



# A Frontline Campaigner's Guide to Planning and Mobilizing Resources for Universal Health Coverage Day

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## I. INTRODUCTION

Every year on 12 December, the world celebrates International Universal Health Coverage Day (UHC Day). This official UN-designated day aims to raise awareness of the need for strong, equitable, and resilient health systems and universal health coverage (UHC) while marking the anniversary of the UN's historic and unanimous endorsement of UHC in 2012 as an essential priority for international development.



### 12.12.2012

The United Nations unanimously endorses a [historic resolution](#) urging all countries to accelerate progress toward UHC as an essential priority for international development

### 12.12.2014

The [Universal Health Coverage Coalition](#) begins to celebrate the 12th of December as UHC Day, to hold leaders accountable to their promise of #HealthForAll

### 12.12.2017

The United Nations officially designates the 12th of December as International Health Coverage Day

### 12.12.2019

A global movement calls on world leaders to Keep the Promise they made at the [2019 High-Level Meeting](#) on UHC and achieve #HealthForAll by 2030

### 12.12.2020

Nearly one year after the first cases of COVID-19 were reported to the World Health Organization, UHC Day goes viral, calling for investments in health systems that protect everyone

### 12.12.2022

This year, UHC Day will be celebrated for the last time before the United Nations high-level meeting in 2023. This is an important moment to keep the momentum around health for all by 2030.

In September 2023, following up on the [2019 High-Level Meeting on UHC](#), where the most ambitious and comprehensive political declaration on health in history was signed, world leaders will reconvene to discuss progress toward achieving universal health coverage by 2030 and



assess what is needed to meet this goal. Thus, this year represents a pivotal moment to drive momentum and remind leaders of their commitments in the lead-up to the 2023 HLM.

This guide is meant as a tool for various frontline health campaigners whose work is integral to communities, countries, and the world in achieving #HealthForAll. The handbook is designed to provide frontline campaigners with a comprehensive overview of practical guidance and tools to help individuals and organizations plan and mobilize these resources for a range of UHC Day-specific and other UHC-related activities.

UHC Day began as a grassroots, civil-society-driven movement. The efforts of civil society organizations have resulted in tangible political shifts toward #HealthForAll. For example, in 2021, the Nigerian Delta State Contributory Health Commission partnered with Nigeria Health Watch for an in-depth [video](#) and [blog](#) update on the current status of the health insurance scheme launched in 2017 – having enrolled over 1M people since its establishment.

Though the COVID-19 pandemic has impacted in-person campaigning, many avenues still exist to engage in UHC Day and related advocacy efforts to amplify the call for equitable health systems that work for everyone. Even when not in-person, these types of campaigns still typically require substantial financial, human, and/or material resources to organize and execute, especially given the need to adapt to changing pandemic circumstances creatively.

Because our work does not begin and end on 12.12, please feel free to use this guide year-round for continued UHC-related advocacy efforts. We all work to hold our leaders and decision-makers accountable for their commitments.

**If you have questions about this guide, or would like to see additional or different types of information, please email [campaign@uhcday.org](mailto:campaign@uhcday.org).**



## Planning and Mobilizing Resources for Universal Health Coverage Day: Checklist

1

### CAMPAIGNING IN THE DIGITAL AGE

- Set campaign goal (*What do you want to achieve?*)
- Set campaign format (*virtual/in-person, event/social campaign*)
- Integrate with the #UHCDay Virtual Rally

2

### FINDING RESOURCES TO BUILD YOUR CAMPAIGN

- Outline planned expenses
- Create a budget and funding target
- Define a concrete funding target with clear timeline
- Identify funding sources (*digital crowdfunding, grants*)
- Utilize design resources to make your campaign stand out (*UHC Day templates, online design tools*)
- Optional: Invest time in a free online course

3

### THE LANGUAGE OF MOBILIZATION

- Share your personal and organizational experiences on your website or a crowdfunding site
- Leverage CSEM and UHC Day Toolkit Messaging
- Identify target audience (*general public, policymakers, donors*)

