

#MultiplyChange Campaign

You are
making change happen!

Welcome to the team!

Thank you for joining our #MultiplyChange Campaign Team as a Fundraiser! We are thrilled to have you join us in the movement to empower a global community of changemakers and improve access to care for non-communicable diseases for the world's poorest.

We've put together this toolkit for you to make it as easy as possible for you to raise funds to #MultiplyChange for non-communicable diseases, such as cancer and diabetes.

If you have any questions, want to brainstorm ideas for your campaign, or require further resources or guidance to make your campaign a success, please contact us at info@ncdaction.org

Plan your campaign

Log your kilometres

Get active while making a difference for YP-CDN changemakers by running, biking, hiking, kayaking, swimming or unicycling (the stranger the better)!

The Holidays

33% of all donations are made during these holiday months. Try giving up a gift or two and ask for donations instead!

Turn your passion into lasting change!

Paint, dance, bake or have a cook-off! What better way to spend your time doing something that you love. Ask for donations to be made in exchange for your talent.

Host a Dinner Party

Invite your friends, family and colleagues over for a delicious meal. Talk about the issues that #MultiplyChange is tackling and, of course, have a great time!

Birthday

Why not give up your gifts and ask for donations instead? Make this year special. Celebrate your birthday and a great cause at the same time.

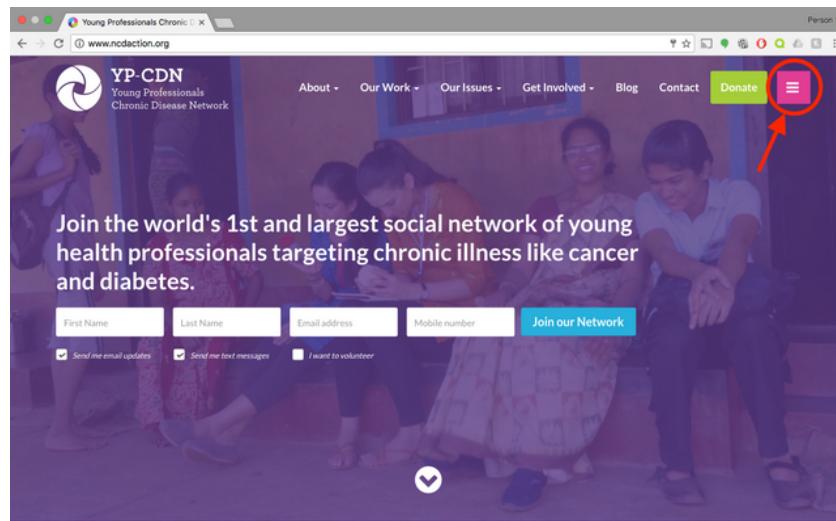
In Honor Of

Celebrate the memory of someone you love by raising money for a cause they care about.

