



2022 ASA-Lifebox Resident Challenge Guide & Toolkit

Welcome to the 2022 ASA Lifebox Resident Challenge!

We hope you are up for a challenge! This guide provides an overview of Lifebox, the ASA-Lifebox Resident Challenge, and how to use our fundraising tools during this campaign. This toolkit includes ideas for fundraising and information on using our online donation platform to power your efforts. Your support is critical to our ability to make anesthesia around the world safer. Thank you for giving your time. This program offers an amazing opportunity for anesthesia residents across the US to help anesthesia providers in low-resource settings as they strive to deliver high quality patient care.

This year **we have set a goal to raise at least \$35,000**. It is a big target but together we can do it! Just imagine the countless number of successful patient outcomes that will result in lower and middle income countries throughout Africa, Asia and Latin America simply by equipping more anesthesiologists with pulse oximeters!

Thanks for taking a few moments to learn more about this year's Challenge. We need champions like you to help make this fundraising event happen. We're counting on each of the ASA-affiliated Anesthesia Resident Programs to join us in making this year the best and most successful program ever!

2022 ASA Lifebox Resident Challenge Checklist

- Introduction to Lifebox: who we are and what we do (see page 3 or [the Lifebox website](#))
- Details about the ASA Lifebox Resident Challenge (see page 2 or the challenge webpage)
- How to organize and register your team (see pages 3 & 4)
- Tips for creating your fundraising plan (see pages 5 & 6)
- What to consider when creating your campaign goal and running the challenge (see page 6)
- How to get other residents involved (see page 11)
- Understanding the donation page (see page 8)
- How to ensure you get credit for all of your donations (see page 8)
- Key dates: Complete the challenge any time between 8/1/2022 and 10/22/2022 at 9:00 pm CDT. The winner will be announced at the ASA Conference in New Orleans.
- Lifebox Resources (see page 11):
 - [Photos](#)
 - [logos](#)
 - [social media post examples](#)
 - [Lifebox's brand guidelines](#)
 - [Lifebox's pulse oximeter report](#)
 - [Lifebox's annual report,](#)
- Other frequently asked questions (page 12)
- Contact Alissa Cecala, alissa.cecala@lifebox.org or development@lifebox.org, with any questions

Who is Lifebox and what do we do?

Lifebox was founded in 2011 to address the pulse oximeter gap in low and middle income countries. As the only med tech tool in the WHO's Surgical Safety Checklist, a pulse oximeter is essential to delivering safe, timely and affordable anesthesia and surgical care. In many low and middle income countries, nine out of ten people cannot access even the most basic surgical services. This lack of access to surgical care is estimated to lead to 18 million deaths each year, far exceeding deaths from HIV and TB combined. Every year more than 4.2 million deaths occur within 30 days of surgery with over half in lower and middle income countries. This makes unsafe surgery the third largest contributor to mortality worldwide, after heart disease and stroke.

Lifebox works to address this "silent epidemic" by providing health professionals in limited resource settings with essential tools like pulse oximeters. But we rely on the support of donors to enable us to have the resources needed to make our work possible. The ASA-Lifebox Resident Challenge is an important signature event that builds awareness about the barriers to delivering safe surgery globally while also raising funds to address the prevailing pulse oximeter gap and the broader need for other essential anesthesia equipment.

How Lifebox make Anesthesia and Surgery Safer Globally

Lifebox works to ensure the global adoption of the Surgical Safety Checklist. We work with surgical teams in low resource settings and offer essential training and process review support to aid in delivering the highest standard of patient care possible.

We concentrate on three core areas to make every surgery safer:

1. Improving anesthesia safety
2. Reducing surgical infections
3. Promoting operating room teamwork

Along with providing training on the effective use of the Surgical Safety Checklist to promote best practice, Lifebox also works to make access to affordable anesthesia equipment, like pulse oximeters possible. We collaborate with local in-country anesthesia societies to build capacity for sustainability and lasting impact. Our programs are designed to enable local health systems to deliver the safest anesthesia and surgical care possible.

What is the ASA-Lifebox Resident Challenge?

The ASA-Lifebox Resident Challenge is a fundraiser spearheaded by anesthesiology residency programs across the US to raise funds for Lifebox's safe anesthesia programs. With full support from the American Society of Anesthesiologists Charitable Foundation, Lifebox administers and tracks the Challenge.

