

# THINK. GIVE. CHANGE.

Binaytara Foundation's Toolkit for a Successful Crowdfunding Campaign



# YOUR TOOLKIT

Welcome to your #GivingTuesday Toolkit! Inside you will find all the tools needed to help you run a successful crowdfunding campaign raising money for the Binaytara Foundation.

## What is Giving Tuesday

Giving Tuesday is a global day of giving that is celebrated on the Tuesday after Thanksgiving to encourage philanthropy and acts of generosity during the holidays.

## When is Giving Tuesday

This year, Giving Tuesday is **November 27**.

## What is Binaytara Foundation's Giving Tuesday/Holiday Campaign?

Our campaign is **Think, Give, Change**. We are encouraging people to **Think** about those in need, **Give** what they can, and **Change** access to care.

## Where the money goes

Funds raised go toward the Binaytara Foundation Cancer Center in southeast Nepal. It will be the first comprehensive cancer center in the region, serving a population area of about 20 million. It is currently providing cancer prevention, early cancer detection, and palliative care services.

# PLEDGE PAGE CAMPAIGN

A pledge page is your own personal page where you can gather donations for the Binaytara Foundation. Follow this link to create your pledge page:

<https://binayfoundation.org/create-your-pledge-page/>

\*We are more than happy to create a pledge page for you. Please refer to the last page for contact information.

You can also create a donation campaign on Facebook by starting a fundraiser through your Facebook page. This will allow you to choose the Binaytara Foundation as your charity, and collect donations. To do this:

1. Go to Facebook Homepage
2. Click "Create Post"
3. Click "." on the bottom right hand corner
4. Click "Support Nonprofit"
5. Search for "Binaytara Foundation"
6. Insert donation ask (see below)

## **Pledge Page/ Facebook donation ask sample text:**

For #GivingTuesday this year, I'm asking for donations to the Binaytara Foundation, a cancer health nonprofit based in Washington. The foundation is currently developing the first state-of-the-art cancer center in southeast Nepal, serving a population area of 20 million. Cancer care is currently nonexistent in this region. One Nepalese cancer patient visiting the U.S. summed up the crises in one sentence. She said, "People don't get cancer in Nepal, They just get sick and die."

Other Binaytara Foundation projects include patient education in the U.S. and expanding palliative care in India and Nepal. One hundred percent of your donation will go toward these projects. Please consider making a donation to help give life and hope this holiday season.

# SOCIAL MEDIA

Once you complete your fundraising page, we encourage you to share it on social media (Twitter, Facebook, Instagram, you name it).

## Post examples:

### Twitter:

“Today on #GivingTuesday, I ask that you do three things. #ThinkGiveChange. I am raising money for @btfoundation which strives to make a positive impact on healthcare both locally & globally. To donate, follow this link to my pledge page [\\*insert pledge page link\\*](#). Thank you.

### Facebook:

“Today on #GivingTuesday, I ask that you do three things. #ThinkGiveChange. #Think about those in need. #Give what you can. #Change access to healthcare. I am raising money for the Binaytara Foundation, which strives to make a positive impact on healthcare both locally and globally. I ask that you make a donation, small or large, and help me reach my goal of [\\*insert goal\\*](#). Thank you.

[\\*Insert Pledge Page Link\\*](#)

### Please tag us at:

Twitter - @BTFoundation

Facebook - Binaytara Foundation

Instagram - @binaytarafoundation

### Hashtags to use:

#GivingTuesday

#ThinkGiveChange

# EMAIL BLAST

Hello *\*Insert name\**,

Today is Giving Tuesday and I am participating on behalf of the Binaytara Foundation, a cancer health nonprofit based in the U.S. With all the hectic days following Thanksgiving (Black Friday, Small Business Saturday, Cyber Monday) I would like to invite you to pause, and contemplate the good you can do today to strengthen healthcare in resource-poor communities.

Public cancer centers are important to South Asia because the vast majority of hospitals are private and far too expensive for the general population. Unfortunately, public cancer centers are scarce in this region. The Binaytara Foundation is helping fix this problem by building the first public comprehensive cancer center in southeast Nepal. It will serve a population area of about 20 million and is already providing preventive oncology and palliative care services.

Today on Giving Tuesday, I ask that you do three things. **Think. Give. Change.**  
**Think** about those in need. **Give** what you can. **Change** access to healthcare.

Please help me reach my goal of *\*insert goal\** by December 31, and give life and hope this holiday season. Together, we can make a difference.

To donate, follow this link to my pledge page *\*Insert your link to your pledge page\**

Thank you,

*\*Insert your name\**

# BTF INFO

The Binaytara Foundation is a 501(c)3 non-profit established in 2007 with the goal of bringing positive changes to people's lives by promoting health and education.

We envision a world where every human being has access to affordable, evidence-based, and culturally appropriate healthcare that improves their quality of life.

## Current Projects

- Binaytara Foundation Cancer Center in Nepal
- Hospice and Palliative Care in India
- Medical Education Conferences in the U.S.
- Cancer Patient Education in the PNW
- Electronic Health Record in Nepal and India

## Past Projects

- Bone Marrow Transplant Center in Nepal
- Hospice and Palliative Care in Nepal
- Cervical Cancer Screening in Nepal
- Telemedicine Program
- Earthquake Relief

For additional questions, please contact:  
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