



EVERY MOTHER COUNTS

Runner Fundraising & Communications Toolkit



Dear EMC Supporter,

Thank you for joining Team EMC to help make pregnancy and childbirth safe for every mother, everywhere. We appreciate your fundraising efforts and have created a toolkit to provide you with resources to ensure your success and to enable you to educate others about the work that we do.

Every year, 303,000 women around the world die as a result of complications of pregnancy and childbirth, every year. THAT'S 1 WOMAN EVERY 2 MINUTES. Almost all of these global maternal deaths can be prevented by ensuring that women have access to quality, respectful and equitable maternity care.

I founded Every Mother Counts to educate the public about an issue that touches us all, but one that not enough people know about until it's too late. Becoming a mother has been a life-transforming experience in so many ways. My birth experience led me on a journey with maternal health as a central focus. There is a lot we already know about how to prevent childbirth-related complications, but not enough political will or resources dedicated to this issue.



In some parts of the world, many women have to travel as far as 26 miles to reach a provider or clinic, even when in labor, and often on foot. Team EMC runs because distance is one of the biggest barriers preventing women from accessing healthcare of any kind. Your miles can make a difference.

Thank you for supporting our mission, being a part of our community, and helping to raise funds and awareness. We would not be able to do the work we do without your help.

Christy Turlington Burns,
Founding Mother, Every Mother Counts

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BEST PRACTICES

Successful fundraising takes time and a solid strategy. Here are some ways you can maximize your fundraising efforts to reach your fundraising goals.

As you begin to reach out to your community, draft an email that tells your story and connects your donors to the mission of Every Mother Counts.

- Make it personal.
- Be upfront about your donation request. When you make your ask, give your potential donors an exact figure to contribute. For example, if you are running a marathon, ask for a donation of \$26.20, the equivalent of \$1 per every mile you will run or suggest a donation of \$5 per every mile you will run or \$10, and so on.
- Inspire others by educating yourself on maternal health and sharing the facts.
- Share EMC's film links (see resources, page 16).
- Send information about your training and fundraising progress to your supporters.
- Reach out right before your race and again post race, sharing your experience.
- Matching donations can double a pledge. Encourage your donors to check into matching gift programs with their employers.
- Include specific examples of how their donation can make an impact (see resources, page 17).

ABOUT EVERY MOTHER COUNTS

The next two pages have high-level bullets about Every Mother Counts, the work we do, and general maternal health facts. You can use these bullets to summarize what EMC does and the issue.

- Every Mother Counts is a non-profit organization dedicated to making pregnancy and childbirth safe for every mother, everywhere.
- We educate the public about maternal health, engage individuals and partners to advocate for the well-being of mothers, and invest in community-led programs to improve access to essential maternity care.
- In 2010 when Every Mother Counts was founded, 500,000 women around the world died every year from complications related to pregnancy and childbirth. Today, the number has been reduced to 303,000.
- Origin: In 2010, Christy Turlington Burns released a documentary film called No Woman No Cry, which addressed the barriers to maternal health around the world. Every Mother Counts launched as an advocacy and mobilization campaign following the release of the documentary with a goal to further raise awareness and encourage people to be a part of the solution. In 2012, Every Mother Counts was established as a 501(c)(3) non-profit organization.
- Since 2012, Every Mother Counts has provided over \$5 million in grants and has directly impacted over 700,000 lives. EMC is currently investing in 7 countries in programs that improve access to quality and respectful care throughout pregnancy, childbirth and postpartum: Bangladesh, Guatemala, Haiti, India, Tanzania, Uganda and the United States.
- We focus our work around top-priority maternal health issues to advocate for policy and system change at local, national, and international levels, and collaborate with key decision-makers, thought and practice leaders, and community members to advance maternal health improvements.

For more information, please visit us [here](#).

GENERAL MATERNAL HEALTH FACTS

- Approximately 303,000 women die each year due to complications related to pregnancy and childbirth. That's one woman every 2 minutes.
- Nearly all maternal deaths take place in developing countries and the vast majority are preventable.
- For every woman who dies each year in childbirth, approximately 20-30 more suffer from short or long-term debilitating complications.
- Complications during pregnancy and childbirth are the leading causes of death in girls ages 15-19 in the developing world.
- We lose two women per day here in the United States to maternal health complications. The US ranks 46th in the world for its maternal mortality rate, even though it spends more on health care per capita than any other nation in the world.
- The United States is the only industrialized nation with a consistently rising rate of maternal deaths. Severe complications of pregnancy and childbirth are also on the rise in the US – one woman every 10 minutes in the US experiences a life-threatening complication of pregnancy or childbirth.
- In the United States, African American women are 3-4 times more likely to die from pregnancy and childbirth than White women.
- In some parts of the world, many women have to travel as far as 26 miles to reach a provider or clinic, even when in labor and often on foot.

