



## Resident Challenge Guide

How to Raise Funds  
to Benefit Lifebox:  
A Comprehensive Guide

# Thank you for pledging your time to fundraise for Lifebox!

This guide provides an introduction to how you can raise funds to support Lifebox's work to make surgery and anesthesia safer across the globe. Your support is critical to Lifebox's ability to fund our important work addressing the unmet surgical needs of more than 5 billion people globally.



## Your support is vital for Lifebox's mission

When you raise funds for and donate to Lifebox, you are helping us save lives by improving access to safe surgery every day for millions of people across the world. You are investing in a high-impact non-profit that delivers essential tools and training through vital partnerships to those on the front lines of care:

- Patients receive the highest standard of care because of YOUR support
- Surgeons and anesthesia providers work tirelessly with the tools they need to succeed
- Residents and students learn and have mentorship so that they can contribute their skills to their communities

You will see the direct impact of your support - lasting change in people's lives. **Lifebox supporters make ALL OF THIS possible.**

**Thank you!**

## What is the ASA Resident Challenge?

The ASA Resident Challenge supports Lifebox's work making surgery and anesthesia safer. One of our key goals is to equip all operating rooms worldwide with pulse oximeters, along with training and the protocols defined by the World Health Organization Surgical Safety Checklist. **There are still over 50,000 operating rooms without a pulse oximeter worldwide.** In addition, thousands more ICUs and PACUs lack this vital monitoring tool as well.

The ASA Resident Challenge is a competition by resident programs all over the country to raise funds for Lifebox. The competition is open to all programs across the country and the winner will be announced at the ASA Resident Assembly in Orlando in October 2019.

**Join the Challenge and start fundraising for Lifebox!**

Lifebox has helped make **surgery safer for 20 million patients in over 110 countries**, ensuring millions of people are leading healthier, more productive lives.

Since 2011, Lifebox has:

Countries worked in    Healthcare workers trained    Education workshops    Partnered with national and international organizations

**113**    **6,000**    **150**    **200**

**20,000**

Oximeters distributed

## About Lifebox

Lifebox is the **leading non-profit organization making surgery and anesthesiology safer worldwide.**

Lifebox supports surgical teams working in the most challenging environments by providing the tools and training needed to make every operation safer. Lifebox-supported teams care for pregnant women facing complicated births, children injured in everyday accidents, and people with surgically-treatable illnesses or conditions that prevent them from living productive lives.

**An innovative pioneer making a lasting impact,** Lifebox works with existing surgical teams – from surgeons and anesthesia providers to nurses, cleaners, and hospital managers – to offer the essential equipment, skills, and partnerships to provide the highest standard of care for their patients.



The magic of Lifebox comes from recognizing that by doing these simple things, we're safeguarding individual patients one by one. **Atul Gawande**

## The need

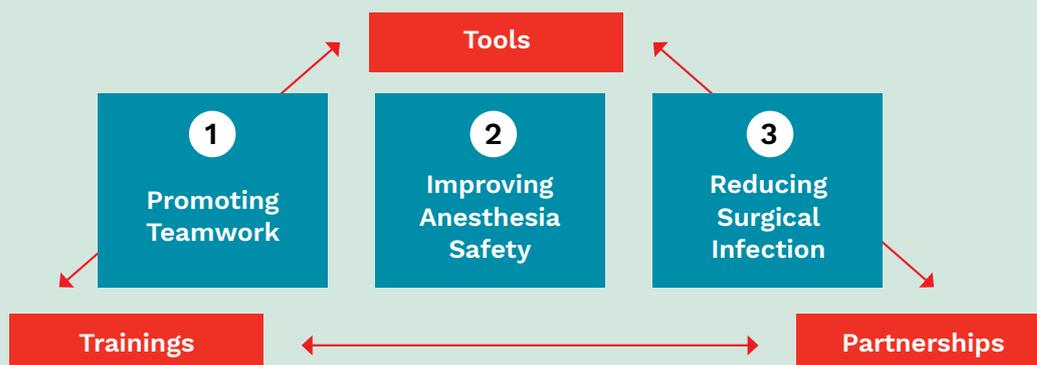
**Unsafe surgery is the world's fastest growing global health issue.**

Nearly **5 billion people** in the world do not have access to safe, affordable, and effective surgery (Lancet Commission on Global Surgery, Meara et al. 2016). Massive deficits persist in the gap between medical providers around the world, and the steady supply of tools, and training they require to perform safe surgery for their patients. You can help make a difference by raising funds to support Lifebox's work in safer surgery and anesthesiology.

