



SHE SHOULD RUN

FUNDRAISING TOOLKIT:

Get started raising money for equal representation



Thank you so much for raising money for She Should Run in support of our fight to see more women represented in public office! Whether this is your first time fundraising or you're a fundraising guru, this toolkit is here to provide you with the helpful knowledge, tips, and materials you'll need when it comes to fundraising for She Should Run!

So, who are we?

She Should Run is a nonpartisan nonprofit working to dramatically increase the number of women considering a run for public office. With over 500,000 elected offices in the United States, we are driven by a vision of seeing 250,000 women run for office by 2030. Our programs and tools are designed to be resources that demystify the process around running for office, provide a judgment-free zone for women from all walks of life to explore a future run, and build a network of supportive women from across the United States.

What have we accomplished so far?

She Should Run has motivated women from all walks of life to explore the possibility of public office by identifying and tackling the barriers to elected leadership. We've done this through data-driven content, education, and collective action. As of September 2020,

- **20,000** + women have explored the possibility of public office by joining the She Should Run Community
- **Over 1,500** women have attended a live in-person or virtual She Should Run learning event
- **On average 86%** of women in our Community report that they are now more likely to consider running for office because of their involvement with us
- **More than 12,000** women have been referred to She Should Run by our amazing partner organizations

Time to get started!

Ok, so now that you know the basics about She Should Run, you're in a good place to start firing up everyone you know to open their wallets and give towards our cause! But you're probably also wondering "where should I start?"

First things first: if you want a successful fundraiser, you'll need to get people just as excited as you are about seeing more women in office.

In the following sections, we've outlined below a step-by-step guide with best practices and special tricks for fundraising, and also shared some [effective, customizable templates](#) to help you run a lucrative fundraiser for She Should Run!

1. Get inspired!

The very first step we encourage women in the She Should Run Community to take who are just starting to consider running for office is to **"know your why."**

The same holds true for fundraising. Getting specific about things that matter to you and how you can make a difference by raising money for equal representation will keep you motivated and focused.

Ask yourself: What is it about She Should Run that has inspired me to throw on the working gloves and help them raise money? Why do I give a damn about seeing more women in government?

Briefly write down why you feel it's important to see more women represented in government:

Knowing your 'Why' is important because once you start raising money, you'll need to be able to share a short elevator pitch with potential contributors about why you support She Should Run, and get them just as inspired as you are about the mission.

[Click here to see some powerful statistics and talking points](#) that can help you craft your 'Why' and educate people on women's political leadership and inspire them to contribute to the change at the same time!

2. Set a fundraising goal.

Alright, it's time to set a fundraising goal. You must decide what amount of money you personally plan to raise during your fundraiser. If you are fundraising as part of a group, make sure you consult your fundraiser leaders to see how your goal will help add up to a larger group goal.

The best set goals are:

- **Reasonable and achievable** through hard work—a bar you think you can meet with a bit of elbow grease.
- **Ambitious.** Don't be afraid to set big, hairy, audacious goals! You'll be surprised by what you can accomplish. In the end, even if you don't reach your financial goal, all your hard work definitely won't be a waste.
- **Time-bound.** When setting up a fundraiser, it is always important to set a deadline. Whether your fundraiser is a one day event, or runs a whole month, your financial goal and how you reach it will differ depending on how long your fundraiser will run.
- **Ones that make a difference.** With every dollar you've asked for, you've brought awareness to a new person on the work that She Should Run is trying to accomplish for equal representation. In addition to your dollar goal, you can also set a goal for the number of people you talk to about your fundraiser along the way.



Tip: The more people you have working to raise money for your fundraiser, the higher your goal should be! Each person brings in more resources.

Set your goals here:

My (team/chapter/class)'s collective fundraising goal is to raise \$_____ by _____.
(date)

My personal fundraising goal is to raise \$_____ by _____.
(date)

My goal is to speak with _____ people about donating to She Should Run.

