



# Partners In Health

ENGAGE

Strides in Solidarity

Toolkit

February 2016



## What is Strides in Solidarity?

Strides in Solidarity is a walkathon or road race that we envision will take place in communities across the nation in late spring. It is a fundraising and engagement event where participants walk or run a predetermined distance together on an outlined course. Strides in Solidarity can be a low-intensity, non-competitive, accessible and fun event, capable of support and participation from people across your community.

### What is the purpose of hosting a Strides in Solidarity?

Strides in Solidarity can act as a culminating event for your PIH Engage yearlong campaign, designed to harness the power you've built this year as a team. Strides in Solidarity events have a three-fold purpose: Fundraising, Volunteer Engagement, and Symbolic Demonstration.

#### **1. Fundraising**

Strides in Solidarity can reach out to more people than any PIH Engage event so far. This provides a pivotal opportunity for PIH Engage to pool the generosity of new contributors to bring in substantial funds for Partners In Health. This is also an opportunity for the wider community to come together in support for the global right to health. Fundraising through Strides in Solidarity can be accomplished through participation from individual people as well as contributions from businesses:

- **People** participating in the walkathon can be asked to pay an established participation fee and then be encouraged to complete additional personal fundraising.
- **Businesses** can be asked to donate funds in exchange for advertising and promotion in Strides in Solidarity publicity as well as during the event. They can also contribute by donating products such as bags, water bottles, armbands, shirts, hats, food, or anything else you need.

#### **2. Community Engagement**

In addition to mobilizing your community members, Strides in Solidarity can engage the broader community where you live. By reaching out to your friends, colleagues, acquaintances, and the general public in your town or city, you can spread interest and action for the right to health beyond just your PIH Engage team. Strides in Solidarity is more than just a walkathon or road race – it is a way to help many more people learn about the PIH's lifesaving work.

#### **3. Symbolic Demonstration**

Strides in Solidarity will serve as a powerful symbol for the movement for the right to health. As walkers or runners come together across the country, we will demonstrate our solidarity with the poor around



the world. This symbolic demonstration can be the most powerful purpose for Strides in Solidarity – it shows the collective capacity of individual passions.



## Connecting to PIH's work

Not only is Strides in Solidarity a powerful symbol of the movement for the right to health, it can also be a physical exercise of solidarity. Think of how far PIH community health workers, the backbone of our delivery network, walk every day to reach patients in need. They are community organizers themselves, sometimes traveling miles over mountains and across rivers to engage the most vulnerable people in their community.

### ***What is a Community Health Worker?***

Community health workers (CHWs) are hired and trained by Partners In Health to help people gain access to medical care.

### ***What do CHWs do?***

CHWs travel to patients' homes to provide medication and ensure they have the food and housing needs necessary for recovery. CHWs help patients overcome other barriers to medical care including transportation costs, social stigma, and lack of information.

## 3 Steps for Success

### Step 1. Strides in Solidarity Webinar

Many of you attended last year's Strides in Solidarity webinar on January 21, 2016! If you missed it, be sure to watch it ASAP here: <https://vimeo.com/153965868>

We discussed the tips and advice we've gathered from teams hosting these events over the past few years, introduced a new registration platform, and talked about important logistics! *NOTE: for Strides in 2017, we have switched platforms, but the rest of this is still helpful!*

### Step 2. Strategic Planning Meeting

#### **Set Goals**

The next step is to hold a meeting with your team where you establish the groundwork for your Strides in Solidarity. The objective of this meeting is to set your goals. After determining this, you should discuss logistics and resources. If you've already started planning (I hope so!), make sure you go back and answer any questions you skipped in the initial planning phases. These are three questions to ask at your strategic planning meeting:

1. As a community, what do you want to accomplish with Strides in Solidarity?
  - First, think in broad, abstract terms
  - Then think about concrete goals for number of participants and amount of money raised
2. What is your target date, location, and distance for the walkathon?
3. What resources are needed to achieve your goals?

*Use the worksheets on pages 6-7 during your Strategic Planning Meeting*

#### **Create Leadership Teams**

Expanding leadership will be critical in tackling logistics and planning. We have suggested three leadership teams with specific responsibilities to help you structure your community and delegate tasks. Consider assigning one, a few, or several people to each of the following project areas: Recruitment & Communications Team, Logistics & Registration Team, Fundraising Team.