4

### ASSESSING AND COMMUNICATING IMPACT

- Track progress using a spreadsheet or work tracker
- Thank supporters



## II. Campaigning for UHC in the Virtual Age

### The Evolution of the UHC Day Campaign: Inspiration from Past Campaigns

While civil society organizations have been celebrating UHC Day for many years, 2018 was the first to be recognized as an official United Nations awareness day. In 2020, due to the COVID-19 pandemic, organizations largely shifted from in-person events and workshops to virtual advocacy, through social media campaigns, webinars and more. In this section will find example activities from 2018 to 2021 to help provide an overview of the types of advocacy efforts you might consider engaging in both on UHC Day and year-round.

If you are unsure of how to get involved in universal health coverage initiatives, or how to incorporate UHC principles into your advocacy, the [Civil Society Engagement Mechanism for UHC2030](#) (CSEM) has developed a comprehensive [Health for All Advocacy Toolkit](#) to help. This toolkit defines UHC, explores civil society's key advocacy calls to action in all stages of UHC, and provides step-by-step guidance on advocating for UHC at the national level, walking advocates through essential processes for creating an advocacy action plan.

**The 2018 campaign** included a diverse range of activities across the globe, with organizations hosting rallies, high-level political forums, performances, soccer tournaments, and more. Select examples include:

**Bangladesh:** SERAC-Bangladesh facilitated three *policy dialogues* on UHC from 12-24 December in three locations across Bangladesh. Attendees included NGO representatives, youth participants, journalists, health experts, health economists, government representatives and civil society organizations. The meetings were intended to *raise demand for access to affordable and quality health care for everyone and to recognize health as a fundamental human right in the Constitution of Bangladesh*. The events focused on equipping youth advocates with the tools to advocate for UHC in the upcoming national elections and to generate political commitments to UHC after the election.



**Benin:** Coalition des OSC du Benin engaged in several activities to amplify and spread awareness about the country's efforts to achieve UHC. Specifically, **the coalition created a press release about the day, pitched journalists and placed a piece in top-tier, in-country outlet, *Fraternite***. The coalition also successfully organized interviews — one of which featured the Minister of Health — that were broadcast by in-country and regional television networks.



**Namibia:** Ombetja Yehinga Organization (OYO) dance troupe organized two events for UHC Day, attracting 400 people to attend. **OYO presented three dance pieces focused on stigma and discrimination against people living with HIV, treatment adherence and use of PrEP in Namibia**, and alcohol abuse and its effect on health care. These pieces were used as a platform to discuss what participants know about UHC, HIV prevention, Namibia's health system and why health is a human right. During the event on 12 December, the WHO acting representative, Mrs Mary Brantuo, delivered



*a speech to the audience on UHC. The Corridor Group attended both days with a mobile clinic to provide free HIV testing, measure blood pressure and answer questions from the public.*

**Nepal: Ageing Nepal** implemented several activities over the course of a week, including a *roundtable discussion with the National Human Rights Commission, an awareness building session, a free eye care camp for the elderly and a rally*. The organization also conducted a *photo campaign, wrote op-eds, collected over 500 signatures in support of UHC, distributed pamphlets, participated in a TV talk show and networked with local organizations.*

The 2019 campaign took on a similar format, with over 229 official events submitted to the campaign heatmap:



**Armenia: Health Economists Association** organized a *training for more than 25 journalists* on UHC and a *televised press conference* with a panel including the Minister of Health, Deputy Minister of Health, WHO country office director, and Dean of Public Health of American University in Armenia.

**India: Blossom Trust** organized a *street campaign to raise awareness of the importance of inclusive healthcare systems that include women and marginalized groups*. *EduClown performers distributed 5,000 flyers and collected 750 signatures on a petition that was presented to the Deputy Director of Health Services.*



**Pakistan, Portugal, Somalia, USA:** Women in Global Health chapters launched a *social media campaign, generated media and hosted panel discussions on the importance of gender equality and women's leadership to achieve UHC*. Audiences included midwives, nurses, students, health care practitioners, Ministry of Health representatives, women's associations and academics.



