



THE  
CENTER  
FOR  
WOMEN  
AND  
FAMILIES

## **#EverydayAdvocate 2020 Fundraiser Toolkit**

### **WHO?**

YOU, one who believes in the mission of The Center for Women and Families' to provide trauma-informed advocacy and support for individuals, families and communities affected by intimate partner violence and sexual assault.

### **WHAT?**

October is Domestic Violence Awareness Month and The Center is asking you to join our #EverydayAdvocate campaign, a month of virtual events, storytelling, and fundraising. Show your support for survivors of sexual and domestic violence as an #EverydayAdvocate 2020 Fundraiser and Supporter.

**Will you create a personal fundraising page for our online peer-to-peer fundraising campaign and help us reach our goal of at least \$60,000 for domestic and sexual violence programs?**

### **WHEN?**

Mark your calendar for the #EverydayAdvocate 2020 campaign **week of fundraising October 18 through 24, 2020.**

### **WHERE?**

Give Lively Peer-to-Peer Website: <https://secure.givelively.org/donate/the-center-for-women-families-inc/everydayadvocate-2020-fundraiser>

## **WHY?**

As a non-profit organization, The Center depends on the generous support from corporations, foundations, and individuals, like you.

Gifts to the #EverydayAdvocate 2020 fundraising campaign help keep services, including individualized counseling, housing, meals, and personal supplies, FREE for the thousands of individuals and families each year.

Here's how your support helps:

- \$25 Boarding a client family's furry best friend in safety for one night.
- \$50 Emergency shelter for one night, including bed, meals, basic needs care.
- \$100 Crisis response, advocacy, counseling, and support for one client.
- \$250 Materials for *Choices* group sessions for one month.
- \$500 New Baby supplies, including a car seat, diapers, wipes, and formula.
- \$1,000 One forensic exam including rape kit for a survivor of sexual assault.

Being a fundraiser for the #EverydayAdvocate 2020 campaign is easy, it helps us get the message out in the community, and it goes a long way towards helping The Center raise funding for domestic and sexual violence programs.

## **HOW?**

Here's how you can help;

1. Set up your personal fundraising page here: <https://secure.givelively.org/donate/the-center-for-women-families-inc/everydayadvocate-2020-fundraiser>
2. Tell why you support The Center's mission as an #EverydayAdvocate and set a personal goal.
3. Share with your family, friends, colleagues, church, softball team, and other networks through e-mail and social media.

## #EverydayAdvocate Fundraiser Instructions

- Go to: <https://secure.givelively.org/donate/the-center-for-women-families-inc/everydayadvocate-2020-fundraiser>
- Create your personal Fundraising Page - Input your **Name**, **Email**, and a **Password** to begin.
- Personalize your Page - Add a **Profile Image**, a **Note** why you are passionate about this campaign, and a **Fundraising Goal**. (Select an amount that is attainable but still challenging. Your friends and family will want your fundraiser to succeed!)
- Add a **“Hero” Image** or **Video** (record yourself on your phone telling why you support the campaign) or choose the default image provided.
- Click **Save** and view your page.
- Click **Donate** to make your gift and get your campaign started.
- Click **Copy Link** or **Share this Page** (below the **Donate** button) and begin sharing with your contacts through email and social media. (See Sample Communications).
- Check back to your Fundraising Page and monitor the progress towards your goal!
- Remember to THANK your supporters for helping you reach your goal and raise money for The Center. The Center will also send Thank You letters/tax receipts to every donor to the #EverydayAdvocate campaign.

Questions? Please contact Erin Cooper [erin.cooper@cwfempower.org](mailto:erin.cooper@cwfempower.org) or 502-581-7235.

## **#EverydayAdvocate Fundraiser Tips & Stats**

### **Helpful Tips**

- People give to PEOPLE not organizations. Personalize your webpage and communications to reflect you – your photos, your stories and why you support The Center.
- Donate to your own campaign and set an example.
- Create a list of contacts – colleagues, friends, family, etc. Think about all of your spheres of influence, i.e., kids' sports teams, people from your faith community, etc.
- Line up gifts from family and friends that can come in early to boost your fundraiser, if possible.
- Emails get the most donations. Be sure to send updates after your first email. (See Sample Communications).
- Personalize emails and ask for a specific amount. Research shows, if you ask for \$50, donors are more likely to give \$50 rather than a smaller amount.
- Share on social media – Facebook, Twitter, others (See Sample Communications).
- Keep a list of who you ask and who has given so that you can track and thank.
- Don't forget to thank your donors!

### **Stats**

- 1 out of 3 women and 1 out of 4 men in Kentucky will experience intimate partner violence in their lifetime.
- The Center is the only organization in the region (including 7 KY counties and Clark and Floyd, IN) that provides comprehensive domestic violence and sexual assault services.
- The Center's programs include 24/7 Crisis Response, Hospital and Legal Advocacy, Emergency Shelter, Sexual Assault Forensic Exams, Counseling, Group Sessions, and Children's Services.
- The Center serves nearly 7,000 individuals and their families each year.
- The Center emergency shelter has 79 beds, and each year we shelter nearly 750 individuals.
- The crisis response and information hotline handles nearly 10,000 calls each year.

