



Make HOPE Happen!



Fundraiser

TOOLKIT

PROJECT HOPE
HEROES
Make HOPE happen!

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Project HOPE's Mission

To achieve sustainable advances in health care around the world by implementing health education programs and providing humanitarian assistance in areas of need.

You can navigate through this toolkit by clicking on this icon:



Providing HOPE for

THE FUTURE

HISTORY AND VISION

Project HOPE is an international medical nonprofit organization established 56 years ago with a mission of advancing health care around the world. Project HOPE has worked in more than 120 countries, improving global health through community education, training of medical providers, and the delivery of humanitarian assistance. Identifiable to many by the SS HOPE, the world's first peacetime hospital ship, Project HOPE now conducts land-based medical training and health education programs.

Project HOPE's focus is on sustainable rather than short-term health improvements. It is committed to working in partnership with local government agencies, other international nonprofits and with the business sector to develop long-term solutions to complex health changes.

PRACTICE AREAS

Today, Project HOPE has five practice areas:

- Women's and Children's Health
- Infectious Diseases (TB and HIV)
- Noncommunicable Diseases
- Health Systems Strengthening
- Humanitarian Assistance and Disaster Relief

DISASTER RESPONSE

Project HOPE has played a crucial role in saving lives in regions hit by natural disasters over much of the last decade, in Haiti, Indonesia, Japan,

China, the Philippines and other parts of Southeast Asia. While Project HOPE does respond in the short-term to hurricanes, typhoons, tsunamis, earthquakes and refugee crises, it also stays behind in disaster zones after the initial trauma has passed, to offer long-term support to often damaged health systems and communities.

GIFTS-IN-KIND

HOPE's Gift-in-Kind platform provides critically needed medicines, vaccines, medical supplies and equipment to

promote quality health care around the world, particularly in response to natural disasters and humanitarian need.

VOLUNTEERS CHANGE LIVES

Volunteerism has been at the heart of Project HOPE's work since its beginning as a floating hospital ship, the SS HOPE, in 1958. Today, medical volunteers for HOPE participate in ship-based care in partnership with the U.S. Navy as well as land-based medical training and health education programs.



Project HOPE Heroes is an opportunity for people with a deep commitment to Project HOPE's lifesaving health education and humanitarian assistance programs to raise awareness and critical funds for vulnerable boys and girls, men and women around the globe.

You and your friends, family and co-workers can support Project HOPE by hosting a personal campaign, creating your own event or participating in an existing event.

Success STORIES

SENDING HOPE THROUGH DANCE

When the Ashland Dance Community in Ashland, Oregon heard about Typhoon Haiyan's terrible effect on the Philippines, they decided to use their skills and resources to help Project HOPE send aid.

The Dance Community dedicated one of their weekly community dances to a fundraiser in support of Project HOPE. The event featured an improvised dance piece and an eclectic mix of music played for attendees to dance to. Event participants made a minimum \$15 donation and \$1500 was raised to support HOPE's work.



50 YEARS OF SUCCESS

The professional pharmaceutical fraternity, Lambda Kappa Sigma (LKS), has been planning fundraising events around the country for 50 years. Their annual HOPE waLKS bring together fraternity members and local communities in support of HOPE's mission and values. Last year, alone LKS raised \$17,500!



MINNESOTA TEEN MAKES HOPE HAPPEN

Jenny is a freshman at the University of Minnesota, Rochester, where she majors in Diagnostic Medical Sonography. Once Jenny earns her degree, she hopes to use her medical training to volunteer with Project HOPE.

In the meantime, Jenny is spreading Project HOPE's message however possible. She raised \$1,075 to support Project HOPE's relief and recovery work by setting up a personal fundraising page on HOPE's website. "It's amazing," she said. "Once people have the opportunity to give, they will."



Steps to **SUCCESS**



STEP ONE: Register

Register online [here](#)



STEP TWO: Determine Your Fundraising Event

Run a marathon. Sell baked goods. Host a fundraising walk. Donate your birthday and collect donations instead of gifts. The options are as endless as your creativity.



STEP THREE: Set a Goal

Determine an appropriate personal fundraising goal. Remember, goals can always be updated by logging into your personal webpage. If you meet your goal quickly, increase it to encourage more giving.

