



The Community Fundraiser's Toolkit

Helpful tips and samples to build your personal
online fundraising campaign



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INTRODUCTION

Thank you for choosing to start your own personal fundraising campaign for A Woman's Place (AWP), the only domestic violence organization in Bucks County, Pennsylvania. FirstGiving.com makes setting up your own fundraising page extremely easy, and the purpose of this toolkit is to make it even easier!

In this toolkit you will find sample emails, thank you text, a social media posts to help promote your campaign. You will also find "Fast Facts" about AWP, and a list of suggestions to help maximize your fundraising efforts.

If you have difficulty with anything, or have any questions or concerns, please do not hesitate to contact me at 215.343.9241 x108 or by email at jsalisbury@awomansplace.org.

On behalf of AWP, we are so thrilled to have you participating in our #GivingTuesdayBucks initiatives. #GivingTuesday is a great way to open up the giving season and AWP is proud to be part of this national and local movement.

Thank you again!

Jenny Salisbury
Director of Public Advocacy



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SAMPLE MATERIALS

In this section you will find sample text for everything from your personal fundraising site and fundraising emails, to social media posts to help promote your campaign. Please feel free to use any of the text included, but remember to add your own personal twist to it. If your friends and family know why YOU are supporting AWP, they will be more apt to support the organization as well!

SAMPLE PERSONAL FUNDRAISING SITE CONTENT

Thank you for visiting my fundraising page! #GivingTuesday, a national day of charitable giving, is coming up on December 3rd! In honor of the spirit of giving I am raising money to support A Woman's Place (AWP), the only domestic violence organization in Bucks County, Pennsylvania, which is where I live.

According to the Center for Disease Control (CDC), 1 in 3 women will experience domestic violence in her lifetime. If you consider that Bucks County has over 600,000 residents and approximately 50% of them are women - that translates to 100,000 women in my own county who will experience domestic violence at some point.

This is unacceptable. I believe that everyone should feel safe within the walls of their own home, which is why I have decided to raise \$500 between now and December 3 to help AWP continue to provide services such as a 24-hour hotline, counseling, legal advocacy, and emergency shelter to victims of domestic violence and their children. They also provide prevention education to school-aged children and outreach to the community. The greatest part about it - all of their programs and services are 100% FREE!

I can't do this without YOUR HELP! Please join me in giving the gift of safety this holiday season by making a donation to my campaign. It's as easy as clicking on the button! Let's show the world that we give as good as we get!

Donating through this website is simple, fast and totally secure. It is also the most efficient way to support my fundraising efforts.

Many thanks for your support -- and don't forget to forward this to anyone who you think might want to donate too!

-[YOUR NAME]



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SAMPLE FUNDRAISING EMAIL

Dearest Friends,

According to the Center for Disease Control (CDC), 1 in 3 women will experience domestic violence in her lifetime. If you consider that Bucks County has over 600,000 residents and approximately 50% of them are women - that translates to 100,000 women in my own county who will experience domestic violence at some point.

This is unacceptable. I believe everyone has the right to feel safe in their own home, which is why **I have decided to raise \$[INSERT FUNDRAISING GOAL] for [A Woman's Place \(AWP\)](#) by December 3rd** – and **I need your help [LINK THIS TO YOUR FUNDRAISING PAGE]!**

AWP provides free, private, and confidential support and services to victims of domestic violence and their children, including a 24-hour hotline, counseling, legal advocacy, and emergency shelter. They also provide prevention education to school-aged children and outreach to the community.

Why December 3rd? It's #GivingTuesday – a national day of charitable giving!

Join me this holiday season and show our community what the spirit of giving really is. Please visit my **personal fundraising page [LINK THIS TO YOUR FUNDRAISING PAGE]** and make a secure donation. **YOU can make Bucks County a safer place to live and work.**

Fondly,

[YOUR NAME]

SAMPLE THANK YOU LANGUAGE

THANK YOU for supporting me in my goal to raise \$[INSERT FUNDRAISING GOAL] by December 3rd, 2013 to benefit A Woman's Place (AWP), the only domestic violence organization in Bucks County, Pa. Below, you will find all of the tax information you will need.

Again, thank you so much for your support and for giving the gift of safety this holiday season! It means so much to me and to AWP!

-[YOUR NAME]



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SAMPLE UPDATE EMAIL

Friends,

Thanks to everyone who has supported me so far in raising \$[INSERT FUNDRAISING GOAL] by December 3, 2013 for A Woman's Place (AWP), the only domestic violence organization in Bucks County, Pa. To date, I have raised \$[TOTAL RAISED TO DATE], which means I only need \$[AMOUNT NEEDED TO REACH GOAL] to reach my goal.

To those who have donated already - thank you so much! I wouldn't be this close to my goal without you! To those who haven't donated yet, will you please join me in giving the gift of safety this holiday season by helping me reach my goal?

Let's show everyone that we give as good as we get!

Thank you!

Sincerely,

[YOUR NAME]

SAMPLE REMINDER EMAIL

Friends,

There are only [NUMBER OF DAYS BEFORE DECEMBER 3] until my fundraising campaign ends and I still need to raise \$[AMOUNT NEEDED TO REACH GOAL] to meet my goal of \$[FUNDRAISING GOAL].

Won't you please help me kick-off the giving season by giving the gift of safety to the residents of Bucks County? It's as easy as going to my personal fundraising page [Link to your fundraising page] and making a safe and secure donation.

Thank you!

