

ActionAid USA

Toolkit for Supporter Fundraising



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ActionAid is a global movement of people working together to drive social change towards a more just, equitable and sustainable world.

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The Toolkit

ActionAid's impact lies in its mission to support local action and community leaders. We believe that power comes from the people. Following this belief, ActionAid aims to provide the tools necessary so that all people (including you!) can achieve the changes they want to see in their communities and in the world. By organizing and hosting an ActionAid fundraising event, you will not only multiply support for ActionAid, but become an active member of the ActionAid team!

This peer-to-peer (p2p) fundraising toolkit is for ActionAid supporters and social justice activists who are ready to take the next step from supporter to change-maker. We hope that this toolkit serves as a helpful resource to you as you transform your impact and begin to create your own ActionAid campaign.

While we encourage you to utilize this toolkit to develop your own independent fundraising event, we are always here to help you along the way. Please [reach out to us](#) if you have any questions about planning your event!

We thank you for your support of ActionAid! We are so grateful that you are interested in taking the next steps to expand your support, extend ActionAid's network, and help bring awareness to the world's most urgent needs!

How you are supporting **ActionAid**

By becoming an active part of ActionAid's fundraising work through peer-to-peer (p2p) fundraising, you will **promote project funding, increase our action opportunities, and help us to engage with future donors and supporters.**

Holding grassroots, local fundraising events *immensely* increases our visibility and expands our support network – crucial elements to enhancing ActionAid's impact worldwide.

You are supporting ActionAid's growth and long-term sustainability.

Tips for a successful p2p campaign:

- * Many of the most successful p2p campaigns were started by supporters. In 2017 over \$1.45 billion was raised by p2p campaigns. ¹

Trust

Trust is crucial to any type of crowdfunding and is much of the reason why p2p fundraising is so efficient.² You are very familiar with ActionAid values and work, and while your social network may not yet be familiar with us, they trust your commitment to our cause.

Personalized Stories

Compelling stories are the most powerful means to promote action and empathy. Personal stories create a human connection and illustrate the struggles and joys that we all share around the world. Check out our [projects](#) and [other resources](#) for ideas.

All support has impact

Remind your supporters that *all* donations have real-world results – small donations add-up! There is no all or nothing, every donation counts and has a direct benefit to community members. Remind your supporters of this and provide supporters with resources and facts to support your campaign's credibility, supporter trust and issue awareness. If you need any project-specific information or resources, check out our [project reports](#) or [reach out](#) to us.

Don't be afraid to ask, and ask again

It generally takes several prompts before people donate or take action. So, ask your network a couple of times to support your campaign and send event reminders to your invitees.

Gamification and localization

Competitive fundraising challenges can help to drive participation, while connecting your campaign's message to what's happening in your own community at home can help build solidarity.³

Ways to Give

The ways you can support ActionAid are endless. p2p fundraising takes on all shapes and sizes. We encourage you to **get creative**.



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Individual & Community Giving

Fundraising can be individual, among your family and friends, or in any of your other communities – such as your work place, neighborhood, or school. Decide what kind of campaign or event fits in your schedule and with your social network, so you can feel comfortable organizing or hosting your p2p fundraiser.

p2p fundraising

Individuals hold change-making power, and fundraising is about relationships.

You know your reference network the best. Your passion and action are a testimony to our mission and the urgent social justice needs that ActionAid addresses throughout the world.

Over one-third of online donations came from p2p fundraising in 2017.⁵

Individual Fundraiser

Create an online fundraiser

Create a personalized online fundraising page to send to your family and friends. You can customize the text to tell your community why you care about ActionAid's work around the world. [You can create your own fundraising page here.](#) You'll find all the tools and assistance you need to start your own campaign on our website. If you prefer, you can even create an ActionAid fundraising campaign using [Facebook's donation platform](#). There are endless ideas for online giving campaigns, below are some of our favorites.

Birthday Campaigns

Ask your friends and family to become social justice supporters by donating to ActionAid for your birthday. Set a goal amount and ask your friends and family to help you meet it.

*** Over \$300 million were raised by Facebook p2p birthday donation campaigns. ⁵**

*** Online Awareness Raising**

Not ready to start a campaign? You can still support ActionAid's visibility by sharing stories and projects from our social media – [Facebook](#), [Instagram](#), [Twitter](#) – with your followers. By sharing our work, you are raising awareness about critical social and climate issues, and you are letting your network know why these issues matter to you!

Feel free to share an ActionAid story or project that moves you and let your social media friends and followers know that you supported ActionAid by making a donation, and that they can too!

Holiday Campaigns

Don't need another pair of socks from your great-aunt? Share ActionAid's work with your family and ask them to [make a donation](#) instead of a gift.

Legacy and Honor Donations

Honor a special person or remember someone's legacy by creating a donation page for them.

Current Events

Voice your opinion on an issue and provide a way to take action! Current events and international affairs can provide the perfect entry point to post a link to a related ActionAid project and start a campaign.

Fundraising with Family & Friends

Celebration and a Cause

Turn a graduation, anniversary, birthday, holiday, wedding, bar/bat mitzvah, Quinceañera, or any celebration or holiday into a fundraiser. Set up a collection basket for guest donations and invite attendees to donate to your cause.