**Philippines:** San Julian Pride Advocacy Group Inc *convened a town hall meeting in a municipality characterized by rural poverty and proneness to natural disasters*. This was the first UHC event in the area, raising awareness of the Universal Health Care Act with LGBT+, youth, fisherfolk, people with disabilities and many other civil society groups.



**The 2020 campaign** saw far fewer in-person activities given that the typical pathways to engage had been largely disrupted due to the COVID-19 pandemic. With physical distancing and other public health measures in mind, the campaign encouraged and supported a substantial shift toward greater digital and individual engagement. These tools allowed campaigners to put on the first ever 24-hour “Virtual Rally” on 12 December. The rally sought to recreate the energy, diversity, and unity of typical in-person campaigns of past UHC Days.

**Global: Last Mile Health *launched its 2020 Impact Narrative* on UHC Day, spotlighting the role community health workers play in bringing care directly to the people that need it most.**



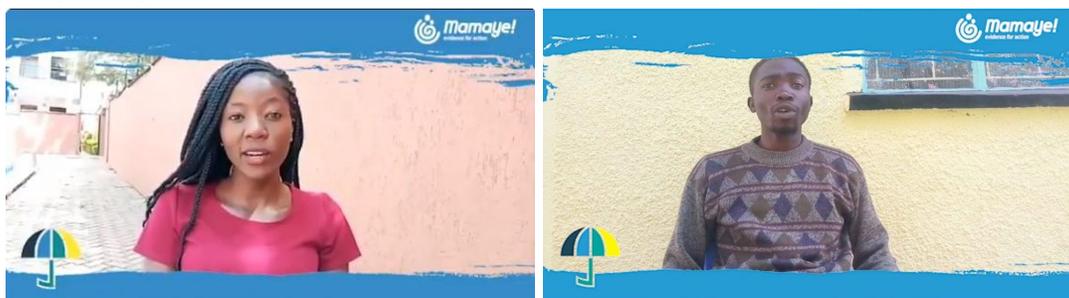
**India: Multiple Sclerosis Society of India, Chennai Chapter, held a *physically-distanced campaign event and published a video* calling on leaders to protect everyone.**



**Japan:** Japanese Organization for International Cooperation in Family Planning organized *a social media campaign on Twitter and Instagram and launched a virtual walking campaign* as part of the virtual rally with the hashtag #UHCウォーク.



**Kenya:** Evidence 4 Action - MamaYe produced *a series of videos spotlighting stories from advocates on the ground*, highlighting the intersection of COVID-19, UHC and issues like family planning, health worker support, public health investments and primary health care.



**Myanmar:** Community Partners International organized *a social media singing contest for UHC Day*. The winning song received more than 24,000 views on Facebook in just five days. The organization also launched an audio comic book promoting UHC.



The 2021 campaign was again mindful of COVID-19 pandemic-imposed limitations to UHC Day activities. However, many partners were still able to host in-person events where safe. Many more were able to engage in various other ways through virtual webinars, report launches, or social media advocacy campaigns. Additionally, 1700+ people participated in *Walk the Talk: Health For All*, either in Dubai or virtually, as part of the 12.12 virtual rally.



Nigeria: The Lagos State Health Management Agency: *held an outdoor low-impact workout session* in honor of UHC Day and promoted the Ilera Eko health insurance scheme in Ikeja, Lagos.



United States: Primary Health Care Performance Initiative (PHCPI): *sourced photos from PHCPI partners around the world to underscore the importance of primary health care in building resilient health systems and achieving health equity pledge on Twitter* alongside colleagues across the PHCPI partnership to support strong primary health care to achieve health for all.



UNIVERSAL  
HEALTH  
COVERAGE  
DAY



India: Blood Patients Protection Council: *held a rally of blood disorder patients and their parents* at the Govt. Medical College Hospital in Calicut, Kerala, India to commemorate UHC Day. General Convener of the council Kareem Kassery inaugurated the rally. The event was featured in the print editions of several local newspapers.

