

Fundraising Tips & Advice

For Community Sponsorship Teams
2023 Version



“I hate asking
people for
money!”



We get it.

Unless you've fundraised a lot,
it's normal
to be anxious or skeptical about it.



Photo of our very first CST.

We hope this short slide presentation will help you learn how to raise money for your matched client or family, so you can give them an edge as they make their way in their new homeland.

What's the #1 reason people don't give?





They were never asked!
(Seriously.)

Many people *want* to give to causes they care about, especially if they know someone directly involved.

Chances are, if you care about refugees, you have some family and friends who *also* care about refugees.

Chances are, they'll feel good donating to an organization and program that you not only joined, but are intimately involved in. You are going to use the funds they donate *yourself* to help refugees you know and care about, after all.

RAA does not take a "cut", so your donor's *full* monetary gift will go *straight* to refugees real-time needs. Chances are, this matters a lot to your friends and family.

“Ok, but I don’t
know how to ask
people for money.”



We get that, too.

Fundraising ideas that past CSTs have successfully done:

- Well-designed emails to family members, friends, neighbors, groups you're involved in
- Facebook fundraiser with link to RAA's donation page
- Instagram posts with link in bio to give
- Sent text messages in WhatsApp and other groups with link to give
- Asked in Bookclub after telling your story
- Collected an offering at church after speaking up front
- Asked family and friends to give for in lieu of their birthday or holiday gift
- Hosted a BBQ and explained the volunteer work
- Organized a "Happy Hour with a Cause" and posted QR code to donate
- Created a GoFundMe page and transferred money to RAA

Tip: Be the first to donate!

No one wants to give if it says \$0 raised.

Every ask should include these things:

- ❑ Give some **background**
 - ❑ Volunteering with RAA
 - ❑ RAA is a nonprofit org
 - ❑ Might want to include why you chose to volunteer
- ❑ Provide **information** using the 5Ws
 - ❑ Who are you raising money for?
 - ❑ What will you be doing?
 - ❑ When do you need the money?
 - ❑ Where will you do this work?
 - ❑ Why do you need money?
- ❑ End with a **call to action**
 - ❑ Where/How can they donate?

Tip: Make giving as easy as possible.

1 click should get them to the donation page.

Example CST Fundraising Email

Hi Jamie! I joined a volunteer team with Refugee Assistance Alliance, a nonprofit organization that works with recently arrived refugees in South Florida. Our team will be matched with a family who arrived from Afghanistan three months ago. We will be helping them learn to navigate life in the U.S. We will be doing things like helping them with doctor's appointments, enrolling their kids in school, helping them find jobs, and more. Plus, we plan to do fun things with them too, so they feel welcome in their new community!

Did you know refugees only receive assistance for 3-6 months and then they are left on their own? Our team will help them on their journey to self-sufficiency by helping them build their savings. Our team is trying to raise \$3,000 to help cover costs for emergencies and immediate needs, so the family can focus on saving a little bit of money before they have to pay for everything on their own. Imagine trying to feed a family of six on one minimum wage salary? It will be tough, but we know they can do it. They are strong and resilient. We are doing what we can to give them a solid foundation to build upon.

Would you be willing to make a donation to help this family? Any amount will make a huge difference and will mean the world to us. [Click here to donate.](#)

Example flyer used on social media:

(from a real CST who raised thousands!)

Tip: Do not share your client or client family's faces or identifying information *ever* outside of RAA. Post a stock photo or a photo that shows their backs or feet, like the one seen in the flyer here, and change their names. Do post real needs, where they're from, and the kids ages or grades.

FUNDRAISING FOR A FAMILY IN NEED

We are here for each other

Support a family from Afghanistan

WHY SUPPORT?

Did you know that people with refugee status arriving in the USA are provided with just *three months* of formal support and accompaniment by a government affiliated organization? Three months is no where near enough time to learn a new language, find housing, find a job, apply for health care, apply for food stamps, and numerous other procedures and general life adjustments.

The family we are working with has only been in the USA since late September of 2021. While they are making great strides towards creating their new home here in Miami, and becoming independent, they still need further assistance.

Our goal is to raise [redacted] for the family to provide them with crucial funds for medical emergencies, essential household items, rental assistance, cultural outings, and more. We greatly appreciate any amount you can give!

Thank You and in solidarity!
[redacted] Team

OTHER WAYS TO HELP:
Contact the Refugee Assistance Alliance through the RAA website if you would like to donate household items or become an RAA volunteer yourself!

SUMMARY

Hi! My name is [redacted] and I am a trained volunteer with the Refugee Assistance Alliance (RAA), based in Miami, Florida. For the past few months, I have been working with a family of six, with refugee status from Afghanistan. My volunteer team and I are currently working to raise money for our family to help temporarily support them with basic needs, on their journey to becoming independent.

To donate:

1. Scan the QR code
2. Under designation, select "[redacted] Team"

THANK YOU!

<https://www.refugeeassistancealliance.org/>

Refugee Assistance Alliance
1825 Ponce de Leon Blvd. #145
Coral Gables, FL 33134

Talk with your team to decide:

- 1) which ways you will fundraise (individual emails? Group BBQ?)
&
- 2) who will do what tasks
(make the flyer, post on social media tagging everyone on the team, compile an email list)



Wait, where do they send their money again?

Via our [secure website](#):

Drop down menu displays
your team name.

Via check to:

Refugee Assistance Alliance
1825 Ponce de Leon Blvd. #145
Coral Gables, FL 33134
MEMO: your team name

All donations are tax deductible and all CST funds go directly to clients.

You've got this.

And thank you. We literally cannot do this work without you.
Your family will never forget you.

