

READY  
TO

SOAR

TAHIRIH JUSTICE CENTER  
\$10 MILLION CAMPAIGN  
FOR SUSTAINABLE GROWTH



## YOUR FUNDRAISING TOOLKIT

When you give, she soars. When she soars, we all soar.

— [www.tahirih.org/ready-to-soar](http://www.tahirih.org/ready-to-soar) —



# *Table of* **CONTENTS**

<b>Introduction .....</b>	<b>1</b>
<b>Three Steps to Soaring .....</b>	<b>2</b>
<b>Event Checklist .....</b>	<b>3-5</b>
<b>Ways We Can Help .....</b>	<b>6</b>
<b>Talking Points .....</b>	<b>7</b>
<b>Fast Facts .....</b>	<b>8</b>
<b>Frequently Asked Questions ....</b>	<b>9-10</b>
<b>Sample Emails and Invites ....</b>	<b>11-14</b>
<b>Social Media Guide .....</b>	<b>15</b>
<b>Additional Resources .....</b>	<b>16</b>

# INTRODUCTION



## *thank you*

The world needs people like you! Your willingness to support Tahirih Justice Center will help courageous immigrant women and girls rise above violence and soar to new heights. With your help, they can obtain justice and rebuild their lives. Tragically, given the magnitude of the epidemic of violence against women and our current scale, we can only protect 1 in every 6 women who reach out to us for help. With you by our side, we can do more. The Ready to Soar Expansion Campaign will more than double the number of women and girls who are protected from violence across the country. So, let's get started. This toolkit is your guide to success.

*"Before Tahirih, I felt like my wings were broken. I just wanted to fly, but I couldn't. I never thought good things would happen to me. Now, I believe that I am a person capable of many things, that I am a person of value."*

— ROSINE, SURVIVOR OF VIOLENCE FROM HONDURAS

# THREE STEPS TO SOARING

## 1. SET YOUR PERSONAL FUNDRAISING GOAL

## 2. CHOOSE HOW YOU WOULD LIKE TO SOAR

### SOAR WITH AN EVENT

Invite 5 or 50 friends to join to you for a fundraiser like a simple dinner or gathering at your home. Or host a virtual fundraiser via FaceTime or Skype! Ask each guest to make a life-saving donation.

### SOAR WITH A MILESTONE

Select a date that is important to you. Instead of gifts, request donations. Weddings, anniversaries, holidays, birthdays, graduations – there are so many reasons to party with a purpose.

### SOAR WITH ENDURANCE

Run. Walk. Climb. Commit to an athletic challenge that means something to you, and ask your friends, family, and co-workers to make a donation in honor of your endurance.

### SOAR WITH CREATIVITY

Start a book club. Host a movie night. Organize a chess tournament. Hold a cooking class. Pick an activity that makes you happy and ask others to join you. Ask participants to make a donation in lieu of an entrance or registration fee.

## 3. CREATE YOUR FUNDRAISING WEB PAGE

Go to [www.tahirih.org/fundraise](http://www.tahirih.org/fundraise) to create your personal fundraising page. It will be your hub for spreading the word about your pledge to help courageous women and girls, and it's where your friends and family can donate to help you meet your goal. Make sure to read the "How to Set Up Your Event" section for specific instructions.

# YOUR EVENT CHECKLIST

## PART ONE: BEFORE YOUR EVENT

### □ SET A GOAL

Have a tangible goal in mind that you can share with your guests. If you want to increase your goal, consider asking a few of your friends to help out. This will keep you motivated and focused. Remember to share your goal with your guests so that they are aware of the important purpose behind your event. Here are a few examples of the impact of a gift to Tahirih, which may help you set your fundraising goal and inspire your friends and family to give:

- \$500 per month – saves a life by providing one year of free legal and social services to a survivor.
- \$100 per month – trains 200 volunteer attorneys to serve survivors of gender-based violence.
- \$50 per month – reunites a courageous survivor with her children overseas.

### □ CHOOSE TIME AND PLACE

Remember, the simplest events are often the most successful!

