



THE  
CENTER  
FOR  
WOMEN  
AND  
FAMILIES

## **#EverydayAdvocate Fundraising 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, 31 days of events, storytelling, and fundraising. Show your support for survivors of sexual and domestic violence with a pledge to LISTEN, EMPOWER, ACT, and GIVE.

We need your help as an #EverydayAdvocate: One who gives.

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

### WHEN?

Mark your calendar for the #EverydayAdvocate: Give campaign **week of fundraising October 21 through 25.**

### WHERE?

<http://everyday-advocate-give.preview.everydayhero.do/>

## WHY?

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

Gifts to the #EverydayAdvocate: Give 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 Bus Pass for 1 Week
- \$100 Art Therapy Session + Supplies for a Survivor
- \$500 Mother & Baby New Home Kit, Linens, Diapers, Formula
- \$1,000 Sexual Assault Forensic Exam for 1 Victim
- \$1,500 Emergency Shelter and Care for a Week for a Family of 3

Being a fundraiser for the #EverydayAdvocate: Give 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: <http://everyday-advocate-give.preview.everydayhero.do/>
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.

For more information about The Center's #EverydayAdvocate activities and events throughout October, visit [www.thecenteronline.org](http://www.thecenteronline.org).

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

## Set up your #EverydayAdvocate Fundraising Page

- To start, visit <http://everyday-advocate-give.everydayhero.do/>

The screenshot shows the main fundraising page for 'Everyday Advocate: Give' for 'THE CENTER FOR WOMEN AND FAMILIES'. It features a purple logo on the left, a progress bar showing '\$0 raised' towards a '\$60,000 Goal' with '36 days to give' and '0 donations', and two main buttons: 'START FUNDRAISING' and 'SUPPORT A FRIEND'. There are also 'Like 2' and 'Share' buttons. Callouts in red boxes provide additional context: one points to the top stats section, another to the 'START FUNDRAISING' button, and a third to the 'SUPPORT A FRIEND' button.

This section contains overall stats for everyone's fundraising efforts. Your personal stats will be found on your personal fundraising page.

Click here to create your personal fundraising page

START FUNDRAISING

SUPPORT A FRIEND

This is where people can go to find someone's fundraising page if they don't have a direct link

- Create your fundraising page by completing the prompts.

## Create Your Fundraising Page

Your page title will appear at the top of your fundraising page

This name is how people will search for you if they don't have a direct link to your page, so make sure it's a recognizable name!

PAGE TITLE  
Jane's Fundraiser for The Center ✓

RAISE TARGET  
500 700 1500 3000 \$ 1000


YOUR NAME  
Jane Doe ✓

"Raise Target" is your personal fundraising goal.  
TIP: Try and select a goal that's obtainable but still challenging. Your friends and family will want your fundraiser to succeed!

- Create your account

This is the easiest option if you already have a Facebook account

OR you can create an account with any valid email address

Create With Facebook 

OR

EMAIL

PASSWORD

Create With Email

- Customize your fundraising page

Click here to share your page to Twitter, Facebook, via Email or to copy your page's link

