

# FUNDRAISING FOR CIRCLE OF WOMEN

*Fundraising for Circle is a great way to both expand awareness about Circle of Women and actively support the projects that we take on. Planning and following through with a fundraiser takes a lot of work and organization, but it is extremely gratifying and rewarding.*

## The Idea

Every fundraiser starts with an idea. Big or small, try to think creatively about something you and your friends like to do and think about how you could make it a fundraiser. Sometimes it's easier to think about who you are trying to target first, and then work backwards (age, gender, chocoholics, yoga-fiends, etc.).

Although you cannot contribute these items directly to Circle of Women, organizing a drive for used or unwanted items that can be reused is a unique and green way to support Circle's projects. You could dust them off and then sell these items online, host a garage sale, or sell them to a consignment store. Donate the items that they don't take to another charity. (Note: Consignment stores have seasons and take a significant percentage of the sale, so try to research different stores in your area to find the best option.)

- o Used books
- o Used clothing
- o Used toys
- o Old bikes
- o Collecting change

Create some merchandise! If your school has a big game every year, make bracelets or sunglasses with your school's name and color. If your friends always compliment you on this necklace you made, make them to order. Keep in mind that the ideal ratio of profit to expenses is 90/10 so try to keep costs low.

Bake up a storm! If your friends always marvel at your beautiful cupcake decorating skill, host a bake sale or offer to cater birthday parties and other events.

Babysit for a cause! Let your clients know that the money you raise will go to Circle of Women.

Are your wrapped presents borderline works of art? Offer to wrap presents for your friends and family at an hourly or present-by-present rate.

## Event Planning

Host an event! This can be at your house, a favorite coffee shop, a student center, or a yoga studio. Each venue is different so there's not really a rule of thumb, but talk to them about Circle and bring the necessary proof that we are a 501(c)3. Many places will donate the space or give you a discounted rate because it's for a good cause.

Events are more meaningful when they reflect the cause they are supporting. This can be anything from a mother-daughter dinner party, a Mother's Day tea, or a father-daughter dance, which can all celebrate the importance of daughters and the instructive relationships in our lives.

Talk to local businesses about donating food or supplies necessary for the event. Make sure you let them know that we are a 501(c)3 and record who they are and what they donated!

If you are hosting a performance of some sort, try to get lots of different people involved. The more people performing, the more people will come to watch!

## Invitations / Posters

To organize a successful fundraiser, you need to hype it up! Create a Facebook event, send out a Paperless Post, put up fliers around campus, etc.

You have a lot of flexibility to be creative. Make sure the Circle logo is on there, but otherwise have fun with it!

Be sure to include an explanation of Circle on the invitation. The mission, action, and philosophy statements are great for this sort of thing.

Invite three times as many people as you expect to come (probably more for flaky college students!).

Popular phrases from the past include

- o "Join our Circle"
- o "In good company, for a good cause"
- o "Yoga for a cause"

Email [PR@circleofwomen.org](mailto:PR@circleofwomen.org) for ideas about your fundraiser or for publicity materials!

## Money

Figure out how you will collect money for the event, whether through cash, checks, or online donations. Where will you keep the cash and checks and is the location secure? Will you sell tickets beforehand or at the door?

If you are hosting an event at your house, be sure to talk to your parents about how much of the event infrastructure they're willing to donate in kind.

## Raise Awareness!

Making posters that explain our work and placing them around the event space! Use lots of pictures and color to make them eye-catching.

Go around the room and have each person talk about an educational experience that has changed her life!

Distribute facts about women's education in the areas that Circle works. Go around in a circle and have each guest read off his fact.

Raffle off a Circle related item (a t-shirt, a book, or an item from one of the areas that we work) so that one or two lucky guests get something concrete in return for their donation!

## During an Event

No matter what type of event it is, take a moment and talk to your guests about what Circle is, what Circle does, and where Circle works and operates.

Be sure to walk around to the guests and ask if anyone has any questions. Most people who attend will be interested in learning more. If someone asks you a question that you don't know, just direct them to our website!

Make sure to take pictures!

## Guest follow-up

Obviously, follow-up will be different for different kinds of events, but no matter what you should thank your donors. Hand-written letters are really personal and show that you really appreciate their support.

If you follow up electronically, be sure to include a link to Circle's fan page on Facebook and suggest that the donor "like" circle if you do so!

One really nice touch is to go out of your way to take a picture of every guest (if a mother/daughter event, every mother/daughter pair) and include either an e-copy or hard copy with your thank you note!

## Follow Up with Us

Email [PR@circleofwomen.org](mailto:PR@circleofwomen.org) with photos, and information about your event! We can help you publicize it on the website, Facebook and twitter and we can also show everyone how great an event it was after the event is held so that it might inspire others!



One school will affect  
one community of  
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change.