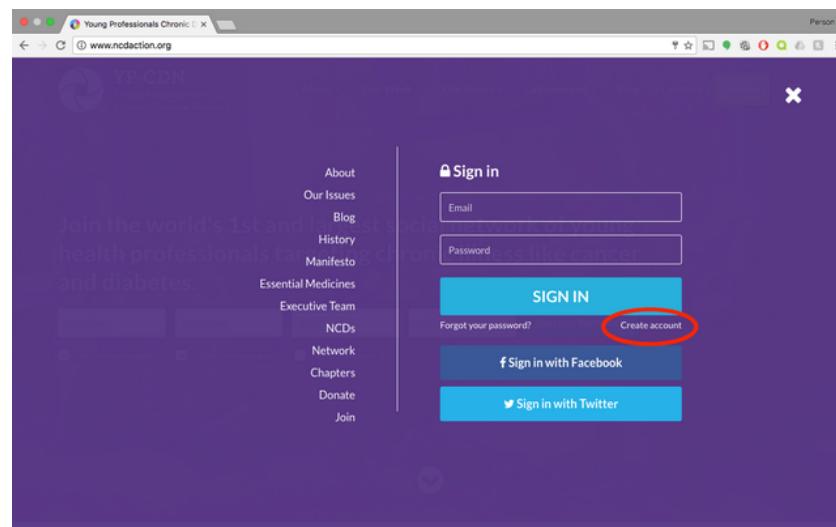
Setting Up Your Page

1. Go to YP-CDN's home page: <http://www.ncdaction.org>

2. Start by creating your personal account. Click the three stripes icon on the upper-right hand corner of the page.

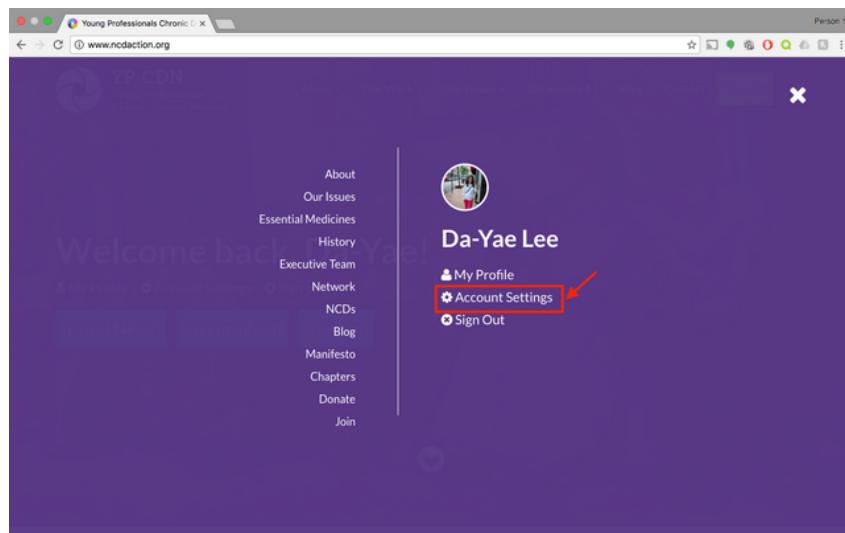


Create your account with an email address. Then, sign in.



Setting Up Your Page

3. Once signed in, click the same stripes icon to access the Account Settings.



4. Customize your public profile: craft a short bio and headline so the public may get to know you. Make a note of your page URL which will be in the form of <http://www.ncdaction.org/username>.

Public profile

Don't publish [my profile](#) on the website

First Name

Last Name

User name

Your public profile will be at <http://www.ncdaction.org/dayae21>

Short bio

Website

Headline for your profile

Making Donations

5. Turn your public profile into a personal fundraising page by adding
(a) a case statement and (b) a fundraising goal.

* The case statement is your chance to convey why you care about your cause, what the need is, and how donors can have impact on the cause you and YP-CDN support. For tips on writing, see page 8.
*We recommend a fundraising goal of \$500 from high-income, \$200 from middle-income, and \$100 from low-income countries.

Why do you support Young Professionals Chronic Disease Network?

Paragraph

Path:

I will commit to fundraising:

Don't publish my survey question answers on the website
 Allow search engines to find [my profile](#)
 Include me in leaderboards

Save public settings

6. Click "Save public settings".

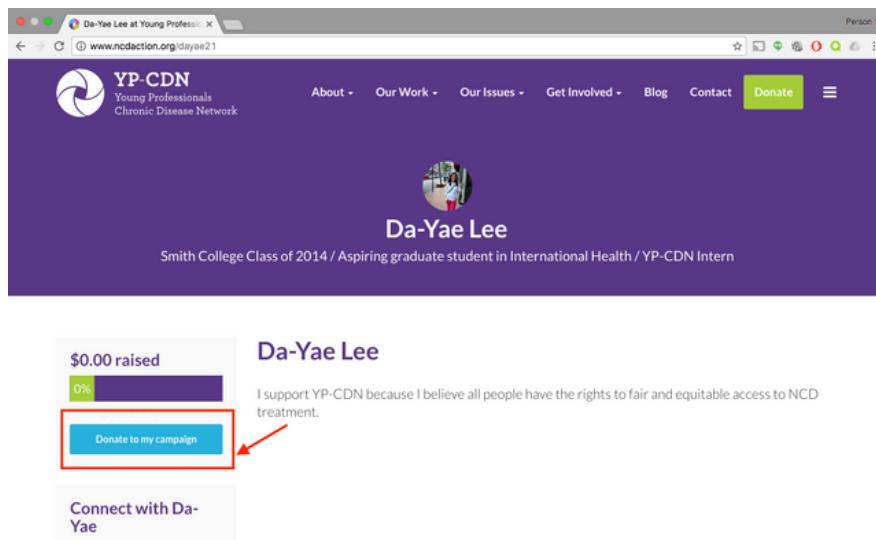
7. Check out your profile at your personal page URL.
You can monitor your campaign progress with the left-hand bar.

