

Respectful Advocacy

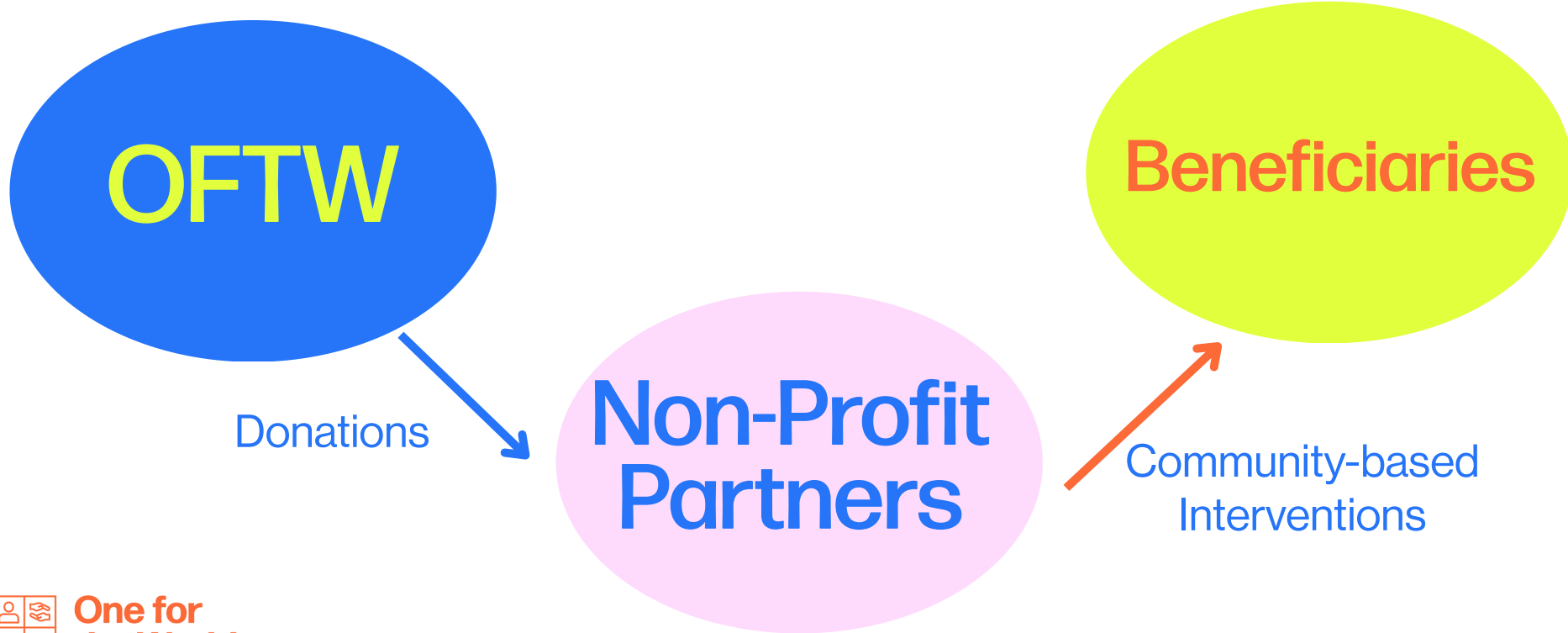
Our Impact Through Our Non-Profit Partners



**One for
the World**

CLM 2025

What does your pledge actually do?



01

Against Malaria
Foundation



02

Malaria Consortium



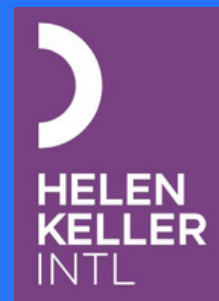
03

New Incentives



04

Helen Keller
International



One for the world



One for
the World

Against Malaria Foundation



Distributes long-lasting insecticide-treated bed nets to prevent malaria transmission.



children
< 5 years

USD \$2

Malaria Consortium

malaria
consortium

disease control, better health

Seasonal Malaria Chemoprevention (SMC):

Distributes preventive antimalarial drugs to young children (ages 3–59 months) during peak malaria transmission seasons in the Sahel region, often via door-to-door campaigns or community points.

- SMC can prevent up to 75%–89% of malaria cases in young children.
- It costs approximately \$2,000–\$7,000 (depending on the location) to avert a child's death.



New Incentives



Provides cash transfers to incentivize caregivers to bring babies to clinics for routine childhood vaccinations.

USD \$15



Helen Keller International



Provides critical nutrition via direct Vitamin A supplementation to at-risk children around the world to prevent blindness and mortality.

\$1

What ties them all together?

Effective Giving

- Where can every dollar save or improve the most lives?
- That's why our partners are carefully selected
- The principle behind One for the World's nonprofit partners

Give
Well



One for the World

Our Charitable Partners

- Third party evaluator.
 - Analyze: data, cost-effectiveness, and transparency
- Global health & poverty focus
- Every dollar pledged by our community goes to highly effective programs.

**YOUR CONTRIBUTIONS HAVE A PROVEN, MEASURABLE
IMPACT.**



Respectful Advocacy

who, why, how



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Sharing Effectively

- Empower, don't pressure
- Lead with curiosity
- Share stories & stats
- I am biased
- It's not MY story + I do my homework

Respectful Advocacy Checklist

1



I do no harm

2



We are multi-dimensional

3



I am biased
(repeat)

4



I do my homework

5



Truth over headlines



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the World

What has worked?



WHAT

- Positive & informative pitch
- Storytelling that honors dignity and highlights impact

HOW

- Frame pledge as an empowering opportunity; never pressure
- Share clear data + human stories (empowerment > pity or guilt)
- Celebrate giving; respect all decisions

WHY

- Builds trust and lasting commitment
- Centers beneficiaries
- Creates a positive giving culture



Trey Dykeman



Your GO to story!



Sarah Braden
Program Director



Components of a Good Story



Origin: From where do you begin?

Spark: What notifies us a change is coming?

Journey: What internal or external journey do you embark on?

Battle/Epiphany: What great struggle do you have and what great truth does it reveal?

Hero's Return: to whom are you sharing this wisdom?