### □ SPREAD THE WORD

As you spread the word, keep these tips in mind:

- Send invitations right from your fundraising web page to make things simple. Check out our sample invitation in this toolkit for inspiration.
- Clearly communicate that your event is a fundraiser. Each \$1 raised will provide lifesaving services to women and girls fleeing human rights abuses.
- Invite your friends and family to your event at least three weeks in advance, and remind them again the day before.
- Use email and social media to get your friends and family excited about your event and remind them to attend. Our official campaign hashtags are #SheSoars, #WeSoar.

### □ STAY ORGANIZED

Track invites, RSVPs, and donations. We can help you do this from your fundraising page!

# YOUR EVENT CHECKLIST

## PART TWO: DURING YOUR EVENT

### □ LEAD THE WAY

Donate first to show your guests that you believe in Tahirih's mission!

### □ SHARE YOUR PASSION

Open up and let your guests know why you are hosting the event and what Tahirih means to you.

### □ EXPLAIN THE NEED

As you think about how to communicate the higher purpose of your event, please consider sharing:

- Facts about the suffering of women and girls around the world and right here in the United States available at [www.tahirih.org/fast-facts](http://www.tahirih.org/fast-facts)
- Success stories from Tahirih clients available at [www.tahirih.org/success-stories](http://www.tahirih.org/success-stories)
- Videos about what we do available at [www.tahirih.org/video](http://www.tahirih.org/video)

### □ ASK FOR DONATIONS

Build in a moment at your event to ask for donations. Your guests will be motivated to donate if they understand the impact of every \$1 that they give.

- Right now, Tahirih is only able to protect 1 out of every 4 women who reach out for help.
- It costs \$5,000 to save the life of a woman fleeing violence. With this amount, we can provide her free legal and social services for one year.
- Every \$1 you donate to Tahirih is turned into \$4 of lifesaving impact thanks to Tahirih's vast network of volunteer attorneys, doctors, and other frontline professionals.

### □ TELL GUESTS ABOUT THEIR GIVING OPTIONS

Gifts can be made online through your fundraising page. Please send cash and checks (made out to Tahirih Justice Center) to: 6402 Arlington Blvd., Suite 300, Falls Church, VA 22042.

# YOUR EVENT CHECKLIST

## PART THREE: AFTER YOUR EVENT



### □ SAY THANK YOU

Send a thank you to everyone who attended and donated to Tahirih at your event, and let them know how much you collectively raised for courageous women and girls!

### □ FOLLOW UP

Send a friendly email to anyone who could not attend or did not donate at your event, and let them know that they can still contribute to your campaign. Include a link to your fundraising page.

### □ INVITE YOUR GUESTS TO GET MORE INVOLVED

In your follow-up communications, please invite your friends and family to deepen their impact by starting their own Ready to Soar fundraising campaign.

- Direct your friends and family to [www.tahirih.org/ready-to-soar](http://www.tahirih.org/ready-to-soar).
- Share this toolkit in a post-event email or on your social media accounts as way to inspire others to start a campaign. Include our campaign hashtags: #SheSoars, #WeSoar.
- If you do inspire a friend to start a campaign, pass along your hard-earned tips and tricks!

# WAYS WE CAN HELP

IF YOU WILL RAISE:	WE WILL DISCUSS:
\$5,000+	Joining you by Skype for encouragement
\$25,000+	Asking a staff member to attend your event
\$50,000+	Inviting our founder to your event

## IMPORTANT GUIDELINES AND RESTRICTIONS

### STAFF INVOLVEMENT

Tahirih staff involvement in your event/campaign is subject to staff availability and capacity and must be agreed upon prior to your event. Please understand the volume of requests sometimes exceeds our number of staff available to attend events/campaigns. While we will do our very best to provide the representatives you have requested, we cannot guarantee attendance of staff or our executive director.

Tahirih cannot provide assistance in the solicitation of sponsorships for your event/campaign, provide celebrities or professional athletes for your event/campaign, or provide publicity through newspapers, radio, TV coverage, etc. We will not advertise your event/campaign on our website and in our publications, but we encourage you to use your fundraising page, social media, and other resources to spread the word about your event/campaign. Tahirih does not provide donor lists, media lists, or staff lists.

