

PEER-TO-PEER FUNDRAISING TOOLKIT

Helpful Hints for Successful Fundraising



Mission & Impact

Our mission

SAFE stands for Stop Abuse For Everyone.

A merger of Austin Children's Shelter and SafePlace, SAFE serves survivors of child abuse, sexual assault, human trafficking, and domestic violence. We are working to end the cycle of violence through prevention, intervention, and advocacy for change. SAFE has become a unified source of hope for adults, children, and families affected by sexual and domestic violence. Through the 30+ programs that SAFE provides breaching across support services, abuse prevention & intervention, community services, and public strategies—it is our goal to end the cycle of abuse.

Our impact

Many people who learn about us are shocked to hear that the children and families that come to our shelters often come with just the clothes on their back, or maybe a trash bag filled with some basic essentials. Once they arrive, we work hard to make sure they can find safety and dignity in our shelters. That means each and every day we rely on our community to support the needs of the clients we serve on our campuses by providing items like shampoo, deodorant, bed linens, baby wipes, and much more. On average, we serve over 6,000 people through housing and direct service, receive 27,000 annual SAFELINE calls, and reach over 15,000 people in the Austin community through prevention programs. It truly does take a village to make that all possible.



Our Services

Consider making even more of an impact by gearing your fundraiser towards a specific program that we offer. If you resonate with any of the following programs, have utilized them, or would've benefitted from having these resources at some point in your life – consider having this be the driving reason for your fundraiser. Adding as much personalization and stories as you can to your fundraiser can help people connect to you and connect with the gift that they are giving. For more information about our programs, please visit our website www.safeaustin.org/our-services/

- **Shelter & Housing**

- Foster And Adopt In Austin
- Housing For Children And Young Adults
- Housing For Families And Individuals

- **Face-to-Face & Digital Support**

- CARES: Support For Survivors Of Exploitation & Trafficking
- Counseling
- Deaf SHARE: Survivor Healing Through Advocacy, Resources & Empowerment
- Disability Services
- Eloise House: Forensic Nursing Exams And Rape Kits
- Sexual Assault Victim Advocacy
- Survivor Peer Support
- Legal Services
- Planet SAFE: Supervised Visitation & Exchange

- **Prevention & Education**

- SAFE School, K-12
- Community Education
- Expect Respect
- Life Skills
- Strong Start: Parenting Support
- Fatherhood Program
- SAFE Institute: Sexual Harassment Prevention

- **Advocacy**

- Community Resource Advocacy
- SAFE Futures: Advocacy For Families In CPS
- Volunteer Services

Getting Started

First, thank you so very much for choosing to fundraise for SAFE and for believing in the work that we do. You are joining a community of everyday people making a difference and providing hope for those who need it most.

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert to raise a lot of money. You can make a big impact through the use of community-ultimately a multiplier of your individual contribution. By mobilizing your friends and family, you can help SAFE reach more people, raise more money, and make a bigger impact.

There are so many unique ways to raise funds for your community: request donations instead of gifts on a special day, take on a challenge, host an event or do your own thing by getting creative.

We are here to help - beginning with this handy toolkit full of tips and helpful information to be successful on your fundraising journey.