Personal Fundraising Goal \$



STEP FOUR: Self - Support

Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family that you are committed to our mission.

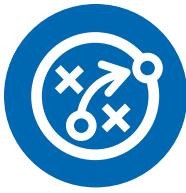
I will donate \$



STEP FIVE: Update Personal Fundraising Pages

Replace the existing text with your personal ask for support. Let potential donors know why you have chosen to fundraise for Project HOPE and thank them in advance for their support. This is also the perfect place to share any pertinent event details.

Steps to SUCCESS



STEP SIX: Plan and Promote Your Fundraising Event

It is time to start thinking logistics. When and where will your event be held? How will you raise money? How many volunteers do you need? How are you going to spread the word? **Consider these questions:**

- | | |
|---|--|
| <ul style="list-style-type: none">• Will you plan the event with a committee or alone?• Do you need any permits?• Where will the event be held? | <ul style="list-style-type: none">• What is your budget?• How will you secure donations?• How will you promote the event?• How many volunteers do you need? |
|---|--|



STEP SEVEN: Request Donations

Q: *What is the #1 reason people will donate to your fundraising efforts?*

A: *Because they were asked!*

E-mail, social media, text and personal conversations are all effective recruitment & solicitation methods. Take a few quick moments to brainstorm who you want to invite to attend your event or donate to your fundraising efforts.

Consider the following lists of people who could be asked to support your fundraiser: • Cell phone contact list • Holiday card mailing list • Sports team rosters • Church Directory • Facebook friends • Co-workers?

Name	Contact Information	Date of Contact	Date of Follow-Up

Don't stop now! More lines [here](#).





Steps to SUCCESS



STEP EIGHT: Follow-Up, Follow-Up, Follow-Up!

Don't be afraid to send reminders to your friends and family. On average it takes 2-3 points of communication to secure a donation. Email inboxes get full and push your message out of sight. Make sure no one misses out on the chance to save lives simply because they forgot. A sample follow-up message is provided in your participant center.



STEP NINE: Celebrate!

Congratulations—you made HOPE happen! Take a minute to bask in that joy. As you are wrapping up your event be sure to send thank you notes, pay any final bills and mail the remaining donations to Project HOPE, Attn: Lynn Jennings, 255 Carter Hall Lane , PO Box 250, Millwood, VA 22646



day 1



Donate \$25
to Yourself

day 2



Ask 5 Friends
for \$10

day 3



Ask your Boss
for \$20

day 4



Ask 2 Family Members
for \$25 Each

day 5



Ask 2 Neighbors
for \$15

day 6



Ask a Co-Worker
for \$25

HOW TO RAISE \$200 *in Less Than a Week*



FOUNDED IN 1958

THREE STEPS TO EASY MONEY

STEP 1



GO FIRST

Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family that you are committed to our mission.

STEP 2



PERSONALIZE YOUR FUNDRAISING PAGE

Replace the existing text with your personal ask for support. Let potential donors know why you have chosen to participate in a Project HOPE fundraiser and thank them in advance for their support. While you are there, drop in a personal photo to grab their attention.

STEP 3



SEND EMAILS

This is the single most important action you can take to raise money! Send requests for donations to family and friends and enjoy watching how they respond.

Don't forget to say

Thank You

Follow-Up, follow-Up, follow-Up!

On average it takes 2-3 email solicitations to secure a donation.

DID YOU
KNOW?
The average
online gift is \$50!

Online Fundraising

TOOLS

Unlock the Potential of Your Participant Center

WHAT IS THE PARTICIPANT CENTER?

Every person who registers with a unique email address is given a personal fundraising webpage at which friends and family can make donations to your event or personal campaign. The participant center is the back end view of your personal webpage. From the participant center you can edit the text and pictures on your webpage, send donation request emails, monitor your progress and more.

LOGGING IN

During the registration process you chose a user name and password.

Click on the “Participant Center” link in your registration confirmation email or by visiting [our website](#).

Enter your login credentials and click “Log In”. If you forgot your username or password you can request information by following the “Forgot User Name” or “Forgot Password” links. Once logged in, you will be taken directly to your participant center.

Become a Project HOPE Hero today!

If fundraising between September 22-October 10 doesn't work for your schedule, you can still become a Project HOPE Hero.

Click on one of the buttons below to get started!