Pre-designed information materials about our mission are available as links in this toolkit, online at [www.tahirih.org/](http://www.tahirih.org/) publications, and digitally upon request. However, to conserve our resources and apply our funds directly to the needs of courageous women and girls fleeing violence, we ask that you incur the cost of printing materials for your event.

### FINANCIAL INFORMATION

In order to provide your donors with important information concerning their contribution, we ask that you clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit Tahirih Justice Center. You may not keep any portion of the proceeds as profit or compensation for organizing the event/campaign. If event/campaign expenses are greater than the money raised, you are responsible for paying those expenses.

### LEGAL INFORMATION

Events/campaigns must comply with all federal, state, and local laws governing charitable fundraising and gift reporting. Tahirih does not issue tax receipts for in-kind donations or event/campaign sponsorship agreements. You are responsible for obtaining all permits and licenses – especially those for raffles/games of chance. Because state and local governments control all charitable gaming activities, if your event/campaign includes a bingo, raffle, 50/50 drawing and/or casino type games, you must acquire the proper permit/license from your respective city or county treasurer's office and abide by all rules and regulations pertaining to such gaming activity. Tahirih is not permitted to share any of its licenses, permits, or tax exemption benefits with you. Tahirih will not take out liquor licenses on your behalf. Tahirih will not assume any legal or financial liability associated with your event/campaign.



# TALKING POINTS

**These talking points will help you tell your friends and family about Tahirih's Ready to Soar Expansion Campaign.**

## MISSION

Tahirih Justice Center is a national non-profit that protects courageous immigrant women and girls fleeing violence.

## IMPACT

Since its founding in 1997, Tahirih has served nearly 19,000 individuals who refuse to be victims of gender-based human rights abuses, including domestic violence, female genital mutilation/cutting, forced marriage, human trafficking, and rape.

## HOLISTIC SUPPORT

Tahirih has an award-winning, three-pronged strategy to end violence against women and create a world where all women and girls enjoy equality and live in safety and with dignity. This non-profit provides direct legal and social services to women and girls and fosters lasting social change through its far-reaching policy advocacy and training and education programs.

## EXPANSION CAMPAIGN

Given the magnitude of the epidemic of violence against women, at Tahirih's current scale, we can only protect 1 out of every 6 women and girls who reach out for help. But Tahirih is ready to do more! The Expansion Campaign will enable Tahirih to:

1. Serve 250% more courageous women and girls across the United States
2. Open two new offices — one in San Francisco and the other location yet to be determined
3. Double the efforts of our policy advocacy program to raise the voices of immigrant women and girls
4. Double the reach of our award-winning training and education program for first responders who are critical to the survival of women and girls fleeing violence
5. Expand the groundbreaking Forced Marriage Initiative — a program to end child and forced marriage in the United States

# FAST FACTS

**These facts will help you convey why Tahirih serves immigrant women and girls, and why we're uniquely positioned for impact in the fight to end violence against women.**



- 1.** Immigrant women and girls are **2x** more likely to experience domestic violence than the general population, but they're less likely to reach out for help due to language barriers, extreme inequality, fear of authorities, and other factors.
- 2.** Approximately **70%** of Tahirih's clients are fleeing violence that occurred on U.S. soil.
- 3.** Tahirih's clients come from over **90** countries all over the world, but now live in the United States and are eligible for legal protection under existing U.S. law.
- 4.** A survivor of violence facing deportation has a **16%** chance of winning protection in the United States without an attorney. With an attorney, her chances increase to **46%**. With the help of Tahirih, she has a **99%** chance of winning, despite the fact that Tahirih accepts complex cases that other attorneys have deemed "unwinnable."
- 5.** Tahirih leverages a broad Pro Bono Network of over **1,900** attorneys at **300+** top-ranked law firms to maximize the number of women and girls it protects and turn every **\$1** donated into **\$4** of impact.

# FREQUENTLY ASKED QUESTIONS

## **Q. Where is Tahirih Justice Center located?**

A. Tahirih currently serves women and girls from three offices in Baltimore, Greater DC, and Houston. Our headquarters are located in Greater DC (6402 Arlington Blvd., Suite 300, Falls Church, Virginia).