Stay tuned for more information on the UHC Day 2022 campaign narrative and the 12.12.2022 Virtual Rally.

### III. Finding Resources to Build Your Campaign

#### What resources do you need?

In order to set a resource mobilization goal, **you must first outline your planned expenses.**

Though the necessary costs and resources will vary depending on the type of advocacy work your organization is pursuing, the most central resource needed is human: investments in trained staff who can plan and execute advocacy efforts are critical. Holding events, whether in-person or virtual, producing physical materials, reimbursing travel and designing collaterals



are all examples of additional costs that you might need to consider when outlining the resources you need.

**Relationship-building is key** to funding a successful campaign and requires time and ongoing communications. Plan by identifying and connecting with organizations that may be interested in your project. Identify one person within your organization who can serve as a fundraising point of contact to build strong relationships with potential donors. It may also be helpful to create a database of prospective donors, grant opportunities and deadlines for applications. Initial funding will likely come from your organization's existing networks, so connect with those who have a demonstrated interest in your campaign or cause as a first step.

Tool 7: Budget Template

Item	Units	# of units	Unit cost	Total Cost
<b>Staff</b>				
Advocacy officer	Monthly salary			
Communications officer	Monthly salary			
<b>IT/Equipment</b>				
Airtime/data	Minutes			
Computer				
<b>Meetings</b>				
Venue hire	Hours			
Catering	People			
Travel	Stipend/bus fare			
Materials/meeting packs	People			
Community stipends	People			
<b>Campaigns/communications</b>				
Design & layout	Hour			
Printing Copies				
Website editing	Hours			
TOTAL				

**As illustrated through UHC Day 2020-2021 activity examples in Section II and in the Appendix**, online/digital events and activities account for potential pandemic-related restrictions, and also present comparatively low-cost opportunities to a campaign. Though you will save on costs that typically would have gone toward venues, travel and other in-person needs, early planning to pool digital resources and reduce data costs is key. Consider the following low-cost campaign activity examples:

- Facebook, Instagram or Youtube Livestream
- Twitter Spaces
- Zoom event or webinar
- Letter-writing campaign
- Step challenge campaign/fundraiser

### Practical Opportunities



Many organizations and governments provide grant-based support. Applying for a grant requires more preparation and time than a crowdsourced campaign, but it also helps teams create lasting relationships that may lead to the recruitment of mentors or quality outreach and networking events.

- [US Government grants](#) is a comprehensive list of grants offered by the US government.
- [UK government grants](#) for international development funding specifically.
- [Sida](#) is a list of the Swedish government's partner grants.

Additionally, campaigners often find it useful to coordinate and even partner with local [WHO country offices](#). Though the degree and type of support might vary slightly from office to office, you can consider asking the your WHO Country Office for:

- WHO representation at your organization's event
- Advocacy support and message alignment
- Content development assistance and WHO logo usage
- Content sharing and amplification

## Private and Institutional Donors

Historically, some private and institutional donors have funded projects related to health systems, UHC, and/or primary health care (PHC). Just as applying for a government-based grant requires time and preparation, applying for a private grant may require a request for proposal (RFP), which is a business document that announces a project, details it and solicits bids from qualified contractors (i.e., your organization) to complete it. Consider that each foundation may have different requirements and timelines for submitting grant requests.

**If you need help navigating the fundraising proposal and grant application process**, the Health Communication Capacity Collaborative and United States Agency for International Development (USAID) [resource mobilization toolkit](#) can help guide and structure the development process for your organization, and includes a comprehensive [funding proposal example](#). In addition to guidance on how to approach funders and investors, other sections of the toolkit include methodology for assessing risk and a detailed how-to for managing the entirety of the proposal process.



**Remember, many of these grant proposal processes take time.** Consider utilizing these resources for UHC activities in future grant proposals beyond UHC Day 2022 and, when possible, incorporating UHC-related funding asks into your broader organizational proposals.

