



# Partners In Health

ENGAGE

Building the **Right to Health** Movement

## I. Your Venue

This is **very important**-  
If you don't have a venue  
by now, please talk to  
your coach **ASAP!**





# Step 1: Registration

**Fill this out ASAP**



## 2016 Strides in Solidarity Details

If your team will host a Strides in Solidarity this year, fill out this form as soon as you know the details of your event so we can create your registration page!

*\* Required*

**Your First Name \***

Your answer

**Your Last Name \***

Your answer

**Your Email \***

Your answer

**Date of Strides in Solidarity \***

Date

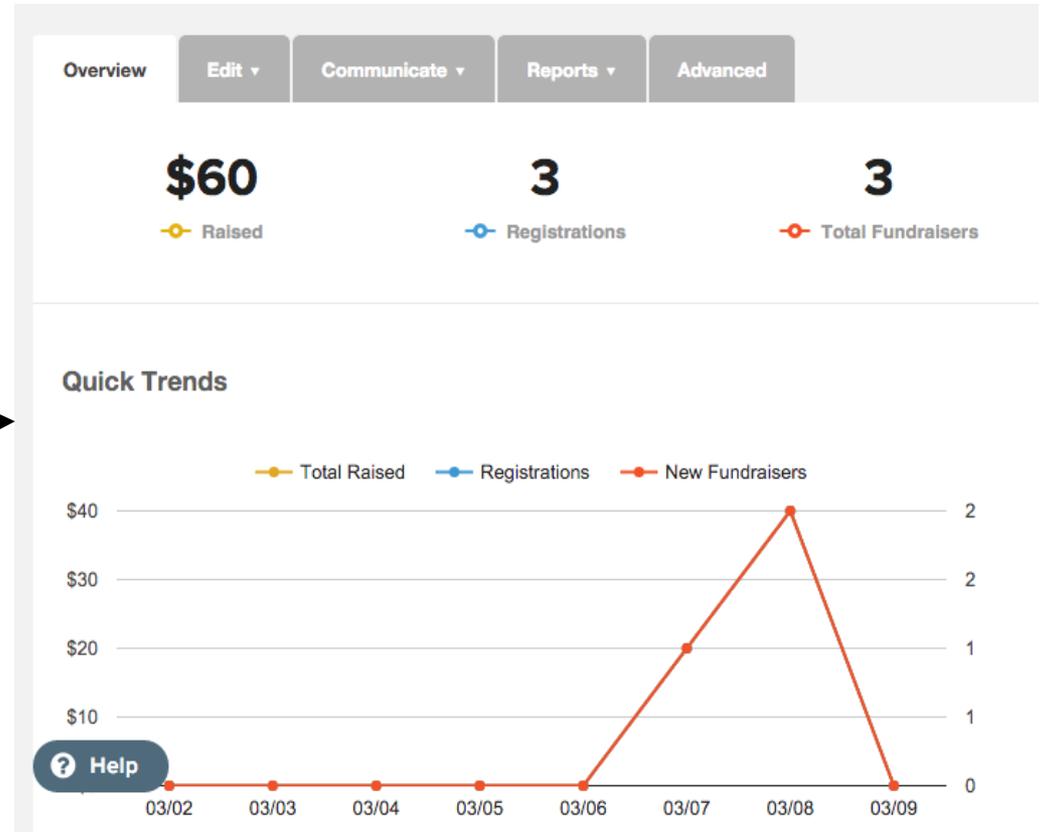
mm/dd/yyyy

# Step 1: Registration Creating your Page

Once you have filled out the Google Doc, you will be given access to your own Classy page:

<https://www.classy.org/login#!/> →

It will be up to **you** to update the information on the page and create your group's Strides website



