

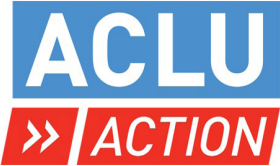
# **ADVOCACY TOOLKIT:** *Fundraising and Events*





**JOIN US.  
FIGHT BACK.**

**ACLU**



**HOW YOU CAN HELP: FUNDRAISING AND EVENTS**

Every day across the nation, the ACLU is called on to defend all the freedoms guaranteed in the Constitution and the Bill of Rights. There has never been a more important time for freedom-loving people to support the ACLU of Virginia and our effective work to protect civil liberties.

Take your stand and help us defend people’s rights. We appreciate your interest in arranging an ACLU fundraising event. Here are some helpful tips to get you started.

**What you will find in this toolkit:**

- 1. Different Ways to Give**
  - Donate to the ACLU
  - Start a campaign
- 2. Events**
  - Benefit Events
  - House Parties
- 3. ACLU of Virginia Event Form**





## Different Ways to Give

### Donate to the ACLU

Our rights depend on our willingness to defend them. By joining the ACLU of Virginia, you'll be doing your part to uphold American values of justice, due process and individual freedoms.

If you'd like to send a check to the ACLU of Virginia, please send it to **701 E. Franklin Street, Suite 1412, Richmond, Virginia 23219**. Please designate if it is a gift to the American Civil Liberties Union of Virginia or the American Civil Liberties Union Foundation of Virginia. The difference between Union and Foundation is listed below with online giving links for each.

*Please note: The ACLU of Virginia and the National ACLU office share gifts. By supporting the ACLU of Virginia, you are also supporting the work we do nationwide. We request that you make your gift directly to Virginia. It immediately impacts our budget. Thank you!*

**American Civil Liberties Union of Virginia:** Gifts to the ACLU of Virginia allow us the greatest flexibility in our work. While not tax deductible, they advance our extensive integrated advocacy program enabling us to advocate and lobby before the state legislature and executive branch and with local governing bodies and constitutional officers. When you make a contribution to the ACLU of Virginia, you become a "card-carrying" member of the ACLU nationally and in Virginia who takes a stand for civil liberties. <https://action.aclu.org/secure/join-aclu-virginia>

**ACLU Foundation of Virginia:** If you prefer to make a tax-deductible gift, we encourage you to support the ACLU Foundation. Gifts to the Foundation support our litigation, communications, research, and public education programs and activities. <https://action.aclu.org/secure/support-aclu-virginia>





## Start a Campaign

Interested in raising money for the ACLU of Virginia from friends and family? Here are some ideas:

- A simple way to give to the ACLU of Virginia is to **ask your friends and family to join the ACLU and to make a gift online**. We can put that money to use right away, and we'll acknowledge their gift.
- You may also consider **asking your friends and family to give an ACLU of Virginia gift membership**, in place of a present for a birthday or holiday, or to celebrate a milestone (graduation, wedding, etc.). <https://action.aclu.org/secure/give-gift-aclu-membership>
- You can also **start a campaign for the ACLU Foundation of Virginia via Facebook** (<http://www.facebook/fundraisers> and be sure to link your event to the ACLU of Virginia Facebook page) or via Crowdrise. (<https://www.crowdrise.com/american-civil-liberties-union-foundation-of-virginia>)

**Know someone who takes a stand?**

**Give the gift of membership.**  
[aclu.org/giftmembership](http://aclu.org/giftmembership)







## Events

### Benefit Events

Want to plan an art opening, lecture or music performance and donate the proceeds to the ACLU of Virginia? It's easy. Plan your event in the way you normally would:

- **Pick a date and venue**
- **Decide how to give the ACLU of Virginia the proceeds.** (One option is to have a donation table. Another is to charge admission and donate from that to the ACLU. Or do both!)
- **Invite:** Promote your event in the way you are most comfortable or have used before. (Social media, hard copy or e-invitations, emails to friends and contacts)

- **Let ACLU of Virginia know the date and details.** (See event form at end of toolkit) We can mail you ACLU materials to distribute to those in attendance. Included in the materials will be talking points you can use to inform your “ask” on behalf of the ACLU at the event.
- **After the event, make gift of proceeds to ACLU of Virginia via check or credit card to either the union or foundation** (see page 2 for the difference between the two entities).

Please submit to [fundraisers@acluva.org](mailto:fundraisers@acluva.org) the event form from this toolkit when you know the details of your event. We like to be able to thank you and send you ACLU materials.

