CaringCrowd™
Where public health comes together

GUIDANCE FOR PROJECT OWNERS
WELCOME TO CARINGCROWD<sup>SM</sup>: WHERE PUBLIC HEALTH COMES TOGETHER!

Fully dedicated to improving public health, CARINGCROWD<sup>SM</sup> is a crowdfunding platform that empowers people passionate about saving and improving the lives of vulnerable families and communities worldwide. By mobilizing their networks, people can support projects that help to provide simple global public health solutions and contribute to increasing access to basic health care. Powered by Johnson & Johnson, CARINGCROWD<sup>SM</sup> provides a platform for learning, supporting and sharing information about global public health projects led by non-profit organizations and the funding needed to implement them.

We are excited to play a part in helping you accomplish your goals to make a meaningful difference in public health. We’ve created this toolkit to help you get started. We hope the suggestions we’ve included provide some helpful guidance for you. Good luck!
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BEFORE YOU BEGIN: PROJECT ELIGIBILITY

Before submitting your project to CARINGCROWD™, please ensure that it meets our criteria. CARINGCROWD™ has developed a quick checklist to help you gauge your project’s general eligibility. Our CARINGCROWD™ advisors use these criteria when reviewing your project.

- Is your project sponsored by a registered 501(c)(3) organization?
  In order to be eligible to post a project on our site, you must be affiliated or partnered with a U.S.-based 501(c)(3) organization.

- Does your project directly affect some facet of public health? Does your project address a legitimate and significant public health problem?

- Does your project comply with currently accepted medical practice?

- Does your project consider the safety of everyone involved?

- Does your project description exclude mention of or allusion to specific products or brands?

If you answered YES to all of these questions, congratulations! You can move forward with your submission. The next few pages will walk you step-by-step through the project registration process, as well as provide helpful guidance on promoting your project and updating your project page.

If you have any questions on your project’s eligibility, we encourage you to review our CARINGCROWD™ FAQs or contact us at help@CARINGCROWD.org.
GETTING STARTED ON CARINGCROWD℠

Every project owner wishing to launch a CARINGCROWD℠ campaign must start by setting up a project page. The following is step-by-step guidance on how to use our platform to build a compelling, creative project page and story to help attract potential donors.

SETTING YOUR FUNDING GOAL AND TIMELINE

After you’ve answered our eligibility checklist, the next step in project setup includes naming your project, establishing your funding goal, and setting up your funding timeline.

NAMING YOUR PROJECT

Select a short but descriptive name that communicates the public health priority you are addressing. You’re limited to 60 characters (including spaces) for a reason. Donors have limited time to look through projects, so make sure you keep your description as brief and as specific as possible.

ESTABLISHING YOUR FUNDING GOAL

Funding on CARINGCROWD℠ is all-or-nothing. Projects must reach their funding goals in order to receive donations. If your project does not meet its funding goal, pledges will not be activated. Be thoughtful when setting the total amount you hope to raise through our site. Is your funding goal reasonable and achievable? Your funding goal should be the minimum amount needed to complete your project. CARINGCROWD℠ allows a maximum funding amount of 10% above your listed goal. Once your project is launched, you won’t be able to change your funding goal.

SETTING YOUR FUNDING TIMELINE

Specify the length of your funding period. CARINGCROWD℠ has a minimum funding period of 15 days and a maximum funding period of 90 days. If you reach your funding goal before your deadline, you must wait until the end of the funding period for your donations to be processed. Once your project is launched, you won’t be able to change your funding timeline.
SELECTING YOUR PUBLIC HEALTH PRIORITY & APPROACH

Once you’ve entered and saved your project timeline and funding goal, identify your project’s public health priority and approach.

Visitors to CARINGCROWD℠ — your potential donors — can search and select projects by specific public health priority. As a project owner, you must select the public health priority and the approach that your project addresses. If your project addresses more than one priority and approach, you can make multiple selections. CARINGCROWD℠ created a listing of these public health priorities and approaches to help guide donors to projects they’re passionate about.
Select the country or countries where your project will be implemented. Eligible projects may occur in high-need settings anywhere in the world.
ELEMENTS OF YOUR PROJECT PAGE

Every CARINGCROWD™ Story page has three elements: Featured Image, Project Summary, and Project Details.