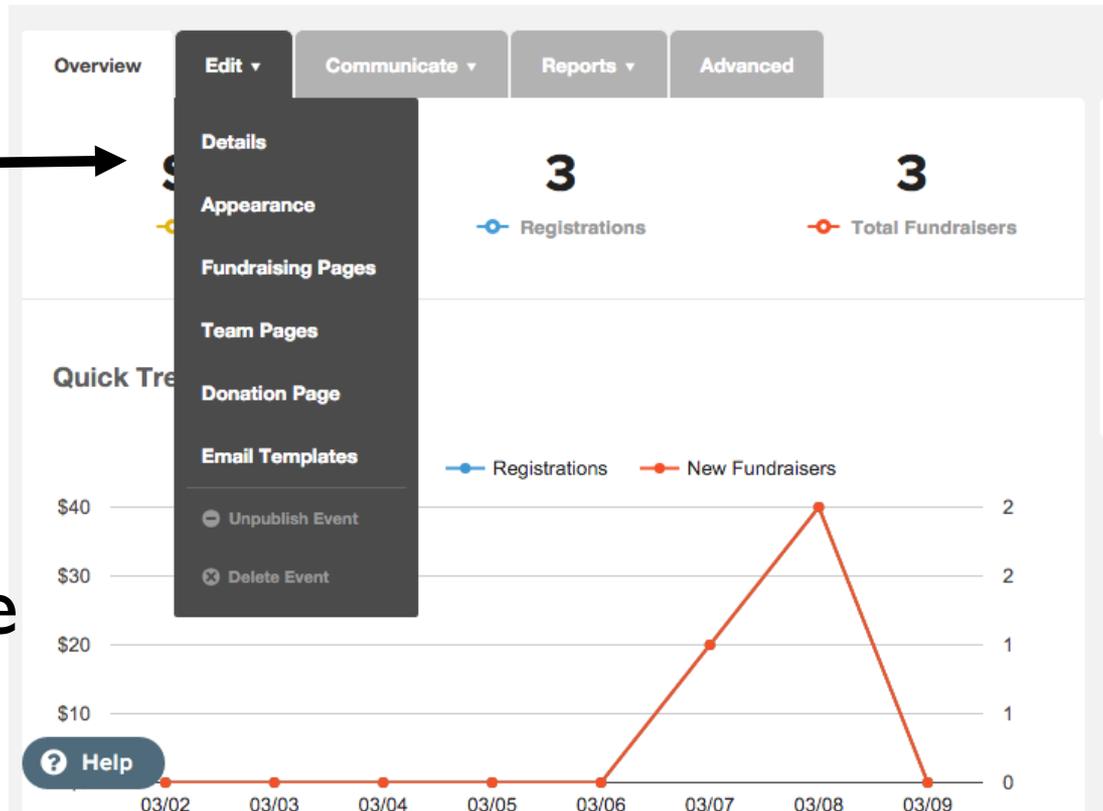
# Step 1: Registration Creating your Page

