



# FUNDRAISING TIPS

## Victory Over Violence

Thank you for taking the time to support The Women's Center by creating your personal online fundraising page and/or by collecting tax-deductible donations in person. Here are some helpful fundraising tips:

### Become a Successful Fundraiser **ONLINE** or **IN PERSON**!

- Create your personal online fundraising page by clicking on the "Fundraise & Donate" tab at [www.vovfw.org](http://www.vovfw.org) OR use the **BE A FUNDRAISER** form to collect donations in person. (You do not need to register for the race in order to fundraise on behalf of Victory Over Violence.)
- If you register for the race online, a fundraising page will be created for you automatically.
- Set a fundraising goal! Challenge yourself and aim high! Remember - proceeds from the Victory Over Violence Walk/Run directly affect survivors and their families!
- Educate your donors on The Women's Center and its impact on the community (see below).
- Tell your story. Customize your personal fundraising page and/or email with photos and share why you are passionate about the anti-violence work of The Women's Center.
- Promote your fundraising page through e-mail and social media sites, such as Facebook, Twitter, Blog, and LinkedIn. Share your personal advocacy link or place a copy of your personalized form directly on your blog or website.
- Become your first donor with a gift of \$25. Ask your closest friends and family to help you fundraise for a worthy cause and challenge them to match your contribution (or beat it!).
- Share updates on your fundraising progress through social media and email. Sometimes it takes a friendly reminder to get folks to take action!
- Research your company's matching gift program for the chance to double your money.
- Create a flyer explaining your efforts and display it in the break room at work, on the church bulletin board or wherever you gather with friends.
- In lieu of gifts for your birthday or other special events, ask friends and family to make a donation to The Women's Center on your fundraising page.
- Promptly thank everyone who makes a donation on your behalf. You can also use social media to publicly thank each of your donors.

### PRIZES FOR TOP FUNDRAISERS

- 1<sup>st</sup> Stay tuned!
- 2<sup>nd</sup> Stay tuned!
- 3<sup>rd</sup> Stay tuned!
- 4<sup>th</sup> Stay tuned!

**Drawing for all \$500+ Fundraisers:** Raise \$500 and be entered into a drawing for a \$100 Visa gift card, receive a special t-shirt and be honored at the race as a member of the 2022 Victory Circle.

**Drawing for all \$100+ Fundraisers:** Raise \$100 and be entered into a drawing for a \$50 Visa gift card.

- Turn in all money collected in person along with the **Be A Fundraiser** form the week of the race (4/4-4/8) to The Women's Center or on Race Day to the Donation/Information tent. Donations can be cash or checks (payable to The Women's Center). This money will be added to any on-line donations that you collected.
- Any prizes or awards not picked up by race day will need to be picked up at The Women's Center. No prizes or awards will be mailed.

## **DONATION FACTS**

- Donations are 100% tax deductible.
- All proceeds from fundraising and the Victory Over Violence Walk/Run will be used in the anti-violence programs of The Women's Center, helping survivors of rape, sexual abuse, and other violent crimes heal emotionally and resume productive lives.
- Here are ways the donations make a difference at The Women's Center:
  - \$25** Provides play therapy and art therapy supplies so victims of child abuse can heal and recover.
  - \$50** Trains a volunteer to provide crisis intervention to victims at hospital rape exam sites.
  - \$100** Educates a classroom of children with the Play It Safe!™ program to reduce their risk of abuse.
  - \$250** Provides a month of counseling for a child or adult victim of violence.
  - \$500** Provide a day of crisis services including a 24-hour Rape Crisis Hotline and accompaniment at hospital rape exam sites.

## **TALKING POINTS ABOUT THE ANTI-VIOLENCE PROGRAMS OF THE WOMEN'S CENTER**

- The Women's Center operates one of the largest and most comprehensive Rape Crisis and Victim Services programs in the country.
- Child and adult victims of rape, sexual abuse and other violent crime heal emotionally and resume productive lives.
- The Women's Center's *Play It Safe!* educational program is provided to over 100,000 children ages 4-18 to learn how to reduce the risk of sexual and physical abuse and how to seek help if victimized.
- A 24-hour Rape Crisis & Victim Services Hotline provides a continuous resource to the community.
- Children, adults and their significant others receive accompaniment through the criminal justice process.

## **CONTACT INFO**

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