*See pages 9-14 for a description of leadership team responsibilities*



#### **Step 4. Establish Logistics**

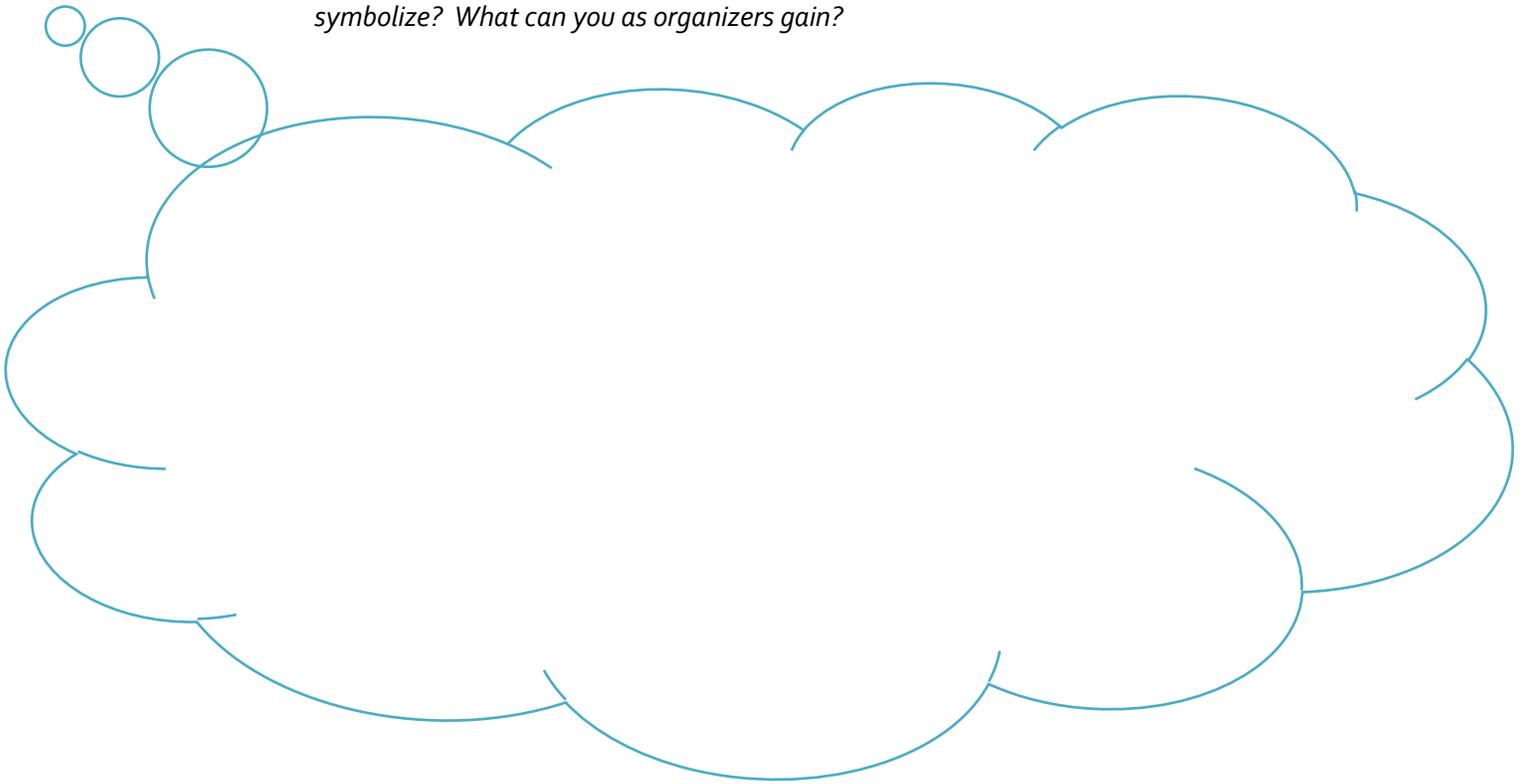
Finalize the date, venue, time, and distance for your walkathon or run. Fundraising can be done through CrowdRise, which is the same fundraising platform we used for the We Will Deliver! campaign in November. You will be getting more information on using CrowdRise for Strides in January, but in the meantime, feel free to email your coach if you have any questions.