Go into your page  
and explore



- Edit the Appearance, the Fundraising Page, the Donation Page

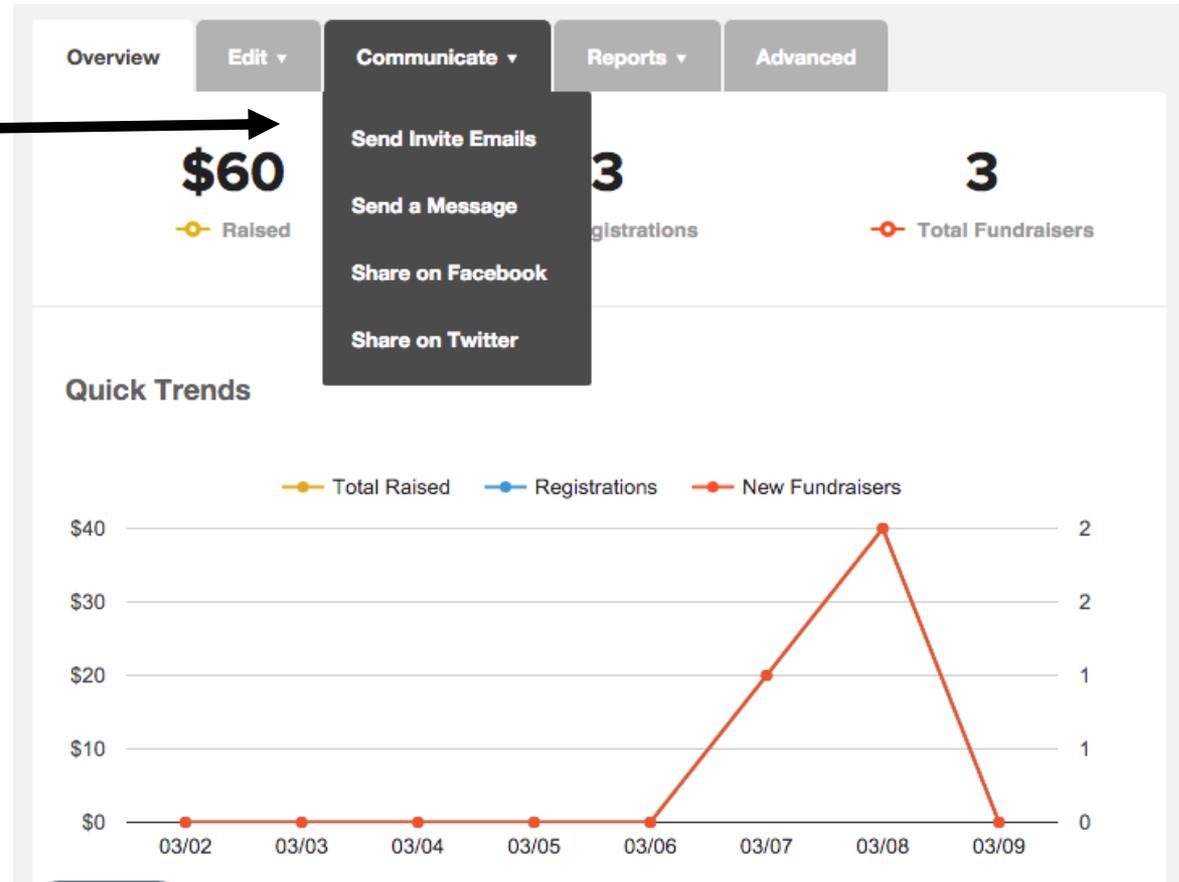
- Make your Page look legit!



