



Partners
In Health

ENGAGE

Building the **Right to Health** Movement



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So, you're a PIH Engage Fundraising Lead!

Now what?



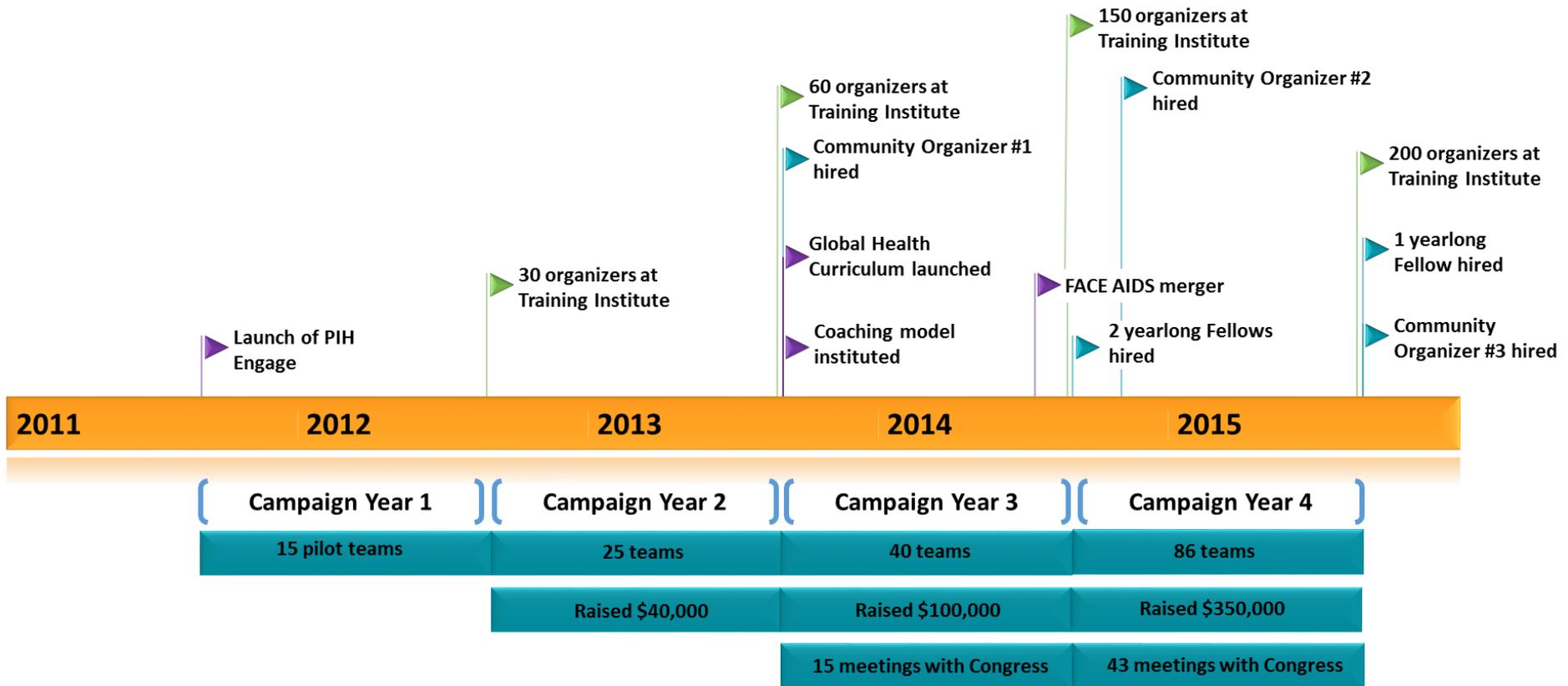
Fundraise

- PIH Engage refresher
- Our Leadership Structure
- Why do we fundraise?
- Skills for Fundraising Leads:
 - Creating Goals
 - Ladders of Engagement
- Expectations
- Next Steps





