



EFWM Fields of Justice Fundraiser!

Thank you for signing up to play soccer in support of the Episcopal Farmworker Ministry! Your commitment to raise \$250 to support our work is greatly appreciated.

This document will give you some ideas on how to raise money with your friends and family.

Please contact us at 919.805.1607 if you need support or have questions.

1. Develop a plan:

- Think about *how* you will inform individuals about this effort. We suggest email, social media, and in-person calls or meetings.
 - Make a list of people to ask: friends, family, colleagues, professors, administrators, peers, and neighbors. It can also include groups, such as campus clubs, service groups, local businesses, religious congregations, and civic clubs. Because not all of the people you ask will be able to give, you will need to brainstorm 3-4 times the number of individuals that you need.
 - Develop a giving chart so you know how much to ask each person for. Here are two examples how many people you need to give what amount based on a goal of \$250:
 - 1 donor to give \$100 = \$100
 - 2 donors to give \$50 each = \$100
 - 2 donors to give \$25 each = \$50
 - TOTAL \$250or
 - 5 donors to give \$10 = \$50
 - 5 donors to give \$20 = \$100
 - 4 donors to give \$25 = \$100
 - Develop a timeline to hold your campaign. We suggest running your campaign intensely for 1 week but understand that some of you will be more comfortable stretching this out a bit.
2. **Follow-up with your contacts** daily for one week or 2-3 times/week if your campaign is multiple weeks. Let them know how the campaign is going and how much time is left to make a donation. Keep it brief. Remind them of why it is important to donate to EFWM.
3. **Send personalized thank-you letters or emails to folks who donate.** Your donors will get an email confirmation and thank-you from EFWM, and we can provide you with notecards that you can use to write a personal thank you to every donor.

Five Proven Keys to a Successful Campaign:

1. Be personal

Share personal stories about yourself, your connection to EFWM and your interest in farmworkers, food justice, immigration, the labor movement, and other issues related to EFWM's work. It has to be about YOU because your friends will give to EFWM because YOU believe in our work.

2. Create a sense of urgency

Individuals respond best when they have a deadline. Remind them to give by October 15th. You must share the results of your campaign each day so that folks can support you to meet your goal.

3. Follow-up individually

- Although most of your correspondence will be to groups and through email or social media, you will increase your chances of meeting your goal if you communicate individually with folks by sending personal emails or instant messages, making follow-up calls, or meeting with individuals in person to share with them about EFWM and how they can give.
- Before you do individual follow-up, prepare yourself by making sure you know how much to ask that individual for. Practice your pitch and be sure to include your personal story and why farmworkers and EFWM's work are important to you. Most organizations, campus clubs, and religious groups will be able to give \$100-\$500, while most individuals will give \$50-\$200 each. Don't ask for too little; it is better to ask for a little more than what you think someone can donate than to ask for less than they can give.
- Prepare to receive some "no's". Some people will not be able to give due to timing of your ask, a lack of resources, personal emergencies, being offline due to travel, etc. Don't take it personally; you are giving folks an opportunity to be a part of EFWM's work and they need to determine for themselves if they can contribute in this way.

4. Make sure donors have the info they need

Make sure your contacts know how to give and can access you or EFWM staff if they have a problem making their donation. Individuals have three ways to donate:

- Online by clicking on the "Donate" button of our website. Please let us know if folks have problems with your page asap, so we can fix it.
- Writing a check made out to EFWM and mailing it to 2989 Easy Street, Dunn NC 28334. Any checks that we receive for you will show up on your team's page, but of course will take a little time. Just let your donors know to write your name in the memo section so the donation can be attributed to you.
- Giving you cash or a check made payable to EFWM. You can mail these donations to EFWM or drop them by the EFWM office. Please do not mail cash.

All contributions made to EFWM are tax-deductible (as long as no goods or services are given in return).

Donations have to be made directly to EFWM in order to be tax-deductible, so make sure folks write checks to EFWM and not to you!

5. Make a gift yourself

Many donors want to know if the person asking them for a gift contributes to the same organization themselves. So, the first donation should be your own—it can be any amount that is significant to you!