The screenshot shows a web browser displaying a personal fundraising page for Da-Yae Lee. The top navigation bar includes links for About, Our Work, Our Issues, Get Involved, Blog, Contact, and a green 'Donate' button. The main profile area features a purple background with a circular profile picture of Da-Yae Lee. Below the picture, her name 'Da-Yae Lee' is displayed, followed by the text 'Smith College Class of 2014 / Aspiring graduate student in International Health'. On the left side, there's a sidebar with a progress bar showing '\$0.00 raised' and '0%' completion, along with a blue 'Donate to my campaign' button. At the bottom of the sidebar, there's a link 'Connect with Da-Yae'.

Making Donations

Now that you have set up your personal fundraising page, let's get the campaign rolling by donating to your page.

1. Click "Donate to my campaign" on your profile page.



\$0.00 raised

0%

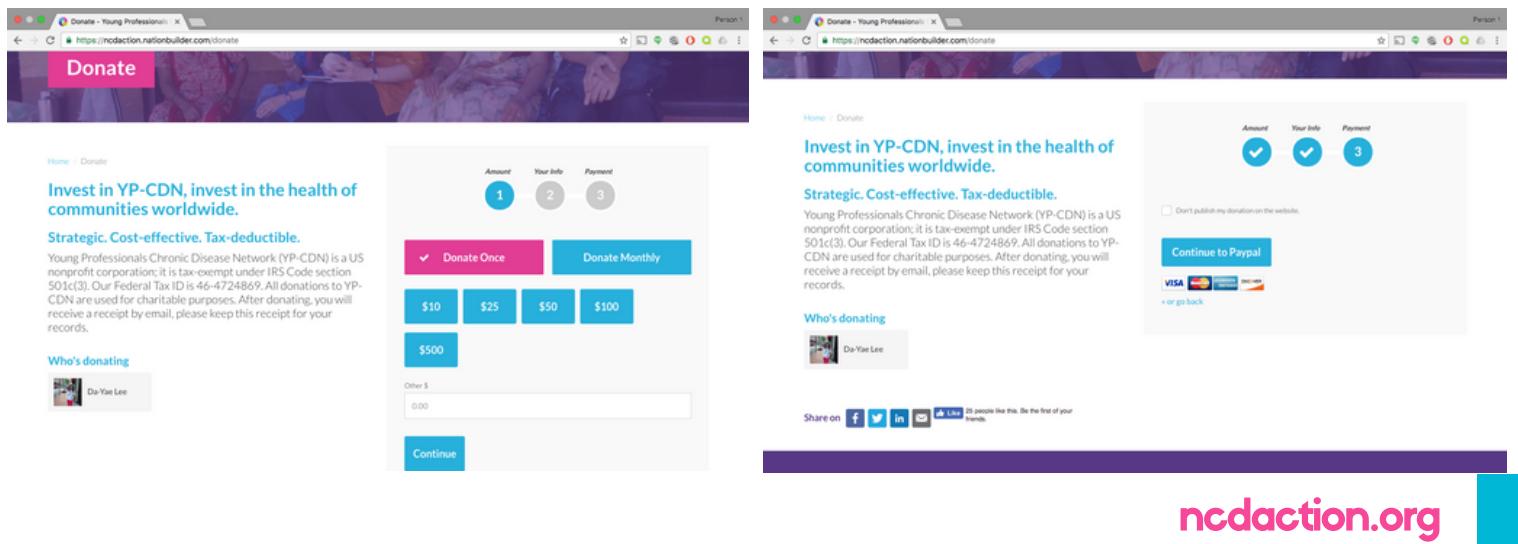
Da-Yae Lee

I support YP-CDN because I believe all people have the rights to fair and equitable access to NCD treatment.

