do we make sure that each of those interest levels still gets asked for money?

We write in a spiral.

So, the first paragraph should have very short versions of the problem, the solution, and the ask.

Then we can do the same thing over three paragraphs, and then again over the whole rest of the appeal. That way, the skimmer gets the full ask, the pretty engaged person gets a deeper picture but also full ask, and the extremely interested person gets the full ask with lots of detail!



Creating An Inclusive Fundraising Campaign

SPIHC advocates and donors alike deserve a space that fosters *inclusion and acceptance*.
By prioritizing these values, we can be vulnerable, hold dialogue, and *build meaningful connections with potential donors*.

It is as important as ever to recognize barriers to fundraising and find new solutions to navigate these difficult times. By creating accessible means to fundraising and diversifying your approach to identifying donors, your team can carry out a successful, inclusive fundraising campaign.

Diversifying Your Approach To Identifying Donors

Fundraising can be uncomfortable and awkward at times, and some SPIHC Advocates may confine their contacts to family and friends. *Although it may be more convenient, this fundraising approach limits your audience* and prevents you from building new supporters of our SPIHC mission.

1. Evaluate your fundraising audience

- Identify possible commonalities: Are your prospective donors friends? Family? Students? Who is missing from this list that may be interested in your cause?
- Develop a list of new potential groups to connect with: research mentors, professors, fellow right to health advocates, other student groups, etc.
- Tailor your fundraising to appeal to those audiences



Diversifying Your Approach To Identifying Donors



2. Take the social demographics of your school, community, and potential donors into account when designing fundraisers and asking for donations
 - Be considerate of the varying socioeconomic factors in your community
 - Adjust your ask depending on the donor. If you are confident that a donor has the means to make a more substantial donation, asking directly for a specific amount may be helpful in fundraising the larger dollar amounts we need to reach our goals

Fundraising Tactics

Personal Fundraising

- *Actually* ask people for money and suggest an amount!
 - "Will you donate \$100 for this cause?"
 - People won't get offended if we ask for too much, assume generosity.
- We're not taking people's money; we're helping them make a difference.
- Use statistics to illustrate the need. Ask specifically and personally (DMs, phone calls, coffee dates, etc.)

Some More Tips:

- Have regular team check-ins around individual goals!
- Record progress, connections, and feedback (e.g. google sheets)
- Utilize the call scripts, photos, and videos provided!
- Plan, plan, plan!
- Support each other

Fundraising Tactics

Event/Group Fundraising & Power Hours

Event/Group Fundraising

Fundraising events are opportunities to engage your community and support PIH's mission. They help to:

- Raise funds for Partners In Health's work
- Strengthen team collaboration and build camaraderie
- Introduce new audiences to PIH and SPIHC
- Inspire attendees to volunteer, join, or start an SPIHC team
- Cultivate long-term supporters and recurring donors

Fundraising events can have an impact that extends far beyond the dollars raised!

Power Hours

are a dedicated one-hour session of personal fundraising in a group setting to:

- Empower team members to personal fundraise
- Energize your team and build momentum

Power hours can be highly effective tools for mass personal fundraising!