## **Q: Through the Ready to Soar Campaign, Tahirih will open two new offices, bringing its total number of locations to five. Where will the new offices be located?**

A: One of the new offices will be located in the San Francisco Bay Area; however, the location of the fifth office has yet to be determined. We do know that it will be located in a U.S. city with high need for Tahirih's services and ample opportunities for pro bono partnership.

## **Q: I want to support courageous women and girls standing up against violence? What's the best way to get involved in Tahirih's work?**

A: Monetary donations are the most effective way to meet the urgent needs of survivors who reach out to Tahirih for help. It costs approximately \$5,000 to provide one year of free legal and social services to a woman or girl in need, but the vast majority of Tahirih's cases take longer than a year to resolve. Your donation covers all legal costs for our clients and helps to ensure that their basic needs — such as food, clothing, shelter, counseling, and healthcare — are met so they can begin to recover from trauma. Your donation also fuels our policy, education, and training programs, which pave the way for lasting change in communities, courts, and Congress.

## **Q: What are my giving options?**

A: You may make a one time or monthly personal contribution of your choice or explore other ways to give. Giving options may include corporate matching or sponsorship, or planned or honorary giving. If you're interested in getting your community involved to maximize your gift, host a fundraiser. You can also create your own fundraising Web page. This will be your customized hub for raising funds and awareness. Get started at [www.tahirih.org/fundraise](http://www.tahirih.org/fundraise). We promise, it's easy!

## **Q. What will Tahirih do to promote or publicize my fundraiser?**

A. We have numerous resources for our generous supporters, including this toolkit and additional fact sheets, success stories, and videos on our website. However, as a tax-exempt, registered 501(c)(3) organization, we adhere to strict standards for charity accountability. This means Tahirih cannot engage in activities which may be viewed as "advertising" an event, product, or service — even if the proceeds benefit our programs. Tahirih is unable to share or use our email lists or social media accounts to promote your fundraiser.

## **Q: Can I accept cash and check donations?**

A: Of course! You can manually add an offline gift to your fundraising page to mark your progress. Record your donor's name and date + amount of donation so you can thank the donor.

# MORE FREQUENTLY ASKED QUESTIONS

## **Q: Where should I send my cash and check donations?**

A: Please send any checks you collect, complete with your first and last name and the title of your fundraising page, to Tahirih Justice Center headquarters. Make sure the total is equal to the amount in the envelope. Donations submitted without a full name and address are “anonymous” and the donor will not receive a receipt. All checks and cash should be sent to:

Tahirih Justice Center  
6402 Arlington Blvd, Suite 300  
Falls Church, VA 22042

## **Q: How does Tahirih thank donors?**

A: Once Tahirih receives the donation, we will send an official acknowledgement letter thanking the donor and a tax receipt. If the gift is within one of our giving circles, the donor will receive certain benefits as applicable. We also encourage you to send a thank you to your supporters. Your personal note will make a big impact!

## **Q. Will event sponsors or vendors receive tax receipts for donations of goods and services?**

A: Tahirih cannot provide tax receipts for in-kind donations to your event because these donations are for your fundraising effort, rather than Tahirih directly. There are many ways you can thank sponsors for their support, however, including acknowledgment in your event materials, on social media, or at the event itself.

## **Q: I still have question, who can help me?**

A: We are happy to help! Please reach out to Carey Eisenberg, National Donor Manager, at [careye@tahirih.org](mailto:careye@tahirih.org) or 571-282-6161.



# SAMPLE EMAIL

## Sample Email: Fundraising Week One

Dear [INSERT FIRST NAME],

Did you know that, right here in the United States, courageous immigrant women and girls are standing up against female genital mutilation/cutting, child marriage, domestic violence, rape, and human trafficking?

They are demanding protection from violence and transforming their communities, but legal assistance is critical to their success. Without it, it is nearly impossible to navigate our foreign and complicated legal system. I am inspired by their courage and have decided to support them as they change their lives, their children's lives, and their communities.