For \$250, Lifebox distributes new highly effective pocket-sized pulse oximeters to

anesthesiologists and anesthesia service providers in countries throughout the world. To date, Lifebox has distributed over 32,000 oximeters. ***The ASA-Lifebox Resident Challenge is one of the important ways we secure resources to help fund the provision of free pulse oximeters to the thousands of anesthesiologists in low and middle income countries, who desperately need them.***

How you and your Anesthesia Resident Colleagues can help.

This program is fun, simple to execute and won't take a lot of your time. We've made the process easy by using the design format of the most popular crowdfunding sites.

In summary, here are the steps:

- Organize your anesthesia program's team to implement the Challenge
- Register your program team on the Residence Challenge site
- Decide on a fundraising goal and the dates of your fundraising program
- Develop a donor target list
- Plan your fundraising activities
- Kick off the program
- Raise money

Sounds like fun! Let's get your program started!

Joining the Challenge is easy and registering only takes a couple minutes! All you need to do is talk to your fellow residents, organize a team, come up with a fundraising goal, and sign up your team on the fundraising page.

Let's go step by step and you'll have your Challenge campaign ready in no time.

You can think of the Challenge in three simple parts

- I. Organize & Set Up
- II. Create a plan
- III. Run the challenge and make your goal!

That's manageable right! Ok let's review the steps needed to make this challenge a fun time for the team and help you raise lots of money for an awesome cause. Let's go!

I. Organize & Set Up

This isn't hard but here are the important steps needed to run the Challenge.

1. Organize your program's team

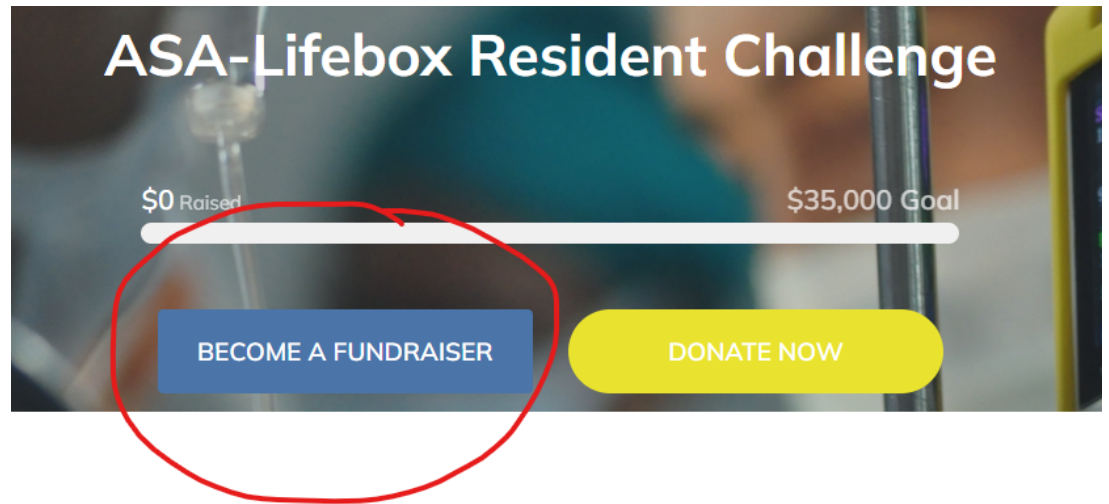
- Talk to your fellow residents, organize a team, and pick a team captain.