**The World Health Organization (WHO) Surgical Safety Checklist** is at the heart of our work, providing medical teams with the foundation to build high-quality surgical systems and processes. The Checklist is a simple communication tool shown to reduce complications and mortality when used effectively in the operating room by up to 40 percent.

## Critical Pillars of Safe Surgery

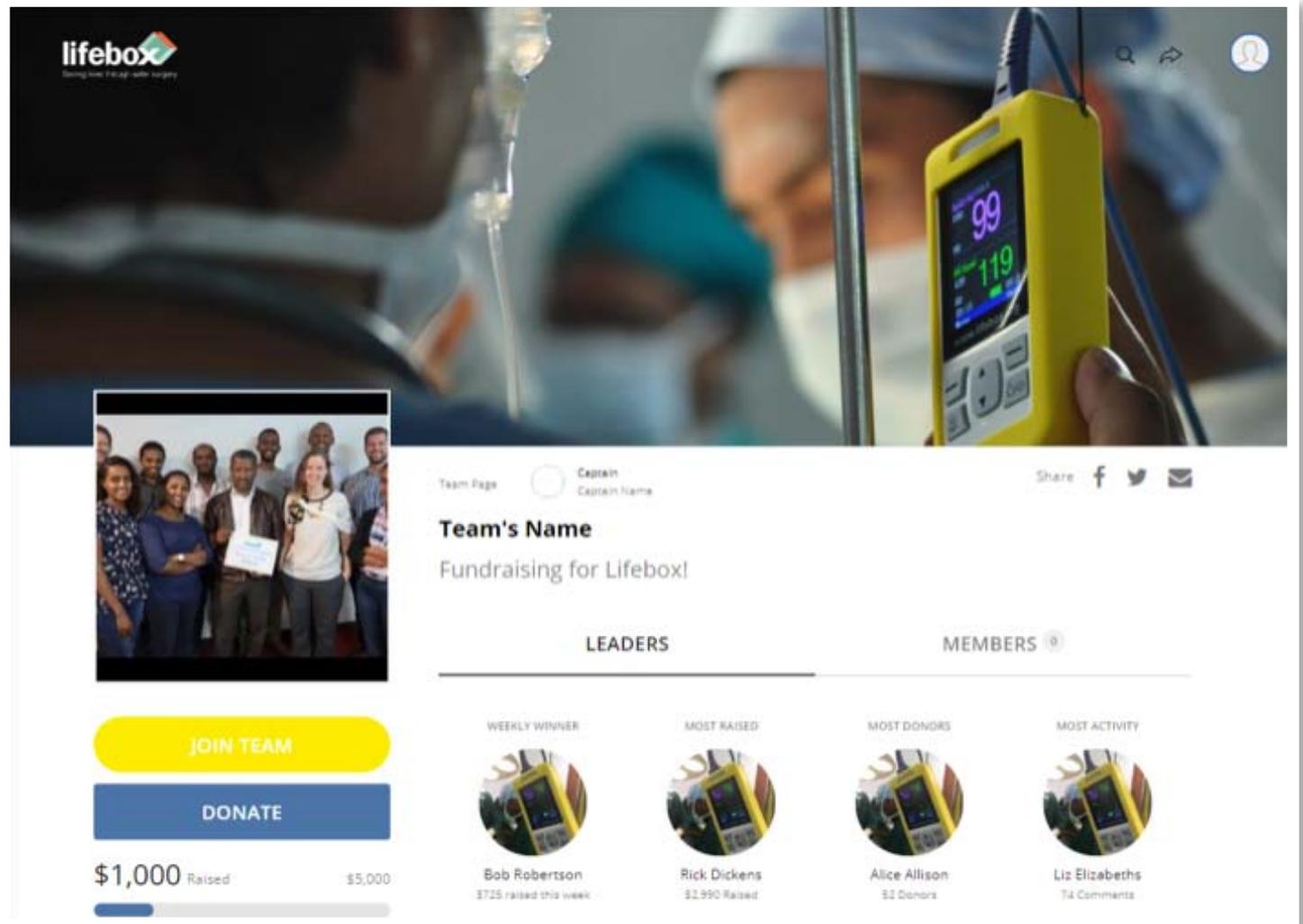
Lifebox concentrates on three core areas to make every surgery safer:



All Lifebox programs focus on **tools, training, and partnerships** to build capacity and leave a lasting impact. Lifebox programs are designed to strengthen systems that make surgery and anesthesia safer for millions of patients.

