



UAEM Fundraising Campaign Guide

Background

- The end of the year has become one of the BIGGEST fundraising days of the year for nonprofit organizations like UAEM.
- We are a tax-exempt organization, under U.S. tax code 501(c)(3), so all donations in the U.S. are eligible for tax exemption (in case anyone asks)
- Bringing in individual donors from this will mean UAEM can offer internships in the future, fund our UAEM general conference, and replenish our Chapter Empowerment Fund

Prizes:

All chapters who participate are eligible to win a prize:

- Any chapter with at least \$500 raised will be automatically eligible for chapter assistance for the 2026 UAEM conference
- The chapter with the highest raise over \$1000 will receive UAEM swag and a pizza party.
- The individual with the highest raise over \$500 will receive a \$100 gift card to UAEM's online merch store!

Getting Started

- Go to our fundraising page:
<https://www.zeffy.com/en-US/peer-to-peer/protect-our-future-scientists>

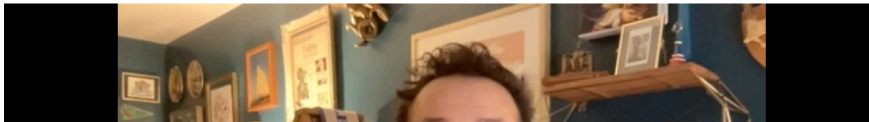
Sign up to fundraise by clicking the fundraise button

\$1,450.00 of \$15,000.00



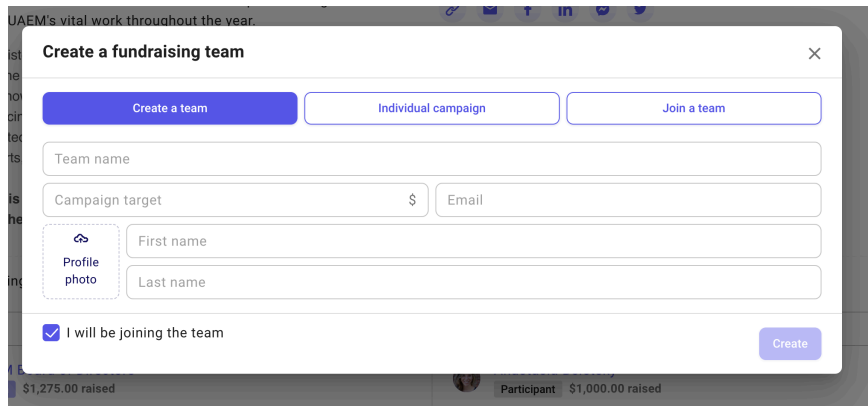
Donate ▾

Fundraise



on

- Scroll down to find the menu



Create a fundraising team ✕

Team name

Campaign target \$ Email

☒ I will be joining the team

- Enter your chapter name in Team Name, your name in First, your name in Last - or JOIN a team (also an option) - add your profile picture
- Make your goal \$500!



You'll get a confirmation email with your info:

Hello Justin Mendoza,

You have successfully created the Justin Mendoza campaign. You can now fundraise for Universities Allied for Essential Medicines by sharing the link to your campaign:

[View your campaign here](#)

You will get a notification email for each donation received so that you can thank the donor.

You can edit the description of your form, the target, and the thank you email by activating an account with the following link:

[Activate your account](#)



Build Your List

- Any good fundraising campaign starts with a list of potential donors. You want to build yours out that way as well.
- Start by filling out a [COPY of this document](#) with the following people (start with just their names):
 - a. Start by brainstorming family members (even distant ones) and close friends who support YOU.
 - b. Then, add former mentors you've had (physician you shadowed, teachers you've been close to, a coach)
 - c. Add former co-workers from summer jobs, colleagues you've met at events, and alumni you know from UAEM (former chapter leaders, etc).
 - d. Then think about anyone **you know** who cares about access to medicines or who is outspoken on health and human rights issues.
 - e. **After you fill out these names (minimum 20), think about how you can reach them - is it Text, is it by calling, is it over Facebook Messenger?**
 - f. Set aside the time you need to make calls, text people, or send messages.