The Power of Your Donations

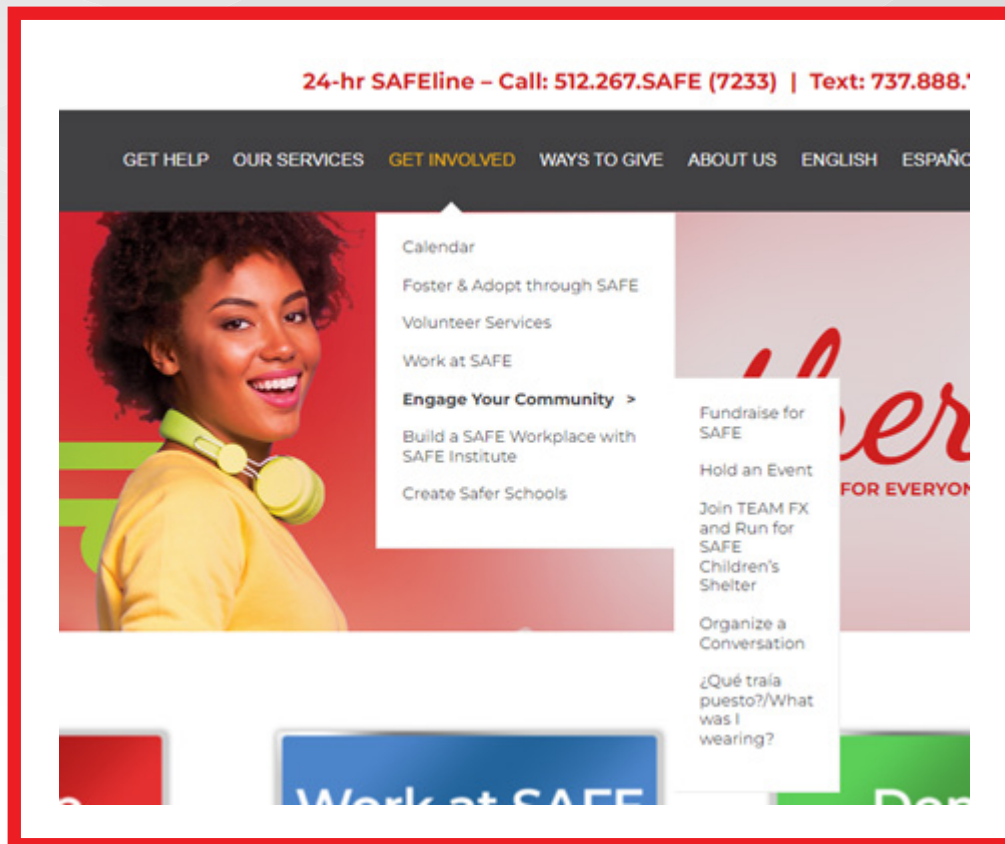
Please understand that what you are doing is incredible, no matter how much you raise, you are making a positive impact.

- **\$25** helps to provide two hours of after-school activities for children every single month
- **\$50** helps to provide one hour of virtual counseling for a survivor of violence
- **\$100** provides one night of emergency shelter for a family
- **\$500** provides support for 20 people reaching out to the SAFeline
- **\$1,000** provides one month of transportation to and from appointments and activities for 50 children

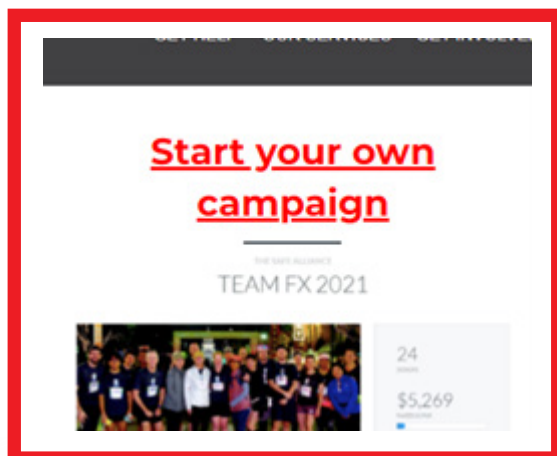
Getting Started

From SAFE Website:

1. Visit us at <https://www.safeaustin.org/>
2. Click on Get Involved → Engage Your Community → Fundraise for SAFE

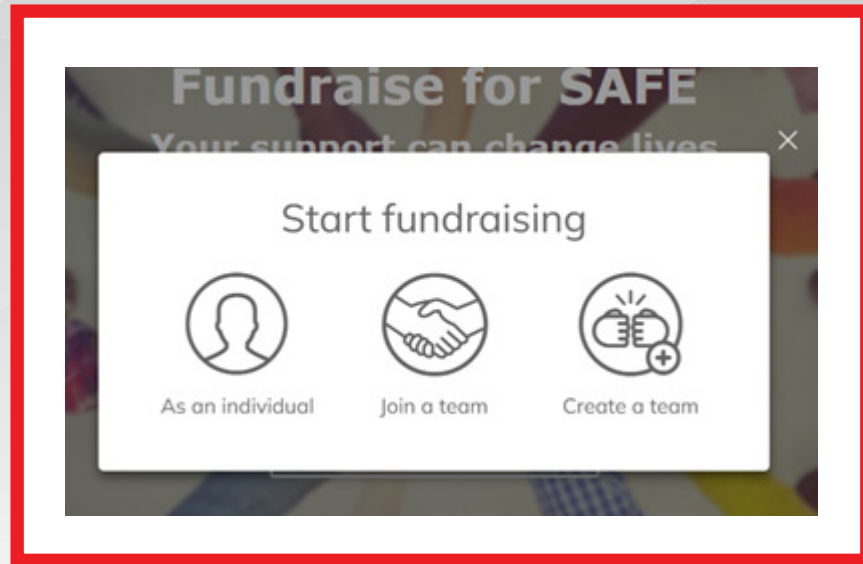


3. Then, click on **Start your own Campaign**



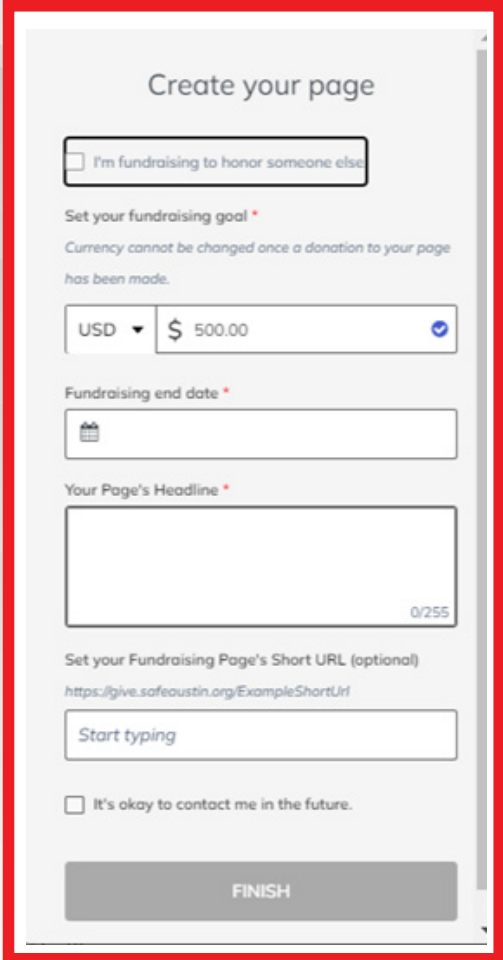
Directly From Link:

1. Go to <https://give.safeaustin.org/campaign/fundraise-for-safe/c447459>
2. Click on Become a Fundraiser and then choose on what type of fundraiser you'd like to create from the available choices.



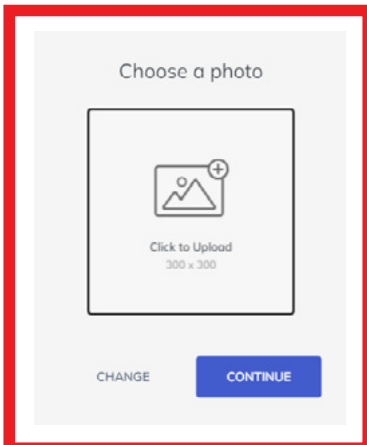
- a. As an individual – Sign up to get started right away and start getting donations to help those who need it most.
 - b. Join A Team – If your school, business, or other group has already created a team, join with them to make an even bigger impact.
 - c. Create a Team – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can work together to make a larger impact.
-
3. Set your fundraising goal – there is a pre-populated goal set, but you can set a goal that's right for you. Keep in mind that you can always edit your goal once you get started. Here are some ideas of how your goals help real people.
 - a. **\$25** – Two hours of after-school activities for children every single month
 - b. **\$50** – One hour of virtual counseling for a survivor of violence
 - c. **\$100** – Provides one night of emergency shelter for a family
 - d. **\$500** – Support for 20 people reaching out to The SAFELine
 - e. **\$1000** – One month of transportation to and from appointments and activities for 50 children

4. Choose fundraising end date
5. Add your headline – share a quick blurb about why you are setting up a fundraiser for SAFE. Here are some ideas to get you started:
 - a. Protect Our Future: Donate Now to End Child Neglect, Sex Trafficking, Domestic Violence, and Sexual Assault #FightForGood
 - b. Hope. One gift that can be regifted all year long. #SAFE
 - c. Children don't always have a place to call home. I want to help provide children in need a safe place to stay.
 - d. I'm ringing a virtual bell to help the most vulnerable in my community. Please join me to #StopAbuseForEveryone
 - e. I am working to end the cycle of abuse and teach every child that they should #ExpectRespect from everyone they come across.