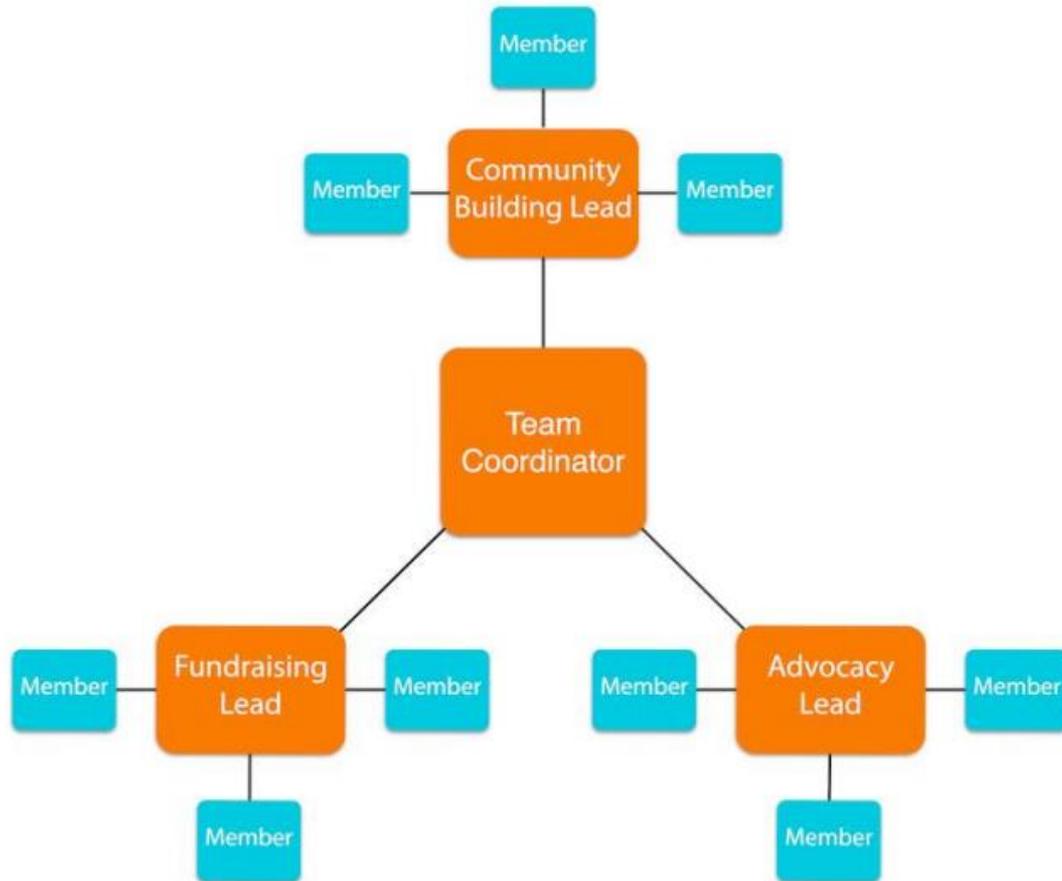
PIH Engage Progress



- **Ownership:** clear roles and responsibilities
- **Autonomy:** ability to complete projects, campaigns, and actions with creative license
- **Clarity:** creates transparency and opportunity for clear, crisp, real commitment

