



Partners
In Health

ENGAGE

Building the **Right to Health** Movement



**Partners
In Health**

ENGAGE

Successful Personal Fundraising

- What is personal fundraising?
- Why personal fundraising?
- Campaign strategy
- Personal fundraising tips
- Personal fundraising workshop
 - Prepare/practice your ask
 - Set up your page
 - Try it out!



**Partners
In Health**

ENGAGE

What is Personal Fundraising?



Help Me Make Health a Human Right

Lauren's Fundraising Page

Log in

Join the Movement!

Thank you for working alongside me and Partners In Health to build the movement for the right to health. Together, we are engaged with a network of dedicated volunteer teams across the country working to demand that the right to health be protected for all people, everywhere.

To me, this work is all about my personal values.

Children should not die of vaccine-preventable illness. Cancer should not go undiagnosed and untreated. Tuberculosis can be cured.



Contributor

Country

United States ▼

First Name

Last Name

Billing Address

Why Personal Fundraising?

- We are *telling a story*
- We are *building a movement*
- We are *stabilizing PIH's funding base*
- We are *redistributing resources*

Why Personal Fundraising?

Personal fundraising *works.*



“With more nurses knowing [how to handle these situations], we will save more children.” - Nurse Thamar Julmiste. A free training program in Haiti to educate nurses in neonatal and pediatric intensive care: <http://bit.ly/INs80pl>