[!\[\]\(a2d1753fea516dc3af95ed17c24b6bec_img.jpg\)Create a Fundraiser](#)

Create your own event to benefit Project HOPE. Create a fundraising event or donate your special day and raise funds to benefit Project HOPE's worldwide initiatives.

[!\[\]\(09668440585915e138f61ac872593e2c_img.jpg\)Create a Team](#)

Fundraising is more fun with friends and family! Start a team of Heroes, invite your newest and dearest to join you and raise money together to support our worldwide initiatives.

[!\[\]\(b2c830bca3822ae25f9a9e3e6761c799_img.jpg\)Join a Team](#)

Are you ready to get in on the fun? Join a Project HOPE Heroes team and lend your support to deliver medicines, supplies and volunteers where they are needed most.

[Log in to your Project HOPE Hero Participant Center](#)

[Find a Project HOPE Hero](#)

How Our Funds Are Used
90 percent of expended resources support programs. [Learn More](#)



[Home](#) | [Contact Us](#) | [Careers](#) | [Privacy Policy](#) | [Site Map](#) | [Trouble Viewing?](#)

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1-800-544-HOPE 258 Caner Hill Lane P.O. Box 250 Millwood, VA 22548

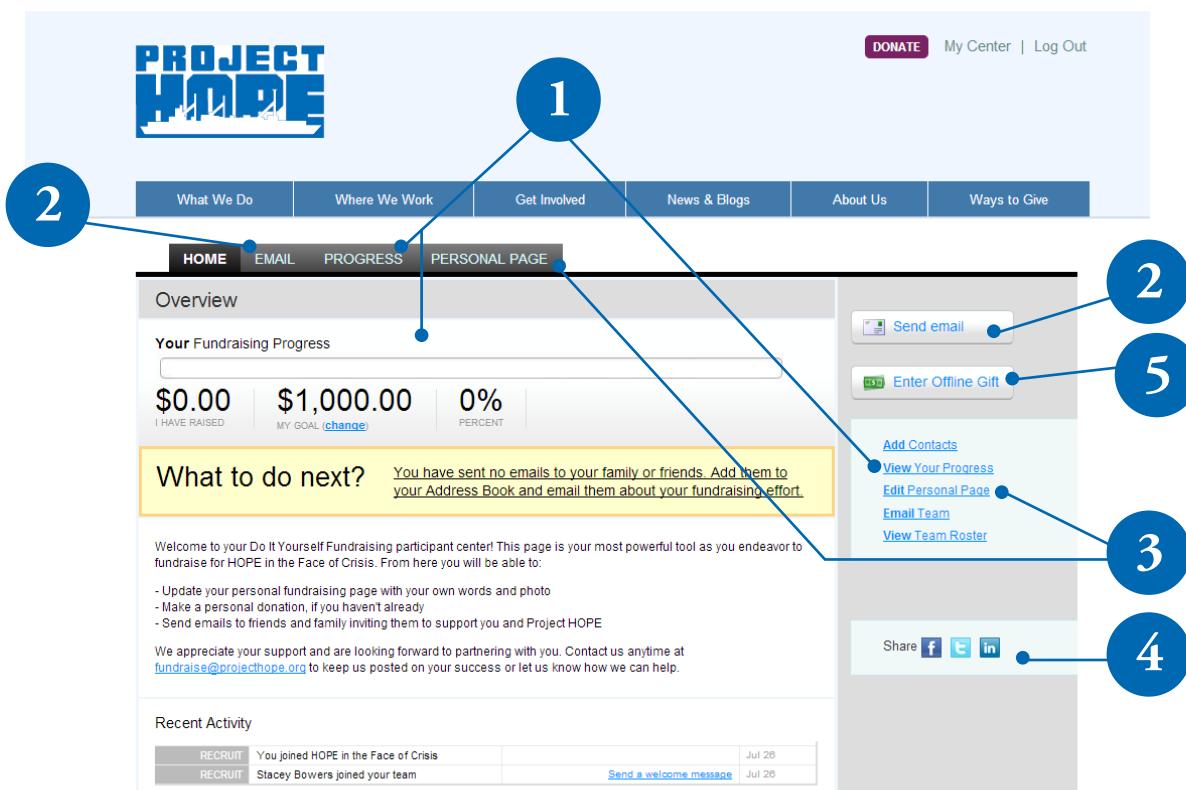
Online Fundraising

TOOLS

continued

NAVIGATING THE PARTICIPANT CENTER

Your first view of the participant center will be the home page or “Dashboard”. From this page you can navigate through all of the tools the participant center offers.