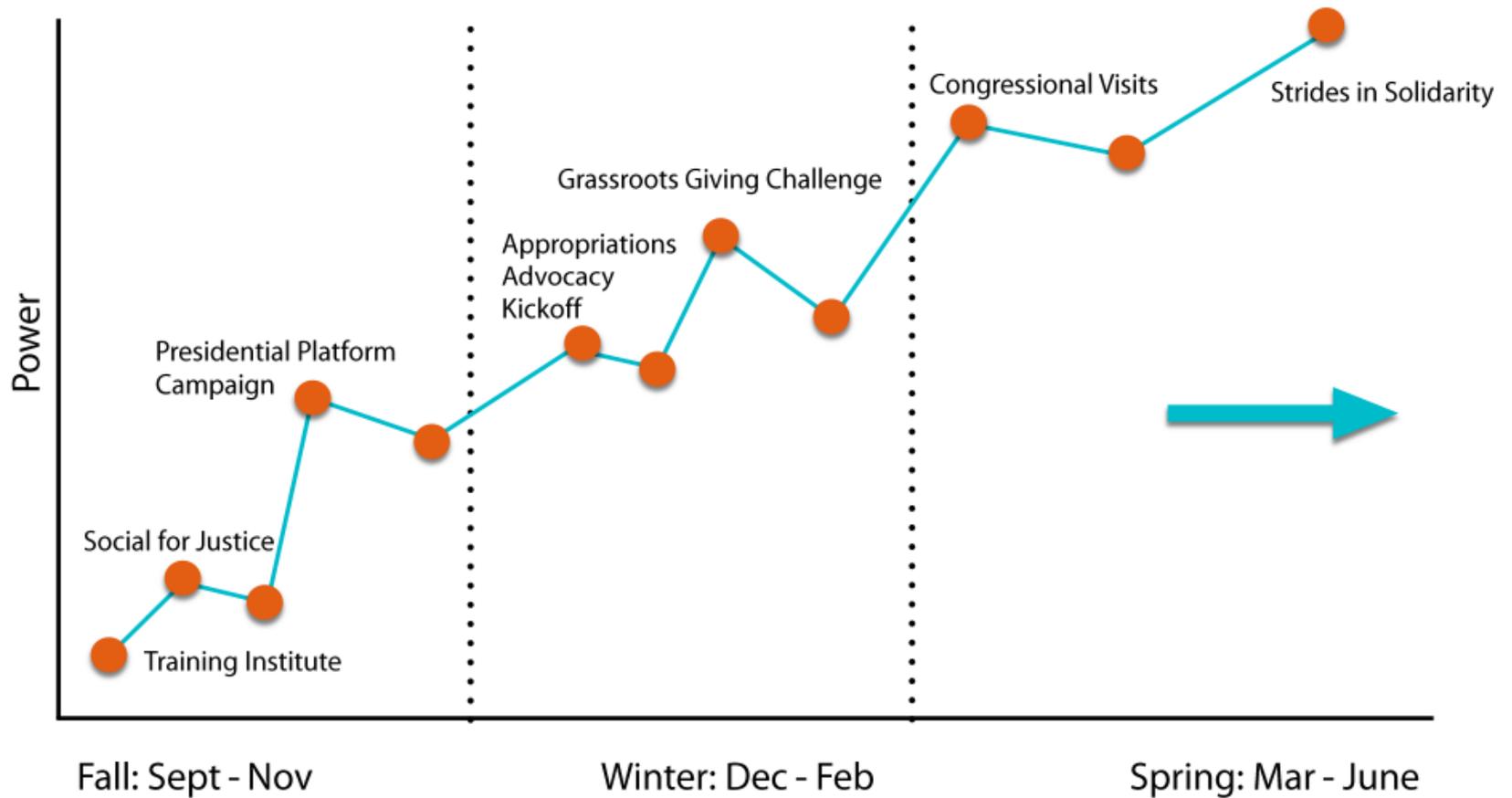


Structure of a PIH Engage Team





Campaign Peaks





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Why do we fundraise?

- There are many ways to engage with the movement for the right to health.
- You could join a PIH Engage team (like you have) – maybe even taking on a leadership role.
- You can sign a petition, attend an event, join a discussion, or even: Donate to the cause.

Your role as a fundraising lead

- Bringing in new donors to the PIH network.
- Set team goals for fundraising – and teach your team how to do it.
- Hold your team accountable for reaching fundraising milestones throughout the year.



- Most successful Fundraising Leads build a team – and meet with them to:
 - Determine goals for each fundraising campaign “peak”
 - Discuss who will commit to lead on each campaign peak
 - Map out a workplan with tasks and deadlines to make each peak successful.



