



Fundraising Tool Kit

Thank you for making a difference and joining the movement. Your passion to raise awareness for human trafficking in MS is an action that we admire, and we look forward to collaborating with you. This is a Fundraising Tool Kit that will help equip your fundraiser as you plan and prepare for the kick off.

Set your goals:

Do you have a certain amount of guests or donations that you'd like to reach for this event? It might help to set forth a goal so that you can motivate yourself and also encourage your participants to help you reach that goal. Do you have a desired amount of volunteers who can help make this fundraiser successful? It is encouraging when you have a small group of people who can help you achieve these goals!

This Fundraising Toolkit will help you:

1. Brainstorm ideas and manage your fundraising event
2. Share with your community about a cause that is important to you
3. Raise awareness and join people across the state for the MAGNOLIA MOVEMENT

➤ *“I’ve shown my interest in hosting a fundraiser, but now what? How can I bring life to this event and stay involved?”*

So you have reached out and registered to host a fundraiser. Now what? Sometimes we can have so much passion and excitement to get involved at first, but then we run into a few hiccups and get discouraged when the task might seem impossible to do alone. Do not give up! You do not have to be alone... there might be members in your community just around the corner who would be so excited to partner with you! The only way to find out is to give it a try and make connections. You have nothing to lose. Your event does not have to be large scale. You can start out with something small and build up your experience for next time. Every step counts!

Strategies for asking for donations:

➤ Think about people who would love to support this fundraiser

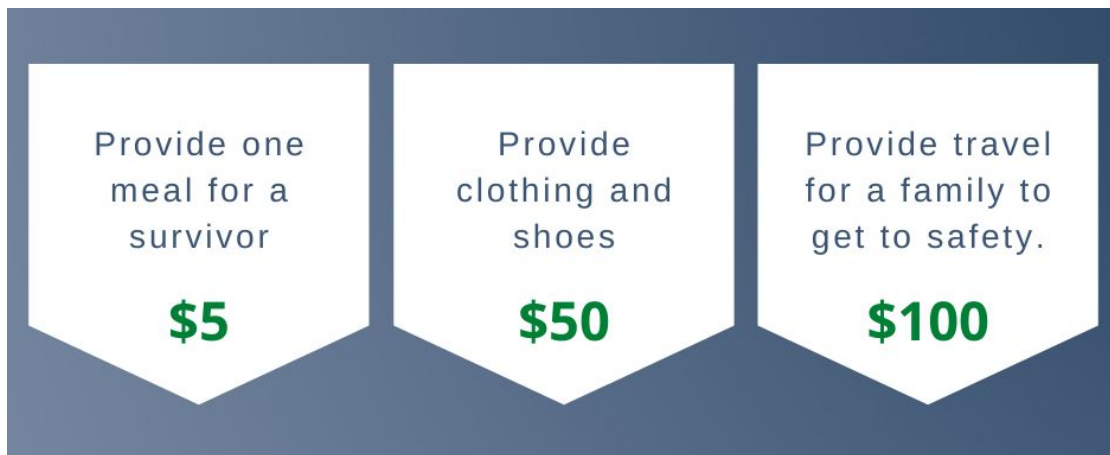
1. Family
2. Friends
3. Coworkers
4. Community groups
5. College departments

➤ You can simply ask using the following techniques:

1. In person
2. On the phone
3. Send a letter
4. Share on social media
5. Create an e-blast or creative email

➤ Divide your goal into sections or “increments” to help see that it can be attainable:

1. Share the fundraiser on social media and make the first donation. If loved ones see that you care about the cause it might encourage them to do the same. Instead of \$0 showing up on your fundraising page, your new donation will show up and people will see that you are committed to the cause.
2. Ask 5 friends to donate \$5 dollars
3. Encourage 10 people on facebook to give \$10
4. Reach out to 10 businesses and ask if they will donate \$25
5. See if your coworkers would like to join, maybe 5 team members can also donate \$5



Ways to Promote Your Event

Promote on Social Media

If you have Facebook, you can create an event or fundraiser using the app. This is also a simple way to keep track of who might be attending when they RSVP or mark themselves as “Interested” or “Attending”. Include simple details about the event and tell people how your event will make a difference.

- Encourage friends and family to promote your event or share your fundraiser.
- Create a hashtag that is related to your event.
- Post CVP graphics provided with this tool kit as well as your own photos of your fundraiser on social media.
- Social media posts you can use:
 - “So excited to announce that we are joining the MAGNOLIA MOVEMENT! We are hosting a fundraiser to support the children and adults that have been effected by human trafficking in the state of MS. All the proceeds from this fundraiser will aid in their journey to restoration, and your involvement will help make a difference!” (attach a flyer to this post that will help promote the details about your event)
 - “Did you know that in 2019, over 200 people were victims of human trafficking in the state of MS? Human trafficking is a terrible act that takes place when somebody does a commercial sex act that is caused by force, fraud, or coercion. We are hoping for the day when there are no more of these statistics here in MS. Please partner with us and join the MAGNOLIA MOVEMENT.” (share flyer)

- You can also tag CVP so we can highlight your event on our social media platforms. Give us a shoutout @msc4vp (Tag us on Instagram, Facebook, or twitter) We would love to see photos!

Create Graphics and Print Flyers

- You can create your own graphics using free sites such as Adobe Spark or Canva to design materials that help communicate what your event is all about. Maybe you know somebody that can help you develop a video that will kick start your event details in a fun and interactive way.
- The graphics you have designed should include the date/location of your fundraiser, and a contact for people to RSVP or send questions.
- Think about how to promote your event in-person (flyers, campus tables, church bulletin, etc.), through email, on social media, or through local publications.
- Ask local sponsors to get involved (small businesses, local coffee shops, banks, boutiques, restaurants).
- Encourage people to attend with food or prizes.

Round Up People Who Are as Passionate as You Are

- Find people who are passionate about getting involved and ask them to be a representative for your event. They can help encourage other people to participate, and connect with their personal contacts about the fundraiser.
- Get other community leaders involved in your event (local news anchor, college professor).
- Collaborate with other community groups to see if they would like to partner with you

The Day of Your Event:

- Designate somebody to be an event coordinator so that everything is going as scheduled
- Designate people to operate different “Stations” of your event
 - o Check in table
 - o Parking
 - o Food and drink table
 - o Announcements
 - o Prizes
 - o Music
- If this is an outdoor event that will last longer than a few hours you will also need a restroom area
- Make sure you have enough seating for your guests
- Try to obtain the contact information of all the attendees so that you can stay connected and send thank you letters for those who have donated

Donation collection and Thank you Letters:

Here is a template that you may use when sending thank you letters. Remember to thank those who made a generous gift for your fundraiser as well as those who participated or gave their time as a volunteer. If a donor would like a tax receipt, you can also include that in a thank you letter format.

Dear _____,

Thank you so much for your donation of \$_____ to The Tower program of the Center for Violence Prevention. Your generous gift will help support the long term care and recovery for survivors of human trafficking. It's because of this generosity that makes it possible to extend the opportunities and resources as each survivor strives for restoration.

The Center for Violence is a 501c3 and all donations are tax deductible. No goods or services were provided in exchange for your donation.

Thank you kindly for your generosity.

(sign_____)



We wish you all the best as you take the next step in hosting your fundraiser. If you have any questions, please email magnoliamovement@mscyp.org and somebody will be happy to assist you.

Thank you for joining the MAGNOLIA MOVEMENT.