The screenshot shows a 'Create your page' form. At the top, there's a checkbox labeled 'I'm fundraising to honor someone else'. Below that, a section for 'Set your fundraising goal' includes a note that currency cannot be changed after a donation. It features a dropdown for 'USD' and a text input for '\$ 500.00' with a checkmark icon. The 'Fundraising end date' is indicated by a calendar icon. The 'Your Page's Headline' section has a large text area with a '0/255' character count. Below this is a field for the 'Fundraising Page's Short URL' with an example 'https://give.safeaustin.org/ExampleShortUrl' and a 'Start typing' placeholder. A checkbox at the bottom asks 'It's okay to contact me in the future.' and a 'FINISH' button is at the very bottom.

6. Choose a location for which you'd like to fundraise – this ensures that funds raised will go back to the community!
7. Upload a Photo – add from your computer or Facebook. You're free to skip this and come back to it later if you'd like.
 - a. Here is a link to some images of those who SAFE Alliance has served:
<https://www.safeaustin.org/about-us/facts-stats-and-impact/lives-changed/>



The screenshot shows a 'Choose a photo' interface. It features a large square placeholder with a mountain icon and a plus sign. Below the placeholder, it says 'Click to Upload' and '300 x 300'. At the bottom, there are two buttons: 'CHANGE' and 'CONTINUE'.

Telling Your Fundraising Story

When you add personal touches like a photo or a story to your fundraising page, it can help your donors connect with your mission on a deeper level. This connection can inspire your community of supporters to give generously in response to your request.

By personalizing your fundraiser, you demonstrate your commitment to achieving your fundraising goal by investing time and effort into creating a page that is unique and engaging. Keep your supporters informed and engaged by posting regular updates on your page that share photos, videos, and stories that help tell the story of your fundraising journey. This ongoing communication with your supporters will help build momentum and encourage continued support for your cause.

Story examples.

Here some examples of personal pages fundraising for SAFE with compelling stories:

[Team FX](#)

[Ascension Leadership Academy](#)

[SAFE Young Professionals](#)

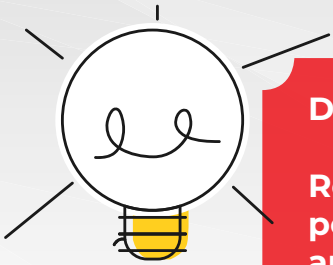
Key Messages

Here are a few key messages that might help you to get started:

- Give the gift of fun to kids who need it the most. Many of the children SAFE serves have to grow up too fast, but at SAFE, they work hard to ensure that every child in their shelter has the opportunity to engage in fun activities that help give them a sense of normalcy and help them to heal. \$25 helps to provide two hours of after-school activities for children every single month because every child deserves the opportunity to be a kid.
- Children who experience abuse or neglect are two to three times more likely to experience violence and abuse as adults. \$50 helps to provide one hour of virtual counseling for a survivor of violence and/or abuse. Healing from trauma takes hard work, and it takes time. Your support helps to give children, adults, and families the support they need through individual and group counseling so that healing can happen and the cycle of abuse can end. SAFE's counseling is geared towards healing, healthy communication styles, and prevention.
- The SAFE Family Shelter is open 24/7, 365 and provides emergency shelter for families fleeing domestic violence and survivors of sexual assault. \$100 provides one night of emergency shelter for a family. Your gift will ensure that the entire shelter is open for these families and that they have a safe place to sleep.
- Many of the survivors SAFE serves come to shelter with nothing but the clothes on their back, or maybe a trash bag filled with a few belongings. \$250 Provides basic essentials for people who come to the shelter with nothing. You can help children and families to start over and have new, clean clothes to wear, a pillow to sleep on, and the necessities they need to recover.
- Last year, SAFE received 27,000 calls, texts, and chats by SAFELINE which is a 24/7 line to provide advocacy, connection for resources, and advice. This is a 28% increase from the amount of communication SAFELINE received from the year before. \$500 provides support for 20 people reaching out to the SAFELINE.
- Survivors of sexual assault need somewhere to turn. A gift of \$2500 will provide a survivor with immediate support at SAFE's Eloise House clinic. You're ensuring that every survivor who wants to receive a forensic exam can get one, and that each and every survivor has a nurse and an advocate there to support them every step of the way. You're also ensuring that survivors of sexual assault can have an experience that supports their dignity, and that they are not being re-traumatized and that no survivor walks away from a rape exam with a hospital bill.

