

AWAIC DIY Fundraising Kit

Thank you for your interest in fundraising on behalf of AWAIC. Your generosity, creativity, and willingness to take action make a real difference for survivors of domestic violence and their children. In addition to bringing in critically needed funds, community-led fundraising expands our reach and awareness for survivors of domestic violence.

*Every fundraiser, large or small, sends a powerful message: **your community cares, and survivors are not alone.***

Thank you for being part of that message.

This kit is designed to make fundraising simple, meaningful, and successful, while also helping protect the trust our donors and community place in AWAIC.

Before You Begin: Getting AWAIC Approval

Why Approval Matters (For You and Your Donors)

We ask all third-party fundraisers to receive approval before publicly fundraising for AWAIC. This step is not about limiting creativity; it is about **protecting individuals, fundraisers, and AWAIC's mission.**

Approval helps us:

- Ensure donors know their gifts are truly benefiting AWAIC
- Maintain consistent, accurate messaging about domestic violence which also helps protect survivor safety
- Avoid donor confusion or fundraising overlap
- Meet legal, ethical, and reporting requirements

For donors, approval builds confidence and trust. They can give knowing their support is going directly to an established, credible organization.

How to Request Approval

1. Fill out the Community-Hosted Fundraising Request

The request form can be found online at www.awaic.org where you will be asked for the following details:

- Contact Information
 - Event or campaign name
 - Group or Company Affiliation (if applicable)
 - Date(s) and format (virtual, in-person, hybrid)
 - Short Description of the fundraiser
 - Fundraising goal
 - How funds will be collected
- 2. AWAIC’s Advancement & Community Engagement (ACE) Team will contact you**
- Upon review, the ACE team will contact you with any questions. Check your spam! This email should come from development@awaic.org.
- 3. Wait for confirmation before promoting**
- Please do not publicly use AWAIC’s name, logo, or mission language until approval is granted via email confirmation.
- 4. Receive official AWAIC branded documents & logo for your use!**
- Digital resources such as impact reports, flyers, informational handouts, etc.
 - AWAIC logo file and branding guide

This process ensures your fundraiser appears legitimate in the community and donors feel confident supporting it.

Fundraising Ideas

You are encouraged to bring your own creativity and passion. Below are ideas that have worked well for community fundraisers:

Individual Fundraisers

- Host a garage sale
- “Give Something Up” Challenge – Skip coffee, dining out, or alcohol and donate the savings
- Encourage donations in lieu of gifts for birthdays, weddings, and anniversaries
- Sell handmade items and donate proceeds
- Email or text appeal to friends and family

Event-Based Fundraisers

- Benefit dinners or community meals
- Trivia nights, game nights, or themed parties
- Walks, runs, or fitness challenges
- Art shows, craft fairs, or vendor markets
- Silent auctions or raffles (with donated items)

Virtual & Digital Fundraisers

- Peer-to-peer fundraising pages
- Social media giving days or livestreams
- Virtual workshops (yoga, art, cooking, wellness)
- Birthday or milestone fundraisers

Workplace & Group Fundraisers

- Matching gift drives
- Donate a percentage of sales for a day
- Ask people to round up purchases to support AWAIC
- Team challenges or competitions
- Host a company related event

Tip: Fundraisers with clear goals, promotion, and personal stories tend to inspire the most giving.

What AWAIC Can Provide (With Gratitude)

Once approved, AWAIC may be able to share:

Digital Resources

- Approved mission and impact statements
- Sample social media captions and email language
- Approved logo files and usage guidelines
- Informational handouts and impact reports (printable)
- Suggested language explaining how funds support survivors

Printable Templates

- Flyer and poster templates

- Donation tracking sheets
- Simple thank-you signage

By offering these materials, we help ensure donors receive accurate information while making it easier for you to focus your energy on fundraising and supporting AWAIC's mission.

What AWAIC Can and Cannot Do to Support Your Event- And Why

We know rules can feel frustrating, so we want to be transparent about *why* we request your understanding. These guidelines help us steward donor trust and survivor safety responsibly.

What AWAIC *Can* Do

- Provide written approval for your fundraiser
- Share approved language and branding
- Offer general guidance and best practices for fundraising
- Acknowledge your fundraiser on social media
- Provide digital resources and printable templates
- If your event has a goal of \$1,000 or more, AWAIC *may* be able to assist with limited branded items (such as pens or stickers), subject to approval and availability.

What AWAIC *Cannot* Do

- Cover event expenses or reimburse costs. Donor dollars are prioritized for direct survivor services, not event overhead. It also creates tax and reporting complications.
- Guarantee staff attendance or support. While we wish we could be everywhere, AWAIC has a small but mighty team whose first priority must always be the delivery of essential services.
- Provide donor or mailing lists. We are committed to protecting donor privacy and confidentiality.

- Offer insurance or liability coverage. Event hosts are best positioned to manage their own venues and risk.
- Allow unrestricted logo or merchandise use. Consistent branding protects donors from confusion or misuse.
- Sell tickets for your event or provide prizes
- Approve events that conflict with our mission or values

After Your Fundraiser

1. Please submit all proceeds to AWAIC within 30 days.
2. Share highlights with your followers and the AWAIC team (photos, stories, total raised).
3. Thank your supporters.

Your success helps us celebrate community leadership and survivor support.

Thank You for Standing With Survivors

By fundraising for AWAIC, you are doing more than raising money; you are helping create safety, dignity, and hope. We are honored to be supported by people like you and deeply appreciate your commitment to our mission.

We couldn't do this work without you.