

CAMPAIGN 2: SAVING LIVES THROUGH SMS

February 6-March 2



THE CHALLENGE:

In the developing world, cell phones are used for more than just playing Words with Friends and texting during class. They can save lives. Cell phones help patients and health workers connect to clinics for emergency care, medicine, maternal care and much more.

For this challenge, we're partnering with Hope Phones, an organization that collects old cell phones to refurbish and give to health care workers on the ground – in this case in Kenya. Donated phones will help coordinate antenatal care (ANC) and ensure safe deliveries in Coastal Kenya. So this month, collect as many donated cell phones as you can – and let's try and hit our goal of 35,000 phones!



ONE (OR TWO) BRIGHT IDEAS:

- **Send us an email** to register your campus for this challenge, and make sure to include your mailing address on campus so we can send a kit of donation/shipping boxes, posters, and ONE gear. (Tip: Give yourself a head start and request the kit well before February 6th!). We'll create shipping labels with a unique code for your campus so you can track your donations – all your shipping labels will be pre-paid, and you can ship up to 50 phones per package!
- Set up donation boxes in well-trafficked areas on campus or host a big collection event. Ask your IT department, local businesses and wireless carriers for their support.
- Your friends and family can mail in phones, too! Just send them a copy of your unique code and their donation will count toward your campus' total!
- Don't forget to ask students to use their current cell phone to make a call to their member of Congress and let them know just how important maternal health programs are in the developing world. Download our [maternal & child health programs one-pager](#) to find helpful talking points.
- Remind them to [download the ONE App](#) (on a phone that they're keeping) to stay connected!

Remember to [report your actions](#) - you'll receive 15 points per call and 10 points for every phone you collect!

THE PRIZE:

The winning campus will be determined by the total number of phones collected, the total number of calls placed to Congress, and the effectiveness of the maternal and child health campaign. They'll receive a 500 point first-place bonus & a free screening of the documentary *No Woman, No Cry*. But that's not all.

Christy Turlington Burns, founder of [Every Mother Counts](#) and international fashion model, will also give the winning campus a call via Skype. She'll thank the winners personally for their hard work, and spend some time talking about how to get more involved in the fight for maternal health. What's more—she'll even give that school's member of Congress a call to let them know just how incredible their campus' contribution to maternal health was this month!

If you have any questions, feel free to [contact us](#) or visit www.one.org/campus.