2. Register your team & create your program's Challenge Team page.

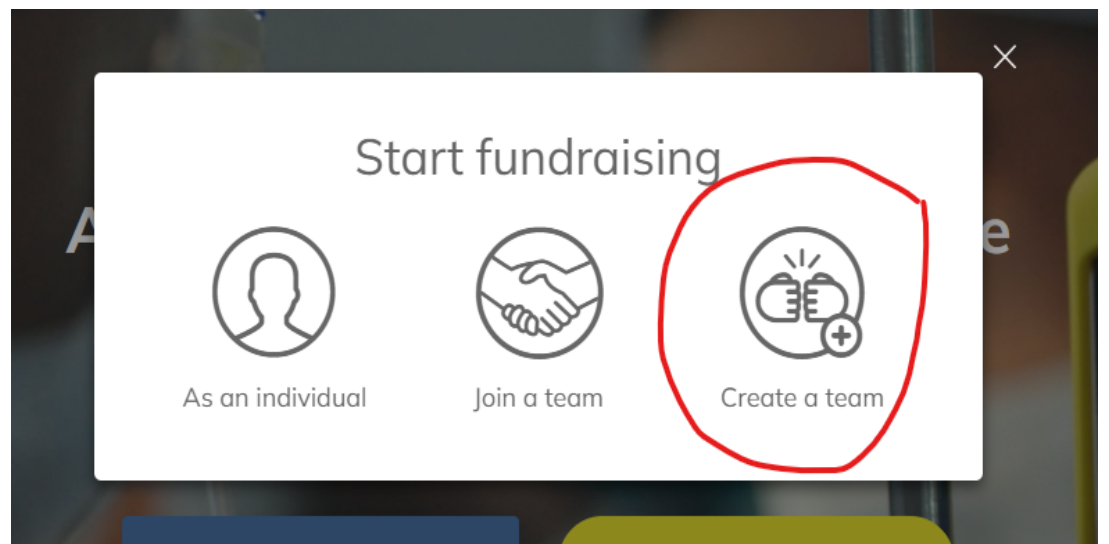
Your team will have its own page with your team photo, your story, and any updates you would like to share. We've set this up like other crowdfunding sites you've likely used before. You'll start by going to the Resident Challenge [fundraising page](#).

- This is where you will register your program's team.
 - This is also the page where all of the people who agree to support your campaign will go to make donations to your fundraising effort. (More on this later.)

- Throughout the Challenge, you'll be able to monitor your team's progress and ensure all of your donations are reflected.
- Sign your team up on the [fundraising page](#)
 - i. Click "Become a Fundraiser"



- ii. Create a team



- iii. Log in or create an account. Fill out the team form and list your fundraising goal. You decide what you think you can raise.

Close (X)

Create your team

Team name *

Set Team Fundraising Goal *

USD ▼ \$ 5,000.00 ✓

Team Page Headline *

 24/255

Set your Team Page's Short URL (optional)

<https://donate.lifebox.org/ExampleShortUrl>

Would you like to keep up with Lifebox's ongoing work?

CREATE TEAM

Hooray... your program's Team Challenge page is all set!
You are now ready to start accepting donations!

II. Create your Plan

These steps are pretty quick and easy using the information we've provided. Having a plan ensures everyone knows what is happening and when ... which sets the team up for a great fundraising campaign!

1. *Decide when to run the Challenge*

You can run the challenge anytime from **August 1st - October 22** (the Challenge ends at the ASA Annual Conference in New Orleans). How long you run your fundraising campaign and how you do it is up to you. Think about your fundraising goal and the prospective donors you want to contact.

- You can run the challenge for a set number of weeks (2, 3 or 4 weeks, for example).
- You can pick a month like September and each week have an activity that raises awareness and donations for the campaign.

- Or you could start the challenge in August or September and set the deadline for October 22... when the ASA Annual Conference in New Orleans will be held and the Challenge will end.

How long you run the Challenge at your program is up to you. The key is scheduling enough time so you have a chance to make your goal.

2. *Make a target donor list*

Your list should include all of the people in your community who understand just how important anesthesia is for safe surgery and successful patient outcomes. So consider:

- Anesthesia professional at your hospital (your professors, others)
- Your Anesthesia program staff
- Other doctors and administrators at your hospital
- Key suppliers that your hospital secures anesthesia, surgical equipment and other materials from
- Other hospital staff
- Friends and family

3. *Create a fundraising plan*

You decide what fundraising plan works best for your team. You will need to schedule the fundraising campaign, make a target list of who to ask for support, and decide how you will make your request.

- Build Awareness about the Campaign
 - List Lifebox and the Challenge on your program's social media.
 - If you have an anesthesia department bulletin board, newsletter, regular email or a listserv for sharing information, include information about the Challenge and ask residents to join the team and for others to consider making a donation.
 - Make donating as easy as possible. Consider setting up a table at different times in a visible location (cafeteria, breakroom, hospital lobby, etc.) and have a laptop with your team page open so people can easily donate.
- Generate excitement
 - If your program has social media pages explore the possibility of having a post about the 2022 ASA-Lifebox Resident Challenge. Or have team members add to their personal social media pages.
 - Think of fun ways to keep the campaign visible and top of mind for your fellow residents, professors, staff, and administrators by creating "Goal Meters" to show progress and placing them in highly visible locations where residents are sure to see them.
 - Ask family and friends to consider making a gift in your honor.
 - Think of as many creative ways as possible to encourage people in your community to visit your team [fundraising page](#). Perhaps you decorate a laptop and make it your ASA Lifebox Donation Central. Take it to meetings with program administrators, professors, and professional staff and ask for donations.

