



## **Fundraising Mini-Kit**

### **Why Is It Important To Fundraise?**

Let's face it; money makes the world go round – even the non profit world.

Fundraising is a really important part to working on a social justice campaign or taking action on an issue. Raising money gives you the opportunity to expand your resources in order to promote your cause, increase visibility and awareness about the issue, recruit members, host events, buy materials, and pay for accommodations when traveling.

Fundraising is an important skill to develop for the purpose of your activism as well as for your personal and professional development. It will teach you how to do outreach and network with different kinds of people, how to build key relationships on campus and in the community, how to set specific goals and outcomes, and how to advocate for an issue you really care about.

### **Why Is It Important to Fundraise for the Gloria Steinem Membership Conference?**

It is crucial to fundraise to attend the Membership Conference in order for you to expand your organizing skills, identify the issues that matter the most to you in your regions, build the strategy necessary to win and to ensure a youth voice is represented across movements and across issues; not to mention to strengthen your chapter and increase the impact you have on campus.

We're asking that you fundraise \$100 each to help us with overall costs. That money will go towards your travel, lodging, food, transportation and a ticket to the Generation to Generation Celebration!

Fundraising comes in handy whether you want to pursue a career in activism, in the non-profit sector, in the business and corporate world, or in politics. So, start developing those skills now!

### **Possible fundraisers you can do on campus and in your community:**

**\*\*Don't forget, when planning fundraisers, think about how you can connect them to the campaigns you are doing. For example, if you are hosting a house party, talk about your campaign and get them to sign a petition!\*\***

- Talk to friends and family members: You should tap into your personal networks by reaching out with a letter, phone call, or an in-person meeting explaining the campaign you're working on and how they can help you meet your goals; since they already have a personal connection to you, they will most likely be willing to help

- House party: Invite friends and family over to watch a film exploring social justice issues or to have dinner and discussion and ask for a suggested donation as the entry fee (you could turn it into a potluck so you don't have to spend money on food!)
- Bake sale: You can add your progressive twist on this classic by writing special messages on your baked goods and passing out flyers
- Auction or Raffle: Ask local businesses to donate gift certificates or merchandise for free—it's great publicity for them and it helps your cause!
- Restaurant dinner party/Happy Hour: Ask local restaurants/cafes if you can host a gathering where they will donate a portion of proceeds from the food and beverages to your cause
- Benefit concert: Ask local bands in the area to perform for free and use money from the ticket sales for your cause—the bands might even give you a portion of their proceeds from merchandise sales
- Special Workshop/Class: Utilize your friends' talents by offering a workshop teaching a cool skill (i.e. yoga, knitting, cooking, fixing bikes, public speaking, etc.) and ask for a suggested donation as the entry fee
- Reach out to local organizations, school departments, and student government to sponsor your trip. (Some chapters are using some of their student org funds to send people because the year's almost out and those funds won't roll over to the fall semester.)
- Create a cause on Facebook!

*Make sure to write down contact info for the people who attend your fundraisers, so that you can follow up with them and invite them to join a meeting or event. You can use a follow-up call or e-mail to thank them again for their donation, to inform them about how they can get involved in your chapter and how they can continue to stay involved!*

### **Writing a sponsorship letter to family and friends**

Just because family and friends know you, that doesn't mean they are obligated to support your development as an activist, organizer and leader. You need to tell them why you're going to the Membership Conference and what you hope to accomplish. An organized letter that shows your family you are serious will make them more likely to support you.

- Make your family and friends letter as personal as possible. Include a personal greeting, such as "Dear Aunt Jane and Uncle Joe."
- Tell them about the Membership Conference, your goals, and why you need their support.
- If you're a graduating senior, ask that each family member make a donation to your journey in lieu of a material gift.
- In return for their donation, promise to organize a thank-you dinner once you return to share stories and photos

**SAMPLE LETTER:** (from the United States Social Forum)

**DATE**

Dear **Aunt Nancy**,

This summer, I will join Choice USA and pro-choice college students from around the nation in Atlanta for the US Social Forum.

I am currently asking my family and friends for financial sponsorship to help me with travel costs, food, and lodging for the conference, which will take place from June 28-July 1, 2007. I hope I can count on your support. In case you haven't heard of the United States Social Forum, **I have enclosed a description of the program.** You can also find information online at [www.ussf2007.org/](http://www.ussf2007.org/)

As a participant in the US Social Forum, I have an opportunity to increase my understanding of national and international political issues and allow me to participate in workshops, trainings, and other events. Such knowledge will help me become a better citizen and a more informed and connected social justice advocate.

My travel costs are \$300.00, which includes meals, transportation, and accommodations. I am asking **[number]** people to donate **[\$amount]** to help me reach my goal. Is it possible for you to assist me by making a contribution? I plan to share my experience with friends and family when I return by **[organizing a dinner, hosting a discussion, etc.]**

My travel costs must be collected by **[date]**. Tax deductible donations may be made payable to Choice USA and sent in the enclosed, self-addressed envelope. Your generous contribution would enable me to share in this wonderful opportunity. Thank you in advance for your gracious consideration and support.

Sincerely yours,

**YOUR NAME**