

who cares?

THE CAMPAIGN TO TRAIN
90,000 HEALTH WORKERS
IN TANZANIA

► *Care to take action?* ► *Get ONLINE to raise funds and awareness for the Who Cares? Campaign*

The World Wide Web has made fundraising a snap! New websites such as firstgiving.com allow you to take initiative and raise money creatively and securely for the cause of your choice.

Support the Who Cares? Campaign while running a marathon, celebrating a birthday, or holding a dinner party. To raise money through these efforts, a personal online fundraising page, which you can share with friends, family and colleagues, can be a valuable tool.

The money you raise for the Who Cares? Campaign will go directly to the Touch Foundation (touchfoundation.org), a nonprofit organization that is addressing the severe shortage of health workers in sub-Saharan Africa, using Tanzania as a base.

A FOUR-STEP PROCESS

1. Choose your event or occasion – feel inspired, be creative!

The wide range of opportunities to raise money for the Who Cares? Campaign reflects the diversity of our supporters and their interests. You can raise money while training for a race or a hike up Mt. Kilimanjaro, in celebration of your birthday, or in recognition of World AIDS Day. Any of these activities can be a solo or group effort – it is up to you! Here are some examples of days you might consider when raising awareness about the vital role that health workers play in Africa:

March 8: International Women's Day or Mother's Day (May).

Maternal mortality rates in Tanzania are still among the highest in the world, with 24 women dying every day from complications in pregnancy or childbirth. With basic health care, 75 percent of women who die from preventable illness can be saved.

March 24: World TB Day. Tuberculosis kills almost two million people each year, globally. Tanzania has one of the highest burdens of TB in the world.

April 7: World Health Day. On this day around the globe, thousands of events mark the importance of health for productive and happy lives.

April 25: World Malaria Day. Malaria takes approximately 800,000 lives per year, globally. In Tanzania, 80 percent of malaria-related deaths occur among children.

Oct. 17: International Day for the Eradication of Poverty. The World Health Organization has stated that the shortage of trained health workers – doctors, nurses, laboratory technicians and others – is a fundamental barrier to improving health and well-being around the world.

Dec. 1: World AIDS Day. More than 33 million people are living with HIV, globally. About 6.2 percent of the adult population is HIV-positive in Tanzania.

Once you decide on your event, set a goal that will help you inspire others to give. For example, in Tanzania, \$700 covers one year of meals for a medical student, \$2,000 covers a pharmacist student's tuition, room and board for a year, and \$5,500 funds the training of an MD student for one year.

2. Set up your fundraising page – simple tools = huge success!

We recommend the website, Firstgiving.com, to assist in your fundraising efforts. Go to firstgiving.com/18132 and click, "I want to raise money too." Now, you can get started!

Just follow the steps outlined on their website to build a page that fits your style and event's needs. Some tried and true strategies include telling a personal story (i.e. what the cause means to you, the impact your donors will have) and adding a photograph. Download a photo relating to health in Tanzania from our flickr account. Please credit the "Touch Foundation" for any photographs that you use.

You now have a safe, secure, personal fundraising page that will allow the Touch Foundation to collect credit card donations online and track donations that are mailed directly to us.

3. Promote your fundraising page – get connected, motivate others!

Share your fundraising page with your friends, family, colleagues and other networks. Talk about your event or fundraising goal, make phone calls, send e-mails, write about it on social networks like Facebook, load widgets onto your website or blog, and "tweet" about it through Twitter. This way, you will reach more people and get the most support for your cause!

At times, individuals or corporations agree to match the amount you raise. If you can score a deal like this, let your donors know that their gift will count double!

Always thank your donors and send out updates on your progress. Hand-written cards go a long way.

4. Share your success – thank others, be an inspiration!

Once your event is over, let everyone know about your success and encourage others to do the same by posting photos and sending a final e-mail or letter.

Let us feature you in the "People who Care" section of our Campaign website, whocarescampaign.org, as a model of the tremendous efforts our supporters are taking to show they care.

At any step of the way, let us know how we can help make your fundraising efforts a success! Contact Emily Bell, Who Cares? Campaign Associate, at emily_bell@mckinsey.com or call 212-351-0901.