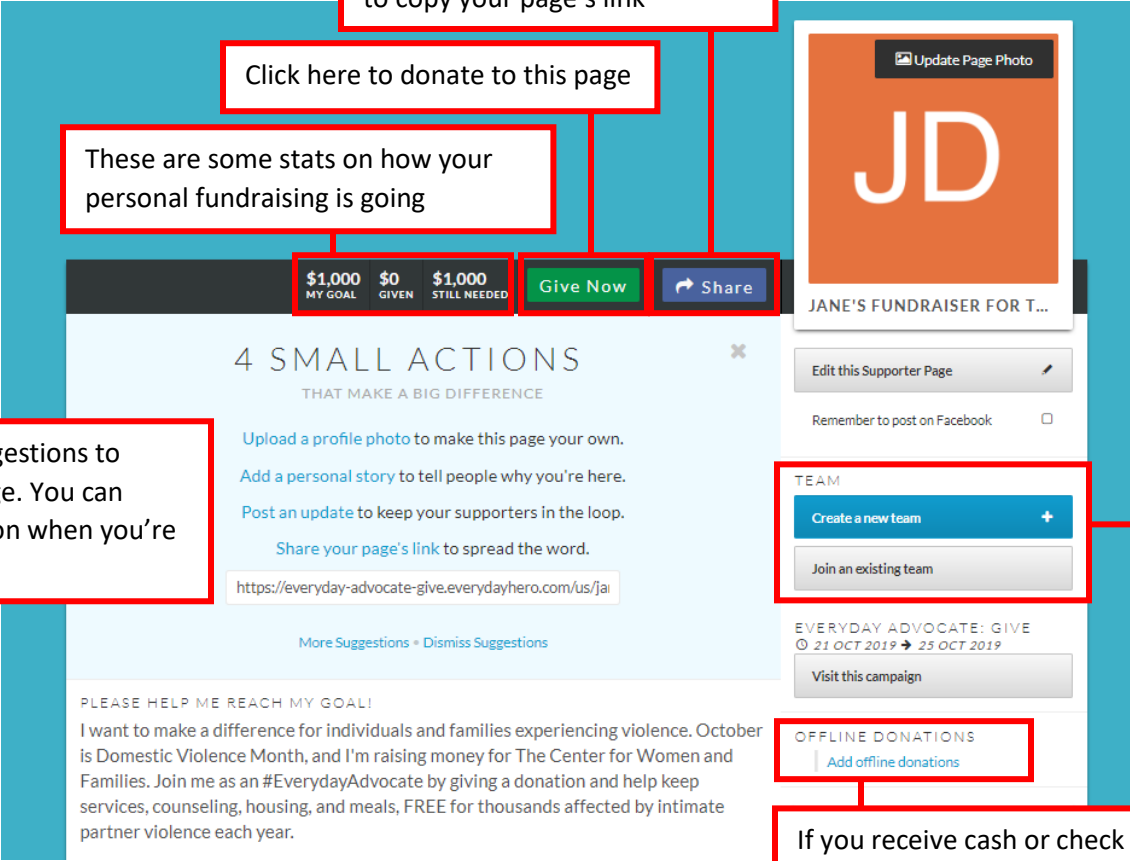
Click here to donate to this page

These are some stats on how your personal fundraising is going

Follow these suggestions to improve your page. You can dismiss this section when you're finished.

You can optionally fundraise with friends by creating or joining a team

If you receive cash or check donations, you can record them on your page by clicking here



The screenshot shows a fundraising page with the following elements:

- Header:** "Update Page Photo" button, profile picture "JD", and fundraiser title "JANE'S FUNDRAISER FOR T...".
- Progress Bar:** "\$1,000 MY GOAL", "\$0 GIVEN", "\$1,000 STILL NEEDED", "Give Now" button, and "Share" button.
- Section:** "4 SMALL ACTIONS THAT MAKE A BIG DIFFERENCE" with suggestions: "Upload a profile photo", "Add a personal story", "Post an update", and "Share your page's link".
- Team Section:** "TEAM" with "Create a new team" and "Join an existing team" buttons.
- Campaign Info:** "EVERYDAY ADVOCATE: GIVE" with dates "21 OCT 2019" to "25 OCT 2019" and a "Visit this campaign" button.
- Offline Donations:** "OFFLINE DONATIONS" with an "Add offline donations" button.
- Goal Text:** "PLEASE HELP ME REACH MY GOAL! I want to make a difference for individuals and families experiencing violence. October is Domestic Violence Month, and I'm raising money for The Center for Women and Families. Join me as an #EverydayAdvocate by giving a donation and help keep services, counseling, housing, and meals, FREE for thousands affected by intimate partner violence each year."

The screenshot displays a fundraising interface. On the left, a red-bordered box highlights the 'Post an update' section, which includes a text input field, a photo icon, and a post titled 'JANE'S FUNDRAISER FOR THE CENTER TEST UPDATE' dated '19 SEP 2019'. Below the post are 'Share' and 'Tweet' buttons. A callout box with a red border points to this section, containing the text: 'Here, you can post updates on how your campaign is doing. This can include text and photos. New donations will also appear here.' On the right, the page features the organization's logo, 'OFFLINE DONATIONS' with a link to 'Add offline donations', a 'LEADERBOARDS' section with an 'Add to Leaderboard' button, and a brief description of the organization's mission.

You're now ready to share your page out to friends! Post a link via the share button to your social networks and share frequent updates to keep the momentum up on your fundraising goals.

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/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 Fundraisers SAMPLE Communications

### EMAIL\*

**Send BEFORE Oct. 21:**

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 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 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 21 through 25.**

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 Week of Giving challenge is only days away. I am supporting them as a fundraising champion **October 21-25**, 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 Bus Pass for 1 Week

- \$100 Art Therapy Session + Supplies for a Survivor
- \$500 Mother & Baby New Home Kit, Linens, Diapers, Formula
- \$1,000 Sexual Assault Forensic Exam for 1 Victim
- \$1,500 Emergency Shelter and Care for a Week for a Family of 3

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. 21-25:**

**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 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. 21-25**

**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 21-25 here: **[Fundraising Page Link]**
- The #EverydayAdvocate 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 making 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 Week of Giving **October 21-25**! 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 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.