Contact Us | Careers | Privacy Policy | Site Map

255 Carter Hall Lane, PO Box 250, Millwood, VA 22646
1-800-544-HOPE

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1. Monitor your progress (3 places)
2. Send email (2 places)
3. Update your personal webpage (2 places)
4. Share your personal webpage via social media
5. Enter offline gifts like checks and cash

Online Fundraising

TOOLS

continued

UPDATE YOUR PERSONAL WEBPAGE

Choose “Personal Page” from the participant center navigation bar. From here you can change your personal webpage url (1), edit the content of your personal page (2), and add a personal photo (3).

The screenshot shows the Project HOPE participant center interface. At the top, there's a logo for "PROJECT HOPE" and navigation links for "DONATE", "My Center", and "Log Out". Below this is a horizontal menu bar with links for "What We Do", "Where We Work", "Get Involved", "News & Blogs", "About Us", and "Ways to Give". Underneath the menu, a secondary navigation bar includes "HOME", "EMAIL", "PROGRESS", and "PERSONAL PAGE", with "PERSONAL PAGE" being the active tab. The main content area is titled "Edit Your Personal Fundraising Page" and includes a "View Personal Page" link. It shows a URL field containing "http://donate.projecthope.org/site/TR/Events/ProjectHope_TR?px=1418163&pg=personal&fr_id=1100" and a note that the page is public. There are sections for "Title" (containing "Welcome to My Personal Page") and "Body" (with rich text editor tools). A blue circle labeled "1" points to the URL settings link. Another blue circle labeled "2" points to the content editor area. A third blue circle labeled "3" points to the "Photos/Video" component section in a sidebar.

EDIT YOUR URL (1)

Click URL Settings and then add some identifying text, such as your last name or nickname to create a shortened URL address. Make note of your new URL so you can include it in social media posts, personal letters and email messages.

This screenshot shows the "Edit Your Personal Fundraising Page" page with the "View Personal Page" link. It has fields for "Personal Page URL" (set to "http://donate.projecthope.org/goto/"), "This page is:" (set to "Public"), and "Save" and "Cancel" buttons. A note at the bottom says "The Preview will open in a new window, but will not save your changes."

Online Fundraising

TOOLS

continued

PERSONAL WEBPAGE CONTENT (2)

This is your chance to tell people about why you chose to support Project HOPE. What inspires you? That personal information helps donors connect with your passion for HOPE. If you are hosting an event you can also use your personal webpage to share event details.

Type directly over the text in section (2) of the above image. Click on “View Personal Page” to preview how your personal webpage will look to visitors.

CHANGE/ADD PHOTOS OR VIDEOS (3)

Photos/Video

You may add either photos or a video to your page.

Photos



Choose File No file chosen

Caption

Save/Upload or [remove photo](#)

Video

Replace the standard photo with a personal or event photo by clicking on choose file and selecting the image from your computer. Photos must be smaller than 4MB. If you need to resize the image, try free

online resources like <http://www.picresize.com/>.

To add videos, the original must be uploaded first to YouTube. Add the long link address that is found in the address bar on You Tube when viewing the video.

Photos/Video

You may add either photos or a video to your page.

Photos

Video

YouTube Video URL (e.g. <http://www.youtube.com/watch?v=3eZTh94Fapg>)

Save

*Research indicates
that the combination of
updating your personal webpage,
making a personal donation
and sending emails will yield
the best possible results.*