Partners
In Health
ENGAGE

The Power of Personal Fundraising

80
teams

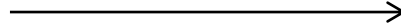


Partners
In Health
ENGAGE

The Power of Personal Fundraising

80
teams

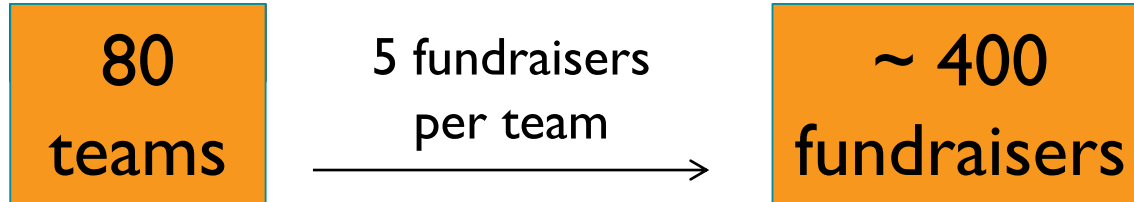
5 fundraisers
per team





**Partners
In Health**
ENGAGE

The Power of Personal Fundraising

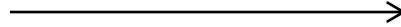




The Power of Personal Fundraising

**80
teams**

5 fundraisers
per team



**~ 400
fundraisers**

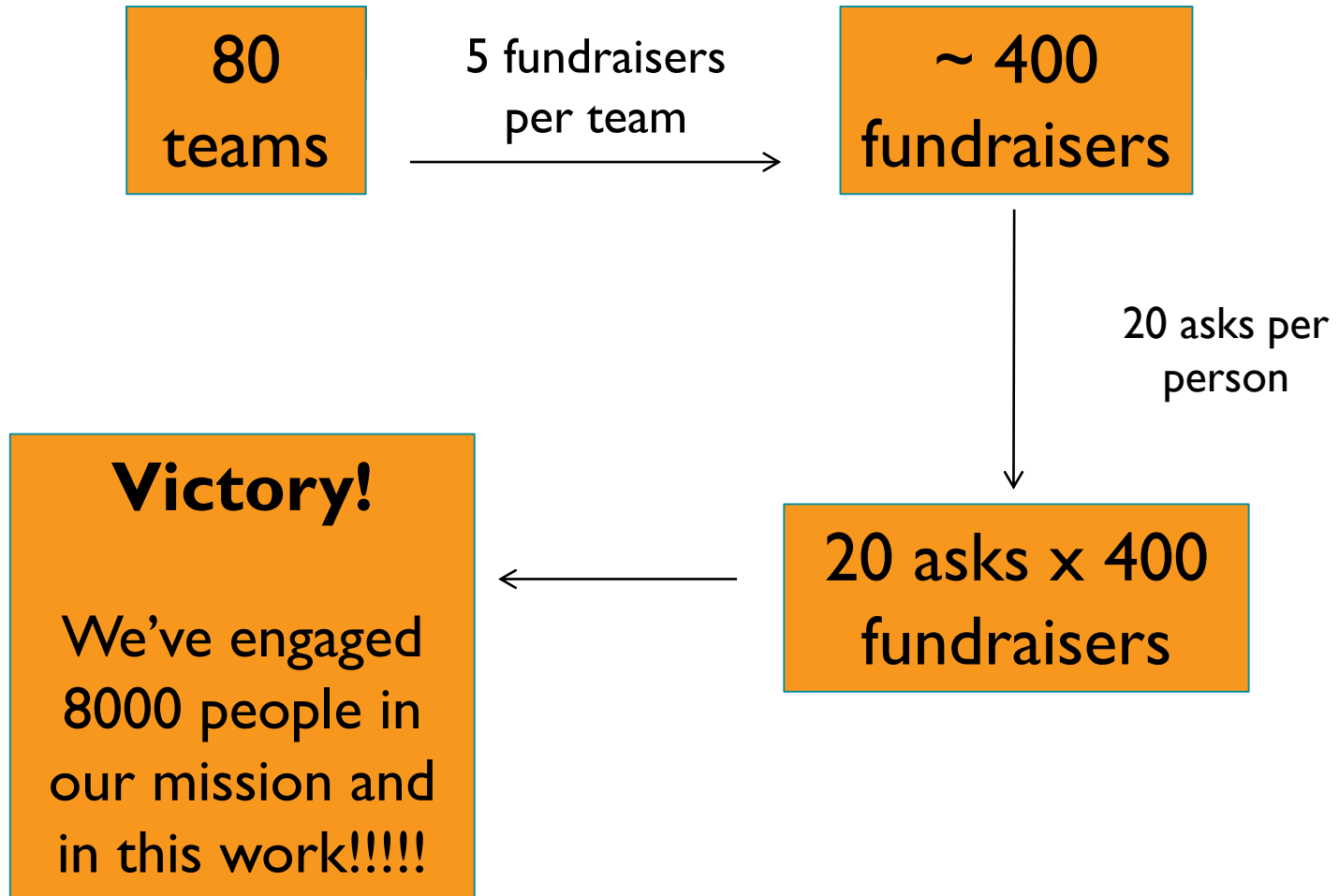
20 asks per
person



**20 asks x 400
fundraisers**

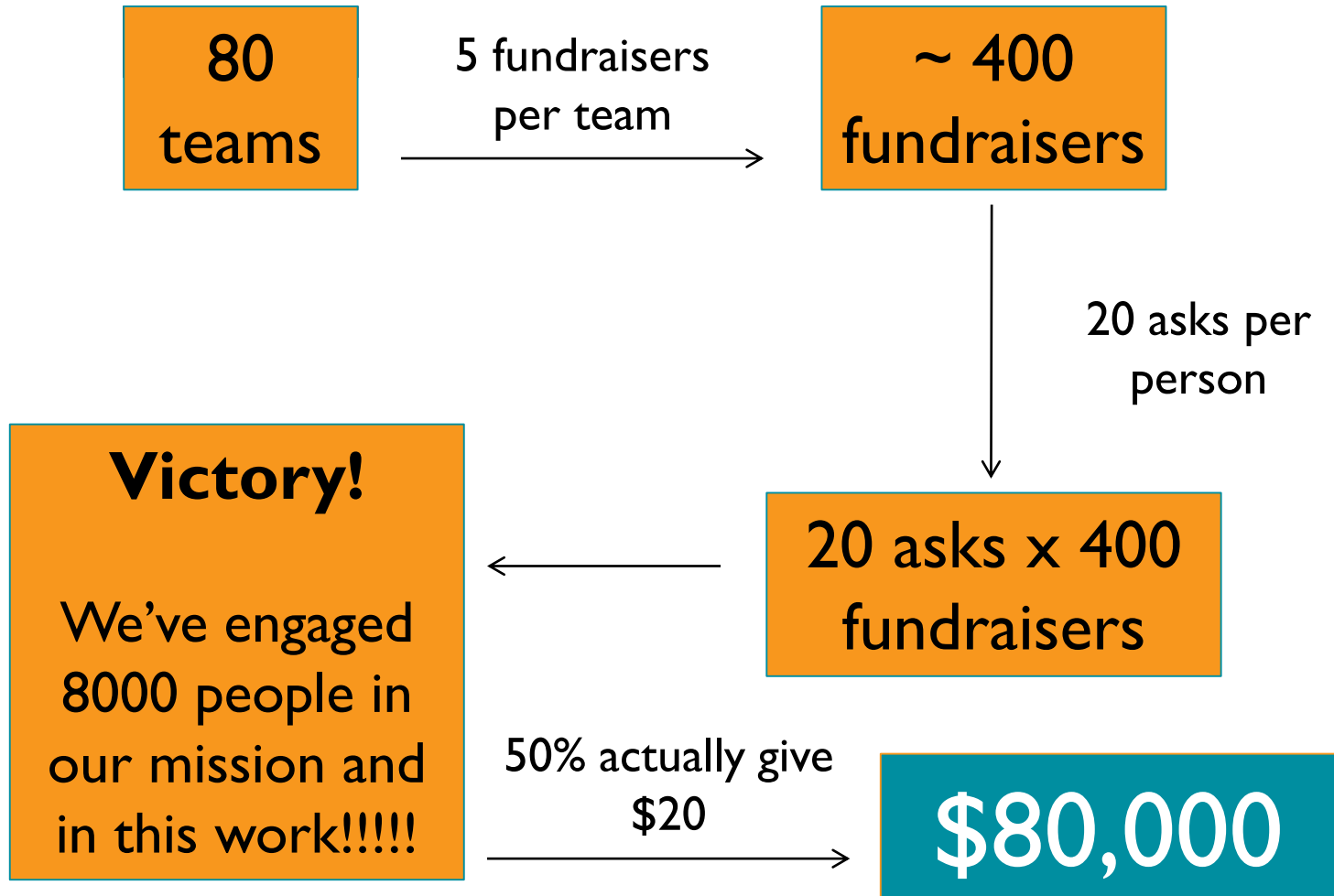


The Power of Personal Fundraising





The Power of Personal Fundraising





**Partners
In Health**

ENGAGE

Successful Campaign Strategy

Campaign Strategy

- Launch your pages right away!
- Schedule a phone-a-thon
- Choose a deadline





Partners
In Health
ENGAGE

Personal Fundraising Tips from Vanderbilt Team

1. Encourage conscientious giving
2. Share both your passion and your knowledge
3. Cheer on your PIH teammates!
4. Reach out to as many people as you can
5. Be polite, but persistent
6. Trust that your campaign will gain momentum
7. Tailor your message to your audience

Personal Fundraising Tips (from Justin)

- Practice first!
- Share your story
- Be direct – use a “hard ask”
- Ask in person or on the phone
- Follow up immediately
- Continue to follow up if a donor forgets to follow through



-
- 10 minutes: Write your talking points
 - 5 minutes: Practice your ask
 - 5 minutes: Make a call – RIGHT Now!
 - Ask for a pledge to donate to your page!
 - Follow up with a link when you launch your campaign page!