

FOR INTERNAL USE ONLY

***Nothing But Nets* Message Platform**

[**www.NothingButNets.net**](http://www.NothingButNets.net)

**Elevator Pitch**

*Nothing But Nets* is the world’s largest grassroots campaign to save lives by fighting malaria, a disease which claims the life of a child every two minutes. *Nothing But Nets* brings together its UN partners, advocates, and organizations, to raise awareness, funds, and voices to protect vulnerable families from malaria. Together from students to superstars to CEOs, we can be the generation to defeat malaria for good.

**Top Messaging**

* Every two minutes, a child dies from malaria, a disease caused by a single mosquito bite.
	+ Malaria is preventable and treatable with a life-saving, insecticide-treated bed net.
	+ Refugees, pregnant women, and children are most vulnerable to malaria.
* It only costs $10 to purchase and deliver a life-saving bed net, educate the recipient on its proper use, and provide additional comprehensive malaria prevention, treatment, and advocacy programs.
	+ Bed nets are a simple, cost-effective solution to keep families safe from malaria.
	+ They create a physical barrier against malaria-carrying mosquitoes, and the insecticide woven in kills the mosquitoes so that they cannot continue to transmit the disease.
	+ Nearly 90 percent of people with access to a bed net use it.
* Inspired by sports columnist Rick Reilly, hundreds of thousands of people have joined the campaign that was created by the United Nations Foundation in 2006.
* *Nothing But Nets* has raised over $60 million to help deliver ten million bed nets to families in need, along with other diagnostics, treatment, and innovative solutions.
* In addition to raising funds for our UN partners, we raise awareness and voices to advocate for crucial malaria funding for the U.S. President’s Malaria Initiative and The Global Fund to Fight AIDS, Tuberculosis and Malaria.
* *Nothing But Nets* collaborates with its UN partners, WHO and PAHO, as well as several crucial malaria investment initiatives to work toward malaria elimination in the Americas.
* Together with malaria partners, organizations, and advocates around the world, our work is making an impact.
	+ An estimated 6.8 million lives have been saved since 2000, primarily of children under five in sub-Saharan Africa.
	+ We’ve cut deaths from malaria by 69% among children under five in sub-Saharan Africa.
	+ By 2015, about 53% of the population in sub-Saharan Africa was sleeping under bed nets, up from less than 2% in 2000.
	+ The WHO estimates that bed nets accounted for 68% of the malaria cases prevented since 2001.
* Anyone—from students to superstars to CEOs—can join the fight against malaria. Go to **www.NothingButNets.net** to learn more.

**“P.L.E.D.G.E. to Protect”**

Long form: **The *Nothing But Nets* P.L.E.D.G.E. to Protect Vulnerable Families from Malaria**

Short form: **P.L.E.D.G.E. to Protect**

* Children, refugees, and other vulnerable people have faced unspeakable odds. After all they’ve endured and survived, they should have to worry about dying from a mosquito bite. We are committed to protecting them so they can rebuild, be healthy, and thrive.
* Every two minutes, a child dies from malaria. Malaria is a threat to refugees across sub-Saharan Africa and to families living in hard to reach regions of the Americas.
* Our P.L.E.D.G.E. to Protect vulnerable families reflects our ongoing commitment to achieve the United Nations-led global development goals and to support the concerted worldwide efforts to end malaria in this generation.
* Through the P.L.E.D.G.E., we:
	+ P- Procure and distribute nets to protect vulnerable families from malaria.
	+ L- Leverage the UN and other partners to help those most in need.
	+ E- Engage our advocates and policymakers working to secure critical U.S. funding.
	+ D- Deliver diagnostics, treatment, innovative tools, and education to health workers.
	+ G- Grow our base of champions, partners, and donors to fight malaria.
	+ E- End malaria for good!
* *Nothing But Nets* supports the critical work and funding for the Global Fund to Fight AIDS, Tuberculosis and Malaria and the President’s Malaria Initiative, and as a complement to their work, will help fill the gap in coverage among refugees and families displaced by conflict to ensure they’re not forgotten.
* *Nothing But Nets* collaborates with its UN partners, WHO and PAHO, as well as several crucial malaria investment initiatives to protect hard-to-reach families and work toward malaria elimination in the Americas.
* All of these efforts are saving lives; in the last decade, malaria deaths worldwide have declined by more than half.
* Anyone—from students to superstars to CEOs—can have an impact. Join *Nothing But Nets* and P.L.E.D.G.E. to Protect vulnerable families from malaria.

**Release Boilerplate**

Nothing But Nets is the world’s largest grassroots campaign to save lives by preventing malaria, a disease which claims the life of a child every two minutes. Inspired by sports columnist Rick Reilly, hundreds of thousands of people have joined the campaign that was created by the United Nations Foundation in 2006. *Nothing But Nets* has raised over $60 million to help deliver ten million bed nets to families in need, along with other crucial malaria interventions. In addition to raising funds for its UN partners, *Nothing But Nets* raises awareness and voices to advocate for critical malaria funding for the U.S. President’s Malaria Initiative and The Global Fund to Fight AIDS, Tuberculosis and Malaria. It only costs $10 to help save lives from this deadly disease. Visit [**www.NothingButNets.net**](http://www.NothingButNets.net) to defeat malaria.

**Sample Soundbites**

* No child should die from a mosquito bite.
* You don’t have to personally deliver a net to save a life.
* What you spend on coffee today could help save a life.
* Anyone from students to superstars to CEOs can save a life.
* We can end malaria in our generation.