**Worksheets** (use these worksheets during Step 2, your Strategic Planning Meeting)

**Strides in Solidarity Goal-Setting Worksheet**

1. What does your community want to accomplish with Strides in Solidarity?

*Think in broad terms –what can this bring to your broader community? What can it symbolize? What can you as organizers gain?*



2. How many total people do you want to participate? \_\_\_\_\_
3. How much total money do you want to raise? \_\_\_\_\_
4. What is your target date? \_\_\_\_\_
5. What is your target location? \_\_\_\_\_
6. What is your target distance? \_\_\_\_\_

7. What will be the registration fee to participate? \_\_\_\_\_

**Collective Goal-Setting Matrix**

	<b>Goals</b>	<b>Totals</b>
Participant Registration	( _____ # of participants)  $\times$  (\$ _____ registration fee) =	$\$$ _____ Total from Participant Registration
Participant Personal Fundraising	( _____ # of participants who fundraise)  $\times$  (\$ _____ amt each fundraises) =	$\$$ _____ Total from Participant Fundraising
Business Donations	( _____ # of business that donate)  $\times$  (\$ _____ amount each donates) =	$\$$ _____ Total from Business Donations
Total		$\$$ _____ <b>Total Money Raised</b>

**Example Goal-Setting Worksheet**

2. How many total people do you want to participate? 100
3. How much total money do you want to raise? \$3,000
4. What is your target date? Sunday, April 23, 2014
5. What is your target location? The track at George Washington Park
6. What is your target distance? 2 miles
7. What will be the registration fee to participate? \$ 15.00

	Goals	Totals
Participant Registration	( <u>100</u> # of participants) $\times$ ( <u>\$15</u> registration fee) =	$\$ \underline{1,500}$ Total from Participant Registration
Participant Personal Fundraising	( <u>25</u> # of participants who fundraise) $\times$ ( <u>\$ 50</u> amt each fundraises) =	$\$ \underline{1,250}$ Total from Participant Fundraising
Business Donations	( <u>2</u> # of business that donate) $\times$ ( <u>\$ 200 + 50</u> amount each donates) =	$\$ \underline{250}$ Total from Business Donations
Total		$\$ \underline{3,000}$ Total Money Raised

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**Leadership Teams – Descriptions and Worksheets**

A Strides in Solidarity is a big event with lots of logistical pieces! You should assign concrete roles to people interested in helping plan your Strides in Solidarity. The following pages describe specific roles or teams we think are necessary to have a successful Strides in Solidarity!

**Recruitment & Communications**

The Recruitment & Communications team has the most important role: getting people to come to the event. This team will should have the highest amount of members. The Recruitment & Communications team should start by establishing a goal of how many people they will each commit to recruiting. Members of this team are also responsible for holding each member on their PIH Engage team accountable for reaching out to their networks in order to reach the recruitment goal. This team should also think creatively about what groups in your area they could reach out to—church groups, community service clubs or Greek life at schools, other NGOs, book clubs, community groups such as running clubs, etc. See below for tips on how to use community organizing skills in presentations to large groups.

The Recruitment & Communications team will also need to create the materials necessary to communicate with the public, businesses, and media to get the word out about Strides in Solidarity. Communications pieces include fliers, sample recruiting emails, social media, a media piece for local outlets, etc.

*\*The Partners In Health Communications team is designing a Strides in Solidarity flier that you can customize for your event! You'll receive this flyer in an email soon.*

**Recruitment Tip:** To establish each member’s recruitment goal, take your participant goal and divide it by the number of team members.

<p>Goal ____# of total participants / ____# of team members</p> <p>= ____# of people each team member should recruit</p>
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*Recruitment Tip:* Create a tool using Google spreadsheets to help track team members' recruitment progress. Share the spreadsheet with your team and spend 10 minutes during a meeting where each team member brainstorms who they will invite (this number should be *more than* the number of people they should recruit – some won't be able to make it!). Then, ask team members to track when they reach out, what the person's response was, and whether they register or not!

For example, the spreadsheet could look like this:

Team Member	Name of Invitee	Date asked	Response	Registered?
Sheena	Ortal Ullman	2/18/16	Yes!	Yes
Sheena	Justin Mendoza	3/1/16	Has a work conflict ☹	-
Sheena	Adarsh Shah	3/1/16	Yes!	Not yet

Save time in a meeting a few weeks later to revisit this spreadsheet and suggest ways team members can follow up with folks who they haven't reached out to yet, who haven't given them an answer yet, or who have said yes but haven't yet registered.

