

**PROJECT
HOPE**
FOUNDED IN 1958

Make HOPE Happen!



Fundraiser

T O O L K I T

iHOPE

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.

iHOPE

Make HOPE happen!

iHOPE 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.

It's simple. Register for any race and invite your friends, family and co-workers to join you in supporting Project HOPE. Participation in iHOPE provides an opportunity to improve your personal health while simultaneously contributing to improvements in the health of impoverished people around the globe.



Steps to

SUCCESS



STEP ONE: Register

Register online [here](#)



STEP TWO: Determine Your Race

5K, 10K, marathon, triathlon, cycling, swimming, hiking...pick any race, any time. Websites like active.com are a great starting point for identifying potential events.



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.



Steps to

SUCCESS



STEP SIX: 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 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 SEVEN: 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 EIGHT: 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, 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.

The screenshot shows the iHOPE website's registration page. At the top, a green banner reads "Make HOPE happen! Register today." Below this, a smaller green banner says "Coming soon... Rock 'N' Roll DC Marathon & Half Marathon! Click here for more information." The main content area features three columns of options: "Find a Local Race" with a globe icon, "Register for iHOPE" with a clipboard icon, and "Start Fundraising" with a stopwatch icon. Each option has a brief description and a call-to-action button. The "Register for iHOPE" button is green and says "Log in to your iHOPE Participant Center". The "Find a Local Race" button is blue and says "Find an iHOPE Participant". At the bottom, there is a footer with a green ribbon icon, text about fund usage, navigation links, and logos for BBB and iHOPE.

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.

The screenshot shows the Project HOPE participant center dashboard. At the top left is the Project HOPE logo. To the right are links for 'DONATE', 'My Center', and 'Log Out'. Below the logo is a navigation menu with items: 'What We Do', 'Where We Work', 'Get Involved', 'News & Blogs', 'About Us', and 'Ways to Give'. A secondary menu below that includes 'HOME', 'EMAIL', 'PROGRESS', and 'PERSONAL PAGE'. The main content area is titled 'Overview' and features a 'Your Fundraising Progress' section with a progress bar showing \$0.00 raised out of a \$1,000.00 goal (0% complete). Below this is a yellow box with the heading 'What to do next?' and instructions: 'You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.' Further down, there is a 'Welcome to your Do It Yourself Fundraising participant center!' message and a list of tasks: 'Update your personal fundraising page with your own words and photo', 'Make a personal donation, if you haven't already', and 'Send emails to friends and family inviting them to support you and Project HOPE'. A 'Recent Activity' table shows two recruitment events. On the right side, there are several action buttons: 'Send email', 'Enter Offline Gift', 'Add Contacts', 'View Your Progress', 'Edit Personal Page', 'Email Team', and 'View Team Roster'. At the bottom right, there are social media share buttons for Facebook, Twitter, and LinkedIn. Numbered callouts (1-5) point to specific elements: 1 points to the 'PERSONAL PAGE' tab; 2 points to the 'EMAIL' tab; 3 points to the 'View Your Progress', 'Edit Personal Page', and 'Email Team' buttons; 4 points to the social media share buttons; and 5 points to the 'Enter Offline Gift' button.



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1-800-544-HOPE

[Contact Us](#) | [Careers](#) | [Privacy Policy](#) | [Site Map](#)

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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).

PROJECT HOPE

DONATE My Center | Log Out

What We Do Where We Work Get Involved News & Blogs About Us Ways to Give

HOME EMAIL PROGRESS PERSONAL PAGE

Edit Your Personal Fundraising Page [View Personal Page](#)

Personal Page URL: http://donate.projecthope.org/site/TR/Events/ProjectHope_TR?px=1418163&pg=personal&tr_id=1100 [URL Settings](#)
This page is Public

Title
Welcome to My Personal Page

Body

Help those in crisis and provide HOPE for the future!

A mom in Africa is cradling her sick baby girl in her arms, rocking her back and forth to soothe her. A tiny baby girl, crying in pain. The baby girl was saved because her Mom knew what to do as a result of the community health education and training for parents...delivered through Project HOPE.