# Getting Started: How to Raise Funds for Lifebox

## How an Online Fundraising Page Will Help You Succeed



A resident leader can visit the campaign website and sign up their team to begin building a custom landing web page. This page will be a means for colleagues and peers to join the challenge and pool their efforts and funds in support of Lifebox's global efforts.

Your fundraising page is set up as a **peer-to-peer campaign**. This means that your supporters can donate to your team's fundraiser and also join you in fundraising to meet your goal.

The goal of peer-to-peer fundraising is to extend the reach of a campaign to a wider and interconnected network of supporters, each running their own customized team pages. By engaging your friends, colleagues, family, and supporters, you can exceed your goal.

**Step One:** Once you have logged on and created a team, let your supporters know that they are important and they can fundraise to help you reach your goal!

**Step Two:** Create friendly competition. Challenge your supporters to join your fundraising team and compete with each other and against the other teams participating.

**Step Three:** Encourage your team. Get together in person, prompt them with messages, or use the leaderboard on your site to congratulate your top fundraisers.

**Easily direct your supporters with the "Join Team" button on your fundraising page!**

# Create Your Team and Personal Fundraising Pages

Your fundraising page ensures that you can communicate with your residents and faculty, makes it easy to accept gifts online, and to show you progress towards your goal.

To set up your personal fundraising page, visit the campaign homepage and click **“Become a Fundraiser”** - add **“visit campaign homepage”** - <https://donate.lifebox.org/2019-Residents-Challenge>

**“See this helpful classy link”** - <https://www.classy.org/blog/what-is-peer-to-peer-fundraising-2/>

## Step One:

Set your goal and personalize your headline.

## Step Two:

Customize your personal page. Upload a profile picture. Tell your supporters why you are fundraising for Lifebox and add your own pictures and thank you notes.

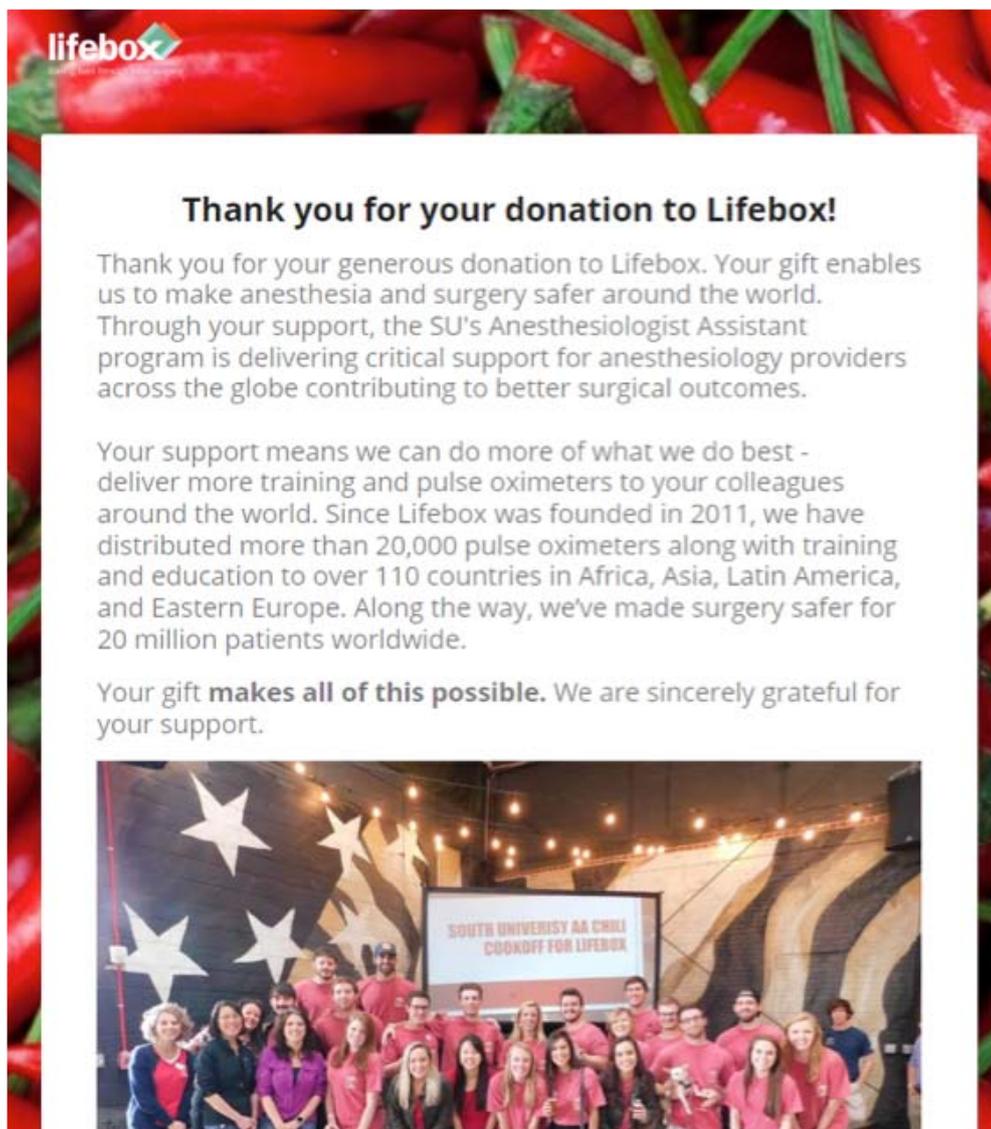
## Step Three:

Share your page on social media like Facebook, Instagram, Twitter, or LinkedIn or via email.

## Step Four:

Update your supporters on your progress.

\*If you require any assistance setting up your page, please contact Christopher Caggiano at [Chris.Caggiano@lifebox.org](mailto:Chris.Caggiano@lifebox.org)



## Sample Fundraisers

Through Classy's features you can easily work with Lifebox to design a custom page for any fundraising idea you come up with. These can take the form of a conventional fundraiser, such as a 5K run, happy hour with a percentage donated to Lifebox, or a raffle. But feel free to **“Be creative!”**

# Use Social Media and Communicate Broadly

## Consider hosting a Facebook fundraiser for Lifebox for your birthday or other event!

When individuals “like” or comment on your posts, follow up with a personalized email asking for a contribution. Social media is a great way to spread awareness about your fundraiser, but a friendly email can secure a donation.

Social Media is a powerful tool that allows you to build awareness for your campaign. Platforms such as Facebook, Instagram, and Twitter are the perfect places to advertise your fundraiser to friends, family, colleagues, and your network.

In addition, your program and department may have internal tools like email list serves, an intranet, or even physical bulletin boards where you can post a flyer. Ensure that you are generating maximum exposure for your team’s fundraising efforts, let Lifebox staff know so we can share it with all of our supporters. The more buzz that you can generate the more donations you can receive!

### How do I start a fundraiser on Facebook?

Computer Help Mobile Help ▾

➔ Share Article

You can create fundraisers for nonprofits and personal causes on Facebook. Learn more about how to create a fundraiser below:

#### ▾ Fundraisers for Nonprofits

To create a fundraiser for a charitable organization [click here](#) or follow these steps:

- 1 Click **Fundraisers** in the left menu of your News Feed.
- 2 Click **Raise Money**.
- 3 Select **Nonprofit/Charity**.
- 4 Select a charitable organization, choose a cover photo and fill in the fundraiser details.
- 5 Click **Create**.

Note: Donation and fundraising features on Facebook aren't available in every area.

## Customize Your Page

Personalization goes a long way in fundraising. Whether that means embracing your organizational or university, or using pictures that are tailored to your department. Familiar or relevant photos are much more effective than stock images.

## Setting Goals for Your Campaign

Your fundraising goal should be realistic but ambitious. A challenging goal will inspire team members to leverage each other, your larger organization or university, and their extended networks to compete with other programs involved in the challenge. Set your sights high, to motivate those around you to rise to the occasion.

Start with a good example. Making the first donation towards your goal will give you a head start and inspire others to do the same. Even better, coax some friends or colleagues to make their first gift as soon as you publish your Lifebox fundraising page.

Storytelling is important. Set fundraising milestones to update your supporters on your progress. Be sure to use photos and stories from any events your team holds!

# Be Creative! The sky is the limit for how you can fundraise for Lifebox!

## Fundraising 101

### Some Tips for a Really Successful Fundraiser:

#### START EARLY.

Begin your outreach as soon as possible.

#### MAKE IT RELATABLE.

Share your belief in Lifebox's mission or past support, participation in program work, or other connection and relate it to your organization's engagement with Lifebox where possible.

#### MAKE PERSONAL ASKS.

People respond to individual emails, messages, and calls more than mass emails.

#### SHOW THE STORY.

People connect to pictures, especially ones with a personal touch. Are you holding events to reach your fundraising goals? Post photos and updates to engage your supporters! For any photography needs related to our program work, please contact Lifebox staff at [development@lifebox.org](mailto:development@lifebox.org) and they will be happy to provide them.

#### FOLLOW UP.

Persistence is key. Remind your colleagues, friends, and family about why their support is important and how it helps address safer surgery and anesthesiology.

