

Moving Mountains: Power Hour Fundraiser Guidelines

Why Moving Mountains?

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.

What is a Power Hour?

This is a 1 hour, in-person/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 ask them to support our campaign by donating. We share some music as everyone works and celebrate the donations that come in. [Find some templates to promote the power hour and to ask for donations through social media here.](#)

How can you be involved?

1. Find your chapter and Join the Givelively [team page](#). *You must create an account if you have not participated in moving mountains before.
2. Spread awareness about the power hour by sharing your Chapter's posts/stories on your personal social media.
3. Think of your personal "why?" that will be used to inspire donors during the Power Hour.
 - What is your personal connection to MEDLIFE?
 - Why are you giving your time?
 - Why is MEDLIFE important to you?
 - Why would having their support mean a lot to you?
 - Share stories of patients and communities MEDLIFE has helped.
 - Share stories of what being part of MEDLIFE has meant to you.
4. Check out these [social media/text templates and post designs here](#) and/or prepare yours before the power hour.

- Prepare a **personal ask video** that you can share during before, during or after your power hour. Explain why we need their support and ask for donations.
Example: <https://www.instagram.com/p/CBwXInxHE5P/>
- Prepare your **text messages and posts** to be shared during the Power hour.
Example:

5. Create a list of contacts you would like to reach out to ask for donations during the Power Hour.
 - **Individuals:** Personal Connections - a list of at least 20 - 30 people in your network who you could reach out to. Tap into your parent's network perhaps!
 - **For Chapters** - Businesses or organizations that you and your chapter can target to recruit or solicit donations. The best way to reach them (linkedin, school directory, chamber of commerce, phone, email, DM)
6. Establish your personal fundraising goal and a fun challenge that you can do if you reach your goal. (Find examples of challenges [here](#), [here](#), and [here](#))
7. Invite your friends to participate with you during the Power Hour to fundraise together
8. Attend the Power Hour during the set date and time with the MEDLIFE's chapter at your school.
9. During the power hour contact everyone on your list through text messages, post on social media, make phone calls (optional), share your link and help us reach our goal!

Watch these testimonials for students like you!

- Moving Mountains Impact:** <https://vimeo.com/447221942>
- Fundraiser tips:** <https://vimeo.com/471475198/40aa147cb9>
- Power hour in action:** <https://vimeo.com/425280688>

Frequently Asked Questions (FAQ)

❑ What if I cannot make it to the Power Hour?

You can fundraise for the Moving Mountains campaign NOW, and also continue to fundraise after the campaign is over. So if you cannot make it to the Power Hour, you can contribute to the campaign by reaching out to your friends/colleagues/family at any time, and directing them to the Give Lively Page linked at the top of this document.

❑ Why should I donate/what cause is this for?

MEDLIFE organizes this 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.

❑ What currency are donations in?

All donations are in USD, so people will be charged accordingly.

❑ Are donations tax-deductible?

United States:

MEDLIFE is a tax-exempt 501(c)(3) nonprofit organization registered in the US. Tax deductions will be on a case-by-case basis depending on your tax situation.

Canada:

If a donor has US income in their tax returns to CRA, they can use the receipt for tax purposes. Otherwise, we suggest contacting 1-844-MEDLIFE (1-844-633-5433) or your qualified tax advisor for more information.