*** Text ACTNOW to 44321 at your event**

Check [out our text-to-give platform](#) and share our text-to-donate code with guests at your event. This way you won't even have to worry about sending the donations to Action Aid. You can also contact us, and we can help you set up your own ActionAid text-to-give campaign to use at your event!

Yard-Sale for a Cause

Throw a yard sale with family, friends, or neighbors, with proceeds going to ActionAid.

Friendly Fundraising Competition

Time for a new family tradition? Start an annual fundraising competition! Include a prize to add to the friendly competition.

Movie Night

Hosting a movie night at home or getting a local venue or restaurant to host is a great way to gather family and friends around an ActionAid issue. Choose a movie containing certain theme, relevant topic, or from a specific country. You could play one of ActionAid's [videos](#) before or after the film to connect your audience with the issue and familiarize them with ActionAid. Depending on the audience and venue, you could charge a small "ticket fee" and ask for voluntary donations at the screening.

Friendly Fundraising Competition

Time for a new family tradition? Start an annual fundraising competition! Include a prize pool to add to the friendly competition.

Political Activism Campaign

Invite your friends or members of a socially-focused organization to get involved with one of our activism campaigns. Check out our current petitions, letters, tweet storms, and more, [here](#).

Food Waste Watch

Your family can track its food waste and fundraise for ActionAid at the same time. Try to weigh any food that you throw away at home. Then, at the end of the month, convert each pound of food thrown away into a donation. For example, donate \$5 for every pound of food wasted. This is a great way to stay conscious of waste and start a conversation on food rights and insecurity.

Sustainable Supply Chain Dinner

At your next friend or family dinner, try to trace back the ingredients in your meal to their source, or have a potluck and encourage everyone to do the same. Let your friends or family know before the event that you invite them to make a donation. At the dinner, give them an introduction to how ActionAid works on food security and land rights and how you can support sustainable farming through consumption choice.

Power of stories

ActionAid team members from around the world have collected remarkable stories from local ActionAid staff, supporters, and community members.

Share a story on social media along with your online campaign to promote a human connection and motivate your network to donate.

By sharing a story, you can show your network how ActionAid works, what we are currently doing, and the real impact it has for communities and individuals.

- * Other dinner ideas:
 - + Host a fundraising dinner focused on any ActionAid priority or project.
 - + Hold weekly dinners with friends - collect an agreed upon amount at each dinner or a portion of the bill and donate it to ActionAid.
 - + Host a dinner that reflects real-world food inequalities where guests' meal types are chosen randomly.
 - + Hold a potluck with everyone sharing their favorite recipes.

Fundraising in Your Community, Work, or School

Community Fair, Picnic or Barbeque

Organize a community gathering with your local sports team, religious or social communities, or classmates. Profits from food sales can be donated to a good cause.

Office Giving Campaign

Creating a fundraiser in your workplace can take on countless forms. Ask your company or boss to award a couple extra paid vacation days to the highest donor, hold a casual Friday and ask everyone participating to donate a few dollars, organize an office lunch and collect donations, or start a Giving Tuesday fundraiser at work.

- * Check with your employer if they will match your giving to ActionAid!

“Sell-a-thon” Fundraiser

Selling a product or food item is probably the most well-known form of p2p fundraising. There are many online fundraising retailers – where you can buy and sell just about anything. Or better yet, contact a local bakery, candy store, or artisan and see if they have a fundraising program, or are interested in starting one with you. Invite your class, community group, or friends and family to fundraise for ActionAid with you. Or, create a competition between coworkers and offer a prize!

* When to hold a campaign?

Really, anytime!

Holidays are very convenient times to host an event or organize a fundraising campaign. You can tailor your event or product to the season or holiday. Holidays are an excuse to have a party and you can easily add a fundraising aspect to your gathering!

Another great time to design a campaign is during awareness months or days, such as International Women's Day on March 8 or World Food Day on October 16.



CREDIT: GEORGINAGOODWIN/ACTIONAID

Plan a Concert

Check with local bands or musicians if they would be willing to donate their time and talent to a good cause. Depending on who you are inviting, you could hold a show at your house, or find a local restaurant or bar that is willing to donate their space to host the event. There are also many ways to involve the venue as well – they could help you to advertise your event, create a special dish or drink around an issue, or donate a portion of food and drink sales during the event to ActionAid.

Sports Tournament

If you are already involved with a sports team, holding a tournament is an easy way to and fundraise. Get in touch with a bowling alley, golf club, or other sports venue to see if they would be interested in donating their venue or a portion of proceeds to ActionAid.

Happy Hour for a Cause

There are many restaurants that offer their space for non-profit fundraising events. The venue may offer a discount for patrons who give to ActionAid or donate a percentage of total sales. You could also hold a gift basket raffle, asking patrons if they would like to purchase tickets while letting them know a bit about ActionAid's work.

* Charge a small cover fee for a karaoke night, local food & drink tasting, DJ, or musician.