## Digital Crowdfunding

Online fundraising methods are an efficient way of mobilizing resources and include direct solicitation via email and social media as well as through the use of crowdfunding platforms.

### Crowdfunding

Crowdfunding platforms allow you to quickly and easily create a digital campaign and fundraise from individuals online. This is a good option for gaining community support and raising awareness for your cause - the following is a representative list of some of the larger platforms you might hear about, though **please note that they have limited country support and typically charge platform fees on average of 5%.**

- [Facebook Fundraisers](#) allows organizations to create a Facebook page for their event/cause, which can be shared across the platform. There are no fees for donations to nonprofits. The list of supported countries can be found [here](#).
- [GoFundMe](#) is a simple and popular online crowdfunding tool. Organizations sign up with a fundraising goal and a description and photos/videos of their project. You can share your fundraiser via email, text message, and social media to help spread the word. The list of supported countries can be found [here](#).
- [Indiegogo](#) is a crowdfunding tool more often utilized for product or project development, but that also supports fundraising for “Community Projects”. The list of supported countries can be found [here](#).

### Regional Options

Many countries also offer their own crowdfunding tools, which may be useful in countries where the previous options are not supported. As we work to expand this list, if you have additional suggestions or experience with other platforms that would be useful to include **please email [campaign@uhcday.org](mailto:campaign@uhcday.org).**

- Kenya
  - [MChenga](#) is Africa’s largest crowdfunding platform.



- [M-PESA](#)
- Lebanon
  - [Zoomaal](#) is the leading platform in the Middle East.
- Indonesia
  - [KitaBisa.com](#)
- India:
  - [Ketto](#)
  - [Milaap](#)
  - [Impact Guru](#)
- South Africa
  - [Thundafund](#) is South Africa's most popular crowdfunding tool.
  - [JumpStarter](#) offers personalized mentorship throughout the crowdfunding process.
- Thailand
  - [Taejai.com](#)
- Uganda
  - [Akabbo](#) is a popular platform in Uganda.

## Free/Inexpensive Design Resources

Branding your campaign with a slogan, logo, and/or specific design materials can create awareness for your cause and help audiences identify your campaign or organization. There are a number of online design tools that can help your organization create professional brand materials, with no design experience necessary. Each of these options offers free and paid membership tiers.

- [Canva](#) allows you to create a range of designs, from presentations, marketing materials (i.e., logo/flyer/email header), social media content, and print materials (i.e., sweatshirt, mug, etc.). You can choose from design templates or create your own. Paid membership starts at \$119 USD/year or \$12.99 USD/month, but **nonprofits and classrooms can access pro features for free.**
- [PicMonkey](#) is geared toward social media graphic content. Paid membership starts at \$120 USD/year or \$12.99 USD/month.
- [Adobe Spark](#) is a professional design tool for graphics, collages, flyers, videos and animations. Paid membership starts at \$99 USD/year or \$9.99 USD/month.



- [Visme](#) offers a similar range of tools as Canva, but with added tutorials, webinars, and courses on graphic design. Visme also offers brand management for organizations, ranging from nonprofits to marketers to enterprises. Paid membership starts at \$15 USD/month, billed annually.
- [FotoJet](#) is built for those with little to no experience in graphic design. It offers fewer features than the other options, but is also less expensive for pro features. Paid membership starts at \$39.99 USD/year or \$3.33/month.

### UHC Day Templates

From branded masks to umbrella pins and stickers, you can find a number of design templates for UHC Day branded goods in our [design toolkit](#). The toolkit will be updated with content around this year's theme as we approach UHC Day 2022. We advise using locally sourced vendors to minimize production and shipping costs for merchandise.

## IV. Talking the Talk: The Language of Mobilization

Remember, **mobilizing resources is also an advocacy project as well!** You will likely find yourself having to interface with and even solicit funding from those who are somewhat unfamiliar with the concept of universal health coverage.

**Sharing your personal and organizational experiences**, and tying those - often issue-specific examples - to the larger notion of health systems and health coverage is critical to making people understand what's at stake.