Tahirih Justice Center is a national non-profit that protects courageous immigrant women and girls fleeing violence through free legal and social services, policy advocacy, and community education. A woman or girl seeking asylum in the United States only has a 16% chance of success without a lawyer, but with Tahirih's help, her chance of success is 99%! I am reaching out to you because I have committed to raising [INSERT YOUR PERSONAL FUNDRAISING GOAL] to help these courageous women and girls rebuild their lives in the wake of violence. I need your help to reach my goal.

It amazes me that Tahirih already provides direct legal protection for nearly 1,000 women and girls every year from three locations in Baltimore, Greater DC, and Houston. But the epidemic of violence against women is so big that Tahirih can only protect 1 out of every 6 women and girls who reach out for help. Here's the good news: Tahirih is growing to meet the need for its lifesaving services. With our help, Tahirih can more than DOUBLE the number of women and girls it protects.

Often, we think of the epidemic of violence against women as a problem that happens "over there," but that's not true. Approximately 70% of Tahirih's clients are fleeing violence that occurred on U.S. soil. So, the non-profit uses existing protection in U.S. law to shield our most vulnerable neighbors from violence. There are tons of non-profits doing great work, but I am asking you to support Tahirih because [INSERT A PERSONAL REASON THAT MOTIVATES YOUR INVOLVEMENT].

Please join me in giving these heroic women and children the support they desperately need. Tahirih will turn every \$1 that you donate into \$4 of impact for women and girls with the help of a vast network of volunteer attorneys, doctors, and other professionals (built up since its founding in 1997). Your donation will transform the lives of women and children who would otherwise have no place to turn. Please visit my personal fundraising page at [INSERT YOUR FUNDRAISING PAGE URL] right now to make your donation.

Thank you,

[INSERT YOUR NAME]

# SAMPLE EMAIL

## Sample Email: Fundraising Week Two

Hi [\[INSERT FIRST NAME\]](#),

I hope you got the note that I sent to you on [\[INSERT DATE\]](#).

So far, I've made [\[INSERT PROGRESS TOWARD GOAL\]](#). I really need your help to reach my personal fundraising goal!

I would like to share Gloria's story with you. It is an example of why I think this cause is so important.

Gloria is a human trafficking survivor from Central America. Abandoned by her mother as a baby, she searched for love and acceptance her entire life. When she met her first boyfriend, she thought she might finally have the family she wanted. She was wrong. One night, he took her to a party and sold her to a violent gang as a sex slave. Months later, she escaped. Apprehended at the border, she was immediately placed in a jail-like detention center and sought protection through Tahirih. The non-profit helped Gloria win asylum and connected her with food, clothing, and shelter. Today, Gloria is slowly rebuilding her life and healing from her trauma. She recently found a job. For the first time in her life, she feels like she has the tools she needs to soar.

The thought that a hero like Gloria could be denied the help she needs because of lack of capacity breaks my heart. But it happens. At its current size, Tahirih can only protect 1 out of every 6 women and girls who reach out for help.

There is a silver lining: Tahirih Justice Center is growing to meet the need for its lifesaving services. I have committed to raising [\[INSERT YOUR PERSONAL GOAL\]](#) money toward Tahirih's \$10M Expansion Campaign, Ready to Soar. People across the country are answering this urgent call, and I hope you can make a donation, at whatever level you are able, to help Tahirih open two new offices and double the number of women and girls it protects from violence.

Thank you for standing up and helping survivors like Gloria soar! Please make your donation today at [\[INSERT YOUR FUNDRAISING PAGE URL\]](#).

With gratitude,

[\[INSERT YOUR NAME\]](#)

# SAMPLE EMAIL

## Sample Email: Fundraising Week Three

Dear **[INSERT FIRST NAME]**,

I only have **[INSERT YOUR FUNDRAISING DEADLINE]** to meet my goal to raise **[INSERT PERSONAL GOAL]** for Tahirih Justice Center, a growing non-profit that protects courageous immigrant women and girls fleeing extreme violence. I am afraid that I may not meet my goal without the help of friends like you!

Can you please make a donation today?