#### USE SOCIAL MEDIA.

Share your fundraiser, your personal page, along with thanking donors, and updating your network on your progress via LinkedIn, Facebook, Twitter, and Instagram.

#### EMAIL SIGNATURE.

Set up to your fundraising page in your email signature.

#### UPDATE YOUR TEAM AND SUPPORTERS ON THEIR IMPACT.

Let your supporters know how their support contributes to Lifebox's success.



Seek sponsorship from local businesses



Host a department happy hour where proceeds benefit Lifebox



Hold a raffle or competition where proceeds are contributed to Lifebox



Solicit matching gifts from senior faculty or corporate matches from friends and family\* (Many companies and organizations allow employees' gifts to be matched, consult with Lifebox staff for help in setting this up on your fundraising page)



Offer incentives or prizes for the top performers, e.g. lunch with the department head



Going once, going twice! Set up an auction, where friends, family or colleagues can get rid of unwanted goods, with proceeds going to Lifebox.



Feeling artsy? Why not hold an arts and crafts gathering at your local campus center or at your home, and charge an entry fee, with that fee going to Lifebox? You could later on sell what you have made to further enhance funds for Lifebox.



On your marks, get set, go! Sports challenges are a great way to raise life-saving funds for Lifebox. Whether it be a long-distance cycle ride, running a marathon, a charity football match, a group yoga evening, climbing up a mountain, or even an organized walk, the challenge can gain momentum online and raise big funds for your cause.



The Great Campus Bake Off: Host a baking competition with your friends and sell your good on campus, with the proceeds going to Lifebox.



Let the music play! Do you play an instrument or in a band? Organize a charity concert or a karaoke night with an entry fee going to Lifebox.

# How to Engage Your Supporters

## Send Emails:

- Announce the campaign's start
- Use updates on fundraising progress, or timestamps (i.e. 2 weeks left) as touchpoints to re-engage supporters
- Share stories about Lifebox's work around the world

## Sample Social Media Posts:



# Frequently Asked Questions

**What do I do with checks?** Include your team affiliation and contact information so we can credit your fundraiser and send all checks to: Lifebox, 195 Montague St. 14th Floor, Brooklyn, NY 11201

**What if people give me cash?** It is safest and best for record-keeping that you convert all cash received to checks or money orders. If you are able, send a check covering the full amount and list the individuals and attribution amounts so they receive a thank you and tax letter for their records. Campaign leaders should request a form that will only be visible to Lifebox staff listing and tracking all relevant donor information.

**Should I thank my donors?** Yes, of course, thank each of your donors personally for their generosity and participation. You can set up an automatic thank you for gifts made through your online giving page. Lifebox will send a tax acknowledgment letter automatically to every donor that gives through your fundraising page on Classy, and via email or mail to all other people that make a gift.

**Is Lifebox able to accept gifts-in-kind (e.g. silent auction items, free food and drink for an event)?** If your donors for goods or services would like a legal tax acknowledgement, please have the donation approved by Lifebox staff in advance as we are not able to retroactively provide a gift acknowledgement. The donor must specify the date and purpose of the donated item to Lifebox. In accordance with standard gift acceptance policy standards, Lifebox has the right to deny any items which we deem inappropriate or not of sufficient value to the organization. A receipt detailing the fair market value of the donated item will be provided for pre-approved donations on official letterhead from the donor, i.e. the person or entity making the donation, not an intermediary.

## A Checklist for Success - Sign-up, join a team, or start your own:

1. Visit <https://donate.lifebox.org/2019-Residents-Challenge>
2. Click “**Become a Fundraiser**” and create your personal page
3. Join a team, or create your own!
4. Design your personal/team page and include language specific to your program
5. Set a goal for your team
6. Invite others to join and support the campaign through email and social media using the examples given in this Guide
7. Keep Lifebox staff updated regularly (biweekly) with any offline gifts or other developments
8. Hold a special event to raise awareness and funds for Lifebox!

**For any help or questions throughout your campaign contact: [development@lifebox.org](mailto:development@lifebox.org)**

## Thank You

Your support for Lifebox is vital. By leading your campaign, you are making safe surgery and anesthesia accessible to countless individuals in low-resource countries. Thank you again for helping our work around the world.

# Lifebox Fundraising Guide

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Section 501(c)(3) of the IRS Code  
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Website: [www.lifebox.org](http://www.lifebox.org)

Skype: [lifeboxfoundation](https://www.skype.com/en/contacts/lifeboxfoundation)

Donate: [donate.lifebox.org/ASA\\_Lifebox](http://donate.lifebox.org/ASA_Lifebox)

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