Sincerely,

[YOUR NAME]



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SAMPLE FACEBOOK POSTS

- Hey Facebook Friends! I'm participating in #GivingTuesdayBucks by trying to raise \$[FUNDRAISING GOAL] for @A Woman's Place by December 3rd! Please help me reach my goal. #AWPbucks
- #GivingTuesdayBucks is coming December 3rd! Please help me meet my goal of raising \$[FUNDRAISING GOAL] for @A Woman's Place, the only domestic violence organization in Bucks County. #AWPbucks
- Help me show that my friends and family give as good as they get! Donate to my personal fundraising campaign to benefit @A Woman's Place, the only domestic violence organization in Bucks County, Pa. #GivingTuesdayBucks #AWPbucks
- Help me give the gift of safety this holiday season. Donate to my personal fundraiser benefiting @A Woman's Place, the only domestic violence organization in Bucks County, Pa. #GivingTuesdayBucks #AWPbucks
- Celebrate the giving spirit by supporting me in my personal fundraiser to benefit @A Woman's Place, the only domestic violence organization in Bucks County, Pa. #GivingTuesdayBucks #AWPbucks
- "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." – Margaret Mead...Let's change the world. Support my fundraising campaign that benefits @A Woman's Place, the only domestic violence organization in Bucks County, Pa. #GivingTuesdayBucks #AWPbucks



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A Woman's Place (AWP) Fast Facts

Program Stats

Counseling Program

During the 2012-2013 Fiscal Year:

- 2,978 Hotline calls were answered
- 32 adults and 23 children sheltered – 1,485 adult and child shelter nights
- 2,138 adult recipients of services
- 50 child recipients of services
- 7,749 hours of individual and group counseling

Legal Program

During the 2012-2013 Fiscal Year:

- 525 individuals received services from AWP's Legal Advocacy program
- 176 individuals received assistance filing for a Protection from Abuse (PFA) Order
- 2,007 hours of court accompaniment provided in civil and criminal court

Education & Training Program

During the 2012-2013 Fiscal Year:

- 112 community programs delivered to 1,443 community members
- 197 school-based programs delivered to 6,467 students
- 78 medical programs delivered to 1,307 medical professionals
- 50 tabling events reaching 6,602 individuals
- 74 volunteers (teen and adult) trained

Program Efficiency

During the 2011-2012 Fiscal Year, total expenses for A Woman's Place (AWP) were \$2,471,423. Of these expenses, \$1,957,241 (79%) was used to fund programs and services. \$369,710 (15%) supported fundraising initiatives and AWP's thrift store. \$144,472 (6%) supported management and other general operating expenses.

Fundraising Efficiency

For every \$1 spent on fundraising, A Woman's Place (AWP) is able to generate \$6.23 in revenue during the 2011-2012 Fiscal Year. AWP has a higher return on investment than the industry standard, which is revenue of \$5 for every \$1 spent on fundraising.

How Your Donation Can Make a Difference

- \$20 – 1 hour of school-based prevention education for elementary, middle, or high school students
- \$50 – 2 hours of domestic violence training and education for healthcare professionals or community members
- \$75 – 30 minutes of assistance in filing a Protection from Abuse Order (PFA) for a victim of domestic violence
- \$100 – 1 hour of legal representation for a victim of domestic violence
- \$150 – 1 week of Peace Works Camp, a summer camp for kids to learn about healthy relationships and positive self-image
- \$250 – 1 night in shelter for a family and safety planning.
- \$500 – Court accompaniment for 3 victims of domestic violence, so they have a support person by their side
- \$1,000 – 1 week of safe housing for a family in AWP's Emergency Shelter.



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YOU CAN RAISE \$1,000 IN A MONTH TO CREATE A SAFER BUCKS COUNTY!

TIPS TO REACH HIGHER PERSONAL FUNDRAISING GOALS

1. **Try!** Asking for a donation is easier than you think. Worst-case scenario is someone says no...but you will be pleasantly surprised at how many say YES!
2. **Ask everyone.** Email everyone in your address books, both work and personal. When you create your personal fundraising page through FirstGiving.com, it's easy to ask for donations from friends, family and coworkers. Don't forget to ask your Facebook friends to support you – you can link to your personal fundraising page and tell your story about why you support AWP.
3. **Remember why you are fundraising.** You aren't asking people to give *you* money! You're asking for a *cause that's important to you*. Inspire someone to give based on your passion and desire to make Bucks County a safer place to live and work. Give people the chance to share in your passion, and support you, by asking them to make a donation.
4. **Ask for more than just \$5 or \$10.** If you ask small, you get small. If you ask for more, you may not get it – but you might get a big donation! People give what they can, no matter how high your request. Don't make assumptions about how much people can donate or if they'll donate at all. Let them choose.
5. **Ask at least one person to give BIG.** Do you know someone who could give at least \$100? Send a personal email saying that you know he/she has a generous heart and that in the spirit of the giving season, would he/she consider giving as much as he/she can -- especially for a cause you believe so strongly in.
6. **Set a big goal.** Set a goal that shows people you're serious about making a difference. Make your goal *more* than the amount you personally plan to donate. Ask people to match – or double – your personal donation to give them an incentive to help you reach your goal. Also, if you meet your target (and have plenty of time before December 3), why not increase your goal? There's no harm in aiming higher -- and it sends the message that this cause is really important to you.
7. **Follow up.** If you want to raise \$1000 in less than a month, you need to follow up with those you asked *before* the month is over. Remind them that your goal is to raise \$1000 by December 3. This gives your request a sense of urgency, which your donors won't feel if there is no deadline and the event seems too far off in the distance.
8. **Have FUN!** Be creative, include your friends and family, and be proud – you are doing something really cool and making a huge difference for your own community members!