FEATURED IMAGE
This is the main picture that will be used to help identify your project for potential donors. Make it memorable! Consider selecting a photo using close-ups of one or two individuals that your project could benefit or show individuals from your organization at work in the community. Keep it positive! Avoid using graphic or disturbing images that may turn away potential donors.

Tech Specs: The featured image must be less than 8 MB, be in one of the following formats (.png, .gif, .jpg, or .jpeg), and have a minimum of 620x380px.

Quick Rule: Ensure those pictured have consented to being included on your project page. For more information on photo requirements, visit our Terms of Use. For a copy of our consent form, click here.

PROJECT SUMMARY
Along with the featured image and project name, your project summary will be the very first thing potential donors see and read about your project. This information will determine whether or not they click on your project to learn more or donate, so take some time to think about how best to describe what you’re trying to accomplish. You’re limited to 120 characters or fewer (including spaces), so provide a brief, easy-to-understand description of your project.

Be clear about exactly what you are trying to accomplish. A great rule of thumb is ensuring that you can answer the 5 W’s and the H — six simple questions that will quickly let your donor know what your project is all about. You can expand on these questions in the Project Detail box.

5W’s

WHO are you helping?
WHAT do you need funding to do?
WHERE are you doing it?
WHEN is your timeline?
WHY are you doing it?

the H

HOW are you doing it?

PROJECT DETAILS
Here’s where you can really get creative, share detailed information about your project for potential donors, and energize your funding campaign. When putting together your project details, don’t overwhelm potential donors with huge blocks of text and description. Always keep in mind that you are writing for the general public, not an audience of global health experts. This means avoiding jargon or technical terms as much as possible. Finally, use photos and videos to tell your story, and follow this simple mantra as much as possible – “Show. Don’t tell.” A suggested structure is available in Tip Sheet #1: Your Project Page.
TELLING YOUR STORY

Creating a compelling, informative story for your project is very important. Use this space to tell potential donors about your project, why it’s important, why you’re asking for their support, and exactly how their pledges will contribute to making a difference. Be very clear about your goals and what your organization will do if and when your project is fully funded. This is your chance to get noticed and earn the confidence of your audience. If possible, be very specific about where the money will go if your campaign is successful.

To help your project attract attention, you should aim to include the following:

- Compelling pictures & video
- A strong narrative

COMPELLING PICTURES & VIDEO

Strong, engaging visuals, including high-resolution pictures and video, help grab your potential donor’s attention. Today’s smartphones are equipped to take high-quality video and pictures, so you don’t have to be an expert photographer or videographer to collect great content. We recommend capturing photos and/or video of the people who benefit from your project, as well as photos of the team at your organization working to support it. While CARINGCROWD℠ requires you to post only one featured image, a series of strong photos and — better yet — an emotionally engaging video showcasing your project will have more impact on potential donors.

VIDEO

If possible, start your project description with an engaging video. Be creative! There’s no one-size-fits-all strategy, but here are a few tips for creating a successful video:

- Be upfront about exactly what you are trying to accomplish. Don’t forget the 5 W’s and the H!
- Introduce yourself and your team. Donors want to hear in your own words why your project is important, why you’re passionate about it, and why your organization is best qualified to make an impact.
- Explain where pledges made through a successfully funded CARINGCROWD℠ campaign will go. Introduce and describe the community that benefits from your project.
- Keep it short! Your project video should be no more than 2-3 minutes long.

Quick Tip: After you’ve set up your project page, don’t stop collecting content. Additional photos and videos from the field will come in handy for project updates and campaign promotion.

Tech Specs: Video can only be posted to CARINGCROWD℠ using a video URL link. We suggest uploading your video in YouTube or Vimeo. After uploading your video via these sites, you can easily access your video link by clicking the Share icon.

Quick Rule: Don’t use video or other copyrighted content that your organization didn’t create or doesn’t have rights to use. For more information on video requirements, visit our Terms of Use.
TELLING YOUR STORY

CONTINUED

PHOTOGRAPHY

High-resolution, expressive photos of the people your project serves are most effective. We recommend uploading horizontally oriented pictures as well, as they work best on our platform.

_ASTRONG NARRATIVE_

We’ve established that supporting your story with strong visual content is very important, but the language you use to describe your project to potential donors is equally significant. Provide a straightforward explanation of the unmet public health need your project will address, the activities your organization will undertake to achieve this goal, and the community that will directly benefit.

