



FUNDRAISING GUIDE

Sign up today:

Razoo.com/HikeForHealing

Fundraising is an incredible opportunity to get your community to raise up the voices of survivors!

Asking your friends to donate to a cause can feel really hard. It may feel difficult to ask your community for money—even when it is in support of work that you deeply believe in. However, fundraising is also an incredible opportunity to get your community to raise up the voices of survivors.

FORCE has created a step by step guide to support you in the art of asking your community to give back.

1: WHO TO ASK?



Choose individuals you think will care about creating public healing spaces for survivors through the Monument Quilt. Some people will be invested because of their relationship with you, others will be invested because of their own experiences or work.

Be expansive in your thinking! And remember, there are so many ways to give – some of the people you contact may choose to invest money, others will decide to volunteer or attend an event.

2: SEND EMAILS



This is the moment you get to ask your community to support FORCE! Here is what you want to include your message: 1) What FORCE is, 2) Why FORCE is important to you, 3) How their donation will make a concrete difference, and 4) When Hike for Healing is + how they can get involved. See page 3 for a sample email!

3: POST ON SOCIAL MEDIA



Share your Hike for Healing page on Facebook, Twitter and Instagram, with short posts about what a donation can do to help FORCE. For example, “Support Hike for Healing! Every \$50 donated will help FORCE add another survivor story to the Monument Quilt. Give here: razoo.com/hikeforhealing.” For more ideas, check out our social media guide on page 3.

4: PHONE A FRIEND!



Nothing can have quite the same impact as calling your community. Even the act of picking up the phone speaks volumes about your dedication to FORCE to the people you call. Before you call, here are some tips to keep in mind:

- + **Make a List:** call your close network of friends, mentors and chosen family that you are always excited to talk to, and that you know will be excited to hear from you.
- + **Be Prepared:** you don't need to know everything about FORCE, but you should know: WHY you care about FORCE - WHAT is the mission - HOW their donation helps
- + **Ask for a Donation:** It can be easy to forget to actually ask for a donation in the midst of talking about FORCE and why the work is so important. So make sure to ask.
- + **Expect to Hear “No”:** Not everyone will be able to give, what's important is that you ask.

For some folks, it may be helpful to create a script outlining the information above. We definitely advise practicing a call with a friend or someone on the FORCE team if you're feeling nervous.

Remember that your work is helping to fund FORCE's movement to end rape culture.

5: SAY THANK YOU



When your network gives, it's because you asked them- so it's really important to send an email, text or give a call to honor your friends who invest in FORCE because of the relationships you've built. It can be a simple message -- just make sure they know that you appreciate their gift. You can share a picture of you hiking , or even share a quilt square that is meaningful to you.

SAMPLE EMAIL

Dear Bobby:

As you know, I have recently become involved in FORCE, an organization committed to building public healing spaces by and for survivors through community organizing and public art. Its work means a lot to me in my own journey, and I am proud to be part of this movement.

On October 21st, FORCE will host a Hike for Healing. Our hope is to raise \$50,000 to sustain our work for the thousands of people who see FORCE as part of their journey towards healing. The money raised will help fund important programming like the Monument Quilt, a 50,000 square foot quilt of survivor stories, or Gather Together, a Baltimore based collective of survivors.

I am writing to ask for your support of FORCE today. You can invest in our work by donating here: razoo.com/hikeforhealing, joining the hike, and/or spreading the word.

I thank you so much for your friendship and love - and hope you contribute our work.

In Peace,
Saida

SOCIAL MEDIA

I am going to Hike for Healing because every \$50 raised adds another survivor story to the Monument Quilt: razoo.com/hikeforhealing #notalone #hikeforhealing

Survivors of rape and abuse deserve honor and respect and FORCE's work makes that a reality. Support #HikeForHealing today: razoo.com/hikeforhealing #notalone

Sample posts for survivors:

As a survivor of sexual violence, the #monumentquilt has been part of my own healing journey. Support this project today: razoo.com/hikeforhealing #notalone #hikeforhealing

Seeing support from my community is part of my healing journey, today and always. razoo.com/hikeforhealing #notalone #healing #surviving #thriving

Sample posts for allies:

The Monument Quilt has given me tools to better support survivors. Be part of their work by joining us! #notalone razoo.com/hikeforhealing #hikeforhealing

Today, I am hiking to support survivors in their healing journey. Participate by donating today! razoo.com/hikeforhealing #HikeForHealing #NotAlone