### Leverage CSEM and UHC Day Toolkits

The **CSEM Advocacy Toolkit** outlines [four key advocacy messages](#), developed by and for civil society, which help situate civil society in the UHC movement and explain what needs to be done to hold governments accountable for their UHC commitments. These should be adapted to your specific context - the toolkit also provides a [message development template](#) for you to help incorporate these types of messages into your ongoing advocacy work. Be sure to also utilize the resources in the [UHC Day digital toolkit](#) for specific message inspiration relevant to this



year's UHC Day theme.

**Regardless of your audience, a clear and compelling message is key to success.** The following elements are typically needed for a successful UHC Day mobilization effort:

- Details about what your planned project/activity is, including where and when
- Compelling story explaining the need for the project/activity and its potential impact in your community
- A brief explanation about UHC Day and the project/activity's link to the day
- A specific and quantifiable request for financial/needed support
- A date by which you need their support
- Instructions on how to provide that support to your organization
- Any relevant links/organization URLs that can provide further context
- Contact details for questions

These details **should be consolidated in one place, ideally on your own website or crowdfunding website**, and a concise summary of them can also be included in direct outreach emails/letters to potential supporters. Additionally, depending on the type of audience you are engaging, you will need to tailor your messaging accordingly:

### The General or Informed Public

For campaigns targeting the general or informed public, you will likely need to make your message as simple as possible. Guiding potential supporters to your website or campaign page can take the form of concise and attention-grabbing social media and email outreach.

In contrast to formal grant applications and government appeals, campaigns targeting your community or the general public also allow you to leverage more emotion-driven content that encourages people to sympathize with your cause and/or understand how it might impact their daily lives.

#### Example Tweet #1

*On this #UHCDay, the message is clear: Everyone, everywhere has a right to quality*



*health services without fear of financial hardship or discrimination. Help us reach this goal here: [+YOUR WEBSITE LINK]*

### **Example Tweet #2**

*Your job should not determine your access to health care. #HealthForAll includes people in the informal sector – such as freelancers, artists, day laborers, vendors & migrant workers. We must include them in health decision-making and #LeaveNoOneBehind.*

## **Decision-Makers / Governments**

For campaigns targeting decision-makers and/or local or national governments, tying your specific cause to UHC and community/country progress, development and prestige will be critical.

Consider this example language from the [WHO fact sheet](#) on UHC:

*“Achieving UHC is one of the targets the nations of the world set when adopting the Sustainable Development Goals (SDGs) in 2015. Countries reaffirmed this commitment at the United Nations General Assembly High Level Meeting on UHC in 2019. Countries that progress towards UHC will make progress towards the other health-related targets, and towards the other goals. Good health allows children to learn and adults to earn, helps people escape from poverty, and provides the basis for long-term economic development.”*

### **Example Message #1**

*At least half of the world’s population lacks access to essential health services. If everyone could get the promotive, preventative, curative, rehabilitative and palliative services they needed, the story of the COVID-19 pandemic would be very different.*



### Example Message #2

*In 2019, world leaders passed the Political Declaration on UHC. COVID-19 has provided an impetus to prioritize prevention and public health measures for UHC at all levels and to ensure robust and collaborative global health architecture. In 2023, leaders will again gather at the UN for a High-Level Meeting. Now is the time to remind leaders of their promises to achieving Health for All by 2030.*

### Donors

If you are planning to reach out to donors, either via targeted grant applications or email outreach, leaning into the economic rationale and highlighting the high return on investment that health for all produces, as well as the tangible impacts your project/activity will have in your community will be critical.

Leveraging reliable data and statistics will help strengthen your case - consider using the WHO's [Global Health Observatory](#) for country-level stats on everything from immunization and tobacco control to maternal and reproductive health, universal health coverage and more.