III. **Run the Challenge... have fun making your goal!**

OK your team is in place and your program is all registered. You've made your plans and everyone is ready to make this happen. So let's start raising money for the Challenge!

1. *Start raising money*

- Now the fun begins! Even if none of the residents on your team have participated in a crowd fundraising event before, that is ok ... you can do it! Remember most of the names on your donor list are people who know you and understand your passion for wanting to provide safe anesthesia for your patients. So you are just asking for donations to help your colleagues in low and middle income countries have an opportunity to deliver the same level of quality care to their patients!
- It may be unusual at first but remember the anesthesiologists at your hospital are probably members of the ASA so over the years they have likely read or heard about Lifebox.
- Lifebox Board members and notable supporters include:
 - Dr. Atul Gawande (co-founder and former Board Chair, now at USAID serving as the Assistant Administrator for Global Health)
 - Dr. Alex Hannenberg (former President of the ASA)
 - Dr. Faye Evans (Boston Children's Hospital, ASA Charitable Foundation Board member)
 - Dr. Angela Enright (former President of the Canadian Anesthesiologists Society, former President of the World Federation of Societies of Anaesthesiologists)
 - Dr. Elizabeth Drum (Children's Hospital of Philadelphia, ASA Charitable Foundation Board member)
 - Dr. Alan Merry (Professor of Anaesthesiology at the University of Auckland - New Zealand)
 - Dr. Rob McDougall (Royal Children's Hospital, Melbourne - Australia)
- More fundraising tips
 - Start early. Begin contacting the folks on your target list as soon as possible.
 - Make it relatable. Share your belief in safe anesthesia for everyone globally and the importance of closing the pulse oximeter gap by supporting Lifebox's work!
 - Make a personal ask. People will respond to you and your passion for this effort so ... explain why this appeal is important to you!
 - Share/show the story. People respond to pictures, especially ones with a personal touch. If you have traveled to places where you have seen conditions like those in low resource settings where Lifebox works, share them with prospective donors.

- Follow up. Remind your colleagues, friends, and family about why their support is important and how it helps make anesthesia and safer
- Use social media. Talk about this fundraiser on your personal page and thank donors for their support. Update your network on your fundraising progress via LinkedIn, Facebook, Twitter, and Instagram. Set up a link to the donate page in your email signature and social media bio.

2. *Make your Goal*

You are in great shape to make or even exceed your goal because you have planned a great fundraising event and all of us at Lifebox and the anesthesia providers we work with THANK YOU for making a difference!

- Remember to check your fundraising page to see how you are doing and to monitor the donations received
- And remember you can secure a donor commitment to give (a pledge) and the donor can donate at a later time as long as it is by October 22 so it officially counts as part of your fundraising goal.
- If any of your donors make pledges and promise to donate at a later date, make sure to follow up with them to ensure they donate before your fundraising program ends ... or at the latest by October 22, 2022!

We're here to support you with every step of the way! **Your contact at Lifebox for the Challenge is Alissa Cecala. You can reach Alissa at alissa.cecala@lifebox.org or development@lifebox.org** with any questions.

Have fun, be creative and foster great team spirit in your residency program by getting everyone excited about this event!

Important Donation Details

Ensure your donations are made on your team page

Remember because this is key...

All of the donations made by your donors must be made via your team page so that you can track your donations and get credit for all of the funds you are working to raise.

You can share your team page with donors instead of the landing page if you would like. Your team page will include a donate button right below your photo. This method will automatically insert your team into the field on the donation page.

The Donation Page

When donors use the link from your page to donate they will start off on a page with two parts. At the top will be a large donate button which will immediately take them to the donation page. If they scroll down they will see more details about what their donation will support Lifebox in doing. More on this in a moment.

The 2022 ASA Lifebox Resident Challenge Landing Page





We set up the initial landing page to further explain what we are working to raise money for. Here we highlight the importance of addressing the pulse oximeter gap and our “suggested donation levels” are designed for this purpose.