Donate to my campaign

Connect with Da-Yae

2. Enter the amount and frequency of your donation, followed by your billing and payment information. At the end, click "Continue to Paypal" to process your payment.



Invest in YP-CDN, invest in the health of communities worldwide.

Strategic. Cost-effective. Tax-deductible.

Young Professionals Chronic Disease Network (YP-CDN) is a US nonprofit corporation; it is tax-exempt under IRS Code section 501c(3). Our Federal Tax ID is 46-4724869. All donations to YP-CDN are used for charitable purposes. After donating, you will receive a receipt by email, please keep this receipt for your records.

Who's donating

Da-Yae Lee

Amount: 1. Your Info: 2. Payment: 3

✓ Donate Once ✓ Donate Monthly

\$10 \$25 \$50 \$100
\$500

Other \$ 0.00

Continue

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Who's donating

Da-Yae Lee

Amount: 1. Your Info: 2. Payment: 3

Don't publish my donation on the website.

Continue to Paypal

VISA MasterCard American Express Discover

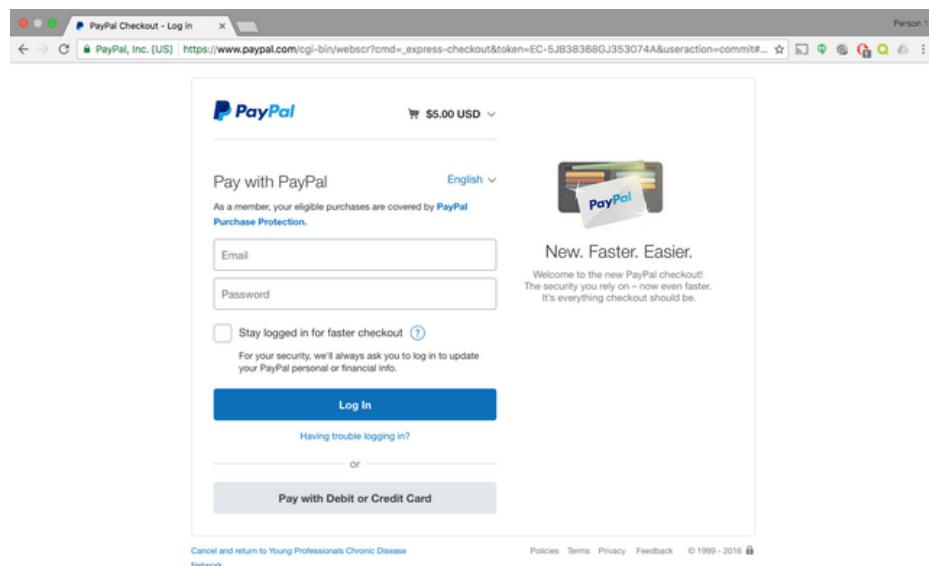
+ or go back

Share on: [Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#) 25 people like this. Be the first of your friends.