Make Your Ask

- **Prepare:**
 - **What platforms do you connect with these people over?**
 - Suggestion: Calls are a GREAT way to connect, especially for anyone over the age of 30!
 - **What contact information do you still have?**
 - If you only have social media, message them on Facebook or Instagram!
 - **What kind of time do you have to dedicate?**
 - If you have the time plan to write a letter, call them, and THEN send an email!
 - Run out of names? Add more!
 - **Pro Tip: Organize a PHONE A THON and call as many of your lists as possible, with your chapter!**
- **Make your ask:**
 - Be specific, include the dollar amount you'd like (and plan on folks countering with less).
 - Say hello and remind them how you know each other.
 - Briefly ask how their life is, or show an interest in something they did or said recently (this must be genuine).
 - Talk about UAEM, and why you are a part of it.



- "We have a chance to earn matching funds as a part of our end of year fundraising, and I'm curious if you would be able to contribute [Your Ask]?"
- **Get a Yes:**
 - Ask them if they'd like to have you enter their credit card into our site right now, and have YOUR donate page pulled up.
 - If they're not comfortable with that, send them the link - ask for email or text.
 - Be prepared to follow up in 2 days if they haven't made a gift yet.
 - If they prefer to send a check, they can make it out to Universities Allied for Essential Medicines and send it to PO Box 635, Kalamazoo, MI, 49004
- **Got a No?**
 - There are different types of No.
 - "I don't like to donate over the phone"-- You can respond by giving them the link.
 - "I can't do \$50, but I can do \$25" -- You should be just as excited, you just raised \$25!!!!
 - "I can't donate right now, but I'd like to learn more about the organization"-- ask if you can sign them up for updates, then do so at <https://uaem.org/north-america>
 - "I'm just not interested"-- thank them for their time and move on.

Build Your Campaign

- We have all seen Social Media fundraisers, and they CAN work. But you need to build your targeted list, do the work there, and then add the social media work as a cherry on top.
- Set aside time between the end of the work day (5pm in your time zone) and 7pm (dinner time in your time zone) and do your direct outreach work.
- THEN: Send emails to everyone in an extended universe - former classmates, friends from high school, etc.
- THEN: post on social media.

Email Draft (add your campaign links throughout and personalize):

Dear [insert name],



I need your support to fight for global access to affordable medicines by donating to UAEM's Giving Tuesday Campaign. This global day of giving invites individuals to celebrate the holiday season by giving back, creating change, and supporting important causes.

Help us take advantage of matching donations! [link this sentence to your page]

Epi-Pen, naloxone, and Hepatitis C drugs... these are just a few of the stories you have heard over the past year highlighting the massive struggles Americans [Canadians], and patients around the world, are facing when it comes to affording the high cost of life-saving prescription medicines. Many of the most innovative drugs we all depend on today were originally developed by researchers at universities with support from federal government funding. That means universities have a key role to play in solving the global access to medicines crisis and ensuring we all can afford the drugs we need, but who is going to hold them accountable?

The answer: energized, mobilized, and empowered student advocates. For over two decades, Universities Allied for Essential Medicines (UAEM, www.uaem.org) has been building student-led movements on university campuses throughout North America, Europe, and elsewhere to demand action from university administrators to address this global health crisis. Our campus leaders have the power to ensure that promising medical discoveries originating from university research labs are priced for broad patient access, not excessive corporate profits.

[insert 1-3 sentences about why you got involved with UAEM]

The student activists of UAEM need your support to continue advocating on behalf of people in need, both here and abroad.

In Solidarity,
[Your name]

Call Draft:

Hi [Their Name], this is [Your name], how are you?

[don't be afraid to catch up for a bit].

Well, I'm calling tonight with an agenda - I have been working on campaigns to make medicines affordable for all through an organization called Universities Allied for Essential Medicines. We empower students (like me) to lead efforts and push for new policies on campus that can ensure



universities protect the interests of the public by making sure medicines developed on campus are affordable for all who need them. [edit this/add to it a personal note]

Right now, we have a chance to get matching funds from an anonymous donor and so I'm calling to see if you could donate \$50 [or other ask] today?

[Take answer and then send link as follow up or take payment over the phone (on your form)].