



# SAN FRANCISCO WOMEN AGAINST RAPE

12<sup>th</sup> ANNUAL WALK AGAINST RAPE

SATURDAY, APRIL 8<sup>th</sup>, 2017

## FUNDRAISING TIPS

Nearly everyone has either experienced sexual violence or knows someone who has. Know what you are asking for and why you are asking. Prepare yourself with a few facts about San Francisco Women Against Rape and the movement to end sexual violence. Then ask everyone you know for support! Often, people are waiting for an opportunity to make a difference and to donate to a movement that they believe in.

- **Use Facebook to fundraise!** Use status updates to inspire your friends to sponsor you by posting information about SFWAR, the WALK and the prevalence of Sexual Assault on Facebook or Twitter. Include a link to your personal fundraising web page in each status update.
- **Include a Link to your FirstGiving page in Your Email Signature:** Each time you send a message, the recipient will be provided with a reminder to sponsor you.
- **Use the SFWAR logo** as your profile picture.
- **Give Thanks!** When somebody sponsors you, thank them publicly by updating your status with a message of thanks. This not only lets that donor know how grateful you are for their kind donation, but also inspires others to donate!
- **Advertise your participation:** Use the “Events” application on Facebook to create an invitation for your WALK fundraiser. Send it out to all of your friends, and make sure you make it an open event so it appears in searches and so guests can send it to their friends.
- **Retweet:** Follow **SFWAR** on Twitter (@SF\_WAR) and retweet posts, with the addition of your FirstGiving fundraising webpage link.
- **Fundraise using social media tools:** Record a personal message asking for WALK AGAINST RAPE donations and post it on YouTube, Facebook, etc. Thank your sponsors via videos!
- **Remember Matching Gifts:** Many employers will match the charitable donations made by their employees. Talk to your HR Department and you may be able to double every donation you get!
- Put up a sign by the elevator, coffee maker, copy machine, vending machine, break room, or bathroom letting everyone know that you are having a fundraiser for WALK AGAINST RAPE and that you would be grateful for their donation. **Download a poster from the website.**
- **Use Incentives. Get Creative!**  
From a free dinner to tickets to a football game, entice people to sponsor you for



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prizes they can't resist! It can be as simple as offering to bake a batch of cookies for your largest donor of the day. Give out teal ribbons to each person who donates.

- **Auction Your Skills**

Are you a trained massage therapist? Can you organize a closet like no one else? What about cleaning house or re-vamping someone's resume? You can even be the "designated driver" for your friends for a night out on the town. Let people know that you are willing to trade your services for a WALK AGAINST RAPE donation. Set your price high – it's for a good cause!

- **Office Potluck**

Ask everyone to cook and donate an item for a theme luncheon in the office. Take a vote on the theme, and then ask everyone who partakes in the lunch to donate \$5 to the Walk.

- **Dinner with Friends**

Ask your favorite restaurant to help you fundraise. Is there a local restaurant that you frequent? Are you friendly with any restaurateurs? Ask the owners to donate a portion of one evening's proceeds to your Walk fundraising total. Then make flyers with the information, create an Evite, and invite everyone you know to dine there on that evening. You'll bring in more business to the restaurant and more money to your Walk fundraising total.

- **Bake Sale**

Simply make some of your very best cookies, cupcakes, or pies. Have your co-workers and friends get involved, especially those that can't sponsor you financially. Advertise the sale widely!