Skill 1: Goal Setting

	Goals	Totals
Participant Registration	(<u>100</u> # of participants) X (\$ <u>15</u> registration fee) =	\$ <u>1,500</u> Total from Participant Registration
Participant Personal Fundraising	(<u>20</u> # of participants who fundraise) X (\$ <u>50</u> amt each fundraises) =	\$ <u>1,000</u> Total from Participant Fundraising
Business Donations	(<u>2</u> # of business that donate) X (\$ <u>100 + 400</u> amount each donates) =	\$ <u>500</u> Total from Business Donations
Total		\$ <u>3,000</u> Total Money Raised

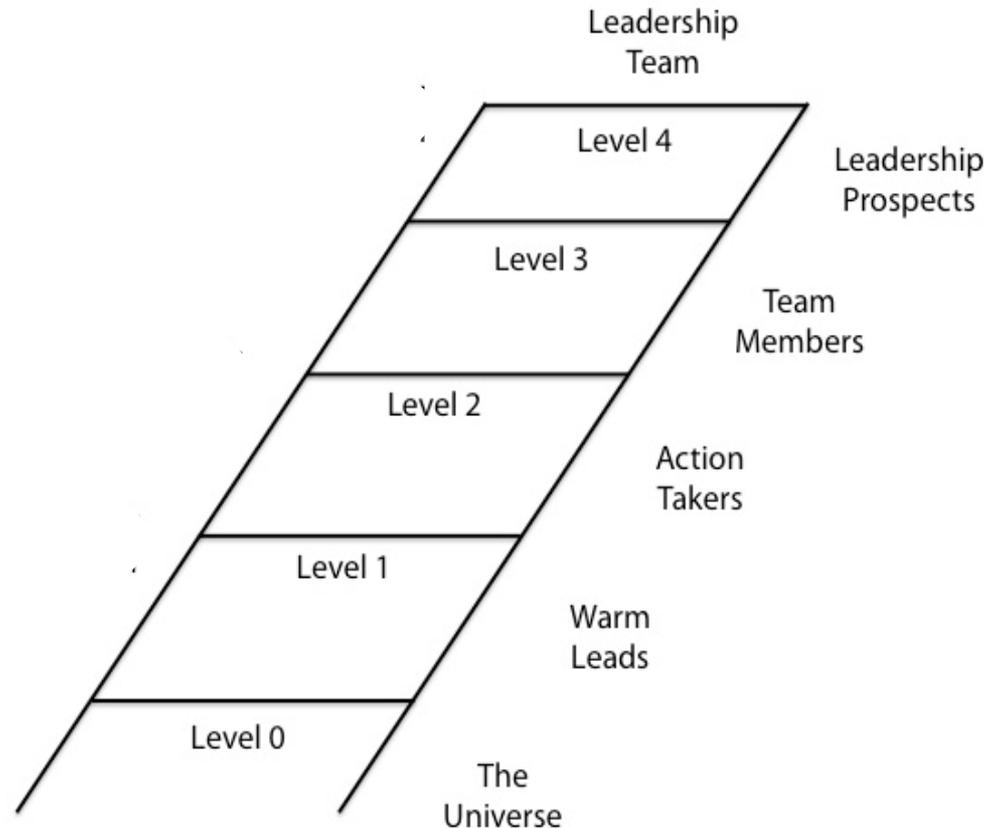


- **Every Meeting:**
 - Review campaign goals and progress
 - Agree who is responsible for campaign peaks – or check in on progress.
 - Enable your “peak captains” to delegate tasks to other team members.
 - Work with “peak captains” to set realistic timelines to reach their goals.



Tool 2: Ladders of Engagement

PIH Engage Leadership Ladder





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What we expect from **you**

- Set an ambitious yearlong goal and campaign peaks to meet that goal – *and follow through on it.*
- Attend/watch fundraising webinars.
- Attend monthly Fundraising Lead call.
- Lead team through fall personal fundraising campaign.
- Host a Strides in Solidarity or other culminating fundraising event in Spring 2017.



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What we expect from **you**

- Recruit a fundraising team and delegate out tasks!
- Be in your role for the entire campaign year
- Help your team members climb the ladder of engagement!
- Pay attention to emails from PIH Engage



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What to expect from us

- Built out national campaign for fall personal fundraising- including easy to use tools and training for your teams
- Toolkits and materials hosted on engage.pih.org
- In person trainings
- Coaching staff available by email and phone call during the week

- Make sure you've submitted the leadership form for 2016-2017
- **SIGN UP for the Training Institute!**
 - **August 12-14 in Boston, MA**
- Talk with your team members about what you want to accomplish together next year
- Keep in touch over the summer (check your emails)!