Build Your Plan For Success

Having clear goals can be a key factor in achieving successful results in your fundraising efforts. Demonstrating your determination to reach these goals can motivate your supporters to contribute and help you achieve them. It is important to establish a solid plan and communicate your goals early on to your supporters. Sharing your goals with your community of supporters can provide them with a clear understanding of what you are aiming to accomplish and can encourage them to take action in support of your cause.



Did you know?

Research in fundraising psychology indicates that people are more inclined to make a donation as someone approaches their fundraising goal.

Communication is key

Developing a strategy for communicating your goals, progress, and successes to your network of supporters can be a crucial factor in achieving fundraising success. It is important to create a list of individuals you plan to reach out to and engage with in your fundraising efforts. By effectively communicating your message and progress, you can build momentum and inspire continued support from your community of donors.

- **Start with the people closest to you.** Reach those who are the closest to you to secure those first few donations. Achieving some early successes in your fundraising efforts can be an encouraging and motivating experience!
- **Expand your donor base.** While it can be tempting to focus your fundraising efforts on those closest to you, it is important to cast a wider net and expand your outreach efforts. You may be surprised to find that individuals outside of your inner circle have a personal connection to your cause and are willing to support your efforts. Don't be afraid to push yourself to broaden your list of potential supporters, as this can increase the visibility and impact of your fundraising campaign.

Spread the Word

With your fundraising efforts underway, it is important to focus on spreading the word and working towards achieving your goal. Utilizing communication tools such as email and social media can be effective ways to inform your network about your campaign and encourage them to donate. By leveraging these tools, you can amplify your message and increase your reach, helping you to garner more support for your cause and move closer towards your fundraising goal.

Email

Email can be an efficient and powerful tool for fundraising and should be a key component of your outreach strategy. A personal email, or even better an in-person ask, to your inner circle can be an effective way to kick-off your fundraising campaign and generate early momentum. By securing some early donations, you can create a strong foundation for your campaign and build confidence as you expand your outreach efforts to a wider audience.

[Insert: speakerphone clipart] Key Elements of Fundraising Emails

- **Clarity.** It is important to clearly articulate your message and make a direct call to action, inviting your supporters to actively participate in your fundraising efforts.
- **Necessity.** Establishing a deadline for your fundraising campaign can help create a sense of urgency and motivate your supporters to donate before the opportunity to contribute expires.
- **Visuals.** Using visuals can help to create a more immersive and emotionally resonant experience for your audience, making it easier to communicate the importance of your cause and inspire others to contribute to your fundraising efforts.



Email Examples

Subject: Join the Movement to Support Survivors

Dear [Donor's Name],

I hope this email finds you well. I am writing to you today to share an important fundraising effort that we are hosting in just a few days. As someone who has generously supported SAFE in the past, I wanted to make sure you had the opportunity to contribute to our upcoming fundraiser.

As you may know, SAFE is a non-profit organization dedicated to providing support to survivors of Domestic Abuse and Sexual Assault. Their programs and services are vital to ensuring that survivors have access to the resources they need to heal and recover from trauma. However, in order to continue to provide these services, SAFE relies on the generous support of individuals like you.

Our upcoming fundraiser is a crucial opportunity to raise the funds needed to support these survivors. By making a gift, you will be directly contributing to the program and services that SAFE provides. Every donation, no matter the size, can make a significant impact on the lives of survivors.

I invite you to join us in supporting survivors of Domestic Abuse and Sexual Assault. Your support is greatly appreciated and will make a meaningful difference in the lives of those who need it most.

You can find our fundraiser [here](#).

Thank you in advance for your consideration and generosity. If you have any questions or would like more information, please don't hesitate to reach out to me.

Sincerely,
[Your Name]

Subject: Join me in my fundraiser!

