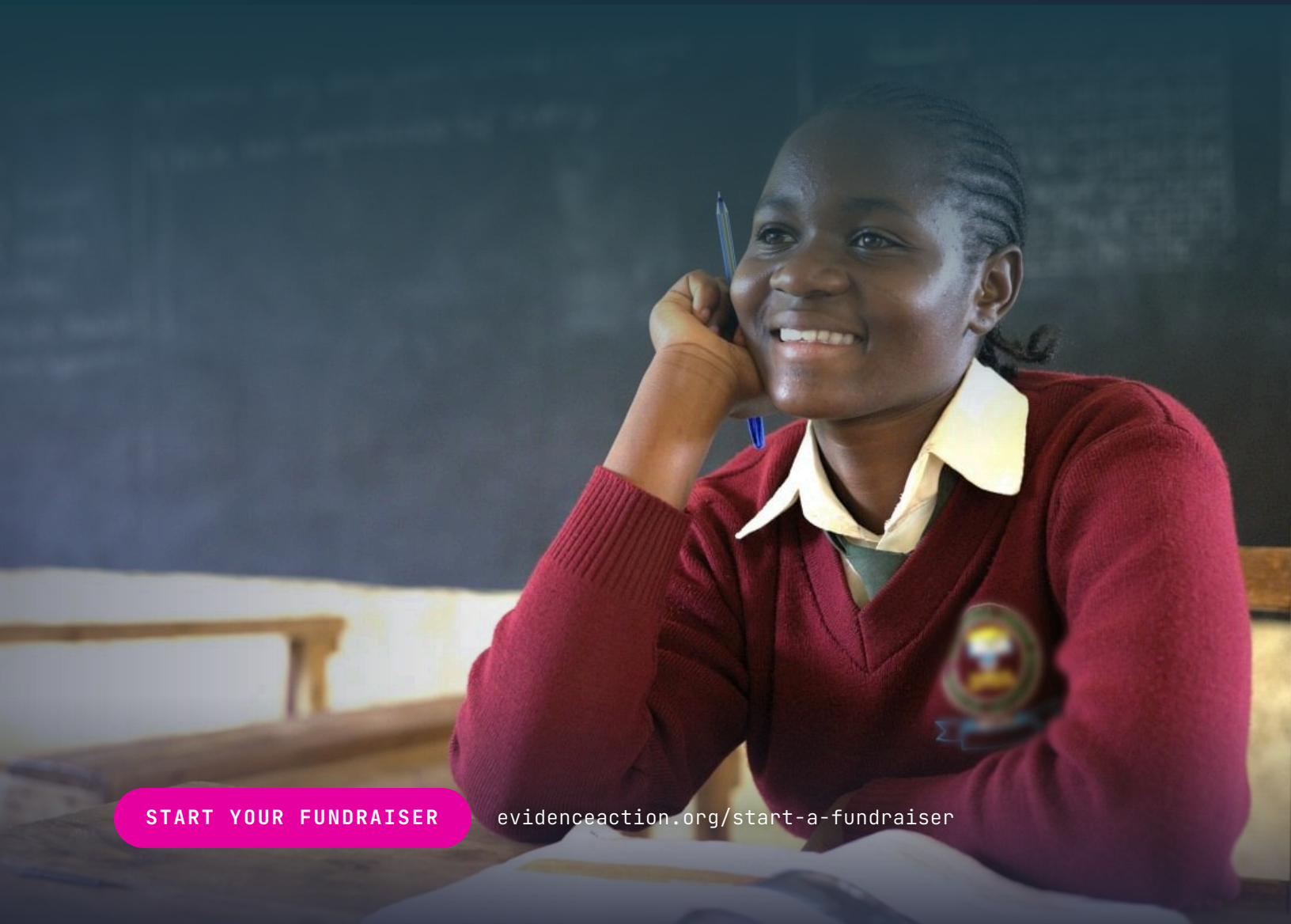
evidence action

PERSONAL FUNDRAISER TOOLKIT

# Your fundraiser, made simple.

Everything you need to set up your page, tell your story, and invite the people closest to you to support proven, low-cost health programs.