Every \$1 you donate to my campaign equals \$4 of impact for immigrant women and girls who have survived unthinkable gender-based human rights abuses, including domestic abuse, female genital mutilation/cutting, forced marriage, human trafficking, and rape.

Thank you so much for your contribution — please know how grateful I am to have compassionate people in my life like you. But many women and girls are not so lucky. Tahirih is a beacon of hope when they have nowhere else to turn. Yet, right now, Tahirih can tragically only help 1 in 6 women who come to them for help.

Your donation will help Tahirih more than double the number of survivors it can serve across the country! Please visit my fundraising page at **[INSERT YOUR FUNDRAISING PAGE URL]** to make your donation before the day ends.

Sincerely,

**[INSERT YOUR NAME]**

# SAMPLE EVENT INVITE

Dear **[INSERT FIRST NAME]**,

I would like to invite you to join me for **[INSERT NAME OF EVENT]** to raise **[INSERT PERSONAL GOAL HERE]** for Tahirih Justice Center, a non-profit that protects courageous survivors of violence through free legal and social services, policy advocacy, and community education.

Together, we can help this amazing non-profit more than double the number of women and girls protected from extreme violence in the United States, including female genital mutilation/cutting, child marriage, domestic violence, rape, and human trafficking.

Please join me at:

**TIME**

**DATE**

**PLACE**

I am asking each of my guests to **[INSERT WAY FOR GUESTS TO DONATE, SUCH AS: PURCHASE AN EVENT TICKET or MAKE A DONATION OF THEIR CHOICE IN LIEU OF GIFTS]** as a way to raise funds for this growing non-profit, which is trying to raise \$10 million to expand its lifesaving programs across the country.

You can **[INSERT ACTION YOU'D LIKE GUEST TO TAKE]** on my personal fundraising web page at **[INSERT FUNDRAISING PAGE URL]**.

I look forward to seeing you!

Thank you,

**[INSERT YOUR NAME]**

*P.S. If you can't make it to my event, I hope you will still consider making a donation to my fundraising campaign at whatever level you are able. It will have a truly life-changing impact on the life of a woman or girl fleeing violence.*



# SOCIAL MEDIA GUIDE

**Harness social media to fuel your fundraiser and empower survivors of violence!**



Did you know that more than one billion people are active on Facebook, and millions more use Twitter and Instagram, every month? Social media is a powerful fundraising tool. Use this short guide to harness it to meet your fundraising goal.

## READY TO SOAR HASHTAGS

#SheSoars

#WeSoar

## SAMPLE FACEBOOK POST

When a woman or girl rejects violence, she transforms the world – one person, one family, and one community at a time. Please help me raise **[INSERT YOUR GOAL]** so that Tahirih Justice Center can DOUBLE the number of women and girls protected from violence in the United States. Make your gift now at **[INSERT YOUR PERSONAL FUNDRAISING PAGE HERE]**. #ReadytoSoar #EndVAW

## SAMPLE TWITTER POST

Please help DOUBLE the reach of @tahirihjustice. Donate today at **[INSERT YOUR PERSONAL FUNDRAISING PAGE HERE]**. #ReadytoSoar #EndVAW

# ADDITIONAL RESOURCES

## MATERIALS FOR FUNDRAISING

Please take advantage of these ready-to-use designs:

- Download our social media cover photo and images to use on your favorite social media outlets.
- Download one of our posters to display at your fundraising event! You can have it printed for about \$40. It is designed to be printed at the dimensions of 18W x 24H.

## LOGO USAGE

Please use the Ready to Soar logo to brand your fundraising materials with the following guidelines:

- For printed products, please use the logo labeled “for print products.”
- For Web-based products, please use the labeled “for Web products.”
- Please don’t manipulate our logo (this includes changing approved colors). It is copyrighted and represents our brand, and we want to honor it!
- If you need to resize our logo, please make sure to avoid distorting the image. In Microsoft Word, select the logo and navigate to “Format” in the right hand corner of the page to correctly resize the image.

Visit [www.tahirih.org/ready-to-soar-marketing-materials](http://www.tahirih.org/ready-to-soar-marketing-materials) to download these resources.