SAMPLE FUNDRAISING EMAIL

Dear Family & Friends,

I am running the [name of race] on [date] on behalf of Every Mother Counts to help to make pregnancy and childbirth safe for every mother, everywhere. I am making a commitment to raise funds and awareness for maternal health because [your answer & personal connection].

Every Mother Counts is a non-profit organization dedicated to making pregnancy and childbirth safe for every mother, everywhere. In some parts of the world, many women have to travel as far as 26 miles to reach a provider or clinic, even when in labor and often on foot. Every Mother Counts runs because distance is one of the biggest barriers preventing women from accessing healthcare of any kind. Add additional maternal health facts [see page 5 and 6].

My personal goal is to raise [fundraising goal]. Please help me reach my goal by making a contribution. Donations are tax-deductible to the full extent allowed by law.

How you can donate:

- Online donation - donate on my personal fundraising page HERE [hyperlink CrowdRise page]
- Check – make checks payable to Every Mother Counts and include my name and race in the memo. Address to mail checks below:
Every Mother Counts
180 Varick Street, Suite 1116
New York, NY 10014

To learn more about Every Mother Counts, visit their website and watch the short films below:

- About Every Mother Counts - <https://vimeo.com/185578500>
- Why We Run - <https://vimeo.com/125334105>
- Every Mile, Every Mother - <https://vimeo.com/92337912>

Thank you in advance for your support and generous donation, and for helping to make pregnancy and childbirth safe for every mother, everywhere.

Sincerely,
[Your name]

FUNDRAISING EMAIL EXAMPLE

Hello Friends!

I'm running the Chicago Marathon on October 8th to fund raise for Every Mother Counts (EMC), a non-profit organization dedicated to making pregnancy and childbirth safe for every mother, everywhere. Every donation helps--\$5 is enough to provide transportation to a safe birth facility for a pregnant woman in Uganda so she doesn't have to walk. Please visit my fundraising page at:

[Lydia's CrowdRise Link](#)

(This year I have wonderful EMC gear to gift to donors, as long as supplies last!)

WHY

While waiting for Sylvie to be born I became a bit of a birth junkie; I read every birth story I could find, and I was completely amazed. I had to privilege of giving birth to 3 babies with full prenatal care and support.

Years later, as I studied health care systems around the world, I learned healthcare is not always accessible. Soon after, I stumbled across the mission of Every Mother Counts on social media, and knew I needed to help. I have come to see birth as one of life's greatest joys and one of life's greatest times of need.

Through the work of Every Mother Counts I learned hundreds of thousands of women die during pregnancy and childbirth each year. That's 800 women every day and up to 98 percent of these deaths are preventable if we make it a priority.

Learn More: [Every Mother Counts Website](#)

See More: [About Every Mother Counts](#)

Join me in donating and seeing what is possible!

Warmly,
Lydia

SAMPLE THANK YOU EMAIL

Dear [Name of Donor],

Thank you for supporting my [race] to benefit Every Mother Counts. With your support, we are helping the efforts to end preventable maternal mortality.

[Add personal highlight from race and a photo]

In total, I raised X for Every Mother Counts. I could not have accomplished this without your help.

With gratitude,
[Your name]

THANK YOU EMAIL EXAMPLE

Hi Charna,

WE DID IT...mission accomplished!

Filled with excitement, Perrie and I arrived at the starting line about 20 minutes early. We were happy that the conditions were perfect for running...cool and overcast. Luckily, the weather cooperated until we crossed the finish line before it turned into a downpour.

Having Perrie as my pacer made the run doable. With her stopwatch in hand, she kept us close to a 10-min mile pace for the first 7 miles. Our final time was 2:15. Being the oldest woman in the race, I scored a few bragging rights. I'm still flying high.

Next stop...New York Marathon :)

Once again, thank you for your support. Your donation is making a difference in helping [Every Mother Counts](#) provide consistent access to basic and lifesaving maternity care. Every day, 800 women will not survive pregnancy or childbirth, and thousands more will suffer from long-term disabilities. Thank you for being part of the solution.

With gratitude,

Kathy

SOCIAL MEDIA TIPS

Social media is a great way to reach out to your community. Post your training photos/videos and link to your CrowdRise page. You can use <https://bitly.com> to shorten the link to your CrowdRise page.