START YOUR FUNDRAISER evidenceaction.org/start-a-fundraiser

WELCOME

# Thank you for fundraising with us.

Illnesses we know how to prevent still hold back millions of children and families living in poverty. Evidence Action works with governments to deliver proven, low-cost health programs at scale. When you start a fundraiser, you invite the people who trust you most to be part of that work.

**2.4B+**
deworming treatments delivered to date with Evidence Action's support

**<50¢**
to protect a child from anemia for a full year

**$0.84**
for one test that screens for both HIV and syphilis

Figures: Evidence Action, 2026. Please use them exactly as written.

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People give to people they know. **Your voice and a personal ask** are what make a fundraiser work. This kit helps with the rest.

01 · SET UP

# Set up your page in about **five minutes.**

Go to **evidenceaction.org/start-a-fundraiser** and select **Start your fundraiser**. Then follow these steps.

### 1 Name your fundraiser

Up to 80 characters. Make it personal and clear about the occasion.

### 2 Add a photo (optional)

A photo of you or the moment you are celebrating works best. Use a landscape image at least 1248 × 702 pixels.

### 3 Write your description

Up to 280 characters. We give you a starting message you can keep or make your own.

### 4 Set a goal (optional)

The minimum is $10. Add an end date to give people a reason to give now.

### 5 Confirm your email

Enter your email, type in the code we send you, and add your name.

### 6 Make the first gift

Your page goes live right away. Giving first shows others you are committed.

### After you start

You will get an email with an **Open my fundraiser** button. It opens your personal portal, where you can:

- change your title, photo, description, goal, and end date
- see your progress and who has given
- copy your page link and download your page's QR code

**NEXT** Not sure what to write? Page 4 helps you find your story, and page 5 has sample titles and descriptions you can adapt.

02 · YOUR STORY

# Tell your story in three sentences.

You don't need to be a writer. Short and honest works better than polished. Answer these three questions in a sentence or two each.

**01**

### Why does this matter to you?

Share a moment, a value, a person, or something you learned.

"I care about this because…" · "When I learned that…" · "I'm fundraising in honor of…"

**02**

### What are you asking for?

Be specific about the amount, the deadline, and the occasion.

"I'm hoping to raise $**[goal]** by **[date]** for my **[birthday]**."

**03**

### What does a gift support?

Use one fact from this kit, exactly as written.

"Evidence Action works with governments to deliver proven, low-cost health programs. Less than 50 cents can protect a child from anemia for a full year."

FILL IN THE BLANKS

"I'm raising $**[goal]** by **[date]** for Evidence Action because **[your reason in one sentence]**. Evidence Action works with governments to deliver proven, low-cost health programs that reach millions of people. Will you join me? **[link]**"

**TIP** Your page description has a 280-character limit. Your three sentences are usually the right length, and you can use the longer version in emails and posts.

# Sample titles and **descriptions.**

Adapt one of these for your page. Each description is under the 280-character limit, so you have room to add a personal touch.

## SAMPLE TITLES

**[Your name]**'s birthday fundraiser for proven health programs

Celebrating **[milestone]** by giving back

Remembering **[Name]** by helping others thrive

## SAMPLE DESCRIPTIONS

### BIRTHDAY

This year, instead of gifts, I'm raising money for Evidence Action. They work with governments to deliver proven, low-cost health programs, like deworming and safe water, to millions of people. Help me reach my goal by **[date]**. Every gift counts.

### IN HONOR OR MEMORY

**[Name]** believed everyone deserves a healthy start. In their honor, I'm raising money for Evidence Action's proven, low-cost health programs, which reach millions of children and families each year. Thank you for giving in **[Name]**'s name.

