**Building a Unified Front for Reproductive Health**
A Closer Look at Raising Leaders, Raising Millions

**Raising Leaders, Raising Millions** was an initiative focused on shifting the conversation about reproductive health and justice issues. Around the world, women’s access to reproductive health continues to be shaped by misinformation, lack of funding, and lack of access to essential services. Through new messaging and stronger donor engagement, participants invested in their communities to address those problems... while also creating tools and practices for other communities to use.

**The Results**

- **$1.1 Million**
  Over $1.1 Million Raised
- **$120 Thousand**
  Given by millennial donors, strengthening the future of the movement.
- **59%**
  Average increase in giving by existing donors – more than twice what participants had projected at the initiative’s start.
- **625**
  Donors engaged – including over 200 new donors.

**Webinars**
- Making Use of Media
- Messaging Power: How to Build Your Elevator Speech
- Orientation to “Put the Power in Her Hands” Toolkit
- Attracting Young Donors

**Put the Power in Her Hands**
A messaging toolkit for organizations working on reproductive health, rights, and justice – plus a special version for Africa. Grounded in donor research from the United States, Africa, and Europe.

**Donor Retreats**
- Investing in Women: New Models for Giving, Impact & Collaboration
- Advancing Change in Reproductive Health: A Retreat for Philanthropic Changemakers
- Advancing Sexual Rights and Reproductive Health

**Download the toolkit and request presentation materials at WomensFundingNetwork.org/RLRM.**

*The mission of Women’s Funding Network is to accelerate investments in women’s foundations to achieve gender equity. Raising Leaders, Raising Millions was created with support from the David and Lucile Packard Foundation.*