#### **Please note:**

- *We enjoy joining our supporters for events. However, we have a small staff and sometimes our schedule is already filled with other ACLU events and speaking requests. We are able to make a final determination about our availability to attend a week before your event. Either way, we'll empower you to speak about the ACLU and our work at your event by providing talking points you can use to inform those in attendance and give them reasons why they should join you in giving to the ACLU.*
- *Due to our need to protect the privacy of our current members and donors, we are unable to provide you with names and contact information from our fundraising database. We hope you will help us identify and attract new supporters by inviting people you know to your event whom you think should be ACLU supporters.*



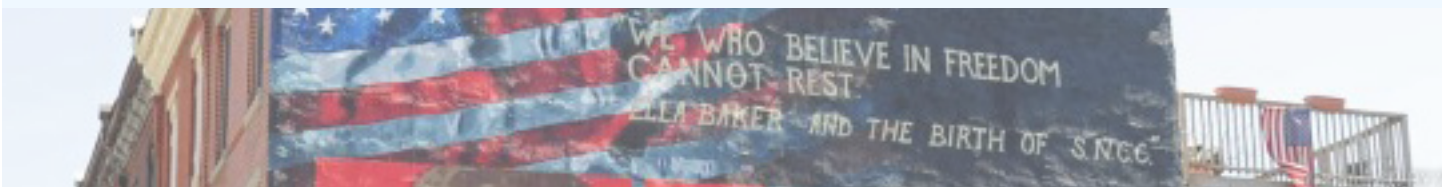


## House Parties

Hosting a house party is a great way to help the ACLU of Virginia reach out to new people and educate the community on the work that we do. The party can be as intricate or simple and as small or large as you want it to be.

Below is a list of decisions to make before you begin inviting people.

- **Date, time, dress (casual or fancy?), food and drink**
- **Do you have a monetary goal in mind for your event?** If so, consider having language in your invitation that asks your guests to make a 'suggested' donation of \$XX. Otherwise, you can ask that people bring their checkbooks or be ready at the event to fill out their credit or debit information on a sealed ACLU donation envelope (we can provide these for you to use) that you can collect at the event and then mail to us. Another option is to have your laptop or tablet available at the event and have people make secure on-line donations while attending the event either on your device or at the same time during the event on their own smart phone or tablet... (See online giving links for membership or foundation contributions, page 2.)
- **The size of your space and the amount of money you hope to raise will help inform how many people to invite.** We recommend that you invite between two and three times the number of attendees you want to attend. So, if you can host 25 people, plan to invite between 50-75. It's good to provide in your invitation information on how to donate so that people who aren't able to attend can still make a contribution or join the ACLU.



# WEEK-BY-WEEK HOUSE PARTY TO-DO LIST

## SEVEN WEEKS OUT:

- Set date for the house party

## SIX WEEKS OUT:

- Create your guest list
- Determine your invitation method and text (Include RSVP date and contact information. A week before the event is standard for rsvp deadline. Also include info on how to give.)

## FIVE WEEKS OUT:

- Mail or email your invitations

## FOUR WEEKS OUT:

- Be in contact with ACLU of Virginia and tell us about your event and how it is going! (Please fill out event form from this toolkit and email to [fundraisers@acluva.org](mailto:fundraisers@acluva.org).)

## THREE WEEKS OUT:

- Plan food and drinks you will serve
- You will hear from ACLU of Virginia

in response to the event form you submitted, and we will arrange to send you materials for your event. Included in the materials will be talking points you can use to inform your “ask” on behalf of the ACLU at the event.

## TWO WEEKS OUT:

- Place any orders for refreshments
- Begin following up with the people you invited but have not yet heard from to ‘check in’ and see if they will be able to attend

## ONE WEEK OUT:

- Arrange home to accommodate guests
- Finish following up with guests from whom you have not heard
- Confirm with guests who have said they will attend
- Let ACLU of Virginia know how many guests are coming to make sure we have sent a sufficient amount of materials to you.

**Tip:** *Even if people are not able to attend your event, they can still contribute financially to make your event a success. You can include donation links (see page 2) in your invitation or email the links to guests unable to attend. Encourage them to give. It's for a great cause!*

# ACLU OF VIRGINIA EVENT FORM

1. Your name: .....

2. Address: .....

3. Phone: .....

4. Email: .....

5. Are you the only host? If not, who else is hosting with you?  
.....  
.....

6. If you have an additional host, please provide their address, phone number and email:  
.....  
.....

7. Date and time of event:.....

8. Event type: (House Party, Benefit Event)  
.....

9. Location of event:.....  
.....

10. How many people are you inviting? (If this is a public event respond 'public.')

11. How many attendees do you expect? (Provide estimate. You can let ACLU of Virginia know the specific number the week before your event)  
.....

12. Is there anything else you'd like for us to know about your event?  
.....  
.....  
.....  
.....  
.....

13. Do you have any specific questions we can answer for you regarding your event?  
.....  
.....  
.....  
.....  
.....

*This form may be submitted by email to [fundraisers@acluva.org](mailto:fundraisers@acluva.org) or via online form found at the ACLU of Virginia's Action Center at [www.acluva.org](http://www.acluva.org)*