What is on this page and why.

Many of your donors will see the donate button above and just click so they won't see the details lower down the page. But your fundraising team should become familiar with the suggested giving amounts and activities below so you can encourage your donors to give at these levels.

The landing page provides four (4) suggestions for donation levels. These are purely suggestions and when your donors reach the donation page, they can contribute any amount they would like. Here is a picture of the four suggested giving levels listed on the landing page.

Your fundraising makes anesthesia and surgery safer around the world!

| | | | |
|---|---|---|---|
|  |  |  |  |
| Pulse Oximeter \$250 | Teamwork and Training \$1,000 | Tools for a Facility \$2,500 | Safer Surgery \$5,000 |
| <p>A pulse oximeter is an essential, lifesaving tool for patients during surgery. At \$250, you can equip an operating room, like this one in Black Lion Hospital in Ethiopia, to provide safer anesthesia for every patient.</p> | <p>\$1,000 can help support teamwork and training for 10 anesthesiologists and surgical team members.</p> | <p>\$2,500 can provide a supply of tools to a low-resource hospital to ensure that patients receive safer anesthesia.</p> | <p>\$5,000 can support a mix of tools, training, and teamwork to improve patient outcomes in low-resource settings.</p> |
| FUNDRAISE | FUNDRAISE | FUNDRAISE | FUNDRAISE |

Suggested Giving Level #1 (\$250) - It costs \$250 to manufacture and ship a pulse oximeter so we have listed this as the suggested minimum donation.

Suggested Giving Level #2 (\$1,000) - Next we suggest a gift at the \$1000 level to support training to facilitate improved teamwork in the Operating Room and elsewhere.

Suggested Giving Level #3 (\$2,500) -The third level is to support the hypothetical outfitting a small to medium size facility with 10 pulse oximeters so all of the anesthesia providers can have access to a pulse oximeter. This would also enable pulse oximeter availability in the ICU and the critical care PACU.

Suggested Giving Level #4 (\$5,000) - The last suggested level is entitled “Safer Surgery” and this reflects a hypothetical small to medium healthcare facility that can be equipped

with pulse oximeters, and staff can also be trained to foster improvements in teamwork.

Lifebox appreciates all donors no matter what amount they donate. But these four suggested giving levels offer a way to think of the impact that is achieved based on the amount that is donated. As you talk to donors and they ask what amount you recommend they consider giving, please use these suggested giving levels as helpful examples.

See the image below, this is what the donation page looks like. In order to receive credit for the donation, the donor must enter your team name on the donation page. The circled field is where they can enter it. You will also notice there are a variety of ways they can donate online, including PayPal, Venmo, Credit Card, and Bank Transfer.

Your gift has a direct impact – lasting change in people's lives

Invest in Lifebox and contribute to saving patient lives every day. Your gift helps us deliver essential tools and training for safer anesthesia to those on the front lines of care in low resource settings across the world.

ONE TIME MONTHLY

Choose a **one-time** amount

\$500 \$250 \$100 \$50 USD ▼ \$ Other

Dedicate my donation **in honor or in memory** of someone

Would you like your **employer** to match?

Would you like to credit this donation to a specific fundraiser or team (optional)?

Start typing to search fundraisers and teams

Be sure to provide your first and last name.

Hide my name from the public. [?](#)

Email *

Don't forget your email address.
Your receipt will be emailed here.

Would you like to keep up with Lifebox's ongoing work?

Phone Number

Leave a comment

0/1000

One-time donation
\$0.00 USD

I'd like to cover the fees associated with my donation so more of my donation goes directly to Lifebox.

Donate with your preferred payment method:

What are the 2022 Challenge's rules?

1. The Challenge begins on **08/1/2022 and ends on 10/22/2022 at 9:00 pm CDT.**
2. Only one Challenge Team per Resident Program so you'll need to create or join a Team to participate in the 2022 Challenge.

How do I encourage other Residents to fundraise?

We encourage you to make this a fun activity that Residents, professors, your program administrators, hospital suppliers, friends and family will enjoy. Sometimes adding a bit of competition by challenging yourself to meet your goal works as well. In other instances, you might find this Challenge can be an excellent team builder and pulls the entire community together in support of a common cause.