**The most effective form of recruitment will be in-person asks** for participation. At our Training Institute in August, we strived to establish in-person relationships and build skills to create commitments from one-on-one meetings. Using these skills to recruit for Strides in Solidarity will bring high participation and dedication.

How to use community organizing skills to recruit participants:

- Start with the public narrative techniques of Story of Self, Story of Us, and Story of Now.
  - Briefly explain what brought you to PIH Engage, why it relates to those in the room or the individual you're talking to, and the gravity of health inequalities
  - Consider including specific details about the work of PIH
- Present the Call to Action: register for your team's Strides in Solidarity!
  - Present what the event is and the goals of your PIH Engage team
  - Provide clear steps to register and participate
  - Bring flyers or printed information with the steps to participate clearly stated

In one-on-one meetings....

Everyone on your team should work to schedule meetings with friends, family, colleagues, and acquaintances to make the "ask" for participation in Strides in Solidarity. Go through the public narrative techniques and present the Call to Action. Taking the time to connect with an individual person will make a lasting impression, and your dedication to the event and the movement will be hard to ignore.

In group presentations...

You can use the community organizing skills not only in one-on-one meetings, but also in presentations to groups of people. Your Recruitment & Communications Team can create a short, direct and easily replicated presentation, anywhere from 5-15 minutes. Throughout late winter and early spring, your team can find appropriate venues to present and generate interest and participants for the walkathon. Examples of venues include:

- University and high school classes or student groups
- Church/ Synagogue or other religious groups and events
- Exercise classes or events at gyms
- Hospitals, doctor's offices, or any other health centers
- Local social justice or health organizations
- Parent organizations/ clubs

Recruitment & Communications Team Responsibilities:

- Establish amount of people each team member should recruit and help them reach their goal
- Create a tool to help team members brainstorm people to invite and track their recruitment progress
- Set up one-on-one meetings to ask for participation
- Create group presentations, seek out venues, and present
- Practice presentation of your Strides in Solidarity and the "ask" for a commitment
- Distribute fliers advertising Strides in Solidarity
- Draft emails announcing the walkathon and calling people to register
- Contact local news media (newspapers, magazines, community websites) to publish the event
- Submit event to community calendars, whether online or in newspapers
- Utilize social media to spread the word (ex. Facebook, Twitter)
- Send reminders to participants with all details leading up to the event
- Thank all participants and volunteers after the event and let them know what you all achieved together!

## Logistics & Registration

The Logistics & Registration team will be responsible for coordinating all the logistical elements for Strides in Solidarity. This includes securing the venue, running online and day-of registration, supplying safety needs, organizing products for participants, and coordinating food. The Logistics & Registration team should arrange all the details for the event, and manage the duties for the day-of to ensure the day goes without a hitch.

### Logistics & Registration Team Responsibilities:

#### *Logistics:*

- Work with city and local government or university to reserve venue and obtain permits if necessary
- Contact local police for safety and traffic needs (if necessary)
- Investigate parking availability for event day
- Organize products for participants (goodie bags, T-shirts, food etc.)
- Plan any creative elements that will add to your event
  - Recruit exciting speakers and communicate with them before, during and after the event
  - Find creative ways to connect to PIH's work
  - Plan an obstacle course, themed laps, a fun warm-up...anything to make the event fun!
- Plan first-aid needs
- Create a solution for poor weather conditions
- Secure materials to mark the course, such as traffic cones and or tape
- Facilitate participant check-in on the day of the event
- Manage set up, maintenance of, and take down of the course on the day
- Coordinate photography and/or video on the day of the event

#### *Registration*

- Customize your registration page with further details about your event
- Track sign-ups to your registration page
- Track number of people using personal fundraising pages and how much they're raising; relay this to the Fundraising team

## Fundraising

The Fundraising team is responsible for maximizing the funds you bring in through Strides in Solidarity. They should be focused on encouraging participants to do personal fundraising and on seeking sponsorships from local businesses in your community. To really get participants doing personal fundraising, this team will need to think of ways to incentivize this aspect of Strides in Solidarity. Consider advertising prizes for the individuals who fundraise the most, guarantee a t shirt or other prize for anyone who raises over \$100, facilitate competitions between teams (or between dorms, fraternities or sororities...), and so on. Be creative! Just be sure to advertise a *really* exciting incentive for personal fundraising – participants won't automatically do this on their own. In addition, this team is responsible for building a budget for this event and finding ways to cover the costs of the event through university grants or business sponsorships. Approach local businesses and ask for donated goods (for prizes or food to have at the event), gift cards (for prizes), or funds (to cover costs). In exchange, offer to advertise their business in your publicity or at the event.

