

TAHIRIH JUSTICE CENTER

# Fundraising Toolkit



TAHIRIH  
JUSTICE  
CENTER®

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# WELCOME TO TEAM TAHIRIH!

To our dedicated supporters and friends,

First of all, thank you. For your willingness to support the Tahirih Justice Center, for your understanding of the dire circumstances that the women and children who seek our services face, and for the passion to use your networks and platforms to make a difference! Because of you, women and children who are fleeing unimaginable human rights abuses will receive access to justice, help in rebuilding their lives, and most importantly, the freedom to live in safety and with dignity.

For more than 20 years, it has been Tahirih's mission to protect our world's most vulnerable and work toward full equality between women and men. With your help, we will do just that!

Thank you for partnering with us today and making an incredible impact on the lives of women and children seeking freedom from violence.

Now, let's jump in!

# BEFORE YOUR EVENT

## Choose What You'll Do

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- **Support Tahirih with an Event**  
Host a dinner party, panel discussion, exercise class, sale or auction. Open your home, rent out a public space or ask a business to let you use their space for free. Invite friends, family, colleagues, the whole community.
- **Support Tahirih with a Milestone**  
Select a date that is important to you – a birthday, a wedding, an anniversary, a graduation, a holiday. Instead of gifts, ask your friends and family to celebrate with a purpose by donating to Tahirih.
- **Support Tahirih by Honoring or Remembering a Special Person in Your Life**  
In honor of a loved one, ask your friends and family to bless their memory or life by donating to Tahirih.
- **Support Tahirih with Endurance**  
Organize a run, walk, tournament, or other challenge. Encourage friends and family to sign up as participants and then recruit their friends and family to pledge support by the mile, by the minute, or by the moment.
- **Support Tahirih with an Online Campaign**  
Start a fundraiser on Facebook. Host a virtual run/walk. Create a social media challenge. Invite your entire network to participate.

For all of these engagement opportunities, you can use Tahirih's fundraising tool at [tahirih.org/fundraise](https://tahirih.org/fundraise).

## Pick a Day ... or Week ... or Month

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The key to success is preparation! Make sure you give yourself enough time to plan and execute your event. For larger events, you may need several months to secure a location, confirm logistics, and invite friends and family. For milestone celebrations or online campaigns, you may need only two weeks to set up an event page and remind friends and family to participate.

# Set Your Goal

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Setting a goal gives you a built-in reason to update your friends and family on the progress of your event and follow-up with them afterward to share in the success! Here are some examples of the impact your total funds raised can make:

- **\$5,000** helps a woman who has been kept undocumented by her U.S. citizen husband gain access to Violence Against Women Act status and remain safely in the U.S.
- **\$2,500** provides free legal services to a victim of crime who is willing to collaborate with the police in the prosecution of that crime, helping her obtain a visa specifically for victims of crimes.
- **\$1,500** trains 200 pro bono attorneys to co-counsel cases of women and children seeking refuge in the U.S.
- **\$1,000** purchases 20 pay-as-you-go cell phones to connect women and children facing forced marriages with a Tahirih staff person who will help them navigate their way to safety.
- **\$500** covers the filing fee to safely and legally reunite a survivor with her child who is abroad.
- **\$250** covers three hours of interpretation services so that when a woman or child calls Tahirih for help, they can have their legal options explained to them in their native language.

*\*Please note that you can absolutely host a successful event without specifying what a certain amount raised can do. If you choose to raise funds simply to grow Tahirih's ability to serve more women and children across the nation, you are making a difference!*

# Promote Your Event

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This can be in the form of an event page, a flyer, a social media page, an email campaign, phone calls, or all of the above. In fact, Tahirih has an online tool you can personalize for your event. Visit [tahirih.org/fundraise](https://tahirih.org/fundraise) to get started! The more visible you make your event, the more people will want to learn about your effort and get engaged with your work.

For larger events, you may need to start promoting several months in advance so friends and family can put it on their calendars. For milestone celebrations or online campaigns, you may need only two weeks to remind friends and family that the date is approaching and/or create a sense of urgency (this is happening soon/now!).

In addition, it is important to be clear about the intention of your event. The purpose is to raise funds to support Tahirih whose mission is to protect courageous immigrant women and children who are fleeing violence. State in your promotion efforts if your event will donate all funds raised or a portion of the proceeds to Tahirih.



# Receive Approval on Your Materials

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If you choose to create printed materials (ex. flyers, t-shirts, banners, etc.) that will include Tahirih's logo, you must get approval from Tahirih's Communications Team. Please send your request to [Communications@tahirih.org](mailto:Communications@tahirih.org) and allow a full week for response.