Elements of a strong project narrative include:

_A Personal Touch_

Health is about people. Your narrative should include stories on the communities your project will reach and its impact on their lives. There is only so much numbers and statistics can convey, and creating an emotional connection through personal, human stories is key to engaging potential donors. Don’t forget to introduce yourself and your team and describe why you’re passionate about your project, and why your organization is best qualified to make an impact.

_A Clear Set of Goals_

Projects on CARINGCROWD™ are intended to address specific, achievable public health objectives. While these projects can take place within larger, broad programs, you should outline clear, measurable impact goals and specific start and end dates. Donors will expect you to measure and report against these established goals.

_A Transparent Call to Action_

Explain why you are fundraising for your project, how much funding you need, and where that funding will go if your campaign is successful. Break it down for donors to understand, as clearly as possible, how their contributions will make a difference in public health. If you can, share your budget (even better in graphic form), illustrating how you arrived at your funding goal and exactly what the money represents. Being open, honest, and specific will build trust.

_A Description of Your Approach_

Emphasize what’s new or unique about your project. This is your opportunity to truly excite your donors about the opportunity to donate to a valuable, innovative public health intervention. Can you include statistics, research, endorsements, or other evidence that demonstrates the strength of your approach?

_Additional Information & Resources_

Boost your credibility by sharing links to additional information relevant to your project to validate your approach and impact.
**NEED MORE IDEAS? BROWSE CARINGCROWD℠!**

Looking for further inspiration for how to present your project? We encourage you to explore CARINGCROWD℠ to see how your fellow project owners are using the site!

Once you’re happy with your project narrative, you can submit it to CARINGCROWD℠ for review. All content you add to your Story page will be reviewed by CARINGCROWD℠ staff and advisors before it goes live. Once you confirm your submission, you won’t be able to change any information about your project until after it is reviewed. Keep in mind, if you are not ready to submit, you can save and edit your project page at a later date. You’ll receive an email from CARINGCROWD℠ once your project is accepted. Once approved, you can go live at any time.
PROMOTING YOUR PROJECT

Congratulations! Now that your project has been reviewed and approved by CARINGCROWD℠, you’re ready to prepare for and promote your campaign. It’s important to remember that while crowdfunding is a powerful tool, it also requires time and effort to be successful. As you promote your project, please keep in mind that using the CARINGCROWD℠ brand is subject to branding guidelines. Please adhere to the guidelines outlined in Tip Sheet #2: Branding Requirements.

LEVERAGE YOUR NETWORKS

Since most of your initial support will likely come from your existing networks -- people and organizations interested in your cause-- you should get in touch with them early and encourage them to spread the word about your project on CARINGCROWD℠. Consider sending an introductory e-mail blast to your network upon the launch of your project on the platform. As your network expands to new donors, it is important to thank them and keep everyone updated on your progress.

SHARE ENGAGING CONTENT

Beyond your project page, we encourage you to share content about your work and the communities you reach. Personal, human stories are a good way to engage with audiences and inspire them to become donors for your project. Generating content will help to provide context on the public health need that your organization addresses, and to make your communication channels (social media, website, blog) more dynamic. Content suggestions and tips are included in Tip Sheet #3: Your Content.

GO SOCIAL

Use the social share tools on your CARINGCROWD℠ page to get the word out! Social media platforms like Facebook, LinkedIn, Twitter, and Instagram can help you expand your overall funding reach. Promote your project on the social networks you’re most comfortable using. Be sure to respond promptly to any comments, tweets, or direct messages you receive. Don’t overdo it by spamming your networks — repetitive requests can hurt your cause. You can refer to Tip Sheet #4: Social Media for guidance on suggested posts, hashtags and tools.
POSTING PROJECT UPDATES

Every project approved for posting on CARINGCROWD® has an “Updates” tab. Here, you can keep your current and potential donors informed and aware of your progress and any campaign achievements. We encourage you to update regularly during your funding period to keep your donors in the know. Typically, campaigns that post frequent updates have a greater chance of success.

EXCITE YOUR COMMUNITY
Go into detail about the impact your project will make on public health and the lives it will help! Be creative. Continue to collect and post photos, video, graphics, and creative content to build and maintain momentum.

SHARE THE PROCESS
CARINGCROWD® donors are passionate about advancing public health. Be transparent. Let your donors know exactly how the money will be spent and give them a better understanding of the significance of their individual contributions. Engaged donors are more likely to share your campaign with their personal networks, their friends, and their families.

