TOGETHER WOMEN RISE

Collective action for global gender equality

Chapter Fundraiser Toolkit

Your Guide to Fundraising for Together Women Rise

THANK YOU!

Interested in hosting your own fundraiser for Together Women Rise? In this Fundraiser Toolkit, you will find tools, tips, and resources to make your event successful. Thank you so much for supporting Rise and being part of our community dedicated to achieving global gender equality.

About Together Women Rise

Together Women Rise is a charitable giving community for global gender equality. By pooling member donations, we give impactful grants to organizations supporting women and girls in low-income communities in South and Central America, Africa, South Asia, and beyond. Our funding supports women's access to healthcare, education, and economic opportunities and helps end harmful practices such as gender-based violence, child marriage, and more.

Why We Need Your Support

Charitable giving (including monthly chapter donations) is at the core of Rise's mission, but chapter fundraisers can help raise even more dollars to support women and girls. Chapter fundraisers are also a great way to build community within your chapter and even expand your chapter membership. These events and initiatives are a great way to expand our support base and increase awareness about the work we do. Your commitment can also inspire people within your networks to support a cause about which you are passionate!

Our Impact

- ***Invested over $13.5 million in grants and partnerships supporting women and girls***
- ***Funded more than 260 projects in over 70 countries***
- ***Impacted more than 175 million women, girls, and family & community members***
- ***Launched more than 1,000 chapters across the US***

IMPORTANT DATES

You can time your fundraiser whenever it suits your chapter, but you may want to consider planning your fundraiser to coincide with these special days in the year!

March 8	**International Women's Day**
October 11	**International Day of the Girl Child**
October – December	**Rise's Annual Appeal**
Giving Tuesday	**Tuesday after Thanksgiving**

GETTING STARTED

1. **Choose a fundraising idea.** Check out some amazing fundraising ideas on the following pages. Read our updated Fundraising Guidelines (available at the back of this document). Make sure that your chapter or your community is on board for the plan.

2. **Set a fundraising goal!** Even a fundraising goal of $500 or $1,000 can make an enormous difference in the lives of women and girls around the world.

3. **Submit your Fundraiser Approval Form.** All fundraisers (outside of regular chapter donations) must be approved by Home Office before you start planning your fundraiser. Home Office staff can also provide any support you may need.

4. **Make a plan.** Set a date, create a timeline, make a to-do list that includes promoting your event and gathering any materials that you might need.

5. **Hold your event!**

6. **Spread the word.** Thank your supporters, share photos on social media, and be sure to tag Together Women Rise! You can submit photos for Rise newsletters by using the Chapter Photo Submission Form. Keep us updated at the Home Office so that we can highlight your efforts on our posts and communications.

7. **Submit any proceeds** along with the Chapter Fundraiser Proceeds Form to the Rise Home Office.

HOW WE CAN SUPPORT YOU

Planning

Rise can offer advice on fundraising and planning your event. Email Director of Development Kaitlyn Grigsby-Hall at kaitlyn@togetherwomenrise.org to chat about your ideas and how we can support you in hosting a successful fundraiser!

Implementation

You can use this fundraising toolkit to help guide you through your fundraiser. We encourage our members to support Rise's mission by encouraging collective giving from your family and friends. You might choose to time your fundraiser to occur near days with significance to Rise's mission – including International Day of the Girl Child and International Women's Day. We can even help you create a registration and RSVP form for events as well as a unique giving page to make collecting and tracking donations a breeze!

Promotion

Once your event is approved, you can request access to our logo for promotional use, Rise branded materials, and brochures to help you convey the importance of gender equality around the world.

Post-event

You will be responsible for ensuring your donors are thanked and donations are submitted to Rise. In order for Rise to provide tax receipts and/or acknowledgement letters, all donor information must be collected and submitted to Rise along with Chapter Fundraiser Proceeds Form. Rise cannot provide tax receipts for funds received in exchange for goods and services. For example, tax receipts cannot be provided for tickets to a fundraising event or for auction/raffle items.

In-Kind Donations

Local businesses like to support Rise events and activities because they see it as a way of giving back to their community and a way of reaching new potential customers through promotion. They also receive some tax benefits for donating goods and/or paying a sponsorship fee.

When planning your Rise fundraiser, you should consider reaching out to local companies to ask for in-kind donations. When approaching a company for an in-kind donation, you will want to use the In-Kind Donation Form.

FUNDRAISING IDEAS

Restaurant Night – Check with local restaurants. Many of them already have programs in place that provide a portion of sales to support a nonprofit. Each restaurant will have specific rules so be sure to ask. Chipotle, Chick-fil-A, and Buffalo Wild Wings are just a few examples of restaurants that offer this type of partnership.