## Keep Yourself Organized

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Make a To Do List. Recognize if you need any help from friends and family to execute your event, and if you do, assign roles and responsibilities well in advance. Keep track of who you are inviting and whether or not they have responded “yes” or “no”. Track your donations so that you can follow-up with thanks after the event.



# DURING YOUR EVENT

## Lead the Way

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Inspire others to get engaged by making the first donation yourself! Donate an amount you hope others will give, and encourage friends and family to match your donation. Or, tell your friends and family that you will match their donations up to a certain amount. With your donation, share with your friends and family why Tahirih and ending violence against women are important to you. This will open the space for others to give and share.

## Collect & Give the Information

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If you are hosting an event in person, ask your guests to sign in at the door/registration with their contact information (email, phone number, address). This will be helpful when you send your thank you notes for their participation. You may also consider a check box or question that allows participants to mark whether it is OK that you share their contact information with Tahirih. You can use Tahirih's fundraising platform at [tahirih.org/fundraise](https://tahirih.org/fundraise) to collect funds, send thank you notes, and share their contact information with Tahirih.

In addition to receiving guest information, you may also want to share information about Tahirih – what we do, why do we it, and how your guests can get more involved after your event. Information about Tahirih can be found at [tahirih.org](https://tahirih.org). Feel free to print any materials you may want to share, including Tahirih's Impact Report, articles, etc.

## Spread the Word

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Now that your event has begun, it is time to ramp up promotion! For larger events, use Facebook Live or Instagram Stories to bring those who could not attend to your event virtually. If there is an event page, they can get excited and participate from afar. For milestone celebrations or online campaigns, plan to promote on social media and through email several times throughout the day/week/month of your event. Don't ever let the conversation stop!

And tag Tahirih on social media so our followers can see what you're doing and connect with your effort, even if from afar. Who knows, you may get a Tahirih retweet!



# Explain the Need & Ask For the Gift

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Find some way during your event, whether in person or virtually, to share the mission of Tahirih with your friends and family. If you are able to share a video, visit [youtube.com/user/TahirihJusticeCenter](https://youtube.com/user/TahirihJusticeCenter) to select a video with the length and message that will best speak to your friends and family. This is also a good time to share a Tahirih client success story. Those can be found at [tahirih.org/success-stories](https://tahirih.org/success-stories).

Asking for donations can be intimidating, but it is important to remember that you are asking friends and family to donate to a critical cause and not to you directly. Your friends and family will be honored to be included in your event and proud of you for standing up and speaking out for what you believe. Remember that most people plan to donate, but they may forget or think they've run out of time. Reminder emails, social media posts, page updates, and phone calls will ensure your friends and family are able to contribute.

## Document the Event

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Take pictures and videos! Get testimonials from friends and family! Share the journey of your success not only with those who were in attendance, but with your vast network on social media! Keep in mind that it's best to request permission from anyone being photographed before you share their image widely. And, of course, send your photos, videos, testimonials, and event recap to [Communications@tahirih.org](mailto:Communications@tahirih.org) so that we may share in your success.

Bonus: If you choose to do an annual event, you'll have this documentation from years past to include in your future promotion.





# AFTER YOUR EVENT

## Submit Your Donations

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The best way to collect donations is through Tahirih's online fundraising platform at [tahirih.org/fundraise](https://tahirih.org/fundraise). The advantage of using this page is that you can track the progress of your event, your friends and family who make a donation will get an immediate tax receipt from Tahirih via email, and they will also have a record of the donation on their credit card statement.

If you collect donations through checks, remember that Tahirih can only issue donation receipts to the person who wrote the check. The donor should always write the check to the Tahirih Justice Center, not to you. Once checks are deposited, the donors will have a record of the check on their bank statement.

If you collect donations in cash, you can easily donate the funds through your personal event page if you created one at [tahirih.org/fundraise](https://tahirih.org/fundraise), or through Tahirih's online donation page at [tahirih.org/donate](https://tahirih.org/donate), or mail in a check to Tahirih Justice Center, 6402 Arlington Boulevard, Suite 300, Falls Church, VA 22042. Be sure to provide each donor's name, address, and amount donated so a receipt can be sent to them directly. If you do not provide this information, the receipt will be sent to you, not the donor who provided the funds.

And remember, it's best to send in the donations collected through your event as quickly as possible.

## Celebrate with Friends and Family

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Shout hooray and thank you! Send an email, post on social media, update your event page, or make phone calls so that everyone who participated (and even those who were unable) can be a part of the success. And don't forget to share the grand total raised!