BUILD A SENSE OF URGENCY
Let people know how far you’ve come in meeting your funding goal, how much more you need to raise, and how they can help. Consider creating a project countdown during your last funding week to create a sense of urgency and re-energize your donor base for the final push as you near your deadline.

CELEBRATE & SHARE SUCCESSES
When your funding period is complete, if you were successful (and we hope you were), celebrate with your donors! Donors will automatically receive an email from CARINGCROWD® letting them know whether a project has reached its goal. Keep your donors updated on your project page and direct them to platforms where they can continue to follow your project’s progress to see their donations at work. For more guidance on sharing progress, please refer to Tip Sheet #5: Measuring & Reporting On Impact.
TIP SHEET #1: YOUR PROJECT PAGE

PROJECT PAGE TEMPLATE

Your project page plays a crucial role in engaging CARINGCROWDSM visitors and turning them into donors for your cause. Through this page, visitors should be able to gather all the basic information they need about your project, your organization, and the public health need you seek to address. Consider replacing or complementing text with visual content (e.g., video, photo, infographic).

1. Project Summary
   Example: “Our organization provides free, live-saving c-section and birth repair surgeries to women in Uganda. One of our recent patients arrived to the hospital at 39 weeks pregnant with a ruptured uterus and severe bleeding. The patient already had 3 daughters and had desperately wanted to have a son to stabilize her husband’s demands for a male child. She left our hospital physically and emotionally healed after 3 weeks of intensive care and family counseling on the value of daughters. There is no better calling than ensuring that fellow human beings have a good life free of pain and suffering irrespective of their race, financial status and color. Please help us treat more women with birth injuries.”

2. Global Health Problem & Solution
   Example: “Two billion people have no access to basic surgical care. According to experts, current funding systems for emergency and essential surgery are inadequate, especially within maternal child health. The World Health Organization estimates that almost 800 women die everyday due to complications in pregnancy and childbirth. Small-scale doctors that serve the poor are an important component of the solution. However, they are often overstretched and under-budgeted. Supporting our project can enable us to treat a larger number of patients and to build-up local healthcare capacity.”

3. Cost & Potential for Impact
   Example: “While surgical costs vary, most c-section and repair procedures range between $150-$300 dollars, which include the costs of transportation an recovery. These procedures are live saving and lifechanging to the women who receive them.”

4. About the Organization
   Insert short description of your organization, its mission, and its history. Consider including links to your website, blog, and other channels where visitors can learn more about you and your work.

5. Additional Resources
   Insert links to additional information relevant to your project to validate your approach and impact.

Quick tip: A strong opening and closing for your project description will draw the reader in and help push them toward donating. As always, avoiding grammar mistakes and typos is paramount.
TIP SHEET #2: BRANDING REQUIREMENTS

APPROPRIATE USE OF CARINGCROWD℠ AND JOHNSON & JOHNSON BRANDS

Mentioning the CARINGCROWD℠ and Johnson & Johnson brands is subject to branding guidelines and potential legal review. As a general rule, please remember that although your projects are listed on the site, Johnson & Johnson is not allowed to endorse your project or your organization. To avoid making claims about Johnson & Johnson’s objectives and suggesting that Johnson & Johnson validates or supports specific projects, we ask that you refer to the below set of rules when including one or both the brands in your communications.

- You are encouraged to use the CARINGCROWD℠ logo, hashtag, and twitter handle in any and all of your communications. This does not require prior legal review. When referring to CARINGCROWD℠ in print, please use capital letters and include the service mark: CARINGCROWD℠.
- The below is approved language that will help you describe CARINGCROWD℠ and the role of Johnson & Johnson:
  - Written Materials
    - “CARINGCROWD℠, powered by Johnson & Johnson”
    - “CARINGCROWD℠, a new crowdfunding platform powered by Johnson & Johnson”
    - Acceptable “Check out our project featured on CARINGCROWD℠, a new crowdfunding platform powered by Johnson & Johnson”
    - Not acceptable: “We’re thrilled to be working with Johnson & Johnson to [Project Goal]”
  - Social Media Content
    - Like any other social media user, you are welcome to mention CARINGCROWD℠ and all Johnson & Johnson social media accounts (e.g., @JNJGlobalhealth; @JNJNews; @JNJCares), as well as like, favorite and retweet their posts.