Always include our hashtags:
#RunTeamEMC
#everymomcounts
#everymileeverymother



SAMPLE SOCIAL MEDIA MESSAGING

FACEBOOK/INSTAGRAM

- Support me as I run the [INSERT RACE NAME] with Every Mother Counts to improve maternal health around the world. [INSERT CROWDRISE LINK] #RunTeamEMC #everymomcounts #everymileeverymother
- Why am I running? Because millions of mothers do not have access to skilled care and supplies to ensure a safe delivery. I am excited to make a difference and you can be a part of it #RunTeamEMC #everymomcounts #everymileeverymother
- Did you know that distance is one of the greatest barriers to improving maternal health? That's why I have joined @RunTeamEMC. #everymileeverymother #everymomcounts #RunTeamEMC
- On [INSERT RACE DATE] I will run [INSERT # OF MILES] to help ensure that every mother can reach the maternity care she needs. #everymileeverymother #everymomcounts #RunTeamEMC
- On [INSERT DATE] I ran the [INSERT RACE] for @RunTeamEMC to raise funds and awareness to ensure that more women have access to lifesaving maternal healthcare. There is still time to help make a difference. Support my race here: [INSERT CROWDRISE LINK] #everymomcounts #RunTeamEMC #everymileeverymother
- **When posting on Instagram, be sure to add your CrowdRise link in bio. You can do this by going to the edit profile button on your Instagram page and adding the link under Bio. End each post by directing them to visit the link in bio to donate.*

TWITTER

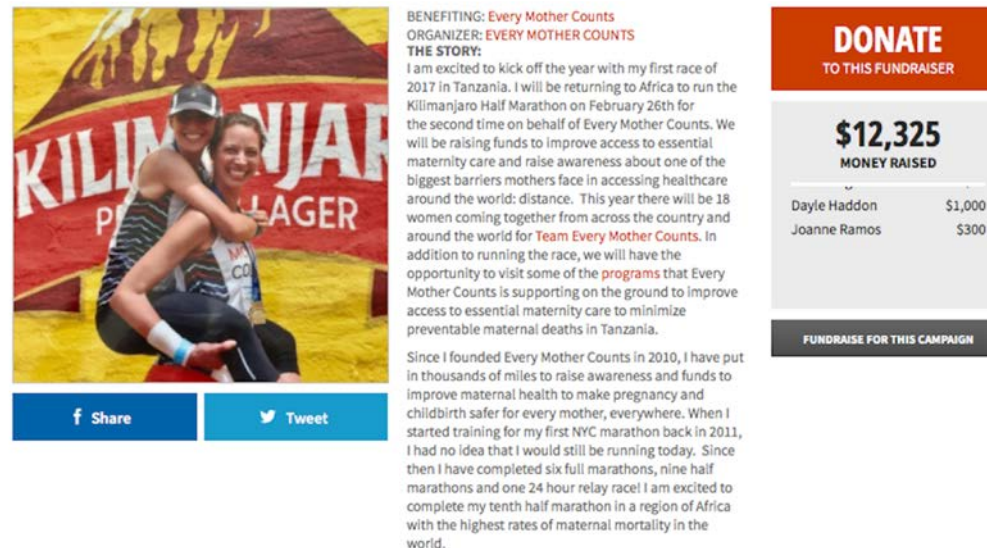
- Running [INSERT RACE NAME] 4 @everymomcounts! Fundraising 2 make pregnancy safe 4 every mother. Help me make a difference [INSERT CROWDRISE LINK] #RunTeamEMC

CROWDRISE TIPS

Every Mother Counts uses the CrowdRise as a fundraising platform for all races.

Below are helpful tips for creating your CrowdRise page. You can also reference the CrowdRise FAQ link, [HERE](#) for more information and help.

- 1. Start your own fundraising page or team:** To set up your fundraiser for Every Mother Counts, [just Go Here](#) and follow the quick steps to get your page set up. When asked which charity you would like to benefit, you can plug Every Mother Counts or our EIN number (45-4102644) into the search box.
- 2. To customize an existing CrowdRise page:** The campaign editor is where elements of each campaign are added and edited. Select the campaign you want to customize from your Campaign Hub and click 'Edit' to get started. Then, access the campaign editor.



BENEFITING: Every Mother Counts
ORGANIZER: EVERY MOTHER COUNTS
THE STORY:
I am excited to kick off the year with my first race of 2017 in Tanzania. I will be returning to Africa to run the Kilimanjaro Half Marathon on February 26th for the second time on behalf of Every Mother Counts. We will be raising funds to improve access to essential maternity care and raise awareness about one of the biggest barriers mothers face in accessing healthcare around the world: distance. This year there will be 18 women coming together from across the country and around the world for **Team Every Mother Counts**. In addition to running the race, we will have the opportunity to visit some of the **programs** that Every Mother Counts is supporting on the ground to improve access to essential maternity care to minimize preventable maternal deaths in Tanzania.