This is why I support Project HOPE and their urgent work to help boys and girls, men and women in poor countries who are suffering and dying. Your generous support will help rush medicine and medical supplies into poverty zones around the world ... rescue people trapped in humanitarian crises and disasters ... fight lethal infectious diseases like TB and AIDS ... combat chronic diseases ... teach moms about keeping their children healthy ... and so much more.

Together with your help, Project HOPE can ease suffering, cure sickness and even save lives halfway around the world.

Click the Donate Now button to help respond to crisis and provide HOPE for the future!

Save [Preview](#)
The Preview will open in a new window, but will not save your changes.

Content

Photos/Video Components

Share [f](#) [t](#) [in](#)

3

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.

HOME EMAIL PROGRESS PERSONAL PAGE

Edit Your Personal Fundraising Page [View Personal Page](#)

Personal Page URL: <http://donate.projecthope.org/goto/>

This page is

Public (Everyone can find and view and your Personal Page.)

Private (Only people who know the exact URL can find and view your Personal Page.)

Save or cancel

Online Fundraising

TOOLS

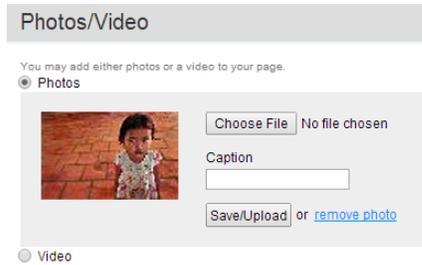
continued

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.

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

No file chosen

Photo thumbnail

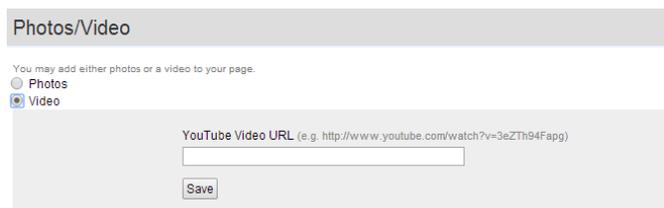
Caption

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 www.picsize.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 YouTube 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>)

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

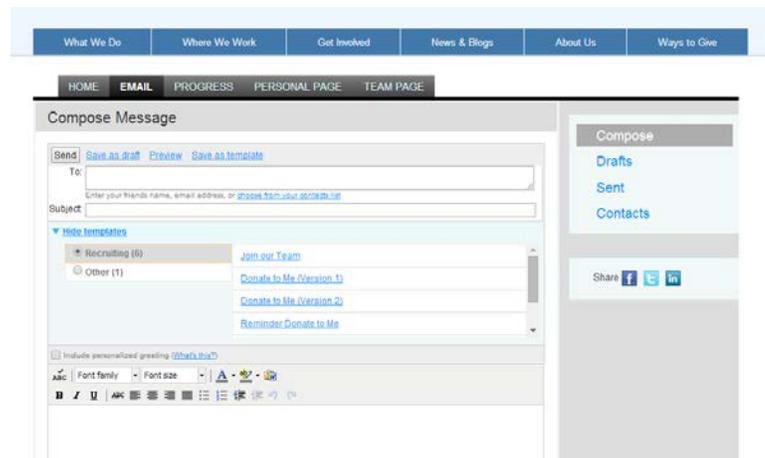
Spread the word about your iHOPE race by sending emails through your participant center. Start by clicking on the “Send Email” tab of the participant center navigation bar. From there you will see the option to compose a message, view draft and sent messages, and add or view contacts. Sending emails 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, YouTube, 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.
- Switch it up! Use photos and videos in addition to text.
- Thank your donors publicly on their social media pages or by tagging them on your updates
- 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.
- Keep your tweets to 140 characters by shortening the URL of your personal page at [bitly.com](#)
- 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.
- Make an Instagram video telling people why you are passionate about raising funds for Project HOPE.
- Update your profile to include your Personal Fundraising Page link.

iHOPE

Make HOPE happen!