Take for instance, this message from the [Health for All story page](#) powered by The Rockefeller Foundation:



HEALTH FOR ALL



**If you're someone who thinks that universal health coverage sounds too expensive, you would not be alone.**

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Yet decades of experience in rich and poor countries alike have shown the very opposite. **Investing more and more strategically in health, especially in the poorest and most marginalized communities, pays for itself many times over.**

It is when the system fails to reach everyone that we really pay the price—lives and livelihoods lost, and with them, the chance at greater prosperity and security for all.

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- Idea
- Roots
- Impact**
- Future
- Credits



It turns out that crises, whether man-made or natural, tend to offer countries an unexpected silver lining—a **chance to enact transformative positive change.**

Universal health coverage is a powerful driver of economic growth because it is not just about keeping people healthy. It is about breaking the cycle of poverty and illness that makes it impossible for entire families and communities to advance their prosperity and well-being from one generation to the next.

How does it work? **By delivering health care based on need, not ability to pay.** By putting the poorest and most marginalized communities first, not last. By ensuring no one has to sacrifice food, shelter or their savings just to stay healthy and alive.

**“One dollar, invested in health today, is projected to return benefits between ten to twenty times the initial investment by 2035.”**

## V. Assessing and Communicating Impact

### Tracking Progress & Measuring Impact

Tracking your campaign’s progress can take several forms and will depend on the type of advocacy campaign you and/or your organization choose to implement.

For example, if your campaign:

- revolves around digital/social media activation, it can be helpful to track social engagement analytics, such as number of likes/comments, engagement rate.
- takes the form of an in-person event, it may be useful to track how many people RSVP’d to the event and how many people attended.
- involves a petition or message to government leaders, it may be useful to track how many individuals signed the petition or whether your message was received by leaders.

Collecting information on these types of statistics provides your organization with a clear report



on the impact you achieved with your campaign and whether your messaging reached your target audience at the right time and place. Additionally, it allows you to identify gaps and areas of improvement to increase engagement and build comparative progress reports for future years.

Tracking campaign progress also allows you to share with those who participated in your campaign their collective impact, which helps build strong relationships within your network. Additionally, if your campaign relied on donor support, some donors may require a campaign report with information on specific metrics of interest. Sharing the progress and impact of your campaign allows donors to see how their contributions amplified or made your efforts to advocate for UHC possible.

If you don't have access to a donor management database or software, **an Excel spreadsheet is all you need to track your progress and measure impact.** Consider taking free courses in [Everyday Excel](#) use or more advanced [Excel Skills for Business](#) to help manage data, implement financial calculations, and even discover creative ways to visualize your progress.

**Communicating this progress to your community, your social media channels, and your donors** can help generate additional interest in your cause. Consider conveying benchmarks with clear linkages to your planned project or activity (e.g., “We have already raised over half of the money needed to reach our goal - help contribute to the remaining 50% so we can hire the experts needed to help facilitate a workshop on Universal Health Coverage Day, 12 December, to promote HIV prevention tools in our community”).

**Be sure to document your activity and progress,** taking ample photos, videos, and/or notes as appropriate, keeping them compiled in one accessible space to enable more efficient and comprehensive post-activity sharing. If sharing on social media, include the tag #UHCDay in your post and email [campaign@uhcday.org](mailto:campaign@uhcday.org) any additional information/materials to be featured in our 2022 campaign digital gallery wall and 2022 campaign report!

## Thanking Supporters

While tracking is critical for internal organizational purposes, it can also help keep supporters of your organization and donors up to date on how their contributions have manifested into



tangible outcomes. Regardless of where or how people give to or help your organization, acknowledging their support goes long.

- Try to send a brief thank you note soon/immediately after receiving any financial contribution if you can do so.
- Consider sending a direct and individualized follow-up note after implementing your project/activity. **Include photos and a summary of the project's impact. Don't** forget to acknowledge the individual's role in helping make it happen!

## VI. Appendix

### Online Courses

To assist in developing your campaign or framing it around the Sustainable Development Goals, it may be helpful to enroll in an online course. This section will find lessons from [Coursera](#) and [Edx](#) on Sustainable Development and global health more broadly.