Online Fundraising

TOOLS

continued

SENDING EMAILS

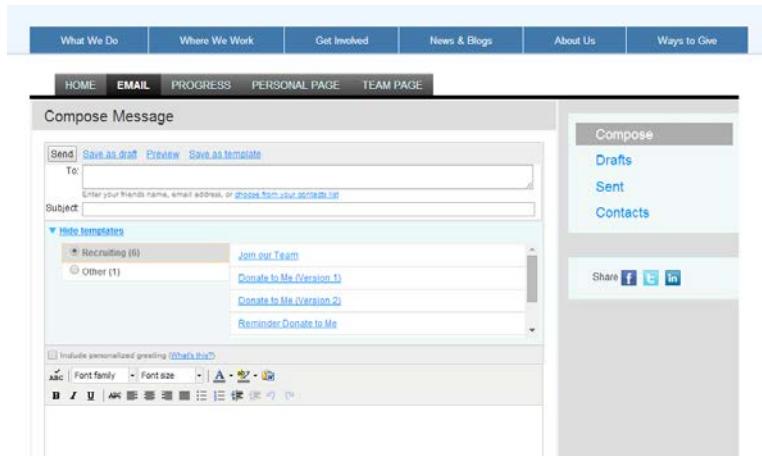
Spread the word about your Project HOPE fundraising campaign or event by sending emails through your participant center. Start by clicking on the “Send Email” tab of the participant center navigation bar. From there you will see the option to compose a message, view draft and sent messages, and add or view contacts. Sending emails from the participant center is ideal for soliciting support, sending reminders and saying thank you.

COMPOSING MESSAGES

Get started quickly by entering an email address in the “To” section and begin typing in the body of the message. Alternatively, you can click on “use template” to view a variety of sample message provided by Project HOPE.

Messages include:

- Donation Request
(2 versions)
- I am Donating my
Birthday/Wedding/
Anniversary/Other Event
- Donation Request Reminder
- Thank You for Donating



Check the “include personalized greeting” to have your messages automatically add a “Dear <First Name>“ salutation. This feature only works if you are sending a message to your participant center contacts.

Use Social Media to

MAKE HOPE HAPPEN

Did you know that fundraisers who connect their personal fundraising page to Facebook raise 40% more than those who don't? Add Twitter, Instagram, You Tube, Google+ and more to the conversation and you can see the potential.



FACEBOOK

- Become a fan of Project HOPE on [Facebook](#)
- Update your status at least two times per week with information about why you care about Project HOPE and what they can do to support you!
- Always include the link to your Personal Fundraising Page to make donating simple!
- Create a Facebook Event to help advertise for any events that you are planning. People can RSVP directly on the event page and/or share the information with their friends.
- Update your profile to include your Personal Fundraising Page link.



TWITTER

- Follow Project HOPE on Twitter at [@projecthopeorg](#)
- Tweet about your fundraising progress, let followers know you are seeking donations.
- Always include the link to your Personal Fundraising Page in tweets.
- Update your profile to include your Personal Fundraising Page link.

Use Social Media to

MAKE HOPE HAPPEN

continued



INSTAGRAM

Follow Project HOPE on Instagram at [@projecthopeorg](https://www.instagram.com/projecthopeorg)

- Post photos of event planning in action and event day. If you are running a marathon, snap a selfie while training. Anything that reminds you of Project HOPE is an opportunity to snap a picture and promote your fundraising efforts.
- Always include the link to your Personal Fundraising Page in your Instagram posts.
- Update your profile to include your Personal Fundraising Page link.

PROJECT HOPE
HEROES

Make HOPE happen!



Ideas to MAKE HOPE HAPPEN

PERSONAL CAMPAIGN

Fundraising really doesn't get any easier than asking friends and family to help you save lives through a donation to Project HOPE. Take advantage of the participant center online tools to send emails, utilize social media to spread the word or ask face-to-face. Whatever your preferred method of communication, you are guaranteed success with this tried and true fundraising campaign.

Twists on the Idea:

- ✓ **Donate Your Birthday** - Instead of gifts this year, ask for donations to your favorite charity. (It works for weddings, anniversaries and retirements too!)
- ✓ **Honor a Loved One** - Dedicate your fundraising efforts to someone who has impacted your life

ACCEPT A CHALLENGE

What is on your bucket list? Use Project HOPE's dedication to vulnerable boys and girls, men and women around the globe as your inspiration to make it happen. The sky is limit when it comes to these type of fundraisers. **Ideas include:**

- Run a marathon, ride your bike 100 miles, train for a triathlon
- Pursue adventure by jumping out of an airplane or climbing a mountain