Retail Partnership – Some stores, both chains and local shops, host nonprofit fundraisers where a portion of sales goes to support a nonprofit. Rise chapters have held fundraisers both at Ten Thousand Villages and Kendra Scott in recent years.

Event – Plan anything from a Mother's Day tea to a wine tasting evening or a film screening to raise money and awareness for Rise.

Silent Auction – Obtain contributed items from local businesses or artisans and auction them off to the highest bidder. One chapter in Ithaca, NY raised $10,000 by auctioning off a quilt designed for Rise in a raffle. ***Note: Raffles are not legal in all states. Please check with your state regulations before planning a raffle.**

Lead A Class – Host a cooking class in someone's home or a dance class in a studio. A chapter member in Elkins Park, PA who works at a fitness club worked with her employer to offer an introductory yoga class with a fee that supported Rise in honor of International Women's Day.

Hold a Yard/Garage Sale – These can either be small scale or a larger event if partnered with another organization.

Donate your birthday to Rise

Together Women Rise (Dining for Women) began with Founder Marsha Wallace's birthday party! Betsy Teutsch of Philadelphia raised over $3,000 from her friends in honor of her 60th birthday. Facebook fundraisers are a great way to raise money for Rise for your birthday.

MARKETING YOUR FUNDRAISER

Branding Information

We invite our supporters to use our logo and include pictures from Rise's grantee partners in the marketing of your fundraiser. You can request access to our logo, brand guide, and promotional materials here. Please note that any materials that you create with the Rise name or logo must be approved by our Communications team ahead of time.

Stay Connected

Tag Together Women Rise on social media when you post about your event.

www.togetherwomenrise.org

Facebook: TogetherWomenRiseOrg

Instagram: togetherwomenriseorg

LinkedIn: togetherwomenrise

YouTube: TogetherWomenRise

FUNDRAISING GUIDELINES

NATIONAL BRAND COLLABORATION

The Together Women Rise home office must be informed about any fundraisers in collaboration with a national brand or organization. Together Women Rise may already have or be in the process of establishing a national level relationship with that company.

LEGALITY

Fundraising events or activities must follow all applicable federal, state and local laws. For example, raffles are not legal in all states. It is the chapter's responsibility to check all state regulations before planning a raffle or chance drawing.

EXCLUSIONS

The following events and activities are not permitted:

- Any event or activity that could potentially exclude, discriminate against, or alienate Together Women Rise members or the public based on religion, race, sexual orientation or gender.
- Any event or activity with a focus on raising money for organizations or causes that Together Women Rise has not previously funded and, therefore, vetted. An example would be allowing a local charity to hold a fundraiser at a Together Women Rise meeting.
- The sale of products by companies or organizations unless approved by Together Women Rise home office. For example, a chapter member selling Mary Kay cosmetics at a Together Women Rise meeting is prohibited.
- Together Women Rise chapter bank accounts.

CONTRACTS

All contracts for Together Women Rise events must be signed by the President of Together Women Rise. Together Women Rise volunteers may not enter into any contractual agreements on behalf of Together Women Rise whether written or expressed. This includes, but is not limited to vendor agreements, hotel or catering contracts, facility rentals, etc.

TOGETHER WOMEN RISE BRANDING GUIDELINES

All Together Women Rise branding requirements must be followed. Please use the Branding Material Request form to access logos and the Branding Guidelines

TAX REGULATIONS & ACCOUNTING

- Official tax receipts will only be issued by Together Women Rise Home Office.
- Due to federal regulations, Together Women Rise cannot issue tax receipts for funds received in exchange for goods and services. For example, tax receipts cannot be provided for tickets to a fundraising event or for auction/raffle items.
- Costs for implementing the fundraising event or activity (i.e. materials or facility costs) may be subtracted from proceeds, although chapters are encouraged to solicit in-kind donations in order to keep the costs as low as possible. Please see the In-Kind Donations Policy and use the In-Kind Donation Form to submit checks.

- Together Women Rise home office cannot provide petty cash to chapters organizing events or fundraising activities. If costs must be incurred prior to the event, these expenses must be paid by Together Women Rise home office directly. Volunteers who cover any pre-event costs must submit an expense report, with receipts.
- All proceeds from fundraising activities must be sent by check to Together Women Rise home office within 30 days of the activity/event. Be sure to complete and include the Fundraiser Proceeds Form with your fundraiser proceeds.
- You may accept cash at your fundraiser, however, please do not mail cash to the Together Women Rise home office. Please consolidate any cash proceeds into a check before sending it to Together Women Rise.