## Encourage Continued Engagement

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While you are probably an advocate for Tahirih's work year-round, your friends and family may be just getting started. Let them know that this is only the beginning! There are so many ways to stay involved with Tahirih – whether they want to sign up for Tahirih's newsletter or volunteer in one of Tahirih's local offices or even host their own event – we can never have enough Tahirih supporters.

# Mark Your Calendar for Next Year

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Whew. You made it. Now it's time to reflect. Will you do this event again? Will you change it up? What went well? What were some challenges that could have been avoided? Are there friends and family who want to take on a larger role in the future? Reflect on every aspect of the planning and execution of your event, and consider how you can make the next one even better!





# WAYS TAHIRIH CAN HELP

## Staff Involvement

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Tahirih staff want to encourage the wonderful efforts of our supporters, but are unfortunately not able to attend every event. We aim to provide staff who can attend and speak at events that are expected to raise more than \$10,000 in our local office markets, but cannot guarantee that a staff person will be available.

Because your event is most helpful when it reaches potential supporters not already engaged with Tahirih, we encourage you to use your event page, social media, personal networks, and other resources to spread the word about your event. Tahirih will not assist in soliciting sponsorships, recruiting celebrities or professional athletes or publicizing your event through newspapers, radio, TV coverage, or posting on our website, on our social media, or in our publications. Tahirih will not provide donor lists, media lists, or staff lists.

Informational materials about Tahirih's mission and work are available for you to download and print at [tahirih.org/give/donate-now/host-a-fundraising-event](https://tahirih.org/give/donate-now/host-a-fundraising-event).

## Financial Information

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

## Legal Information

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Your event must comply with all federal, state, and local laws governing charitable fundraising.

For example, almost all states require that statements made in connection with charitable events be truthful and not deceptive in any way. Some require that you have written authorization from Tahirih to use Tahirih's name and logo (which we can provide on request). Tahirih is registered for charitable solicitation in all states, but some states apply additional regulations for certain types of fundraisers. Businesses that solicit contributions on behalf of Tahirih, for example, as a percentage of their retail sales, often have additional obligations that are similar to the obligations of professional fundraisers and fundraising consultants and

counsel. Remaining uncompensated and having contributions made directly to Tahirih, rather than controlling the funds yourself, will minimize many of these obligations.

If you plan to hold a raffle, drawing or game that includes elements of prize, chance, and consideration (like money) paid by the participants, it is usually considered a lottery or gambling for which each state (and some cities) have their own rules on charitable exceptions, registrations, and licensing.

Some communities may require a liquor license for an event where alcohol is served, even in a private home, for example, if there is no controlled guest list and there is an admission cost for the event. You are responsible for obtaining all permits and licenses, for complying with applicable law, and for assuming all legal or financial liability associated with your event.





# SAMPLE EMAILS

## Event Announcement/Invitation

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Dear [INSERT FIRST NAME],

Did you know that right here in the United States, courageous immigrant women and girls are standing up and refusing to be victims of violence and persecution?

The Tahirih Justice Center is a national nonprofit that protects those who are fleeing violence through free legal services and social services case management, bridge-building policy advocacy, and training and education. Unfortunately, a woman or girl seeking safety in the U.S. has only a 16% chance of success without a lawyer and a 46% chance of success with any lawyer. With a Tahirih lawyer, those chances soar to 99%!

I have committed to raising [INSERT YOUR PERSONAL FUNDRAISING GOAL] to support Tahirih and the women and girls seeking access to justice, and I need your help to reach my goal.

[INSERT INFORMATION ABOUT YOUR EVENT]

Please join me in giving heroic women and girls the support they desperately need and deserve. Your donation will transform the lives of those with nowhere else to turn.

Visit [INSERT YOUR EVENT PAGE URL] right now to sign up/make your donation.

With gratitude,  
[INSERT YOUR NAME]

## Event Reminder

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Hi [INSERT FIRST NAME],

I hope you got the note that I sent you on [INSERT DATE].

So far, my event to support the Tahirih Justice Center has raised [INSERT PROGRESS TOWARD GOAL]. I really need your help to reach my goal!

As an example of why I think this cause is so important, I'd like to share the story of Gloria, a Tahirih client:

*Gloria is a survivor of human trafficking 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. After months of torture, she escaped. Apprehended at the border, she was immediately placed in a detention center and sought protection through Tahirih. Tahirih 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 breaks my heart. But it happens. At the moment, Tahirih can protect only 1 out of every 10 women and girls who reach out for help.