# Step 1: Registration Creating your Page

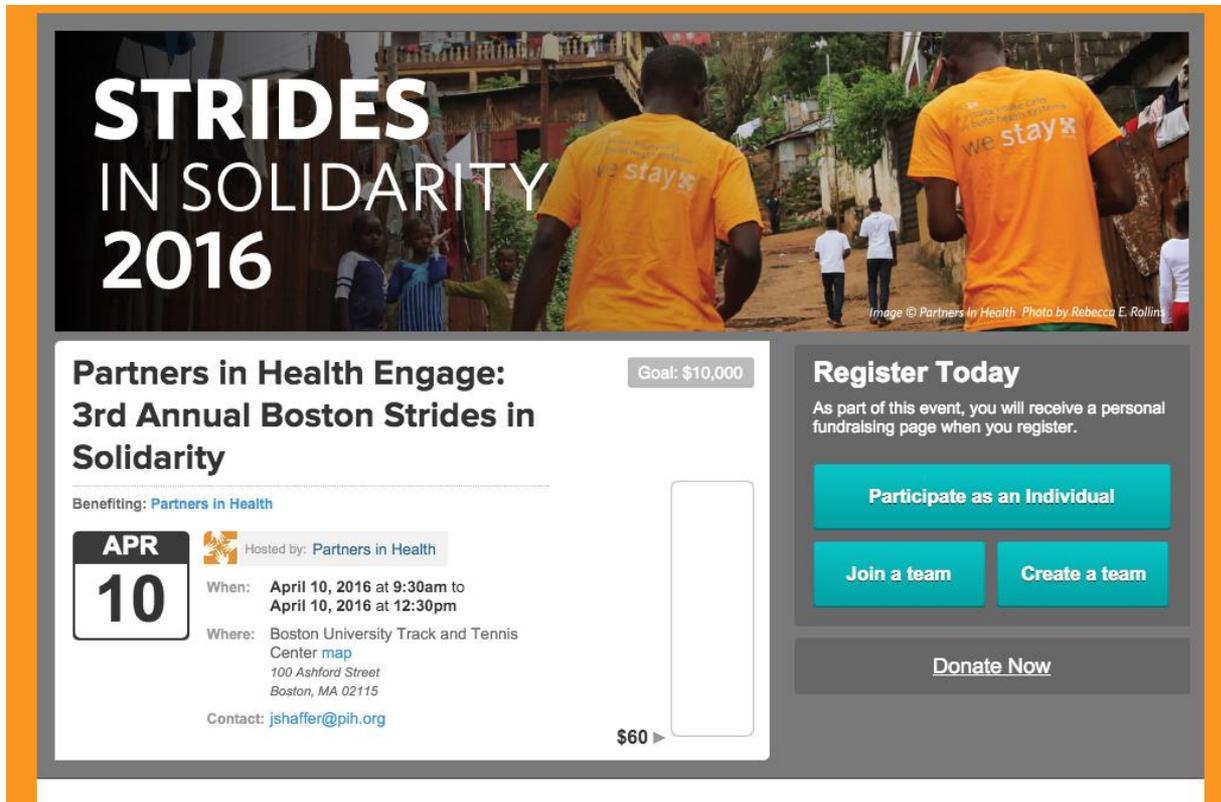
Start Advertising  
your Event

- Send Invite Emails
- Share your page on Facebook and Twitter



# Step 1: Registration Creating your Page

Here is an example of one of our team's pages!



**STRIDES  
IN SOLIDARITY  
2016**

Partners in Health Engage:  
**3rd Annual Boston Strides in  
Solidarity**

Benefiting: [Partners in Health](#)

**APR  
10**

Hosted by: [Partners in Health](#)

When: **April 10, 2016 at 9:30am to  
April 10, 2016 at 12:30pm**

Where: Boston University Track and Tennis  
Center [map](#)  
100 Ashford Street  
Boston, MA 02115

Contact: [jshaffer@pih.org](mailto:jshaffer@pih.org)

Goal: \$10,000

**Register Today**  
As part of this event, you will receive a personal fundraising page when you register.

[Participate as an Individual](#)

[Join a team](#) [Create a team](#)

[Donate Now](#)

\$60 ▶

Let's get all of them to look finished!

# Step 1: Registration Personal Fundraising Pages

Individual Fundraisers Template

Preview Template

Default Individual Fundraiser's Goal

\$ 250

Set Default Appeal



Welcome to my fundraising page!

Help me support Partners in Health (PIH) by making a donation. PIH provides life-saving health care to the most poor and marginalized people on the globe. With your support, together we can work to end needless suffering around the world. Will you chip in \$10, \$25, \$50, or whatever you can afford to help me reach my fundraising goal? The process is fast, easy, and secure. I truly appreciate any support you can provide.

If you can't make a donation at this point, help me reach my goal by sharing this page on Facebook and

This is the equivalent of a campaign description on the individuals fundraising page. Get them started by setting a default appeal.



**Jon Shaffer**

Jon Shaffer

Donate



MY GOAL:

**\$250**

RAISED SO FAR:

**\$63**

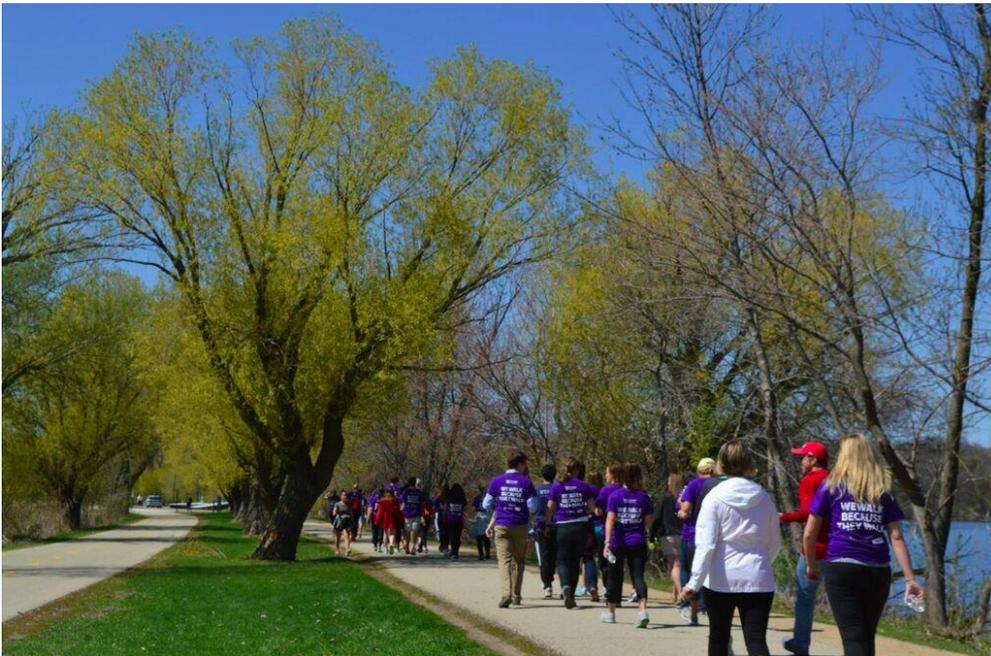
# OF DONATIONS:

**4**

When a person registers for your Strides in Solidarity, they pay the registration fee and then are automatically asked to set up a personal fundraising page linked to your event.

## Step 2: Advertising

Start advertising at least one month in advance in order to give people time to do personal fundraising!



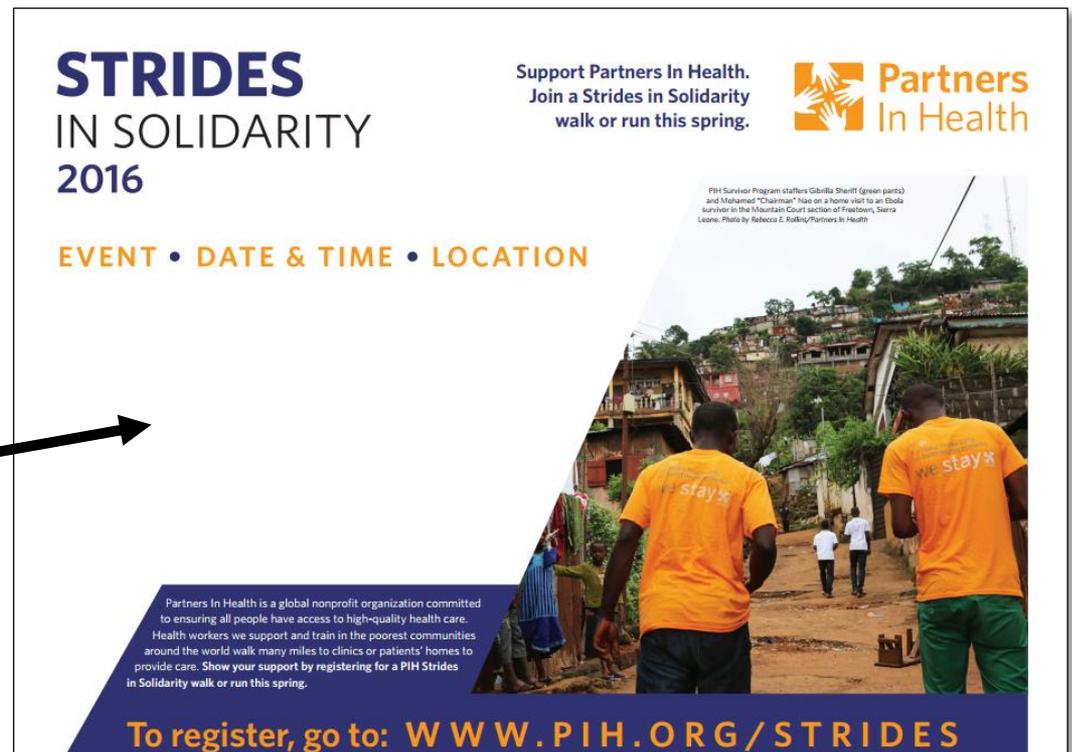
The more time you have to advertise, the more money we will raise and the more attendees we will get!