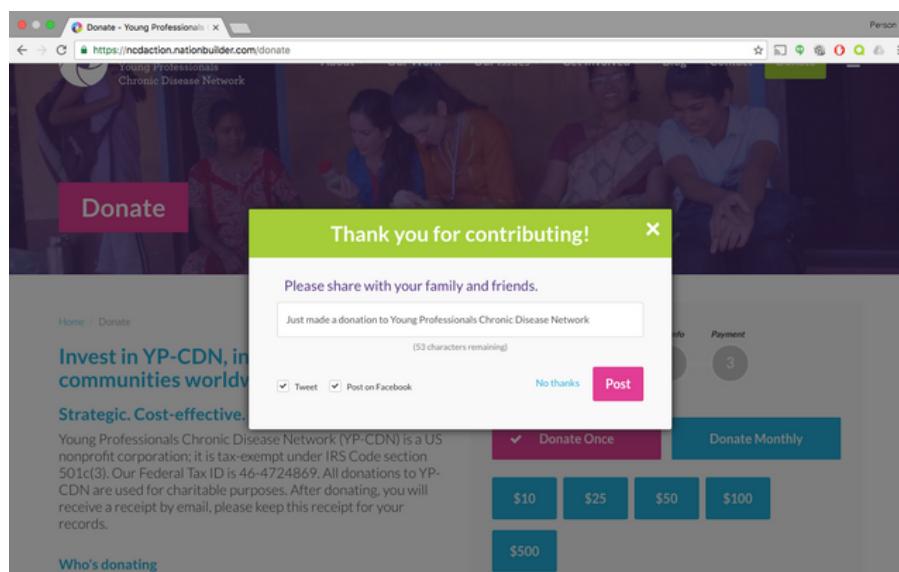
ncaction.org

Making Donations

3. Complete your donation by choosing between two options:
to pay via your personal Paypal account or pay with a debit/credit card.



4. Thank you for contributing! Spread the word of your campaign by sharing your page URL over email, Facebook, Twitter, and other social media. Happy fundraising!



Quick Tips

1. Tell your own story by personalizing your page.

The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!

2. Get the ball rolling by making a donation to your own page.

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

3. Start with your 5-10 closest contacts by emailing individually.

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum.

4. Move to social media to promote to anyone who will listen.

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. Continue thanking and updating via email and social media.

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Tips for Crafting Your Case Statement

1. Identify keywords / keyword phrases for your cause.

Proper keywords can not only get more search engine traffic to your page but can often be the first and last thing to keep potential donors' attention to your message. Build your statement around keywords like "NCD" and "Access to Treatment" that capture the core issues in your campaign.

2. Describe the need as manageable.

We are quickly turned off by the extent of need if it feels too big or too distant for us to put our arms around it. But we are willing to give to help a family or build a hospital bed for a person. Be as specific as you can about what the need is and who will benefit when the need is met.

3. Describe the need as pressing.

Donors should understand that the need is now and that if we don't act soon, there may be negative consequences. Get urgency to move donors to actions.

Sample Emails and Social Media Posts

Tips for Writing a General Email

- Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.
- In a sentence or two, explain the good work the organization is doing to advance the cause. This helps potential supporters understand where their money would be going and what it would be used to accomplish.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.

Tips for Writing Social Media Posts

- Get your tag on. Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).
- Set internal goals. \$200 by one week, \$400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help you get over the next hurdle.
- Don't make every post an "ask." Share inspiring news stories or other positive anecdotes about the cause too!

Your Core Supporters

1. Parents
2. Siblings
3. Grandparents
4. Cousins
5. Aunts and Uncles
6. Coworkers
7. Employers
8. Faith Leaders
9. Teachers
10. Classmates
11. Coaches
12. Teammates
13. Neighbors
14. Family Friends
15. Social Connections

Check out some sample emails and social media posts on the next page.

Sample Emails and Social Media Posts

Email Templates For YP-CDN Members or Other Supporters:

Subject: Help me multiply change for global health!

Dear <name>,

I'm currently an Ambassador for the Young Professionals Chronic Disease Network (YP-CDN) #MultiplyChange Campaign-- an exciting initiative to raise funds to equip aspiring future leaders in health, like myself, with the training, tools, network and support needed to become effective healthcare advocates and leaders, and to launch and scale campaigns & projects with impact.

YP-CDN member Seun Adebiyi won the fight for his life against cancer and then had an idea to help others do the same-- he made Nigeria's first bone marrow registry a reality backed by YP-CDN. Now, YP-CDN member Dr. Joseph Makoba and his YP-CDN Chapter in Kampala are fighting for radiotherapy for cancer in Uganda, where this lifesaving treatment does not currently exist. Seun and Joseph are but two examples of the powerful changemakers YP-CDN is comprised of and supports in their efforts against the world's leading killers. With over 6,000 changemakers worldwide, driven to improve health in their communities through advocacy and initiatives that tackle cancer and other non-communicable diseases, can you imagine the impact we could have by scaling effective leadership and advocacy training?

#MultiplyChange will connect promising young healthcare professionals like Joseph with the tools, training, and support they need to become effective healthcare leaders, and to launch and scale change efforts like Nigeria's first bone marrow registry and government prioritization of radiotherapy for cancer patients.

Your donation today is an investment in them and an investment in the next game-changing play in the fight against non-communicable diseases -- the leading cause of death in the world.