### GIVING TUESDAY

This Giving Tuesday, I'm supporting Evidence Action, which works with governments to deliver proven health programs at low cost. Less than 50 cents can protect a child from anemia for a full year. Please join me by December 1.

## Do

- Write in your own voice.
- Use facts from this kit or our official program pages.
- Speak about the people our programs serve with dignity and respect.
- Thank people quickly and personally.

## Avoid

- Promising a specific result for a specific gift.
- Language that relies on pity or describes communities as helpless.
- Photos of children from other sources.
- Presenting yourself as Evidence Action staff.

# A simple **two-week plan.**

Most gifts come from a few personal asks and a well-timed reminder. Here is a plan you can adjust to your own timeline.

| | |
|---|---|
| **DAY 1** | **Set up your page and give first**<br>An early gift, even a small one, gets your page moving. |
| **DAYS 1–2** | **Ask five people personally**<br>Start with the people closest to you, by text, call, or WhatsApp. Early gifts build momentum. |
| **DAY 3** | **Widen your circle**<br>Reach out to people who may share your connection to the cause: coworkers, classmates, teammates, and community or faith groups. |
| **DAY 4** | **Share your story publicly**<br>Post on social media, tag Evidence Action, and send your email invitation. |
| **DAY 7** | **Post a halfway update**<br>Share your progress and thank the people who have given so far. |
| **DAY 12** | **Send a 48-hour reminder**<br>A friendly deadline reminder often brings in the most gifts. |
| **DAY 14** | **Celebrate and say thank you**<br>Share your final total and thank every donor within a day or two. |

FUNDRAISING FOR GIVING TUESDAY?

## Giving Tuesday is **Tuesday, December 1, 2026.**

**By Nov 17**
Create your page and make the first gift.

**Nov 17–20**
Ask five people personally.

**Nov 24**
Share your story publicly with #GivingTuesday.

**Nov 29**
Remind everyone: 48 hours to go.

**Dec 1**
Share once more, then thank everyone.

# Messages you can **copy.**

**MAKE IT YOURS** Add one personal sentence to any message below. That is what people respond to. Replace everything in **[brackets]**.

SOCIAL POST

### Birthday

My birthday is coming up, and this year I'm asking for something different. In place of gifts, I'm raising $**[goal]** for Evidence Action, which works with governments to deliver proven, low-cost health programs to millions of people. If you'd like to celebrate with me, my page is here: **[link]**. Thank you!

SOCIAL POST

### Milestone or anniversary

**[Milestone]** feels like a moment to be grateful. To mark it, I'm raising $**[goal]** for Evidence Action's proven, low-cost health programs. Will you join me by **[date]**? **[link]**

SOCIAL POST

### In honor or in memory

**[Name]** cared deeply about **[what they cared about]**. In their **[honor / memory]**, I'm raising money for Evidence Action, which helps governments deliver proven health programs that reach millions of children and families. If you'd like to give in **[Name]**'s name, you can do it here: **[link]**

TEXT OR WHATSAPP

### Personal ask

Hi **[Name]**! I'm doing a fundraiser for **[occasion]** to support proven, low-cost health programs with Evidence Action. It would mean a lot if you'd give. Any amount helps. Here's my page: **[link]**

EMAIL

### Invitation

`Subject: Will you help me reach $[goal] by [date]?`

Hi **[Name]**,

I'm raising $**[goal]** for Evidence Action by **[date]**. **[One or two sentences about why this matters to you.]**

Evidence Action works with governments to deliver proven, low-cost health programs. For example, less than 50 cents can protect a child from anemia for a full year.

Would you give to my fundraiser? Any amount helps: **[link]**

Thank you,
**[Your name]**

# Keep it going and say thank you.

Updates remind people you are still fundraising. Thank-yous are what bring donors back.