Issue-Specific Fundraising

If you're passionate about a certain issue that Action Aid USA works on, your event can highlight a priority and gather much needed support among your family, friends, and community. Here are several of the crucial issue areas that ActionAid USA focuses on:

Climate Change

- + Climate justice
- + Policy and advocacy
- + Awareness raising
- + Adaptation and mitigation
- + Preparedness trainings

Social Justice

- + Rights awareness and protection
- + Shifting power structures
- + Rights-based disaster relief
- + Indigenous and minority rights
- + Immigration rights

Food Security & the Right to Food

- + International activism
- + Local land rights
- + Redistribution of resources
- + Mobilizing local farmers
- + Threats from Farm Bill and Biofuel policy

Women's Rights & Feminist Leadership

- + Gender justice
- + Ending discrimination and violence against women
- + Creating safe spaces and cities
- + Investing in local leaders and change-makers
- + Safety and resources for women and girls affected by conflict and disaster

Previous p2p Events

* Campus Rally

Groups of MBA students organized rallies against patriarchal violence in India at their business schools, asking peers and supporters to donate to ActionAid.

* Artwork Sales Donation

By advertising paintings on Instagram, one supporter let followers know that portions of painting sales would support ActionAid USA by mentioning us at [@actionaidusa](#).

* Good old-fashioned sales fundraiser

A student coalition for Poverty Awareness sold cheesecake and terrariums during their university's academic year, donating profit to ActionAid.

* Make-it-a-fundraiser fundraiser

You can turn pretty much any event, product, game, holiday or community activity into a fundraising opportunity. Fans of an anime series noticed themes of poverty, women's rights, and LGBTQIA+ rights in the series and voted to donate proceeds from their artwork to ActionAid!



Steps for a Successful Event

Deciding on what type of p2p fundraising event works for you is important. While some events will be much simpler to organize than others, here are some tips that are crucial to any fundraising campaign.

Plan & Organize

First, you need to decide what fundraising method works for you.

Make sure to allow enough time to share your event with as many people as possible, get them excited about the cause, and give them time to schedule it into their calendar!

- + Decide what issue and story you want to share!
- + Create a timeline of when things need to get done and logistical needs.
- + Identify your supporters and network, as well as helpers if needed.
- + Set a fundraising goals or challenges.
- + Take some time to familiarize yourself with the issue and ActionAid.

[Contact us](#) if you have any questions or could use some help with resources, pictures, or logos.

Motivate & Promote

The most important aspect for a successful event is to not only to promote, but to **motivate** people.

Once you know the what, when, and where, start promoting your event! Motivate your friends, family, followers, colleagues, and community to be passionate about this issue. The more passionate you are, the more interested your supporters will be.



CREDIT: NOOR ALAM/ACTIONAID

- + Use social media. Maintain updated information on your campaign site and stay active in promoting your event and sharing resources.
- + Make the message personal.
- + Create a comprehensive email list of invitees. If they can't attend, make sure to let them know why the issue is important to you and how they can support your cause.
- + Show your commitment and promote your campaign by making the first donation - additionally, your donation can help to set your supporters' donation levels.

We suggest having some talking points ready for your event. What issues and ActionAid projects are you passionate about? Spend some time getting familiar with the basics of the organization, as event attendees will probably be curious. You can find our mission statement, theory of change and areas of work in our [10 year strategic plan](#).

You can send guests a link to [articles](#) or [videos](#) about ActionAid's work so they can feel familiar with what you are asking them to support. You can also print out ActionAid project stories or our [Strategic Plan Summary](#) to have at your event.

Follow-Up

Be sure to thank your attendees and supporters.

- + Ask them to share their support or attendance on their own social media outlets.
- + You can submit your donation to ActionAid [through your fundraising page, on our website](#), or via check using the form below.
- + Tell us about your event using our [p2p fundraising survey](#). We'd love to hear from you!

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Fundraising Support

We couldn't be happier that you are thinking about hosting an ActionAid event and becoming an active part of our team. We hope you have found this toolkit helpful and are ready to start planning your event! However, if you're feeling a little overwhelmed, or have any questions or concerns, please [reach out to us](#). We are more than willing to answer any questions you may have about ActionAid or planning your event.

We'd love to hear from you about your event! Please, take our quick [event survey](#) or send us an [email](#) after your event and let us know how it went! We'd really appreciate your feedback on how we could improve this toolkit and what future p2p fundraising resources would be helpful to you and other ActionAid activists in the future!

Let's make giving a new social norm, and not forget [all the good we have achieved!](#)





ActionAid Mail-In Donation Form

**Please send a check, not cash.*

Thank you for hosting a fundraiser for ActionAid! You are truly helping create a more just, equitable, and sustainable world. If you have any additional questions or ideas, we'd love to hear from you at donate@actionaid.org

Full Name _____

Group or Business Name _____

Email _____

Help us improve!

Why did you decide to fundraise for ActionAid?

What p2p fundraising method did you use?

What worked well at your event? How could we improve this toolkit?

Would you like to receive email updates from ActionAid? Yes ____ No, thanks ____

Please send this completed form with your donation to:

ActionAid USA
1220 L Street NW, Suite 725
Washington, DC 20005

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