Since I founded Every Mother Counts in 2010, I have put in thousands of miles to raise awareness and funds to improve maternal health to make pregnancy and childbirth safer for every mother, everywhere. When I started training for my first NYC marathon back in 2011, I had no idea that I would still be running today. Since then I have completed six full marathons, nine half marathons and one 24 hour relay race! I am excited to complete my tenth half marathon in a region of Africa with the highest rates of maternal mortality in the world.

DONATE TO THIS FUNDRAISER

\$12,325 MONEY RAISED

Dayle Haddon	\$1,000
Joanne Ramos	\$300

FUNDRAISE FOR THIS CAMPAIGN

Share Tweet

CROWDRISE CONT.

Making edits to your page:

Title - You can edit the page title and campaign name. For example, if you are fundraising as a family or group and you want to change your page from your name to include their names as well.

Story - The best campaign stories are concise, compelling, and explain why you're passionate about the cause. If you can explain where the donations will go and how they will help, that can motivate people to give.

- In the Story section you'll be able to update using the rich text editor.
- When everything is complete, click 'Save'.

Pictures

- Under the Photos section, click the photo icon.
- Drag and drop files from your computer or click the link below to browse.
- To delete a picture, hover over it and click the trash can icon in the corner. If you experience anything strange while uploading your pics, check out this [troubleshooting Article for tips](#).

Videos - Videos are incredibly powerful when they are relatively short and explain the impact of your campaign. Upload your video onto YouTube or Vimeo, marked as 'public' and 'embeddable' in the video settings.

- To feature your video in the first position of your image gallery, click the star in the corner of the video thumbnail.

Goal

- From your Campaign Hub, hover over your campaign and click on the Edit Icon.
- Click on the campaign card if your campaign is part of a multi-team campaign, click on the 'Team Page' card.
- Scroll down to the Goal section and enter the amount you intend to raise.

For more details on customizing your page, visit the support page [HERE](#).

HOST AN EVENT

Events are a great way to bring communities together to raise awareness and funds to support the EMC's mission. Your event can be as simple or as complex as you'd like, from a small in-home gathering to a film screening at a local theater. To help get you started, please see a basic event checklist below

Event Check list:

- Establish event goals and objectives.**
- Determine the type of event you will host.** EMC supporters have hosted a variety of events on our behalf. Please see some examples below. Do not be afraid to get creative!
 - Film Screening:** Our films give a face and a voice to the millions of girls and women who do not have access to appropriate or respectful maternity care. EMC films highlight what is possible and all that is needed to end preventable maternal deaths and disabilities. Host a watch party to showcase one of our several films.
 - Fitness Class:** Go to your local fitness studios (yoga, bar, etc.) and ask if you can host a class where proceeds go to your fundraising efforts.
 - Trunk Show/Shopping Event:** Host a party that involves shopping and donate a portion of sales to EMC (i.e. jewelry shopping event, handbag shopping event).
 - Bake Sale:** This is a great way to involve kids!
 - Pot Luck Dinner**
- Select the date and location.**
- Determine the costs and create a budget.**

HOST AN EVENT CONTINUED

Event Check list (con't):

- Recruit event committee, if you need additional support.
- Identify and confirm speakers/presenters.
- Identify sponsors or partners (venue, food, etc.)
- Create an invitation
 - Make sure to send to EMC for approval for all promotional materials with EMC name.
 - For ticketed events, we recommend using [classy.org](https://www.classy.org) for your invitation. Please reach out to Courtney@everymothercounts.org to set-up your page.
- Spread the word to your community!
 - We recommend sending out the invitations for 5-6 weeks in advance of your event.
 - Share it via email with your contact list & share it on your social media channels. Ask your family/friends to share it on their channels as well.
- Following the event, send thank-you emails to everyone who attended.
- If you raised funds, mail donations to EMC with donor information.

FAQS

What do I do if someone gives me a check?

- Checks should be made payable to Every Mother Counts.
- The check MUST include your name & race in the memo or noted with the check.
- Send checks to:
Every Mother Counts
180 Varick Street, Suite 1116
New York, NY 10014.
- For larger donation amounts, we recommend donating via check to avoid online processing fees.

Can I fundraise through Facebook?

- Yes. Visit our Facebook page, scroll down to the Fundraisers section, and click "Create" to get started!
- Be sure to share your personal fundraiser, rather than the EMC donate page so that you can track donations made to you.
- Email donate@everymothercounts.org once your Facebook fundraising is complete with the fundraiser link.