### Fundraising Team Responsibilities:

- Create an incentive plan to maximize the number of participants doing personal fundraising
- Work with the Logistics & Communications team to advertise those incentives
- Track which registrants use their personal fundraising page and strategize how to increase those numbers
- Draft a budget and make a plan for how to cover the costs of the event
- Identify businesses, stores and organizations in your community to donate resources
- Ask for sponsorship or donations from the identified places
- Ask local restaurants or food providers if they would donate food or vend food
- Acknowledge all sponsor donations (i.e. personal thank yous, or recognition at the event)

### ***Some tips on recruiting sponsors:***

First of all, give each business a letter describing the event and specifying that all proceeds will go to Partners In Health. Include PIH's tax ID number (04-3567502, also known as EIN), which you can find by downloading this document: [http://parthealth.3cdn.net/5b7deb3afd48057d04\\_6zm6ij1tq.pdf](http://parthealth.3cdn.net/5b7deb3afd48057d04_6zm6ij1tq.pdf)

#### *1. Tailor opportunities and offer lots of options*

The best sponsorship opportunity is one that fits the capacity of the sponsor. Try to remain flexible, and allow many options for sponsorship. Examples:

- Material donations (Examples: a product to mark participation such as a tote bag or T-shirt, water bottles, sunscreen and first aid products, sign printing, goodie bags with donated items from sponsors such gift cards, snacks, etc.)
- Money donations. (Consider making sponsorship levels correspond to donation size. Select race related names for the levels of sponsorship, such as platinum, gold, silver, and bronze or marathon, half-marathon, 10K and 5K)

- Presence at the event with samples/ free materials
2. *Remind companies how they benefit from sponsorship*  
Understanding and articulating the ways in which prospective sponsors benefit from donating is important. Be able to articulate exactly what your event will do for the companies that you seek sponsorship from before you speak with them. Benefits include:
- Increased exposure in the community, connection to a good cause
  - Exposure will bring new customers, which will bring more business
3. *Explain how you will publicize their sponsorship*
- Advertisements at registration table
  - Publically announcing the sponsors at the event
  - Use of logos on signs, T-shirts, websites, or in publicity materials
  - When speaking with companies, look for opportunities to create more value for them. Express the goals and importance of Strides in Solidarity with enthusiasm and passion!
  - Track finances (registration fees, personal fundraising, and donations)

## Detailed Timeline

Consider using this timeline to keep your Strides in Solidarity planning on track. The colors in the boxes correspond to the team who should be responsible for each task.

### February

✓	Item to do:
	Watch Strides in Solidarity webinar: <a href="https://vimeo.com/153965868">https://vimeo.com/153965868</a>
	Hold Strategic Planning Meeting
	Select a date, time, distance and location for your event
	Set a total fundraising goal and decide on the participation fee
	Organize leadership teams and read over all responsibilities
	Establish amount of people each team member should recruit
	Create a tool to help team members brainstorm people to invite and track their recruitment progress
	Set up one-on-one meetings to ask for participation
	Create group presentations, seek out venues, and present
	Create an event description
	Draft emails announcing the event and calling people to register
	Work with city and local government or university to reserve venue and obtain permits if necessary
	Confirm your registration page with your team's coach/PIH Engage staff
	Contact local police for safety and traffic needs if necessary
	Create your event budget
	Identify businesses, stores and organizations that might become sponsors

### March

✓	<i>Item to do:</i>
	Continue recruitment through one-on-one meetings and presentations
	Host a session where your team members fill out your recruitment spreadsheet
	Advertise through flyers, emails, and social media
	Contact local news media (newspapers, magazines, community websites) to publish the event
	Customize your registration page with further details about your event
	Track sign-ups to your registration page and personal fundraisers
	Investigate parking availability for event day
	Create a solution for poor weather conditions
	Plan first-aid needs
	Plan any creative elements that will add to your event
	Devise and communicate incentives for participants to do personal fundraising
	Ask for sponsorship or donations from the identified places
	Track which registrants use their personal fundraising page and strategize how to increase those numbers
	Ask local restaurants or food providers if they would donate food or vend food

