

Moving Mountains: E-Board Guidelines

Why Moving Mountains?

The mountains of MEDLIFE represent three of the major barriers that low-income communities face in the developing world: Medicine, Education, and development. Moving Mountains is a fundraising campaign organized by MEDLIFE to support our communities in their fight for equal access to quality healthcare, education, and safe homes. The funds are used to support patients 365 days a year, provide educational workshops and build larger community development projects. 100% of this fund is used to accomplish these goals with 0% used for the administration of the organization. Moving Mountains has a different theme every year.

This campaign is organized in two events open for members and general volunteers on campus and off campus:

1. **Training Webinar** (1 - 2 weeks before the power hour)
2. **Power Hour** (Should be hosted between [giving tuesday](#) and Christmas)

Volunteers share how to do a successful campaign: <https://vimeo.com/424090347>

What is the Moving Mountains campaign all about?

For Moving Mountains 2025–2026, we're focusing our fundraising efforts on three key areas:

Health


(Patient follow-ups, medical procedures, specialized stations like gynecology)

It's not just about providing a treatment, it's about helping someone regain physical and emotional autonomy.

Education

(Workshops, school supplies, trainings)

It's not just about handing out materials or offering workshops. It's about creating spaces where people can access useful, clear information, learn about health, build



skills, gain practical knowledge, and see new opportunities for themselves and their community.

Community Development

(Sustainable programs, local initiatives, basic infrastructure)

Community development means building the conditions for people to move forward. From safe infrastructure to functional spaces that improve daily life, these projects don't solve everything overnight, but when designed around real needs, they create a more stable, sustainable environment that reduces risk and supports long-term growth.

Holiday Initiative: Holiday Celebrations

(Seasonal community action, December)

This year, as part of The Power to Grow, we're also raising funds that can help make Holiday Celebrations possible in our partner communities.

These celebrations bring families together to share gifts, hot chocolate, food, and laughter creating moments of joy and connection that reflect the same spirit of growth that defines the campaign.

Your contribution supports both these celebrations and MEDLIFE's ongoing efforts in healthcare, education, and community development throughout the year.

We can work together to move mountains and make a real impact on the lives of those who need it most. [Visit our GiveLively fundraising page to learn more!](#)

1. TRAINING WEBINAR

This 20 - 30 minutes (Hybrid or virtual) session is led by the Fundraising Director/Officer in collaboration with MEDLIFE HQ, and it is open to all general chapter members and other guests. During the webinar, participants will:

- Learn what the Moving Mountains campaign is and its purpose.
- Understand how the campaign impacts the lives of low-income families.
- Learn how we can fundraise (techniques and skills) to maximize impact.
- Prepare their chapter to participate successfully in the Fundraising Power Hour.

How do we prepare?

1.1 Before: Organizing your Webinar

- ❑ Create your **givelively fundraising platform team page** [here](#) which is the platform we ask volunteers to use to ask for donations. Instructions on how to create it are [here](#). **Note:** If you have already created it, you can skip this step
- ❑ Coordinate and/or Select a date and time for your Webinar with your chapter coach. You can also choose to do this during your 2nd GBM or 3rd ([Use this presentation](#))
- ❑ Promote your Webinar on social media **using these resources**
 - ❑ Example: posts like [this](#) or [this](#)
- ❑ Invite all chapter general members to the chosen date and time
- ❑ All E-Board members & general members should help recruit and invite more students around campus to join the Training Webinar.

1.2 During:

- ❑ We will learn about the campaign
- ❑ We need to ensure all attendees join your chapter Givelively team page.
- ❑ Volunteers will create a list of people that they will reach out to later for donations.
- ❑ We brainstorm some cool challenges for the E-Board or any members to do.
- ❑ Invite all attendees to join you in your upcoming Power Hour.

2. **POWER HOUR**

This is a 1 hour, in-person/hybrid/online event filled with passion, energy, and interaction, where we come together to virtually fundraise by reaching out to friends, family, contacts through text / social media / calls and asking them to support our campaign by donating. We share some music, do challenges and have a good time as everyone works and celebrates the donations that come in.

Watch the power hour in action: <https://vimeo.com/425280688>

When should we do it?

- ❑ In the month of November, on the day of or around [giving Tuesday day](#).