Here are some tips for maintaining engagement with others:

- Make this event fun! You know your program and the people associated with it so feel free to create a fundraising program that works for you!
- Find other Residents who are willing to help organize this fundraising program and offer suggestions on how to make it successful.
- Create friendly competition by challenging fellow residents to see who can raise the most in your program.

- Use this to build spirit and common commitment to help Lifebox and fellow anesthesiologists in Africa, Asia, and Latin America have the tools they need.
- If you have international students in your Resident Program from places around the world where Lifebox works, ask if they would be willing to share a presentation about the conditions and challenges in the country or region they are from.
- Remember to thank those who have donated. Remind administrators and faculty who haven't donated they are needed to help enable safe anesthesia globally.

Toolkit Resources

Lifebox understands that anesthesia residents have a lot of demands on their time each day. While we are respectfully asking you to devote some of your time between August and October to support this effort to close the pulse oximeter gap, we want to make this process as easy and simple as possible while also not requiring a lot of your time. We have compiled some resources that can be used during the 2022 Challenge. Please see the following:

- Logos: please complete [this "logo use" request form](#) and email it to Alissa Cecala at development@lifebox.org.
- [Photography](#)
- [Social media sample post](#)
- [Lifebox Annual Report](#)
- [Lifebox Pulse Oximeter Report](#)
- [Lifebox Brand Guidelines](#)

Frequently Asked Questions

Are donations tax-deductible?

Yes.

Where is more information about Lifebox?

To learn more about Lifebox and the range of supportive programs the organization offers, visit lifebox.org to read more about our work to close the pulse oximeter gap see.

Where is more information about the ASA?

You can read about the ASA at asahq.org.

If someone wants to join the Lifebox mailing list how can they?

Lifebox has a mailing list. [Here](#) is a link for signing up. Simply click "Join Our Mailing List" on Lifebox's "[Contact Us](#)" page, or if the person makes a donation online they can also select the "I'd like to receive communications from Lifebox" option. .

Who is my Lifebox contact for questions I have about the Challenge?

Email Alissa Cecala, Lifebox Fundraising Operations Associate, at alissa.cecala@lifebox.org or development@lifebox.org

It ends on October 22, 2022, at 8:00 pm CDT.

What do I do with checks?

If someone wants to donate by check, that's great, we can handle checks! Please do the following:

1. Send Alissa (alissa.cecala@lifebox.org or development@lifebox.org) a short email with:
 - Resident Program name
 - Contact person
 - Number of checks, name on the check, and amount

2. Send all checks to the address below. Please include your team affiliation and contact information so we can credit your campaign :

Lifebox Foundation Inc.
195 Montague St. 14th Floor
Brooklyn, NY 11201
Attn: Alissa Cecala

What if people give me cash?

It is safer and best practice for record-keeping, that you convert all cash received to credit card donations, money orders, or checks. Please send the money order or check with the donor's name and donation amount to Lifebox to address noted above.

Should I thank my donors?

Of course! Thank each of your donors personally for their generosity and participation. Lifebox will send a tax acknowledgment letter automatically and they will receive an immediate email reply following their donation.

Is Lifebox able to accept Gifts-in-kind (e.g. silent auction items, free food, and drink for an event)?

The Challenge is designed to raise funds to support our delivery of pulse oximeters and other services, so in kind gifts are not typical. However, any donation of goods or services must be approved by Lifebox staff before you agree to accept them on our behalf. We will not retroactively provide legal tax acknowledgment. Following 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. The donor must specify the date and purpose of the donated item to Lifebox.

What about COVID-19? How can we fundraise and remain safe?

We understand that variants of COVID-19 remain with us and we want all of you to remain safe. We encourage you to continue the safety protocols you routinely use in your hospital and make the choices that are appropriate given your situation.

1. You and your fellow residents should decide what is safe and appropriate.
2. If face to face interactions can happen safely, work that is great. IBut if you decide a virtual campaign with minimal in person contact interaction and more of a focus on email, posting flyers, using facebook and other social channels is best, this is entirely your call.
3. If you want to get our input, we are here to support you in any way you need so just reach out and let us know how we can help.

Other ways to execute the Challenge using virtual tools includes the following:

- Contact the companies and vendors that work with your program to see if they will make a donation
- Seek sponsored donations from local businesses
- Hold a virtual department happy hour
- Seek matching gifts from faculty

- Seek corporate matches from friends and family—many companies and organizations will match employees' gifts. This is easy with our online system.