*The sky is the
limit when it comes
to conceiving a
Project HOPE
fundraiser!*

Ideas to MAKE HOPE HAPPEN

continued

PLAN A FUNDRAISING EVENT

Bring your community together in support of global health with a fundraising event that raises money through tickets sales, personal donations, raffles, auctions and more. Check out <http://www.fundraiserhelp.com/event-ideas-2/> for a lot of great ideas and tips. Here are just a few:

- ✓ **Tournaments:** Baseketball, baseball, cornhole, bowling, dodge ball
- ✓ **Musical Events:** Open mic night, battle of the bands, competition, concert
- ✓ **Food! Glorious Food! Events:** chili cook-off, pancake breakfast, pig roast and luau, ice cream social
- ✓ **Hobbies:** craft show, motorcycle rides, dances
- ✓ **Corporate:** Dress down days, flower sales, office Olympics
- ✓ **Service:** Yard work for a donation, holiday gift wrapping, guest bartend, penny wars
- ✓ **School Fundraisers:** penny wars, duct tape a teacher to the wall, dunk tank
- ✓ **Parties:** movie night, game night, casino night



Action PLAN

LAUNCH TASKS

✓	Launch Tasks	Due Date
	Update personal web page	
	Download tools & resources	

PLANNING AND PROMOTION TASKS

✓	Planning and Promotion Tasks	Due Date
	Assamble Committee	
	Create and execute event day plans	
	Create promotional plan	
	Post event information on social media sites	

FUNDRAISING TASKS

✓	Fundraising Tasks	Due Date
	Send emails to friends and family	
	Follow-up with potential donors	
	Contact potential corporate or in-kind event donors	
	Request donations via social media	

Potential

DONOR LIST

Third Party

EVENT GUIDELINES

Thank you for volunteering to Make HOPE Happen by raising funds for Project HOPE's lifesaving mission through a Project HOPE Heroes campaign. Any individual or organization (outside of Project HOPE) that hosts an event, promotion, sale or donation drive on behalf of Project HOPE is defined in this document as a "third-party fundraiser". In order to enhance the success of third party events while protecting Project HOPE's brand, donors and sponsors, the following policies must be observed.

GENERAL GUIDELINES

- 1. Fundraisers which benefit Project HOPE must reflect positively on its mission.** Project HOPE reserves the right to decline any fundraising proposal that is not in line with our mission.
- 2. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event.** Project HOPE will not assume any legal or financial liability for a third-party event.
- 3. Project HOPE reserves the right to approve any co-beneficiaries.**
- 4. Project HOPE, any of its Board Members, or staff reserves the right to cancel the event at any time.** Project HOPE will incur no liability for any such cancellation.
- 5. Third-party fundraising events must be fully executed by the third-party fundraiser(s).** Project HOPE staff is available to provide fundraising coaching and recommendations during your planning process. However, due to limited staff resources, Project HOPE staff cannot plan or promote third-party fundraising events.

Third Party

EVENT GUIDELINES

continued

FINANCIAL GUIDELINES

1. Third-party fundraising events must be financially self-sustaining without contribution or financial risk from Project HOPE. Project HOPE will only accept the net proceeds from a third-party fundraising event. All third-party fundraising event expenses are the responsibility of the third-party fundraiser and must be paid before the proceeds are given to Project HOPE. Refunds or reimbursements will not be available after the donation made is Project HOPE.

2. Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Project HOPE in all advertising, promotions and in all contact with donors, sponsors and participants.

3. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume liability for a third-party event.

MARKETING AND PROMOTIONS GUIDELINES

1. Project HOPE is not a sponsor of third party fundraising events and should be listed as a "beneficiary" on all promotional materials.

2. Third-party event fundraisers are authorized to use the only the "Benefiting Project HOPE logo" available from the download link in your participant center.



Make HOPE Happen!

3. The third party fundraiser is responsible for all marketing, including writing and distributing press releases, PSA's, Facebook postings, invitations, ads, etc.

Third Party

EVENT GUIDELINES

continued

CHARITABLE GIVING GUIDELINES

1. Unless your organization is a registered non-profit entity, donations made to it are not tax-deductible.

2. Donations made directly to a third-party event can be used to cover the event's expenses, but are not tax-deductible.

3. A donation solicited on behalf of Project HOPE is fully tax-deductible only when it is made directly and entirely to Project HOPE, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online.

MARKETING AND PROMOTIONS GUIDELINES

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