

## Personal Fundraising Worksheet

Reminder: The transaction of money is not the only thing centered in personal fundraising. Fundraising efforts should engage the person being fundraised in a critical conversation about their money and involvement, centering their active participation beyond just monetary donations. This helps fundraisers and the people being fundraised commit to working together for long-term change.

Activity: You are starting your personal fundraising campaign with your team. You have created your goals and identified who you wish to reach out to. You are about to do your first ask, but first you need to figure out what you are going to say! Pick one person you know and plan your fundraising pitch accordingly. Remember, keeping your specific audience in mind can make or break your campaign.

Context: What is PIH/PIHE and what are you fundraising for?

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Relevant information: Consider your audience – what will resonate with them? What impact can they have?

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Personal touch: Personal fundraising is all about leveraging connections, and the best way to do that is to include some info about you! Where are you at in school and why do you care about PIHE and the cause?

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Specific ask: This is your opportunity to state your call to action, so to speak. Including info about your goals and asking people to donate (and thanking them in advance!!) will get people to actually donate. Remember to include the donation link!

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Specific timeframe: For instance, when there's a network-wide triple match, it's a great thing to include to motivate people to donate ASAP!

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Follow up: Write thank you notes, post reminders on social media, this can be anything!

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## Conversational Ask

Here is a general framework to ask friends, family, and peers who may not be familiar with activism that can help you organize the conversation. Please note that it may not be applicable in all situations.

1. Greeting
  - a. Ask how they are doing and take the time to personally connect with the individual. You care about them as a person, not just as a source of money!
2. Context (Context + relevant information + personal touch)
  - a. Introduce PIH and your involvement with Engage.
  - b. "I wanted to talk to you about our fundraising campaign..." Give information about the campaign, why you care about it, what funds go towards, etc.
    - i. It is always helpful to provide a tangible comparison to help people better conceptualize their impact. For example, \$3 covers the cost of a chest X-ray
    - ii. This is also an opportunity to gauge how much they know about health equity and how they feel about it - turn it into a conversation!
3. Ask (Specific ask + specific timeline)
  - a. Are you able to contribute?
    - i. If yes, thank the individual.
    - ii. If maybe, ask the individual if there is a particular reason stopping them from donating now and when would be a better time to follow up.
    - iii. If not, thank them for engaging in a conversation and let them know where they can learn more/other ways to be involved if they show interest. (E.g. send an advocacy email or share campaign information with people they know).
4. Time to put it all together!

When making the ask, it is also important to consider the medium (in person conversation, phone call, email, text, etc.) For different audiences, one may be more accessible than another!

### E.g. Texting Template from USC 2022-2023

Hey \_\_\_\_!  
I'm part of Partners in Health Engage (PIHE), an organization at USC that advocates for global health equity through advocacy, fundraising, and community building/education. This year we are raising funds to support the University Global Health Equity in Rwanda, which provides medical and professional training to locals so that they can have greater access to healthcare. As the child of immigrant parents, I understand that they went through similar hardships when growing up. Would you be able to donate at least \$5 to our cause? Thank you! Here's the link!  
<https://pih-ughe.donorsupport.co/-/NKRJHZFK?member=STZULXDA>

## Takeaways

How can you implement personal fundraising on your teams? How would you educate and motivate team leads? Dedicated members? General members?

- 1.
- 2.
- 3.