Both platforms are comparable in that participants can choose between a free, audited version of a course or a paid version with a certificate of completion and additional support from course instructors. However, Edx courses are only offered in English. Coursera courses are available in English with subtitles, and many courses are taught in one of the six UN languages.

Please note that a comprehensive list of courses around the Sustainable Development Goals is also offered for free from the [SDG Academy](#).

### Sustainable Development

- **Coursera**
  - [The Sustainable Development Goals – A global, transdisciplinary vision for the future](#) by University of Copenhagen (Arabic, French, Portuguese (European), Italian, Vietnamese, German, Russian, English, Spanish)
  - [Effective Engagement of Civil Society in Development](#) by Erasmus University Rotterdam (English)
- **Edx**



- [The UN Sustainable Development Goals: an Interdisciplinary Academic Introduction](#) by KU Leuven (English)

### Global Health

- **UHC2030 and World Bank Group**
  - [Advocacy for Universal Health Coverage](#) (English) - this e-Learning course on universal health coverage advocacy offers bitesize online modules to learn about the essence of UHC2030 Advocacy Guide.
- **Coursera**
  - [Essentials of Global Health](#) by Yale University (Arabic, French, Portuguese (European), Italian, Vietnamese, German, Russian, English, Spanish)
- **EdX**
  - [Improving Global Health: Focusing on Quality and Safety](#) by Harvard University (English)

### A more comprehensive list of courses:

- **Coursera:**
  - [Urbanisation and Health: Promoting Sustainable Solutions](#) by University of Copenhagen (English, Portuguese (European), Spanish)
  - [Impact Measurement & Management for the SDGs](#) by Duke University (English)
  - [The Sustainable Development Goals – A global, transdisciplinary vision for the future](#) by University of Copenhagen (Arabic, French, Portuguese (European), Italian, Vietnamese, German, Russian, English, Spanish)
  - [Beyond the Sustainable Development Goals \(SDGs\): Addressing Sustainability and Development](#) by University of Michigan (Arabic, French, Portuguese (European), Italian, Vietnamese, German, Russian, English, Spanish)
  - [Driving business towards the Sustainable Development Goals](#) by Erasmus University Rotterdam (Arabic, French, Portuguese (European), Italian, Vietnamese, German, Russian, English, Spanish)
  - [Effective Engagement of Civil Society in Development](#) by Erasmus University Rotterdam (English)
  - [Global Health Security, Solidarity and Sustainability through the International Health Regulations](#) by Université de Genève (French, Portuguese (European), Russian, English, Spanish)



- [Management of International Development: Towards Agenda 2030](#) by Bocconi University and SDA Bocconi School of Management (English)
- [少年福利與權利 \(Welfare and Rights of Youth\)](#) by National Taiwan University (Chinese (Traditional), English)
- [Training and Learning Programs for Volunteer Community Health Workers](#) by Johns Hopkins University (French, Portuguese (European), Russian, English, Spanish)
- [Confronting Gender Based Violence: Global Lessons for Healthcare Workers](#) by Johns Hopkins University (French, Portuguese (European), Russian, English, Spanish)
- [Social Policy for Social Services & Health Practitioners Specialization](#) by Columbia University (English)
- [Fundraising and Development Foundations](#) by University of California, Davis (Arabic, French, Portuguese (European), Italian, Vietnamese, German, Russian, English, Spanish)
- **Edx**
  - [Globalisation and Sustainable Development](#) by Curtin University (English)
  - [Global Health: Ebola, COVID, and Beyond](#) by University of Maryland, Global Campus (English)
  - [Strengthening Community Health Worker Programs](#) by Harvard University (English)
  - [The Practitioner's Guide to Global Health](#) by Boston University (English)
  - [Healthcare Organization and Delivery Models](#) by Doane University (English)
  - [Fondements du rétablissement](#) by Université de Montréal (Français)
  - [Project Management for Development](#) by Banco Interamericano de Desarrollo (English)
  - [SDG: Moving Towards Sustainable Work](#) by Universidad Carlos III de Madrid (English)