3. Choose the best fundraising platform.

There used to be a time when you literally had to go door to door, or set up a shop to be seen! Today, you can simply set up a virtual fundraising campaign page that you can send off to collect and process donations. You just have to decide what platform works best for you.

You or your organizer might have your own platform or account already. If that's the case, half of the work is done for you! However, if you need to pick a company to create a fundraising campaign page on, make sure you always check their fee percentages. If a company is charging you 30% of your total profits to use their platform, you might as well give them your left foot while you're at it. So when you pick your platform, do your research! Find a company with reasonable fees because in the end you want the most money possible to go to the cause.

Two essential features you'll want to keep an eye out for:

1. Donor tax receipts. Some of your donors will want to know they can write-off their donation on their taxes.
2. The option to share updates. The best fundraising platforms empower you to communicate directly with donors over the course of the fundraiser.

Great platforms to try out:

- [GoFundMe](#)
- [Classy](#)
- [Crowdfunder](#)
- [Fundly](#)

4. Let the world know about your fundraiser!

Now that you know your "Why" and have your goal, it's time to start raising money! You'll want to tell everyone you know everywhere you go about what you're doing.

It's time to reach out to family, friends, and especially all those followers you have on your social media platforms. Put them to work! We're living in a virtual world so fundraising has gotten even easier. You can literally raise hundreds, even thousands of dollars from the comfort of your couch while you binge on Netflix! Let's go through some of our favorite ways to raise money online, shall we?

FACEBOOK: Ask your favorite uncle and your high school BFF to pony up.

Facebook is a great resource when it comes to raising funds for She Should Run. You're likely connected to people from every part of your life and can call in some personal favors to donate. You can easily share your fundraiser link through a post on your timeline or, to reach the largest

number of people, share in any Facebook Groups you are a part of. When you share the fundraiser on your own page, encourage people you know to reshare it and spread the word. You can even send the fundraiser through Facebook messenger so that you can ask people personally to make a contribution. And remember: raising money for gender equality is much more compelling for your followers than any MLM ever will be!



*Tip: Don't have your own fundraiser link or donation page to drive people to? Facebook lets you create a fundraising page where you can talk about *She Should Run* and set your fundraising goal. You can find out more about setting up a Facebook fundraiser [here](#).*

INSTAGRAM: Be the influencer you've always dreamed about.

In this kit, we're excited to include some graphics you can use to post on your Instagram feed or story. The awesome thing about Instagram is you can get really creative and visual with your post and stories. Just remember, you'll have to put the link to your fundraising page in your Instagram bio. From there, whenever you publish a feed or story post, you'll just have to inform people to make sure they click the link in your bio to donate. Either way, get creative with your post and don't be afraid to tag us @sheshouldrun!



Tip: If you're one of those super cool people who is verified or with a business profile, you can add your fundraising link to your stories and tell people to swipe up to give!

TWITTER: Hashtags bring in the bacon.

If you're a regular Twitter user then you'll know the power of the hashtag (e.g #). Create a creative hashtag name that's unique to your fundraiser, for example, #WomenRunHarder. You can also add our hashtag #SheShouldRun so that our community can actively see your fundraiser as well. From there, make sure that anytime you or anyone else post on Twitter with your fundraiser link that you include your unique hashtag. This will allow you to reach more people's feeds and as well as allow you to see all the people getting involved to spread your fundraiser.



Tip: If you're promoting your fundraiser on social media, make sure you post regularly and create a countdown to let them know as the end of the fundraiser draws closer. You can't expect to reach your goal by just posting the fundraiser one time and calling it a day. Every time you post you'll reach new people!

EMAIL: Old school always wins.

Sending emails has always been one of the best ways to directly reach a wider audience. You love your Aunt Berta, but you also know she loves to talk for hours on the phone. As much as you'd love to hear how bingo nights have been going, you also know you have a fundraising goal to reach and time is of the essence! Sometimes sending Aunt Berta a lovely email with all the details and a contribution ask can be just as effective and more efficient. We have [a great email template](#) included in this toolkit to give you an idea of ways to email people on behalf of She Should Run.