- ❑ Any other moment during the first or second semester that will not affect or conflict with your SLT recruitment.

How do we prepare?

2.1 Recruit, recruit, recruit.

Social media recruitment:

- ❑ Start promoting your Power Hour in your [chapter](#) and [personal](#) social media. We have several [social media](#) templates for you as well. (Share 1 per day leading up to the event)



Create personal ask Video



Post COVID-19
Graphics from MEDLIFE



We also have a great
explainer video that you
can share as well

- ❑ General and E-Board members should reshare all Chapter social media posts.
- ❑ Reach out to past members from your Chapter or people from your school that have been on a Service Learning Trip with MEDLIFE.
- ❑ Post in [University social media groups](#) (FB, IG, etc.) you or other members are in, raising awareness and inviting them to join your Power Hour.
- ❑ Connect with other student leaders, Greek life, and other clubs to collaborate with you in this event (*they are also eligible for 5 service hours*).

Other recruitment strategies:

- ❑ Contact your listserv or chapter email list to promote and invite members.
- ❑ Reach out to people from your school or network that are willing to join your Power Hour. (Power Hour has been used by many Chapter leaders to make connections and grow their chapters within their schools).
- ❑ Continue recruiting right up to the start of the Power Hour!

2.2. Commit your E-Board and General Members

- ❑ Offer 5 service hours to all participants who actively participate in the Moving Mountains campaign.
- ❑ For general members and subcommittees interested in future leadership positions make it a requirement to participate in this campaign.

2.3. Pre-Power Hour Fundraising + Challenges

- ❑ Insert fundraising page link to Instagram page bio and share link and posts to start fundraising before Power Hour and to continue raising after as well.
- ❑ Create fun challenges for the E-Board to do to motivate members and contacts to participate and donate. Everyone likes helping reach a goal, especially if some funny or entertaining things will come from it! (Find examples of challenges [here](#), [here](#), and [here](#)).

| | |
|---------|--|
| \$100 | * Jane will do X Pushups |
| \$200 | * Joe will crack an egg on his head |
| \$300 | * Jim will run 5 miles |
| \$500 | * Jackson will eat a spoonful of cinnamon |
| \$750 | * Janice will cut a slit in her eyebrow |
| \$900 | * Jessie will lip sync 30 seconds of “....” by Whitney Houston |
| \$1,000 | * E-board will post an embarrassing photo on Chapter Instagram |
| \$2,500 | * Jessica will take an ice bath |
| \$5,000 | * Jeremiah will shave his head / facial hair |

- ❑ Share the guide for the power hour with members and power hour guests through email and/or group chat this [“Power Hour Guide for participants”](#)

2.4 Post Power Hour

- ❑ Our efforts don't stop at the power hour! Ask your general members and guests to continue raising funds even after the Power Hour to reach the chapter's goal.
- ❑ Post videos on social media and/or youtube with the challenges once the donation goal has been reached.


Additional Info:

Give Lively Fundraising Platform

- ❑ [Give Lively](#) is a non-profit fundraising platform (founded by a group of philanthropists in 2015) that MEDLIFE uses to ensure that donations towards the work we do in areas of medicine, education, and development for low income families everywhere, do not get bogged down with service charge fees.
- ❑ Example team Page: [McMaster University](#)
- ❑ After a team page is made, students can join the team by making a simple log-in (first name, last initial **or** name, email address) and share their link directly with friends, family, and peers interested in donating to the cause - a fun, secure, and direct way to see you individual and team progress in live time!

Disclaimer:

Under United States tax law and regulations, a donation to MEDLIFE is 100% tax-deductible by the person donating. Please note that the donation goal paid by volunteers to register for a Service Learning Trip covers trip-related expenses and therefore is not tax deductible. If donors have general questions about whether donations to MEDLIFE are tax-deductible, they can call MEDLIFE'S U.S.-based office at 1-844-MEDLIFE (1-844-633-5433). However, specific questions about the deductibility of contributions should be directed to the donor's qualified tax advisor.



MEDLIFE is a tax-exempt 501(c)(3) nonprofit organization.

For Canadians and UK tax receipts: MEDLIFE is a non-profit organization registered in the US, therefore only US donors can apply for tax returns or Canadians that work with US laws.