Will these Facebook and Check donations be added to my crowdrise page?

- Yes. Once we receive the donation at our office, the amount will be added to your CrowdRise page as an offline donation and will count towards your overall goal.

How do match donations work and how do I complete it?

- Save your receipt and contact your company's HR department to find out if your company matches.
- Reach out to donate@everymothercounts.org and let us know it is coming. Please allow for at least 3 months for a match to come in.

How can I order EMC gear?

- If you are running a core race, (NYC Half, LA Marathon, Kilimanjaro, Big Sur, Falmouth, Bridgehampton, Chicago Marathon, NYC Marathon), you will be notified with instructions on how to order your gear.
- If you are NOT running an official EMC race, but are still fundraising on behalf of EMC, if you raise \$100 you will earn an EMC tech tee, \$500 you will earn an EMC running singlet, and \$1,500+ all of the above & an EMC jacket. Email teamemc@everymothercounts.org to receive your gear.
- If you want to purchase EMC gear, visit our store [here](#).

VIDEO LINKS



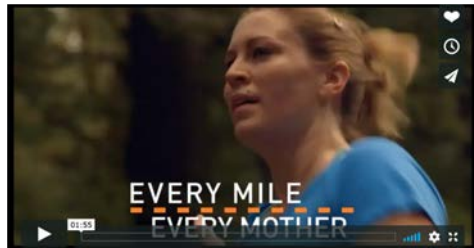
About Every Mother Counts

Narrated by founder, Christy Turlington Burns -- highlights why she founded Every Mother Counts, the issue, and what we are doing to change it.
(4 minutes)



Why We Run

In 2015, world-renowned ultramarathon champion Scott Jurek and his wife, ultramarathoner Jenny Jurek, joined Team Every Mother Counts in Tanzania to run the Kilimanjaro half and full marathon - highlighting distance as one of the biggest barriers to critical care during pregnancy and childbirth.
(5 minutes, 19 seconds)



Every Mile, Every Mother

Explores long distance running as a metaphor for birth. The film follows 12 runners as they run Hood to Coast, a 200 mile relay race in Oregon, also to highlight the barrier distance creates for women to access critical maternity care. The film illustrates the support and teamwork required to insure a safe and empowering birth experience for mothers, similar to the support and teamwork required for long distance running.
(2 minutes)

To watch more EMC films, visit our website [here](#).

THE IMPACT YOUR DONATION CAN MAKE

Including the potential impact specific dollar amounts can have in your donation ask can help make donors understand the impact of their dollars.

\$32 can provide essential antenatal and delivery supplies and equipment to care for one woman in Karatu, Tanzania.

\$50 can pay for five hours of legal counseling for victims of maternal health rights violations in India.

\$120 can provide one low-income woman in central Florida with four childbirth education sessions on breastfeeding, nutrition, self-care and newborn care.

\$150 can provide a clean, safe birth kit for 50 moms in Cox's Bazar, Bangladesh.

\$238 can pay for a stocked midwifery backpack of supplies for one student in Guatemala.

\$360 can provide individualized education and support on breastfeeding, nutrition, self-care and newborn care for three women in Central Florida.

\$1,257 can pay for a motorcycle for a community to use to transport a woman to a health clinic or hospital in southwest Uganda.

\$4,200 can cover the annual salary of a skilled birth attendant who will see 600 women a year in rural Haiti.

Sources:

Maternal mortality: Key facts. Geneva: World Health Organization; 2018 (<http://www.who.int/news-room/fact-sheets/detail/maternal-mortality>).

Trends in maternal mortality: 1990 to 2015: estimates by WHO, UNICEF, UNFPA, World Bank Group and the United Nations Population Division. Geneva: World Health Organization; 2015.

Maternal Health: Advancing the Health of Mothers in the 21st Century. Centers for Disease Control and Prevention; 2017 (<https://www.cdc.gov/chronicdisease/resources/publications/aag/pdf/2016/aag-maternal-health.pdf>).

Tanzania Demographic and Health Survey and Malaria Indicator Survey (TDHS-MIS) 2015-16. Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDGEC) [Tanzania Mainland], Ministry of Health (MoH) [Zanzibar], National Bureau of Statistics (NBS), Office of the Chief Government Statistician (OCGS), and ICF. 2016.

Shoo, Rumishael S., et al. "Stagnating Maternal Mortality in Tanzania: What Went Wrong and What Can Be Done." Tanzania Journal of Health Research, vol. 19, no. 2, 2017.