Tip: Have an email signature that you use every day at work or school? Insert a link to your fundraiser below your name so everyone you're in contact with sees it! You might be pleasantly surprised when your boss kicks in some cash.

TEXT & CALL: Unlock your phone's superpowers.

Maybe you want to be direct but don't even use email yourself. Or maybe you don't know your Aunt Berta's email. There's another great option: your phone (which is probably already glued to your hand!) can be the most powerful tool you have to raise money. It is a direct line of communication to the people who know you best, like your family, close friends, and co-workers. People are more inclined to donate when they are directly asked. With texting or WhatsApp, you can even reach your loved ones in one message burst. [Check out our text template](#) for an example on how to send a short but sweet contribution request. And while it might be a little bit intimidating to call someone directly and have a conversation about your fundraiser, don't forget why you're doing this in the first place: making space for women to use their voices to ask for what they need so they can serve their communities. We encourage you to step into your own power and dial away!



Tip: Our mantra at She Should Run is that every person in your phone is a potential donor. Scroll through your contact list right now to tap into just how broad the reach of your network is. And bonus: making fundraising calls for She Should Run can be great practice for a future candidate (is that you?) who will have to raise money for their campaign one day.

List the first three people you'll email, call or text to donate:

1.

2.

3.

GET CREATIVE: Anything goes!

We invite you to use your imagination to share how much you care about She Should Run's mission through unique, hilarious, unexpected or unconventional ways that drive interest in your fundraiser.

- Choreograph a TikTok dance to celebrate women's representation
- Walk around your town square with a painted sandwich board hanging from your neck, have your neighbors Venmo you, and [regift to She Should Run through our website](#) or your fundraiser page
- Slide into the DMs of every match you've made on Tinder to ask them to donate
- Host a ZOOM trivia night and charge a \$5 donation as "admission"
- Purchase a billboard or hang wheat paste posters around your town
- Publish and distribute a digital zine about gender equality

5. Thank your donors!

Congratulations! You've completed your fundraiser and reached your goal (speaking it into existence)! But of course, you couldn't have done this without all of the people who donated. Now is the time to make them feel warm and fuzzy! Make sure you have something in place to thank your donors. Whether that's an automated email that's sent out after they've contributed on your fundraiser page, a personal email/letter/card to thank them afterward, or fresh-baked chocolate chip cookies shipped through the mail, they'll appreciate it. Regardless of what method you choose, everyone likes to feel appreciated for contributing their hard-earned money, so don't forget to thank your donors!

Write out a short message of gratitude you can copy and paste to all your donors:

Some final thoughts: facing your fears to make a difference!

Now it is our turn to say THANK YOU for fundraising on She Should Run's behalf. We know you don't have to do this for She Should Run, and we know you *might* be stepping outside of your comfort zone to make it happen.

With that in mind, we want to acknowledge that, for many people, asking others to financially support your efforts can be one of the most fearful aspects of the fundraising process. But remember:

1. Don't buy into the perspective that seeking donations for a cause is equivalent to asking for a personal loan. In reality, when you are asking for donations for a cause, you are asking people to contribute to a change that you have deemed important and valuable to the world, not for your own personal gain.
2. When people say no, they aren't saying no to you personally. If they reject your ask, we know it can feel like they are rejecting you. But there could be many factors such as, they don't have the money right now, or maybe they don't resonate with the cause. Either way, it's **not** personal.
3. People want to have your back and see you succeed! While we all know this is bigger than you and I, it's also ok for people to give because they care about you. You're amazing.
4. Be proud that you are willing to step up and see that She Should Run's work is getting done for the greater good. It takes a lot of heart and courage and we're so grateful for your willingness to use your voice for change.