By the end of the year, my goal is to raise <target> to #MultiplyChange. I strongly believe in the importance and impact of this initiative, and I would really appreciate it if you would sponsor me through my online fundraising page. In exchange for your support, I will <log your kilometers challenge you have set for yourself>.

Every little bit counts! It's really easy to donate and you get a receipt emailed straight to you. Plus, as a registered 501c3 charitable organization in the US, your donation is tax deductible. Just click on the link below to go to my fundraising page: <[link to fundraising page](#)>

Thanks for your help!

<your name>

Sample Emails and Social Media Posts

Email Templates FOR MEMBERS:

Subject: Help me multiply change for global health!

Dear <name>,

I'm currently an Ambassador for the Young Professionals Chronic Disease Network (YP-CDN) Multiply Change Campaign-- an exciting initiative to raise funds to equip aspiring future leaders in health, like myself, with the training, tools, network and support needed to become effective healthcare advocates and leaders, and to launch and scale campaigns & projects with impact.

YP-CDN is an inspiring nonprofit organization of young changemakers working to promote global health equity for the world's leading killers. The YP-CDN NextGen Leaders program that you will support through #MultiplyChange will:

- 1) Train the next generation of leaders to influence public policy and drive social change in order to reduce needless death and disability from cancer, diabetes and other non-communicable diseases;
- 2) Enable advocacy to improve chronic disease care for disadvantaged communities- at both local levels through YP-CDN Chapters (for example, in Kampala, Uganda!) and through global advocacy;
- 3) Provide a community space for knowledge and experience sharing that allows young people to address our world's most pressing health issues.

By the end of the year, my goal is to raise <target> to #MultiplyChange. I strongly believe in the importance and impact of this initiative, and I would really appreciate it if you would sponsor me through my online fundraising page. In exchange for your support, I will <log your kilometers challenge you have set for yourself>.

Every little bit counts! It's really easy to donate and you get a receipt emailed straight to you. Plus, as a registered 501c3 charitable organization in the US, your donation is tax deductible. Just click on the link below to go to my fundraising page: <[link to fundraising page](#)>

Thanks for your help!
<your name>

Sample Emails and Social Media Posts

Social Media Posts



Twitter:

For 8 weeks I will be running daily to support @NCDAction. Please support me during this endeavour:
<http://ow.ly/Ul378> #MultiplyChange

I hate to run! But for 8 weeks I'll be running to fundraise for @NCDAction. Keep me motivated at
<http://ow.ly/Ul378> #MultiplyChange

Progress Tweets

Help me #MultiplyChange! With your support we will build the next generation of health leaders [Link]

Health is a human right. Help me #MultiplyChange and tackle #NCDs for communities worldwide: [link]

Did you know? Almost 3/4 of #NCD deaths - 28 million - occur in low- & middle-income countries.
#MultiplyChange

Facebook:



@The Young Professionals Chronic Disease Network is training the next generation of health advocates through their #NextGenLeaders workshops. Help #MultiplyChange for NCDs by supporting a fellow: [Insert link to your campaign page]

Help us #MultiplyChange because...[share why you believe the leadership and advocacy for NCDs treatment is important in your community, your country, or the world as a whole]

Where will the campaign funds go? #MultiplyChange Project Pitch

Your donation to #MultiplyChange will equip changemakers in health, like Joseph Makoba (see campaign video), with the training, tools, network and support they need to become effective healthcare advocates and leaders, and to launch and scale campaigns & projects with impact.

The importance of political engagement and advocacy by citizens in order to drive positive change is imminently clear in our world today. This is why YP-CDN, as an inclusive and supportive global community and advocacy organization, continues to grow in its value and importance—we offer leadership and a platform for action to protect the health of the public, from Baltimore to Bujumbura.

The YP-CDN NextGen Leaders program that you will support through #MultiplyChange will:

- 1) Train the next generation of leaders to influence public policy and drive social change in order to reduce needless death and disability from cancer, diabetes and other non-communicable diseases;
- 2) Enable advocacy to improve chronic disease care for disadvantaged communities- at both local levels through YP-CDN Chapters (for example, in Kampala, Uganda!) and through global advocacy;
- 3) Provide a community space for knowledge and experience sharing that allows young people to address our world's most pressing health issues.