## Step 2: Advertising

Go online and check out all of our materials!

<http://engage.pih.org/strides2016>

- **Strides Poster-** You'll need to customize this poster with date, time, location and type (5k, walk, etc.) of your event.



**STRIDES**  
IN SOLIDARITY  
2016

Support Partners In Health.  
Join a Strides in Solidarity  
walk or run this spring.

 **Partners**  
In Health

PIH Survivor Program staffers Clavilla Sheriff (green pants) and Mohamed "Chairman" Nao on a home visit to an Ebola survivor in the Mountain Court section of Freetown, Sierra Leone. Photo by Rebecca E. Rubin/Partners In Health

**EVENT • DATE & TIME • LOCATION**

Partners In Health is a global nonprofit organization committed to ensuring all people have access to high-quality health care. Health workers we support and train in the poorest communities around the world walk many miles to clinics or patients' homes to provide care. Show your support by registering for a PIH Strides in Solidarity walk or run this spring.

**To register, go to: [WWW.PIH.ORG/STRIDES](http://WWW.PIH.ORG/STRIDES)**

## Step 2: Advertising

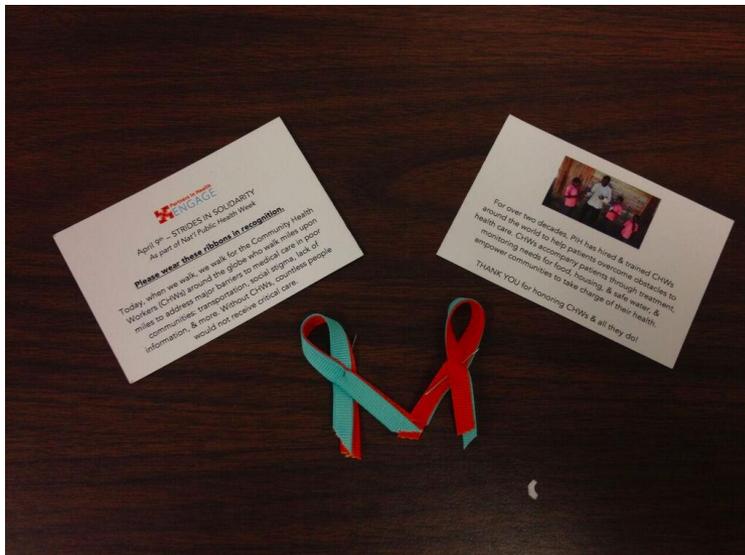


### Other Tools on the Website:

- **Social Media Tools**- You can use these files to advertise your event on social media.
- **Photo Gallery**- You can use this photo gallery of PIH community health workers when advertising on social media
- **Other Great Photos!**

# Step 3: Recruit, recruit, recruit!

This is the most important part of your event!



While the details are important (the prizes, the ribbons, the t shirts) you need to **focus on recruiting...** Make sure people show up!

# Step 3: Recruit, recruit recruit



Make a Recruitment PLAN (Don't just ask people to invite others)

- Set personal recruitment goals for each member of your team
- Brainstorm creative ways to increase your numbers

# Step 3: Recruit, recruit, recruit

## Make a Recruitment PLAN:

- Hold everyone accountable to recruitment efforts with a Google spreadsheet



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     |



## What NOT to do

### DO NOT:

- Depend on mass emails and listserv blasts
- Depend on flyers
- Depend on your team members to actively recruit on their own—you have to help them and hold them accountable!

# Step 4: Encourage Personal Fundraising

People won't join in unless there are good incentives.

What incentives are people using?