### 2-3 Weeks Before Event

✓	<i>Item to do:</i>
	Continue recruitment through one-on-one meetings and presentations
	Host a session where you help team members follow up on their recruitment efforts
	Continue advertising through flyers, emails, and social media
	Incorporate sponsor logos or advertisements into promotional media
	Secure materials to mark the course, such as traffic cones and or tape
	Coordinate photography and/or video on the day of the event
	Continue to track and encourage personal fundraising
	Continue sourcing business sponsorship and donations
	Acknowledge all donations (i.e. personal thank yous, or recognition at the event)

### 1 Week Before Event

✓	<i>Item to do:</i>
	Continue recruitment through one-on-one meetings and presentations
	Continue advertising through flyers, emails, and social media
	Send reminders to participants with all details leading up to the event
	Check-in with all entertainers, business, media, and volunteers who will be present at the event
	Organize products for participants (goodie bags, T-shirts, food etc.)
	Make a final push to get participants to do personal fundraising
	Pick up all donated items or funds

### Day of Event

✓	<i>Item to do:</i>
	Facilitate participant check-in on the day of the event
	Manage set up, maintenance of and take down of course on the day
	Make sure all necessary materials and products are brought to the event
	Facilitate communication with all entertainers and media present at the event
	Oversee photo and/or video during the event
	Display any logos of sponsors, recognize sponsors publicly

### Immediately Following Event

✓	<i>Item to do:</i>
	Track finances (registration fees, personal fundraising, and donations) and send money to PIH
	Email photos and videos to your coach
	Thank all participants and volunteers, share how much you raised and what you accomplished
	Send thank yous to any unacknowledged sponsors

## Fundraising FAQs

### ***How do I handle donations?***

There are three options for donations: online, cash, and checks.

**\*\*Preferred—Online** (Tip: Have a computer at your event for donors using a credit card):

1. Use the CrowdRise platform, more information on this coming soon! Ask your coach if you need answers now.

**Mail in donations (cash):**

1. Collect cash at your event and hold it in a safe place.
2. Immediately after the event bring the cash to a local bank and have them create a cashier's check made out to "Partners In Health" with "PIH Engage" AND the name of your team on the memo line. Cash cannot be mailed in.
3. Fill out the donation reporting form on the next page and include this when you mail in the money. Include any related Donor Thank You forms as well (see page 18).
4. Mail your check and donation form to "Partners In Health, c/o Sheena Wood, 888 Commonwealth Ave., 3rd Floor, Boston, MA 02215".

**Mail in donations (checks):**

1. Collect checks that are payable to "Partners In Health" with "PIH Engage" AND the name of your community on the memo line.
2. Fill out a donation reporting form and include this when you mail in the money. Include any related Donor Thank You forms as well (see page 18).
3. Mail your check and donation form to "Partners In Health, c/o Sheena Wood, 888 Commonwealth Ave., 3rd Floor, Boston, MA 02215".

### ***Are my donations tax deductible?***

Yes. Make sure to send your coach a spreadsheet of registrant's information, and they'll receive a tax receipt via email or mail. If they give cash, they can fill out the Donor Thank You form at the end of this Toolkit to receive receipt and recognition from Partners In Health.

### ***What percentage of donations goes to Partners In Health?***

More than 90% of donations go directly to our programs, and less than 10% is allocated to overhead (fundraising and administrative efforts).



***Will I be reimbursed for fundraising event expenses?***

Unfortunately, due to a limited budget, we ask that you fund any materials that you need for your events out of pocket. We recommend that you reach out to local businesses to donate or provide discounts because of our non-profit status. Many will be willing to do so for the exposure and association with an organization like Partners In Health. Be creative to keep costs low, and always feel free to reach out to your PIH Engage coach to get advice.

***Can PIH provide any liability insurance for my event?***

Unfortunately, we don't have the capacity to provide liability insurance for any Strides in Solidarity events. Contact your coach for advice if you run into any liability questions you can't answer. One work-around, if you absolutely need insurance, is to buy one-day insurance at the following website:  
<https://www.theeventhelper.com/>



## 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.

**Mail all donations to:  
Ortal Ullman  
c/o Partners In Health  
800 Boylston St., Suite 1400  
Boston, MA 02199**

Date:

Your Name:

Your Team Coordinator's Name (if different):

Your Team:

What was your event?

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Total amount included in this form (do not include online donations for this event): \$ \_\_\_\_\_