\$15 - sponsors an online advocacy training opportunity for a changemaker

\$50- matches a changemaker up with an experienced mentor

\$100- allows one changemaker to attend 1 workshop day

\$500- powers a local YP-CDN Chapter advocacy campaign to improve community access to lifesaving treatment

Tips and Tricks for Promoting Your Campaign via Social Media Design

Facebook and Twitter

1. Change your profile picture

One of the most visible ways to announce your fundraising campaign on Facebook is by changing your profile picture. YP-CDN has created its very own filter for the #MultiplyChange campaign and we would love for you to add it to your profile picture.

To have the filter added to your photo, please send the photo you would like to use to our social media coordinator at kalman.casey@gmail.com

Remember to add a caption explaining the campaign and why you are participating.

Include the hashtags #MultiplyChange #YP-CDN and be sure to tag YP-CDN



2. Change your cover photo

Another very visible way to announce your participation or perhaps keep people updated on your progress is by changing your cover photo.

Click below for some cover photo options:

Option 1 - #MultiplyChange cover photo with tagline and logo

<https://drive.google.com/file/d/0B1P7yj7TdsHAb1hqeEhrTE05Y3M/view>

Option 2 - Minimalist #MultiplyChange cover photo

<https://drive.google.com/file/d/0B1P7yj7TdsHAZDNxTVhlWS1uWjQ/view>

Option 3 - Mother Teresa Quote cover photo

<https://drive.google.com/file/d/0B1P7yj7TdsHAUVhuNzh4NF8wcW8/view>

Tips and Tricks for Promoting Your Campaign via Social Media Design

Facebook and Twitter

Option 4 - Custom Update

If you would like to use your cover photo to announce the number of kilometers logged during the campaign, please follow this link (<https://docs.google.com/drawings/d/1v5rTGVCTwV2DWrzPXlcxD6F15H2jE0cFZ0DjlwU9A2g/edit>) AND make a COPY of the file to your own google account.

You can update your own copy of the file to keep your facebook and Twitter followers update on your progress

Instagram

To announce your campaign on instagram, we suggest using either your profile picture with the #MultiplyChange filter or a photo of you before/after a run/walk/bike/swim or something associated with the activity that you will be doing throughout the campaign.

Throughout the campaign we'd love to get updates from you on your progress as well as some photos just be sure to tag @ncdaction and #MultiplyChange

ex:



TheYoungPro2015

FOLLOW

157 likes 2w

TheYoungPro2015 Can't wait to see how far these shoes carry me over the next 8 weeks! I'm going to be #LoggingMyKilometers and fundraising to support @NCDaction and their NextGen initiative in #Kenya. Be sure to follow me as I attempt to run a minimum of 3 miles per day over the next 60 days. If you'd like to show your support, please donate to here: www.crowdrise.com/TheYoungPro2015

Comments (115)

TheRealYIP This is great Susie! Can't wait to follow along! I'll be sure to donate as well :)

NCDWarrior85 I thought you HATED running. Can't believe you're gonna do this! #Inspirational #LoveTheShoes

... Add a comment...

Our Fundraiser Incentives

Activist - Raise \$20 (low-income country), \$40 (middle-income country), or \$100 (high-income country)
Access to our exclusive newsletter with exciting NCD-relevant job, training and networking opportunities

Catalyst - Raise \$50, \$100, or \$250
Exclusive access to the former prize plus our custom educational modules.

Multiplier - Raise \$100, \$200, or \$500
Exclusive access to the former prizes plus a feature on YP Speaks.

Influencer - Raise \$160, \$320, or \$800
Exclusive access to the former prizes plus a special 2017 YP-CDN Calendar.

Investor - Raise \$200+, \$400+, or \$1,000+
Exclusive access to all these former prizes plus a digital Healthy Cookbook with recipes from all over the world-- a collection of YP-CDN members' favourite local recipes from India, Ethiopia, Mexico and more!

Awards and their incentives at all levels include recognition on YP-CDN social media, website, and newsletter communications. We'll be thanking you from the rooftops and everyone will know your name!

Above all: Have fun with it!

We really appreciate your time and contributions. Have fun with it-- we sure will!