Dear [Name],

I hope this message finds you well. I'm reaching out today to share something exciting and meaningful that I am currently involved in. I'm taking part in a peer-to-peer fundraiser for SAFE, and I would be honored to have your support. [Insert brief paragraph about why you support the organization and why this fundraiser is important to you.]

To make a gift, all you need to do is visit my fundraising page at [insert your fundraising page link]. Any contribution, big or small, would make a significant difference. If you are unable to donate at this time, please consider sharing my page with your friends and family to help spread the word. [Insert a personal message about how much their support would mean to you and how grateful you would be for their contribution.]

Thank you for taking the time to read my message. Together, we can make a difference and help create a positive impact on our community.

Best Regards,
[Your Name]

Social Media

Incorporating social media into your fundraising strategy can be an effective way to expand your reach beyond your immediate network of supporters. Social media platforms offer a unique opportunity to connect with a wider audience and share your fundraising message with a broader community. Many fundraising platforms include built-in tools for social media and email sharing, making it easy to spread the word about your campaign and encourage others to get involved. These tools involve Facebook, Twitter, and LinkedIn. By leveraging the power of social media, you can increase your visibility, build momentum, and ultimately achieve your fundraising goals.

Tips for Social Media Success

- Expand your social media to reach a more broad audience. Facebook, Twitter, Pinterest, LinkedIn, Instagram, the list goes on. Make sure anyone you're connected to online knows about the important work you're supporting.
- Update often. Regardless of what platform you're using, it is important to be consistent with updates. Updates are key to maintaining momentum and keeping your network engaged. Don't forget to include photos or videos to draw your audience in. And most importantly – always include the link to your fundraiser.
- Ask for a share. While not everyone may be able to make a monetary donation to your campaign, sharing it with their own networks can still help to increase your reach and raise awareness for your cause.



Meet Your Goal

With a well-crafted campaign, a comprehensive communication plan, and a supportive network of donors, you are now equipped to take the final steps towards achieving your fundraising goal!

How to Reach the Finish Line

- **Donate to yourself.** Kickstart your fundraising by making the first donation to your own campaign! Even if it's a small amount, this gesture will demonstrate your commitment to the cause and encourage others to contribute. Additionally, it can boost your confidence in asking others for donations since you have already invested in your own campaign.
- **Don't be afraid to ask.** The key to the success of your fundraising campaign is the number of people you can reach, so don't hesitate to ask! Keep in mind the reason behind your fundraising efforts - you're not asking for yourself, but for the most vulnerable members of your community. By doing so, you'll be able to inspire and gain the admiration of others for your dedicated efforts.
- **Follow up.** Research shows that it can take anywhere from 3-5 touch points to secure a donation from a potential supporter. Therefore, it's important to have a well-planned communication strategy and not rely on just one email or message. Don't be afraid to follow up with your network as people who intend to donate often appreciate a gentle reminder. Remember, you're not bothering them but giving them an opportunity to make a difference.

Say Thank You

Make sure to express gratitude to every donor who supported your campaign because it wouldn't have been achievable without their contribution.



Make it count.

Demonstrate your gratitude and appreciation to your donors by putting your heart into it. Make them feel like the true champions they are. By showing your gratitude, you might inspire people to contribute to your cause.

Acknowledgement Inspiration

- Send an email or handwritten note. Consider the significance of an individualized email or a traditional handwritten note; they can hold immense value in communication.
- Use your fundraising page. You have the opportunity to publicly thank your supporters and show appreciation for their donations by replying to their comments or posting a thank-you message on your activity wall, directly on your fundraising page.
- Give them a social media shoutout. You can take your gratitude to the next level by publicly thanking your donors on social media. Many people appreciate being recognized in front of a wider audience for their generosity!



Need help? Contact us!

Feel free to contact SAFE's Development team for any questions or concerns during fundraising. Please contact Mercy Ogunlade at mogunlade@safeaustin.org for help with the following:

1. Refunding a donation
2. Deleting a fundraising or team page
3. Manually adding a team or fundraiser
4. Reassigning a donation from one page to another page
5. Editing a fundraiser's page
6. Adding offline donations
7. Seeing reports



P.O. Box 19454, Austin, Texas 78760

Confidential, 24-hour SAFELINE

Call: **512.267.SAFE (7233)** Text: **737.888.7233**

Chat: safeaustin.org/chat

For Deaf people of all identities, please use relay/VRS