UPDATE

### Halfway there

Update: we've raised $**[amount]** toward my $**[goal]** goal for Evidence Action. Thank you to everyone who has given so far! If you haven't yet, my page is open until **[date]**: **[link]**

REMINDER

### Final 48 hours

48 hours left! I'm $**[amount]** away from my goal for Evidence Action. If you've been meaning to give, now is the time: **[link]**

SOCIAL POST

### Goal reached

We did it! Together we raised $**[total]** for Evidence Action's proven, low-cost health programs. Thank you to every person who gave and shared. I'm so grateful.

TEXT, EMAIL, OR CARD

### Personal thank-you

**[Name]**, thank you for giving to my fundraiser. Your gift helps Evidence Action bring proven, low-cost health programs to more people. It means a lot to me.

SOCIAL POST

### Fundraiser wrap-up

My fundraiser for Evidence Action has ended, and I'm so thankful. **[Number]** of you gave a total of $**[total]** to help governments deliver proven, low-cost health programs. If you'd like to learn more about the work, visit evidenceaction.org.

**GOOD TO KNOW** Every donor receives a receipt by email from Evidence Action, so your thank-you can be personal rather than formal.

### Tag us so we can cheer you on

Add #GivingTuesday to posts on Giving Tuesday.

| INSTAGRAM | X | FACEBOOK | LINKEDIN | YOUTUBE |
|---|---|---|---|---|
| @evidenceaction | @EvidenceAction | @evidenceaction | Evidence Action | Evidence Action |

05 · SHARING TIPS

# Small habits that **raise more.**

### Ask personally first
Direct messages get more responses than public posts.

### Use more than one channel
Text, email, WhatsApp, social media, and in person.

### Use your QR code
Download it from your portal for cards, events, slides, or an email signature.

### Mind the link on social
Posts with links sometimes reach fewer people. Share your story first, then add your link in a comment or reply.

### Follow up once
A friendly reminder near your deadline is welcome, not pushy.

### Thank people quickly
A short note within a day or two goes a long way.

## WHAT YOUR FUNDRAISER SUPPORTS

Gifts help Evidence Action work with governments to deliver proven, low-cost health programs at scale, including:

### Deworm the World
School-based deworming that helps children stay healthy and in class.

### Safe Water Now
Chlorination at community water points, so families have safe drinking water.

### Syphilis-Free Start
Testing and treatment during pregnancy to keep syphilis from passing to babies.

### Equal Vitamin Access
Expanding access to essential vitamins and supplements.

Learn more at evidenceaction.org/programs

## Why donors can **trust us**

Independent charity evaluators and giving platforms recognize Evidence Action as one of the most transparent, high-impact charities.

- Charity Navigator, four-star rating
- Candid, Platinum Seal of Transparency
- GiveWell
- The Life You Can Save
- Founders Pledge
- Giving Multiplier

Evidence Action is a 501(c)(3) nonprofit. EIN 90-0874591.

06 · GUIDELINES AND QUICK ANSWERS

# Fundraise with care.

- Share only accurate information from this kit and our official program pages.
- Do not promise donors specific outcomes.
- Do not present yourself as Evidence Action staff.
- Use only the graphics and photos we provide, and ask us before using any others.
- Evidence Action may ask you to change or remove content that does not follow these guidelines.

### Will donors get a receipt?

Yes. Donors receive a receipt by email after an online gift.

### Is a gift tax-deductible?

Evidence Action is a 501(c)(3) tax-exempt public charity. Gifts from U.S. donors are tax-deductible as allowed by U.S. law.

### Are there fees?

Online gifts include a processing fee of about 3%, as described on our donate page.

### Does my page expire?

No. The end date is a goal to keep everyone motivated. Your page keeps accepting gifts afterward.

## Ready to start?

Create your page in a few minutes at evidenceaction.org/start-a-fundraiser.
Questions? Email our donation team at donate@evidenceaction.org.
Mailing address: Evidence Action, P.O. Box 65480, Washington, DC 20035-5480.

START YOUR FUNDRAISER

evidence action

Thank you for helping proven health programs reach more people.