Neither the Johnson & Johnson logo nor the abbreviation "J&J" may be used in any project owner communication materials. For references not listed in the above guidelines, materials should be submitted to Johnson & Johnson for review and consent. Please allow seven days for the review process.
TIP SHEET #2: BRANDING REQUIREMENTS - CONTINUED

APPROVED LANGUAGE

ABOUT CARINGCROWD℠

Fully dedicated to improving public health, CARINGCROWD℠ is a crowdfunding platform that empowers people passionate about saving and improving the lives of vulnerable families and communities worldwide. By mobilizing their networks, people can support projects that help to provide simple global public health solutions and contribute to increasing access to basic health care. Powered by Johnson & Johnson, CARINGCROWD℠ provides a platform for learning, supporting and sharing information about global public health projects led by non-profit organizations and the funding needed to implement them.

VISUAL ELEMENTS

You are encouraged to use the CARINGCROWD℠ logo, hashtag, and handle in any of your communications, using whatever sizing makes the most sense for your team’s materials. Per legal guidance, you may not use the Johnson & Johnson logo in your communications.

The elements below are not required components of your communications about CARINGCROWD℠ but may help you incorporate the brand’s look-and-feel into your materials. A folder containing original files is included separately.

High-Resolution Logo:

CaringCrowd℠
Where public health comes together

Font:
"Source Sans Pro" family, including Regular, Bold, Black, Light, Extra Light

Color Palette:

#0CA2E0  #D95A78  #303339  #64FFEF  #EEF0F5  #6EC9EF  #517288  #FEB45A  #30808A  #F5635A
A core component of your communications opportunities lies in leveraging the channels you already own and control. Many stories can be told around your organization, your work, public health and humanitarian need, and your project on CARINGCROWD™. By sharing them on your websites and/or blogs, you are more likely to engage and retain visitors, who in turn may become donors. Generating original content is also an opportunity for you to raise awareness of the public health issue(s) you and your staff work to address. Linking this dynamic content to your CARINGCROWD™ project page will help to build momentum for your funding efforts.

CONTENT SUGGESTIONS

- Personal stories about and/or from your staff and your community
- Impact stories on the people your organization reaches and supports
- Project progress updates to your donors, partners, and affiliated stakeholders
- Visual content (photos, infographics) to complement your articles
- Videos (on a health topic, the region/country where the project operates, the people you support, your staff)
- Informative articles/blog posts on:
  - Your organization
  - Your purpose
  - Your project on CARINGCROWD™

The best way to engage readers is to create an emotional connection through human, personal stories. Keep your stories short to increase their chance of being read and shared.
TIP SHEET #4: SOCIAL MEDIA

Included below are suggested language and tools for sharing information about CARINGCROWD® with your social networks. You are encouraged to personalize the following sample social media posts to your organization and project. We are happy to coordinate social media communication efforts with you to widen their reach and engage potential donors.

SAMPLE FACEBOOK/LINKEDIN POSTS

• We’re excited to be part of the launch of @CaringCrowd, a new crowdfunding platform 100% dedicated to public health. Please visit www.CARINGCROWD.org/YOURPROJECTURL to help us fund our new project to [Your Project Goal]. Every contribution counts!
• Check out our project featured on @CaringCrowd, a new crowdfunding platform powered by Johnson & Johnson. We need your support to [Your Project Goal]. Learn more at www.CARINGCROWD.org/YOURPROJECTURL
• We are launching a new project on @CaringCrowd to [Your Project Goal] and we need your support! Please visit www.CARINGCROWD.org/YOURPROJECTURL to help us change lives in [Country/Region].

TWEETS & HASHTAGS

• With @CaringCrowd, you have the power to help improve people’s #health and change lives. #Donate to our project at [Your Project URL]
• Thrilled to be part of the @CaringCrowd launch! Join us to help improve people's #health through #crowdfunding at [Your Project URL]
• @CaringCrowd is 100% dedicated to #fundraising for #publichealth causes. Join us to help change lives in [Country/Region] [Your Project URL]
• We’re launching a new project on @CaringCrowd to [Your Project Goal] and we need your support! Join us at [Your Project URL]

Along with #caringcrowd, you may consider using the following, non-exhaustive list of popular hashtags to gain visibility for your project:

**Fundraising**
- #causes
- #charity
- #CharityTuesday
- #crowdfunding
- #socialgood
- #donate
- #fundraising
- #nonprofit
- #philanthropy

**Health**
- #health
- #HIV
- #publichealth
- #women
- #globalhealth
- #healthcare

**Country/Region**
- #Africa
- #Ghana
- #Kenya
- #Philippines
- #SierraLeone
- #Vietnam
- #Peru
- #Haiti
TIP SHEET #4: SOCIAL MEDIA - CONTINUED

INSTAGRAM POSTS

Visual social media posts are proven to spark greater engagement. Instagram is a prime tool to capitalize on all the visual content at your disposal. Consider using photo collage tools to combine multiple pictures and/or include the CARINGCROWD℠ logo.

• We’re excited to be part of the launch of @CaringCrowd, a new crowdfunding platform 100% dedicated to public health. Follow the link in our bio to help us fund our new project to [Your Project Goal]. Every contribution counts!

• We are launching a new project on @CaringCrowd to [Your Project Goal] and we need your support! Please click the link in our bio to help us change lives in [Country/Region].

• With @CaringCrowd, a new crowdfunding platform powered by Johnson & Johnson, you have the power to help improve people’s #health and change lives. You can #donate to our project following the link in our bio. Let’s join forces to [Your Project Goal].

For greater visibility, consider including some of the hashtags listed on the first page of Tip Sheet #4 in your Instagram posts.

SOCIAL MEDIA TOOLS

Several tools exist to help you plan your social media communications. Below is a list of suggested, free platforms that you may consider:

• Hootsuite can help you schedule social media posts (Twitter, Facebook, Instagram) and monitor conversations around chosen keywords and hashtags.

• Topsy allows you to explore tweets across selected hashtags, keywords, or handles. You may also look for specific hashtags and keywords within a Twitter handle. Finally, Topsy will show the number of tweets posted in a chosen time range based on the hashtag/keyword entered.

• Buzzsumo will help you understand what content is getting the most shares on social media. You can look up a topic, choose a date range, and see the number of shares across social platforms.

• Infogr.am and Canva will help you easily create visual content (charts, infographics, social media content, collages).
**TIP SHEET #5: MEASURING & REPORTING ON IMPACT**

**SET CLEAR GOALS**

As the Project Owner, you should be sure to set clear goals for your projects so that donors understand the impact of their donations. As an organization, you want to measure both outputs and outcomes and impact. Where possible, connect dollars donated to impact achieved, so donors experience a transparent and direct giving experience - for example, $5 for skin graft sutures.

**Output** = Results of program/intervention activities; the direct products or deliverables of program/intervention activities, such as the number of HIV counseling sessions completed, the number of people served, the number of condoms distributed.

**Outcome** = Short-term and medium-term effects of an intervention’s outputs, such as change in knowledge, attitudes, beliefs, behaviors.

**Impact** = Long-term, cumulative effect of programs/interventions over time on what they ultimately aim to change, such as a change in HIV infection, AIDS-related morbidity and mortality.

Make sure goals are **SMART**: Simple, Measurable, Achievable, Results-oriented, Time-bound. For example, one trained skilled-birth attendant will enable 100 safe births over a year.

**ESTABLISH CREDIBILITY**

State whether your program or intervention is evidence-based. For example, the presence of a skilled birth attendant is a proven (i.e., evidence-based) intervention to reduce maternal and child mortality. Where possible, reference any internal and/or external studies (e.g., academic, government) that validate your impact. In the absence of impact studies, reference other indications of program credibility (e.g., GiveWell.org endorsement) or any future plans to measure impact.

**DEVELOP A MEASUREMENT STRATEGY**

- Develop a plan for gathering baseline measurements
  - Use existing data sources when available
- Establish measurement goals
  - Aim for standard measurements across all interventions
  - Consider additional program-specific measurements
- Design collection tools and/or identify collection methods (e.g., surveys, clinic reporting database)
- Collect data at intervals throughout the project
- Record data and publish findings to the CARINGCROWDS™ platform
OTHER SUPPORT

At CARINGCROWD™, our goal is to see projects that support public health priorities succeed. If you have additional questions or need advice about your campaign, we're here to help. Visit our Frequently Asked Questions page or e-mail us at help@CARINGCROWD.org and we’ll get back to you soon!

THANK YOU!