That's why I have committed to raising [INSERT YOUR PERSONAL GOAL] to support Tahirih and their work to protect women and girls who are fleeing violence. People across the country are answering this urgent call, and I hope you will, too. At whatever level you are able, your donation matters. Your donation will save lives.

Thank you for standing up and helping survivors like Gloria! Please visit my fundraising page today at [INSERT YOUR EVENT PAGE URL].

With gratitude,  
[INSERT YOUR NAME]

## Event Thank You

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Dear [INSERT FIRST NAME],

Thank you so much for donating to my event in support of the Tahirih Justice Center! Together, we raised [INSERT TOTAL DOLLARS RAISED] in the fight for full gender equality.

Because of your gift, Tahirih will be able to help even more women and girls access the justice they deserve after surviving gender-based violence. I cannot thank you enough for your contribution.

And this is only the beginning! I plan to stay engaged with Tahirih year-round and you can, too. Whether you want to sign up for Tahirih's newsletter or volunteer in one of Tahirih's local offices or even host your own event, we can never have too many Tahirih supporters. Simply visit [tahirih.org/get-involved](http://tahirih.org/get-involved) to learn more today!

With gratitude,  
[INSERT YOUR NAME]



# SOCIAL MEDIA BEST PRACTICES

One of the best ways to make your event a success is by sharing it with friends and family on social media. Sharing what you're doing and why you're doing it will help others get involved. Here are a few "Dos and Don'ts" to help you on your social media journey:

## Do

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- Create a Facebook event and invite people to "attend"
  - » Whether you're hosting an in person event or not, this will give you a platform to share information and encourage involvement
- Share your story and why you care about supporting Tahirih and the women and girls served
- Share your fundraising goal and keep increasing it as you reach it
- Post before, during, and after your event
- Tag Tahirih in your posts
  - » Facebook – TahirihJusticeCenter
  - » Instagram/Twitter – TahirihJustice
  - » Everywhere - #TeamTahirih
- Tag your friends and family who have donated to say thank you and share with them the impact of their gift

## Don't

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- Make every post a solicitation
  - » Share inspiring and positive anecdotes and information as well
- Call out and tag friends and family who haven't donated yet
  - » You want donations to come out of desire and enthusiasm, not obligation or guilt

# FREQUENTLY ASKED QUESTIONS

## What will Tahirih do to promote or publicize my event?

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Tahirih has numerous resources for our champions, including this toolkit and additional fact sheets, success stories, and videos on [tahirih.org](http://tahirih.org). Tahirih staff are generally available to support events that expect to raise \$10,000, but we may not be able to support all events. Because your event is most helpful when it reaches potential supporters not already engaged with Tahirih, we encourage you to use your event page, social media, personal networks, and other resources to spread the word about your event.

Tahirih will not assist in soliciting sponsorships, recruiting celebrities or professional athletes or publicizing your event through newspapers, radio, TV coverage, or posting on our website, in our social media, or in our publications. Tahirih will not provide donor lists, media lists, or staff lists. Tahirih also will not engage in activities which may be viewed as “advertising” a commercial product or service, even if some or all proceeds benefit Tahirih.

## Will event sponsors or vendors receive tax receipts for their donations?

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Tahirih will provide tax receipts for gifts it receives directly (made out to Tahirih by check, received through our online fundraising platform or through our web page online). There are many ways you can thank sponsors and vendors for their support, however, including acknowledgment in your event materials, on social media, and/or at the event itself.

## Can I accept cash/check donations?

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Of course! Although the best way to collect donations is through Tahirih’s online fundraising platform at [tahirih.org/fundraise](http://tahirih.org/fundraise), you may also collect donations by cash or check. If you collect donations through checks, the donor should always write the check to the Tahirih Justice Center, not to you. Regardless, you should keep a record of the name, date, and amount of the donation, so that you can thank the donor.

# When are donations raised at my event due to Tahirih?

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You should submit donations to Tahirih as soon as possible and no later than within one month of the event. This way:

- Tahirih will receive funding that can quickly be put to good use
- If your friends and family submit checks or donated with a credit card, they will see on their bank statements that you did in fact submit the donations
- You will check off the most important item on your event's To Do List

## How does Tahirih thank donors?

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When Tahirih receives a credit card or online donation, the donor immediately receives a confirmation email thanking them for their donation. When Tahirih receives a check donation, the donor receives an acknowledgement letter via mail thanking them for their donation and providing a tax receipt. As the host of an event, you are also encouraged to send personal thank yous to your donors.

## I still have a question. Who can help?

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If you have a question about hosting an event to support Tahirih, please email [Communications@tahirih.org](mailto:Communications@tahirih.org) and allow for one week response time.