## #EverydayAdvocate 2020 Fundraisers SAMPLE Communications

### EMAIL\*

**Send BEFORE Oct. 18:**

1.

**Subject:** Join me in supporting The Center for Women and Families

Dear **[First Name]**,

Will you help me make a difference for individuals and families experiencing violence? October is Domestic Violence Month, and I'm supporting The Center for Women and Families during the #EverydayAdvocate 2020 campaign by being a fundraising champion. My fundraising will help The Center keep services, counseling, housing, and meals, FREE for thousands of affected by intimate partner violence each year.

**[Fundraiser Story: Why are you supporting this organization? What impact has this organization had on you/your family/your friends/your community?]**

The #EverydayAdvocate 2020 Week of Giving is a 5-day giving challenge to the community, and I hope you will join me as an #EverydayAdvocate by contributing to my fundraiser **October 18 through 24.**

Thank you for supporting me and The Center for Women and Families!

2.

**Subject:** I Need Your Help!

Dear **[First Name]**,

The Center for Women and Families' #EverydayAdvocate 2020 Week of Giving challenge is only days away. I am supporting them as a fundraising champion **October 18-24**, and I need your help to make a difference!

Your contribution will help keep services, counseling, housing, and meals, FREE for thousands affected by intimate partner violence each year.

Here's how you can help:

- \$25 Boarding a client family's furry best friend in safety for one night.

- \$50 Emergency shelter for one night, including bed, meals, basic needs care.
- \$100 Crisis response, advocacy, counseling, and support for one client.
- \$250 Materials for *Choices* group sessions for one month.
- \$500 New Baby supplies, including a car seat, diapers, wipes, and formula.
- \$1,000 One forensic exam including rape kit for a survivor of sexual assault.

Together we can help raise **[Your Goal Amount]** for domestic and sexual violence programs. Visit **[Link to Fundraising Page]** to support me and The Center for Women and Families.

Thank you!

**Send DURING the Week of Giving Oct. 18-24:**

**1.**

**Subject:** The Week of Giving is here - Support my campaign!

Dear **[First Name]**,

TODAY is the day! The time to give is now. My goal is to raise **[\$Your Goal Amount]** in for The Center for Women and Families, but I can't reach my goal alone.

Please join me in helping The Center keep services, counseling, housing, and meals, FREE for thousands affected by intimate partner violence each year. Visit my fundraising page at: **[Fundraising Page Link]**.

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media to get the word out about The Center and the difference they make to our community!

Thank you!

**2.**

**Subject:** Time is running out - help me reach my goal!

Dear **[First Name]**,

The #EverydayAdvocate 2020 Week of Giving is almost over. With **[\$ Amount You've Raised]** already raised for The Center for Women and Families, I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this week - but the giving isn't

over yet! Visit my fundraising page at **[Fundraising Page Link]** and make a contribution to help me reach my goal.

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again!

**Send AFTER the Week of Giving Oct. 28-24**

**Subject:** Thanks for helping me!

Dear **[First Name]**,

Thank you for your support during the #EverydayAdvocate Week of Giving. Because of you, I was able to raise **[\$[Amount You Raised]** for The Center for Women and Families. Together, we made a difference in the lives of **thousands affected by intimate partner violence each year.**

Thanks, again.

**SOCIAL MEDIA\***

**Facebook:**

- I'm raising money for The Center for Women and Families in honor of Domestic Violence Awareness October with a week-long fundraising campaign. Join me in supporting The Center to help keep domestic and sexual violence resources FREE for survivors. As a fundraising champion, you can donate to my personal campaign October 18-24 here: **[Fundraising Page Link]**
- The #EverydayAdvocate 2020 Week of Giving is in less than **X** days away! My goal is to raise **[\$[Your Goal Amount]** for The Center for Women and Families, but I need YOUR help to get here. Make a long-lasting contribution here: **[Fundraising Page Link]**
- TODAY IS THE DAY! I need your help in supporting The Center for Women and Families so they can continue to help thousands affected by intimate partner violence each year. I am fundraising for The Center because **[Impact organization has had on**

**you/why you support the organization].** Please consider a contribution to my fundraising page here: **[Link to Fundraising Page]**. Your gift will make a huge impact on survivors!

**Twitter:**

- The Center for Women and Families needs YOU! Join me in supporting their mission to serve survivors of domestic and sexual violence!: **[Fundraising Page Link]**
- I am fundraising for The Center for Women and Families during the #EverydayAdvocate 2020 Week of Giving **October 18-24!** Check out my page here **[Fundraising Page Link]** to donate and share!
- Thank you to the donors and supporters that have helped me reach **X%** of my goal for the #EverydayAdvocate 2020 Week of Giving! Help me get to 100%: **[Fundraising Page Link]**

\*Be sure to personalize your message and add photos or other images to help make it your own.

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